

Communicating project results

26 November 2020 | Webinar



Agenda



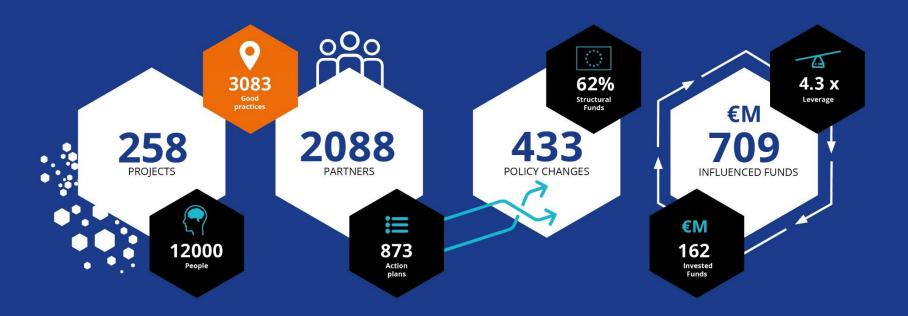
- 1. Communicating project results: what and why?
- 2. How is it done?

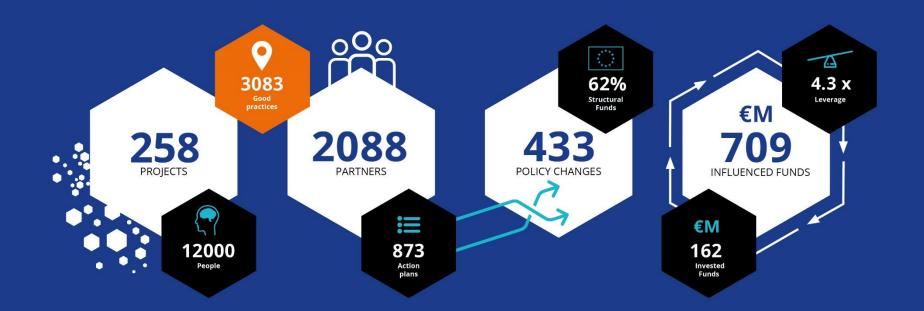
 Let's hear from CD-ETA and iEER
- 3. Looking for inspiration?
- 4. How do we promote the project results?

Communicating project results: what and why?



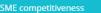
Interregional cooperation delivers results





...but how? What's behind the numbers?

























E#Europecooperates: digital cultural heritage and COVID-19 05/10/2020

The CD-ETA project explains how applying digital solutions to cultural heritage can help communiti...

■#Europecooperates: helping SMEs go digital in Slovenia

The TRINNO project explains how a voucher scheme in Slovenia has been key to helping SMEs dur...

Testing new approaches with pilot actions

Discover how our projects test new approaches in their regions through diverse pilot actions.

Conserving biodiversity with informed policies

13/12/2019

BID-REX project links biodiversity information and conservation decision-making. How do they do i...

☐Guiding regions through renovation of public buildings

06/12/2019

Check how REBUS helps Regions to save resources and money thanks to building's renovation!

■Bringing innovation to SMEs thanks to cooperation

20/11/2019

Find out how can cooperation make the access to innovation for SMEs more efficient.

Helping SMEs go digital

15/11/2019

How did INKREASE help researchers and businesses innovate?

Type: Programme















interres control of the following states of the follow





ESSPO delivers support for SMEs

RaiSE supports social enterprises

ClusterFY works on improving cluster policy

Islands of Innovation unlocks the innovation potential of...









FINERPOL shares new financial instruments for...

REGIO-MOB develops sustainable mobility in the...

iEER strengthens entrepreneurial ecosystems...

PURE COSMOS reduces administrative hassles face...









Unlocking green growth potential of businesses

Industrial symbiosis for better waste management

Interregional exchange inspires new support...

Tackling the challenge of food waste in the EU and th...

How is it done? Let's hear from CD-ETA and iEER















TOPIC

Environment and resource efficiency

www.interregeurope.eu/cd-eta/



Project News

Sort results by Newest first





RIBERANA - inspiration for preparation of new grants

Riberana Project is source of influence for the Regional Valencian Budget and...



