

**Interreg
Europe**



European Union | European Regional Development Fund



*Sharing solutions
for better regional policies*

Designing a project communication strategy

Petra Polaskova

Interreg Europe Secretariat

p.polaskova@interregeurope.eu

22 March 2018 | Europe, let's cooperate!, Brussels

Communication = a tool



Use it to reach your project objectives





COMMUNICATION PRINCIPLES

1. Harmonised branding





Project logo

Acronym

- simple, easy to remember
- short (max 11 + 11 characters)
- **NO** special characters (*, &, +, .)

Interreg Europe Project Branding

EU Emblem + ERDF references



Project poster

- We design
- You print and show



HIGHER
Interreg Europe

HIGHER addresses the need to improve the innovative character of innovation projects financed through ESIF, science-industry collaboration, private capital investments in R&D and the clustering approach, as well as strengthen the public administrations' role as innovation drivers.

www.interregeurope.eu/higher

SIE
Interreg Europe

SIE will help seven European regions jointly assess and address the challenges associated with SME internationalisation through trade development activities and improve SME-focused policies and support services.

www.interregeurope.eu/sie

An interregional cooperation project for improving innovation delivery policies

Project Partners

Region of Central Macedonia (BG)
GEM Research Park (BG)
Abruzzo Region (IT)
Madrid Region (ES)
Lithuanian Innovation Centre (LT)
INTU - Intelligence Innovation Centre (IT)

Associa
Cambridge Greater

An interregional cooperation project for improving SME competitiveness policies

Project Partners

IGP Region (CZ)
Investment and Business Development Bank Lower Savažy - Václav (CZ)
Official Chamber of Commerce, Industry, Services & Navigation for Cantabria (ES)
Aquitaine Chamber of Commerce and Industry (FR)
Molise Region (IT)
Turin Regional Development Agency (IT)
Basel County Council (DE)

SYMBI
Interreg Europe

SYMBI aims at supporting the transition towards a resource efficient economy through industrial symbiosis, establishing territorial synergies to manage waste and exchange energy and by products as secondary raw resources.

www.interregeurope.eu/symbi

An interregional cooperation project for improving resource-efficient economy policies

Project Partners

Municipality of Izuel, Development and Planning Bureau (EU)
Investment and Territory Region of Madrid (ES)
Foundation FINECOIT Scientific and Technological Park of Salamanca (ES)
Hogeschool of Applied Sciences (NL)
Region of Galicia (Spain) (ES)
Gemeinsinnige Wirtschaftszusammenarbeit (GWS) (AT)
Chamber of Commerce of Molise (IT)
The Valaisanne Region (CH)
Government Office for Environment and European Cohesion Policy (DE)

BIO4ECO
Interreg Europe

BIO4ECO aims at boosting the biomass as a key element of the transition to a low carbon economy at regional level.

www.interregeurope.eu/bio4eco

An interregional cooperation project for improving low carbon economy policies

Project Partners

Environment Fund Agency (BG)
Forest Science Centre of Catalonia (CTFC) (ES)
Government of Catalonia - Directorate General of Forestry (ES)
Regional Council of North Savoie (FR)
French Federation of Forest Inspectors (FR)
Abruzzo Region - Rural Development and Business Policy Directorate (IT)
Lithuanian Forestry Owners' Association (LT)
Ministry of Agriculture, Rural Affairs and Fisheries (GR)
Regional Development Agency Centro (ES)
Slovenia Forest Service (SI)





Project website

- We provide for you to fill with content

ELISE Interreg Europe European Union

My Interreg Europe Register Search Discover projects

European Life Science Ecosystems

NEWS EVENTS GOOD PRACTICES CONTACTS

Project summary

ELISE addresses a societal challenge common to European regions: to promote better health and

IEER Interreg Europe European Union

My Interreg Europe Register Search Discover projects

Boosting innovative Entrepreneurial Ecosystem in Regions for young entrepreneurs

NEWS EVENTS GOOD PRACTICES CONTACTS LIBRARY

Project summary

IEER is an Interreg Europe funded flagship project bringing together 10 regions around Europe. Initiated by

RETRACE Interreg Europe European Union

My Interreg Europe Register Search Discover projects

A Systemic Approach for Regions Transitioning towards a Circular Economy

NEWS EVENTS GOOD PRACTICE CONTACTS LIBRARY

Project summary

RETRACE – A Systemic Approach for Regions Transitioning towards a Circular Economy

#Retrace

SVRK @svrk_rs

Vjudno vazljani na dogodku Tranzistno oblikovanje za prehod v krožno gospodarstvo, ki ga je vodila SVRK.

