



World Café Summary

These tips and suggestions were shared by the participants of the Interreg Europe communication seminar in Dublin on 13-15 November 2018. During a world café session, the project representatives discussed various issues related to communication in small groups, raised questions on the challenges they have faced, looked for solutions, and shared experiences, tips and ideas for further activities.

Involving partners and stakeholders

How to involve project partners in the communication activities?

- Use an internal platform/tool for communication (check-lists, deadlines) – select a tool that meets your needs (e.g. OneDrive, Google Drive, or one of the tools listed at the end of this document)
- Keep in touch with your partners in between meetings; call them to collect news or inputs
- Make your aims SMART (specific, measurable, achievable, results-focused, and time-bound)

How to engage stakeholders?

- Make your workshops interactive and engage them via participation
- Share experiences with your partners on what has worked with your stakeholders, be open to test new approaches
- Give stakeholders a role; make them visible
- Work bottom-up and keep them involved; be genuinely interested in hearing their views and perspectives
- Test different forms of engagement: physical events/meetings, webinars, online platforms, social media (various different channels!), open events
- Personal contacts and relationships are important; make them feel part of the project, stay in regular contact with your stakeholders.

Social media

How to leverage social media in project communication?

- Give visibility to your stakeholders and the local community actors and share their content via your account(s)
- Post in different languages (and use the features available e.g. on Facebook to target your posts to specific audience)
- Reach a wider audience by sharing the project posts/hashtag via different accounts (personal/institutional)
- Decide on your strategy: some projects prefer to 'centralise' management of social media accounts to one partner, while others see more benefits in sharing. Either way, make use of the partners and networks to share your messages.
- Pick your channels depending on your needs, but don't hesitate to go beyond Facebook/Twitter/LinkedIn and see if for instance Instagram would work for your project



(for instance topics related to culture/art/such might be able to reach out to relevant audience there as well)

- Be smart with your hashtag(s) – check availability (prior use) before posting, keep it concise and easy to remember (and spell), share it and encourage others to use it too

Newsletters

How to make use of newsletter(s) to communicate project updates?

- Think about your goals and audience: what kind of content is relevant/interesting?
- Who do you want to reach? Is it better to have one project newsletter in English or publish different versions in local languages?
- Use a tool like MailChimp and make the newsletter (and subscription link) available on your project website
- Share and promote the content also on social media
- Instead of compiling your own newsletter, make use of institutional/partner organisations' newsletters or such channels and disseminate project updates via existing channels.
- Whichever channel you use, make sure you include links to relevant content on your project website

The participants also raised a question on whether traditional newsletters are still needed. Some felt that the impact/reach of online newsletters are limited. It also takes time to gather contacts and build a mailing list for regular mailings. Other communication channels may indeed also be leveraged to reach out to stakeholders and target audiences.

Several participants also had questions regarding GDPR. For details, we encourage you to check with your national authorities, but in principle:

- You should ensure that you have obtained an explicit consent from the recipients included in your mailing lists and that you can prove this. If this has not yet been done, this consent should be obtained before the sending of the next newsletter. While collecting this consent, sufficient information should be provided to the recipients in particular about the purpose of collecting their personal data and how to exercise their right of access, modification and deletion of their personal data.
- The personal data collected in this context should not be used for another purpose than the sending of the newsletter (unless this other purpose has been explained when collecting the consent and a separate consent for this other purpose has been obtained).
- You should provide an easy way for subscribers to unsubscribe and add information about this in each newsletter (link to unsubscribe or email address to send request).

Events

How to get the most out of project events?

- Make choices and focus: define a clear objective and programme outline (less is more; don't try to do too much; focus on the essential, time is always limited)
- Choose the right speakers
- Planning ≠ communication and dissemination (your plan should cover what happens before, during and after the event)
- Think about your audience and what interests them
- Set targets and measure your performance



- Be interactive and involve your participants
- Make use of the unique resources of the region/venue where the event takes place
- Look for synergies and organise your event as a part of/back to back with another event
- Include your stakeholders by presentations and/or study visits
- Go for inspirational places, make the event an experience

Videos

How can videos contribute to communication activities?

- Think about where and how the videos will be shared: make different versions of the same video for different media (e.g. short clips for social media, longer videos for other purposes).
- Keep your videos short! 3 minutes is already quite long for a general clip, for social media the length tends to be 30 seconds or even less.
- Offer training for the person responsible for videos (online or in person); take the time to plan and brief in advance, prepare a script/storyboard and try to visualise the outcome in advance.
- Pay attention to the budget and available resources (e.g. 3-minute videos are a lot of work).
- Be creative with content, use images, text and animation in addition to video.
- Challenge: videos can get outdated very quickly – think about what you want to communicate and see how to get the most out of them.
(content-related videos tend to live longer than strictly project-related videos)
- How many languages should you use? English may be a simple choice, but think about having subtitles in several languages.
- What kind of video do you need? Do you need a professional or can you make use of available tools? Plenty of free software is available as well, see if they would work for your needs.
- When you film or record interviews during events or meetings, inform your stakeholders in advance (confirm their willingness to participate, share questions/concept beforehand to give them a chance to prepare).