GP "Tholos" won a prestigious award

26/10/2020

The good practice "Tholos" was awarded at the "Destination of Sustainable... Type: Project



#Europecooperates: digital cultural heritage and COVID-...

The CD-ETA project explains how applying digital solutions to cultural heritage... Type: Programme, Project



■ RIBERANA

22/05/2020

The Mancomunitat de la Ribera Alta offered some virtual visits to the natural...

Type: Project



Digitization vs Covid-19 in Italy - ArtCentrica

21/04/2020

Centrica never stops amazing us: let's have a look at ArtCentrica!

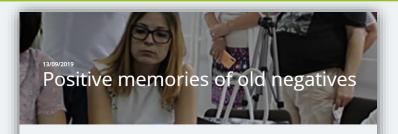
Type: Project



Positive memories of old negatives

One of the measures of Regional Action Plan elaborated by "Euroregion... Type: Project

www.interregeurope.eu/cd-eta/news/newsarticle/6382/positive-memories-of-old-negatives/



One of the measures of Regional Action Plan elaborated by "Euroregion Pleven-Olt" Association is already in progress.

The implementation of project "Positive Memories from the Old Negatives" has started with beneficiary State Agency "Archives", Department Pleven.

It is foreseen in the course of 10 months 1 000 negatives, selected among more than 20 000, to be digitized.

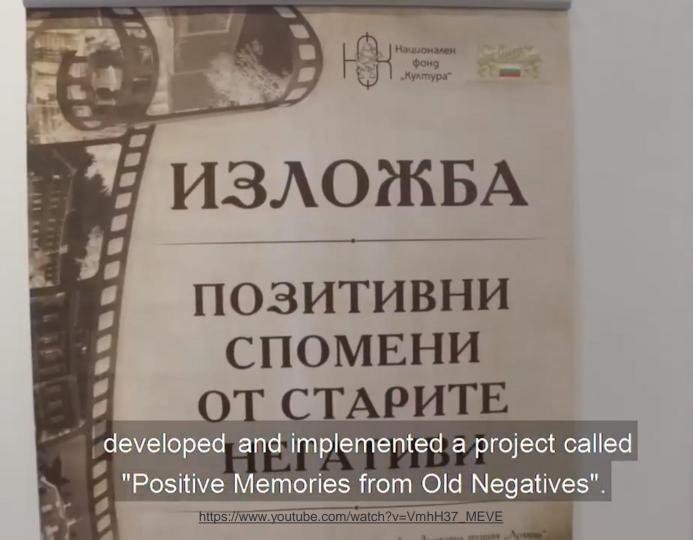
The project is financed by National Fund "Culture" within Cultural Heritage Program, as funds allocated for its implementation amount of BGN 10 000.



Pleven is the first regional structure of State Agency "Archives" which begins the digitalization of its arrays, emphasized Assoc. Prof. Dr. Michael Gruev, Chairman of State Agency. He congratulated his colleagues f so in ess to undertake this difficult task and showed full support in their endeavor.









АРХІ ГРАДО

ARCHI

URBAN



Банка,

A

Memories from negatives

In Bulgaria, people discover the Pleven-Olt region's life from the last century. The local archive turned old negatives digital and printed the best for an open exhibition.



https://stories.interregeurope.eu/stories/

Preserving memories in the digital age

Inhabitants and visitors to the Bulgarian Euroregion Pleven-Olt can now discover the past hidden in old photos. Inspired by Spain, the regional State Archives decided to digitise their old photograph negatives and display them to the public.







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Boosting innovative Entrepreneurial Ecosystem in Regions for young entrepreneurs



www.interregeurope.eu/iEER/





Project News

See all project news



iEER, a RegioStars finalist!

Support iEER and give your vote for the Public Choice Award!



Type: Project



Happy 30th birthday, Interreg!

iEER celebrating 30 years of

Type: Project



Aula Emprende pilot in Lille

From good practice to the reform of Universities' training plans in Hauts de France

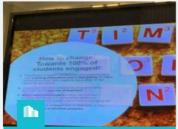
Type: Project



iEER closing conference

iEER concluded its success at its final conference in Brussels during the EWRC workshop: Hacking Growth.