ENERSELVES Interreg Europe European Union

My Interreg Europe Register Search Discover projects

Policy instruments for energy self-consumption in buildings

NEWS EVENTS GOOD PRACTICES CONTACTS LIBRARY

Project summary

ENERSELVES project. Policy instruments for energy self-consumption in buildings, is led by AGENEX, Extremadura Energy Agency, with the following aims:

Sign up for the ENERSELVES newsletter

Subscribe now

2. Integrated webspace

Discover Projects

Enter the world of interregional cooperation projects. Explore the policy learning and change taking place in each of the four themes.

The results will take you to individual project websites, maintained and updated by the project partnership directly. You can discover the policies each partner is working on, find out more about the partnership, follow the evolution of the exchange of experience and keep up with project news and events.

You can find a full list of the 64 projects to export in CSV at the end of this page.



Featured Project






Project content

- Project news and events visible on the programme webpages

The screenshot shows the website www.interregeurope.eu with a navigation bar containing four categories: Research and innovation, SME competitiveness, Low-carbon economy, and Environment and resource efficiency. The main content area is titled 'Latest News' and includes a sub-header: 'The most recent programme updates along with policy news and other relevant stories'. Below this, there are four news items, each with a date, a title, a brief description, and a type label.

Date	Title	Description	Type
22/11/2016	Get feedback on your project idea in time for third call	Are you preparing an application for the third call for Interreg Europe project proposals? Ask for feedback on your project idea!	Programme
22/11/2016	SET-UP meets the smart utility community	The Lead partner Bretagne Développement Innovation has been invited to present the SET-UP project at the Exclusive Panel with the Regions, co-organised with th...	Project
29/11/2016	HERICOAST in AR&PA Biennial 2016	HERICOAST was presented at AR&PA Biennial 2016 in Valladolid -Castilla y León Around 20.000 people visited the Management and Restoration Fair	Project
28/11/2016	SUPERproject What exactly does Eco-innovation mean?	Let's stop for a moment and consider what actually can be understood by term eco-innovation and how it affects all of us every day.	Project

3. Sustainable communication



**Think, before
you print!**



Communication material

Communicate with your material

- Pass information about your project to target groups
- Material **directly necessary** for your communication

Brochures, roll-ups, information leaflets, infographics,
videos

NO gadgets and goodies

*Approval **beforehand** by the joint secretariat*

Save environment and public funds



Think of online meetings, paperless events

- Save time and money of your project partners
- Lower your project's carbon footprint

Use existing material in your institution

- pens, notepads, etc.

15% of staff costs for administration costs



BULDING A COMMUNICATION STRATEGY



Elements of strategy

Objectives

Target groups

Messages

Activities

Time schedule

Budget

Target indicators (measures of success to evaluate)

Communication objectives



Communication objectives



Translate project goals into communication objectives

- Make them **SMART**



e.g. “To **persuade policymakers** that **youth entrepreneurship** remains a political priority, so that they **sign each action plan** and are willing to implement change => **4 signed** by **2020**.”