Extra tip: Have a look at videos from other projects and share your video(s):

<https://docs.google.com/spreadsheets/d/1Q-j28ARJlv1W16JpMb6MMKUI4qMMAcw9FbtMny4bxKo/edit?usp=sharing>

Evaluation

How to evaluate communication activities?

- Select the right indicators and be smart with your choices
e.g. online performance: don't be fooled by 'vanity metrics' (number of visitors/followers/likes/downloads, raw page views etc.), look also at how you perform in terms of engagement (how active your users/visitors are, is your approach paying off, are you getting your message across)

Other tips:

- Both internal and external communication should be evaluated



- Set targets and see if your communication goals are being met on a regular basis. If needed, make adjustments and fine-tune your strategy.
- Each project receives a monthly Google Analytics report about the project website; make use of it! (the report is sent to web admin(s) of each project)
- Measure quality and assess impact, don't stop at raw figures.

Tools and templates

What kind of tools can be used in project communication?

- Internal communication
 - Reporting template (meetings etc.)
 - Mailing list (following GDPR principles)
 - Stakeholder analysis
 - Communication tools (WhatsApp, Skype etc.)
- External communication
 - Presentation template
 - Editorial calendar
 - Flyer (in different languages)
- Check also the 'tools and templates' file in the shared space on google drive (link below in the 'extra tips' section)

Extra tips

Tip 1: Make use of the resources available for projects

- Programme manual v. 5 (updated April 2018):
<https://www.interregeurope.eu/about-us/programme-manual/>
- Guidance videos on reporting:
<http://www.interregeurope.eu/projects/implement-a-project/#report-activities>
- Project communication kit:
https://drive.google.com/drive/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk
- Sharing space on google with other projects:
https://drive.google.com/drive/u/1/folders/1XIYG4j2X_p15kFx2z-nhyats0EL6hRpE

Have a look at the [slides from the communication seminar](#) for more useful links and tips.

In addition, some questions concerning the project websites were raised during the seminar. We have collected some useful information on the [project website help page](#), so have a look and find answers to the most frequently asked questions. If something is still unclear, you can always contact [your communication officer at the joint secretariat](#).

Tip 2: See if the tools available online might be useful for your project

NOTE: The list below is a compilation of suggestions collected from Interreg Europe project partners during internal events. The list is not comprehensive nor exhaustive, it merely serves as an example of the range of tools available (both free and paid). The joint secretariat is not providing any particular recommendations for the purchase and use of any of the tools listed below.



Title	Website	Description
Google drive	https://www.google.com/drive/	Platform to store and share documents.
Microsoft OneNote	http://www.onenote.com	The digital note-taking app for your devices.
Base camp	https://basecamp.com/	Web-based project management and collaboration tool. To-dos, files, messages, schedules, and milestones.
Trello	https://trello.com/	Trello's boards, lists, and cards enable you to organize and prioritize your projects in a fun, flexible and rewarding way.
Slack	https://slack.com/	Slack brings all your communication together in one place. It's real-time messaging, archiving and search for modern teams.
Sharepoint	https://products.office.com/en-us/sharepoint/collaboration	SharePoint is a web-based, collaborative platform that integrates with Microsoft Office. It is primarily sold as a document management and storage system.
Same page	https://www.samepage.io/	From messaging to task management to real-time document collaboration, Samepage brings it together in a single desktop and mobile app.
Only office	https://www.onlyoffice.com/	It is an online office that enables you to manage documents, projects, team and customer relations in one place.
Drop box	https://www.dropbox.com/	Dropbox simplifies the way you create, share and collaborate. Bring your photos, docs, and videos anywhere and keep your files safe.
Yammer	https://www.yammer.com/	Yammer is a freemium enterprise social networking service used for private communication within organisations.
Go to meeting /Go to webinar	https://www.gotomeeting.com	GoToMeeting with HD video conferencing is a tool to collaborate in real time. Go to webinars helps you organise online seminars.
Adobe Connect	http://www.adobe.com/products/adobeconnect.html	Adobe Connect offers web conferencing solutions for webinar, online meeting, mobile e-learning, video conferencing and virtual classroom use.
Skype	https://www.skype.com/en/	Video conferencing tool.
Mind mup	https://www.mindmup.com/	Free online mind mapping tool.

Do you use another tool?

Send us an email (communication@interregeurope.eu) and we will update this table