Type: Project



iEER Aula Emprende pilot a success

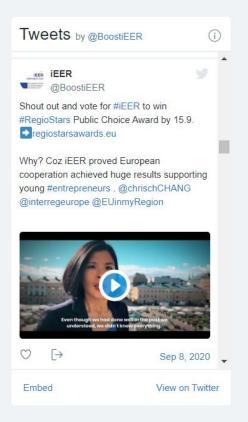
iEER pilot Aula Emprende involved 31 universties, trained 352 teachers and professors and taught 1101 students.

Type: Project



Check out iEER Video





https://www.interregeurope.eu/ieer/news/news-article/9545/ieer-a-regiostars-finalist/



Helping young entrepreneurs take off

A new dedicated Priority using pooled funds is strengthening Finland's entrepreneurial ecosystem. Thanks to ideas from Spain, France and Denmark, young entrepreneurs and startups in the Helsinki-Uusimaa region are now receiving enhanced support.





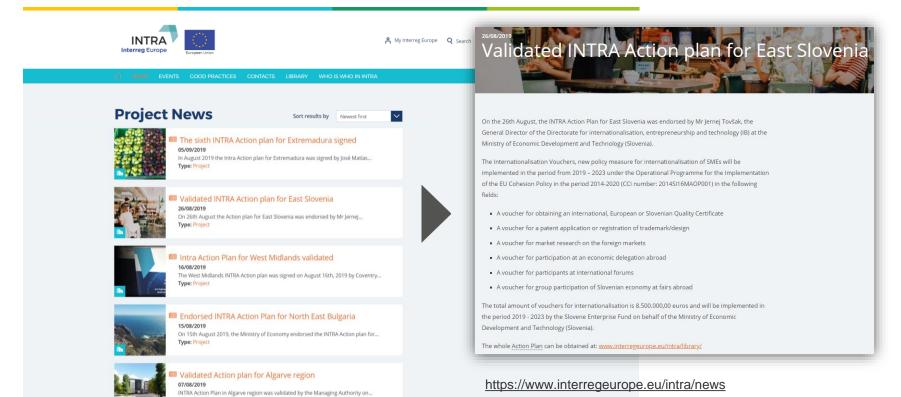


Inspiration from Interreg Europe projects

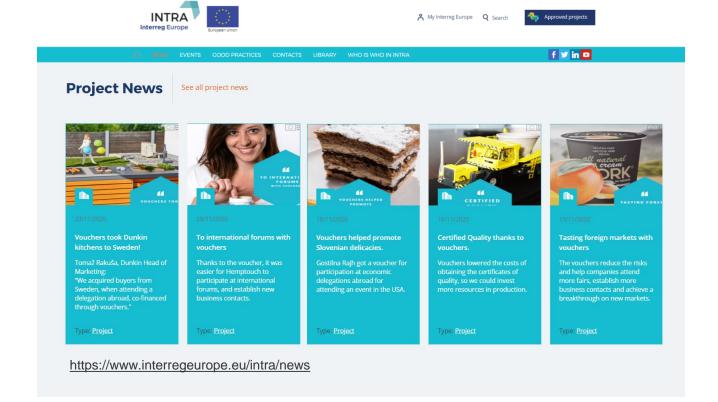


Build on your content

1/ Build on what you have



1/ Build on what you have



2/ Repurpose and use templates



Cutting pollution with electric buses

Prague's citizens and tourists can now contribute to cutting CO₂ emissions in the city by taking the first electric bus in town, line 140. Ideas from Cyprus and Italy helped the City to launch electric bus trials and the purchase of a new fleet of buses.

www.interregeurope.eu/innovasump







NEW VISION FOR INNOVATION

The PROSESC project and a good practice from Germany inspired Norfolk County in the UK to develop a new vision for innovation. Their incubation support centre is now the county's innovation hub and drives the local

Would you like to know more?



Make your results visible

3/ If results are not news, what is?











We are excited and proud to share our first FEMINA Policy Improvement, achieved by Arezzo Innovazione and Arezzo-Siena Chamber of Commerce!

https://www.interregeurope.eu/femina/news/news-article/8529/policy-improvement-alert/

What has been improved?