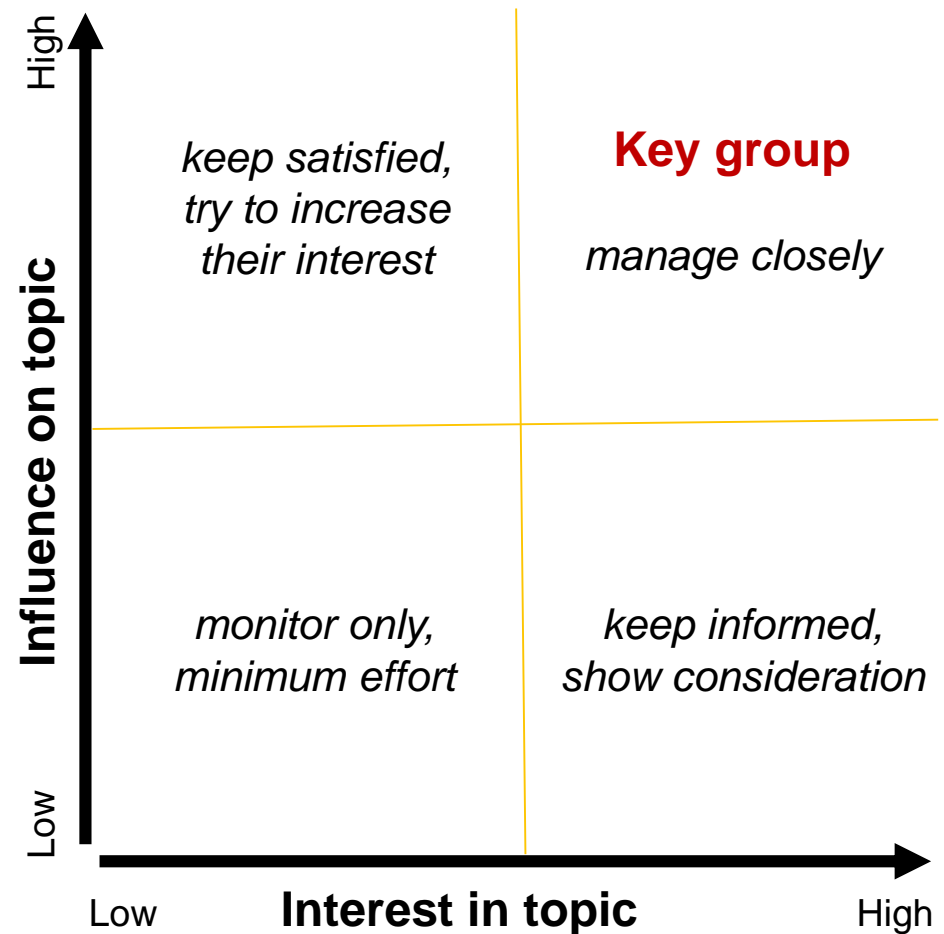


Target groups

1. List target groups

- Local politicians
- Public servants from local authorities
- People from chambers of commerce
- People from NGOs
- Private companies
- Environmental agencies
- Specific groups from general public (students, women, ...)
- Etc.

2. Analyse them





Activities

Required

- A3 poster display
- Regular website updates
- One high-level event at the project's end
 - About project results (in phase 2)
 - Emphasis on the benefits European cooperation delivers to the end-users of the improved policies
 - High visibility
 - VIPs present, wider audience

Include in your activity planning



Activities

Recommended

- Annual programme events
- Policy learning platform events
- Events organised by European institutions
- European cooperation day

Support events for project implementation

- Trainings, workshops, online seminars (webinars)
- For lead partners, finance and/ or communication managers

*Budget **8-12 events** on the programme level over the lifetime of project*



Evaluation

Required indicators

- Number of appearances in media
 - For example the press, radio or TV
- Average number of sessions at the project pages per reporting period

Google Analytics reports

Other performance indicators

- Set by each project to evaluate their strategy
 - Followed internally by project team
 - For example, satisfaction of participants at events



Put your strategy together

Objectives

Target groups

Messages

Activities (incl. responsible partner)

Time schedule

Budget

Evaluation !!!








Application form

Outline of communication strategy

- Brief summary of the strategy (C.5)

Outline of key objectives each with its target group and activities

Include of your internal communication!

Objectives 	Target group 	Activities 
Sustainable communication and dissemination	Three main identified target groups will benefit from	- Development, set up, evaluation and adaptation of

- Set targets for two programme indicators (C.6.2)
- Add communication activities and outputs to workplan (D.1)
- Plan budget for your communication (E)



Useful links

Programme manual

- http://www.interregeurope.eu/fileadmin/user_upload/documents/Call_related_documents/Interreg_Europe_Programme_manual.pdf

Develop a project

- <https://www.interregeurope.eu/projects/project-development/>

Project branding guidelines

- https://www.interregeurope.eu/fileadmin/user_upload/documents/2016-05-19_Project_branding_guidelines.pdf

**Interreg
Europe**



European Union | European Regional Development Fund



*Sharing solutions
for better regional policies*

Thank you!

www.interregeurope.eu



Interregeurope