The Arezzo-Siena Chamber of Commerce, and their Committee for Female Entrepreneurship (IFE), financed a new project entitled 'INVENTOR LAB', using budget allocated within their strategic Multiannual Programme. The project is designed to support the development of female entrepreneurship, particularly female start-ups in high-tech/ICT sectors.

INVENTOR LAB is structured around a hackathon contest, where ideas for innovative business projects are developed by female students. The most promising ones are selected by an evaluation committee and two winning ideas are awarded prize money for initial business actions.

How did FEMINA inspire it?

INVENTOR LAB was born thanks to inspiration from local and interregional exchange, within FEMINA.

Good practices that provided inspiration are:

- Everygirl Everywhere (RO), which encourages girls and women to enter the digital workforce. Their many actions include hackathons, positively evaluated as providing experience and know-how to succeed in digital.
- Regional Committee for Gender Equality (EL), supporting and monitoring integration of the gender dimension into Sterea Ellada's development strategies. The exchange showed how such committees can support activities like hackathons if promoted by a network of actors with complementary skills.
- <u>STEM TALENT GIRL</u> (ES) encourages female students to start careers in STEM, through mentoring / job shadowing initiatives. It includes talent scouting activities, to select the most promising candidates to take part in the program, which INVENTOR LAB uses to evaluate hackathon results.

How exactly did this new project come about?

The FEMINA Local Stakeholder Group shared interregional input and results from an analysis of barriers and enablers to female participation in high-tech companies, during a number of meetings in 2018 and 2019. In September 2019, they decided to launch the INVENTOR LAB project and allocated funding to one initial round. The INVENTOR LAB call for Hackathon participants was launched in December 2019 and closed in January 2020. 5 teams (all made up of women) applied for the hackathon, which took place in February 2020.

More details here and here (in Italian).

What comes next?

Our partners have now started monitoring results from the first edition of INVENTOR LAB and they hope to further develop this project. Ideally, if initial results were positive, they could replicate the hackathon (even with more resources) and make it an annual feature of their work.

Keep following FEMINA here and on our social media to find out. In the meantime, a huge CONGRATULATIONS to our Italian partners, and here's to many more initiatives like this!



Project News

Sort results by

Newest first





■POLICY IMPROVEMENT ALERT! Tampere Region

27/05/2019

Excited to report our first official Policy Improvement! Our partners from Tampere Region show us...

Type: Project

How did MARIE contribute to this?



■POLICY IMPROVEMENT ALERT! Romagna (Italy)

16/06/2020

Responsible Innovation now a strategic objective in the Romagna Chamber of Commerce strategy!

Type: Project

Are you keeping count??? We are at Policy Improvement #3



POLICY IMPROVEMENT ALERT! Southern Region Ireland

06/12/2019

Southern Region Ireland have improved their policy! The monitoring system now incorporates...

Type: Project

4/ Make it explicit (think about the title)











NEWS

EVENTS

GOOD PRACTICES

CONTACTS

LIBRARY







Funding for SMEs, San Sebastian inspires Bulgaria!

27/07/2020

The inspiration came from a DEVISE study visit to discover digital services for...

Type: Project





Irish SMEs benefited thanks to DEVISE expertise!

23/06/2020

DEVISE good practices have inspired ERNACT's Regional Action Plan which secures...

Type: Project

https://www.interregeurope.eu/devise/news/



Inspired by 3 #DEVISEproject good practices, lead partner ERNACT gets extra funding thanks to Enterprise Ireland to develop the Regional Action Plan in Donegal III Find out more:

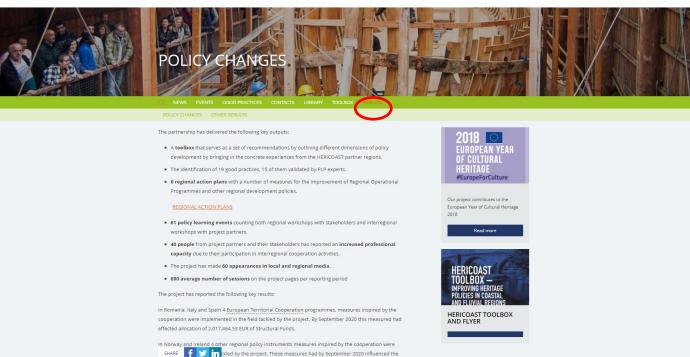
imec (West Flanders)
Apollo programme, Laval Mayenne Technopole (Laval)
Regional Manufacturing Digital Innovation Hub IoT-Compass, SAMK - Seinäjoki University of Applied Sciences (South Cstrobothnia +)

5/ Make the most of your website



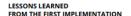
A My Interreg Europe O Search





What's your story?

6/ Make it personal



The lessons learned summarizes the conclusions and experiences from almost one-and-a-half-year implementation of action plans within the partners' regions involved in the LAST MILE project.



Planning of Westpomeranian Voivodeship, Poland



The most important experience gained from the project is the holistic approach, especially for projects related to sustainable mobility. Each activity should be anchored in as many places as possible and based on the widest possible team of stakeholders. This will not only allow for effective implementation of the developed projects but will also stimulate completely new synergistic activities. It is also important for the expected final quality and form of the project to be clear and legible. Thanks to this, the idea will not be lost even in the case of the necessary phasing of actions.

Maciej Łapko



The first implementation has shown that establishing contact with the relevant stakeholders from the beginning is important in proposing activities that will reflect the needs of tourists and the local population. In

Agency for the Support of Regional Development Kosice, Slovakia

addition, awareness-raising activities about sustainable transport and cooperation with the relevant partners are essential for successfully implementing the activities. Finally, the budget has to be allocated to the measures in the early stages so the activities can be carried out easily.

Henrieta Kiraľvargová







Club Sustainable Development of Civil Society, Bulgaria



The project implementation has provided an overall approach to the touristic product including soft mobility solutions. There are many examples of public transport system integration with options for tourists and creation of new tourist-oriented

services. The project has demonstrated the importance of cooperation at all levels (state, regional, local, private), and benefits in the social and environmental spheres. The modern marketing approach has highlighted the attractiveness of the new mobility options in tourism - affordable, flexible, available, sometimes with playful elements or free

Prof. Lucia Ilieva



Upper Sûre Nature Park, Luxembourg



The implementation of actions begins already with their elaboration. A large number of relevant stakeholders should be involved in the elaboration-process. This allows the discussion and integration of new ideas in the actions. Due to this process, stakeholders show greater identification with the measures which then simplifies their implementation.

Anita Lanners



Mobility and Transport Direction. Ministry of Territory and Sustainability. Government of Catalonia, Spain



The practice from the National Park of Aigüestortes i Estany de Sant Maurici is of interest to other regions. In particular, it has stopped vehicles from getting into the National Park and thus protects the area from air and noise pollution by offering a sustainable alternative in the form of a small bus/taxi with 8 seats. There is no funding needed and the taxi association shares the earnings from ticket fares between its members.

Cristina Pou Fonollà





new mobility solutions. The experience has shown that targeted public relations work and the involvement of potential users and local institutions during the establishment process can be the greatest benefit for a successful project.



6/ Make it personal



What has Zagreb gained from participating in the UrbanM project?

What changes or plans do you now have to ensure collaborative maker spaces in Zagreb thrive?

What are the timescales for implementation?

What impact will this have on makers and business in the city?

7/ Bring the story into life

■ • ■ □ □



https://www.youtube.com/watch?v=c2hyQEvg9lQ&t=64s

INTRA

Interreg Europe

▶ ▶ | ■ 0:59 / 3:42



https://www.youtube.com/watch?v=1X5AME0dz1s



https://www.youtube.com/watch?v=djEMZ-DmZDM&t=120s

https://www.youtube.com/watch?v=Cbljn0LNgXY



https://www.youtube.com/watch?v=f_4x3PVbUK4&t=84s



https://www.youtube.com/watch?v=8TaKy-HKm0w

8/ Plenty of results? Collect them!





BID-REX THE POWER OF SHARING

5. MARCHE REGION

Through exchanging experiences with BID-REX partners, the Marche Region has gained knowledge on the effective use of biodiversity databases in local policies.

For example, synergies between the regional administration and the local authorities were started for the implementation of the Marche Regional Ecological Network in the municipalities and natural parks. This was done through a computerised platform inspired by STIzeli, developed in Catalonia. Further, examples from the Walloon and Hungarian partners shelped to identify models for breaking down barriers for biodiversity. The Marche Regional Ecological Network has since become a reference tool in all Strategic Environmental Assessment processes on plans and programs with an environmental fail impact in the region.



2. CATALONIA

Thanks to BID-REX, the Catalan administration learned how other regions manage their biodiversity information to facilitate its use in decision processes.

Considering the good practices identified in Norfolk (UK), Catalonia has created the new Unit of Information and Knowledge. This is a one-stop-shop were users of biodiversity information can obtain it with quality guarantees and up to date. This information provision is done thanks to new data providing agreements between the Government of Catalonia and research centres or citizen sciences projects. Catalonia is also working on the creation of the Observatory of Natural Heritage and Biodiversity of Catalonia.



7. WALLONIA

During a BID-REX session in Ljubljana, partners from the Basque Country explained how they had partnered with the suppliers of biological data in their region and how this translated into legal regulations.

This discussion inspired Wallonia, leading to the idea of formalising the collaboration on data exchanges between the Directorate of Nature and Water and its partners. This began with Natagora, the main association for Nature conservation in Wallonia. This agreement is a basis for protocols targeting the exchange of biological data with institutions active in data collection in Wallonia. This provides a more rigorous and organised framework for data sharing while respecting partners' activity.



Be proud of your achievements

9/ Take pride in your work

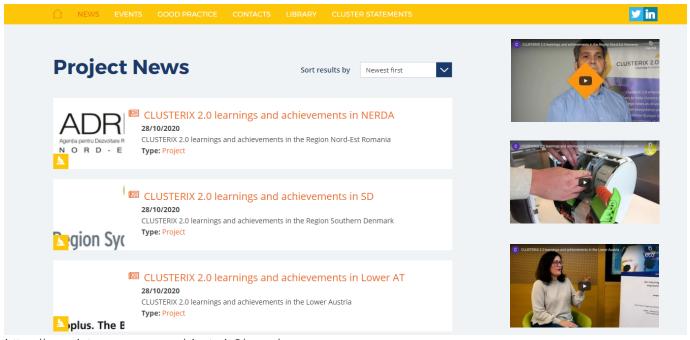


10/ Keep 'em coming!



↑ My Interreg Europe Q Search





10/ Keep 'em coming!

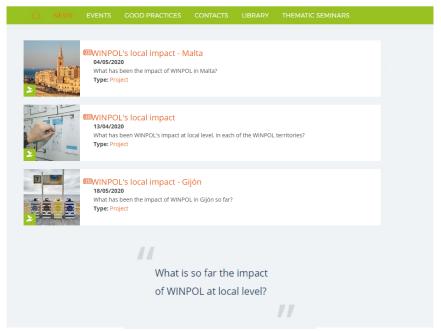


A My Interreg Europe

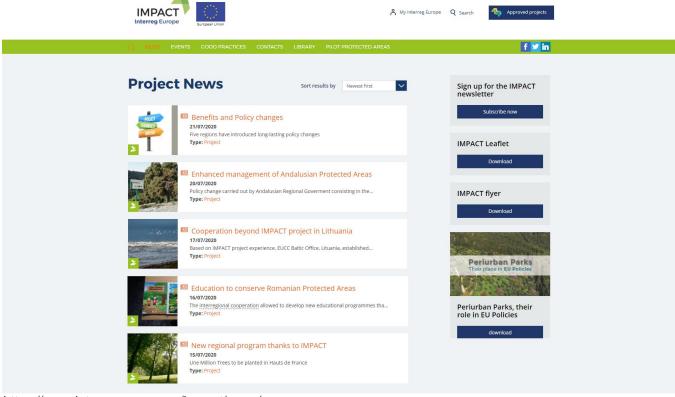


A My Interreg Europe





10/ Keep 'em coming!



Promoting project results at the programme level



Success stories about policy changes

Research & innovation

SME competitiveness

Low-carbon economy

Environment

Low-carbon economy

In <u>SUPPORT</u> project, the Energy Agency in Rhineland-Palatinate developed a project KomBiReK - Municipal greenhouse gas balancing and regional climate protection portals, inspired by a good practice from Romania. It will make energy balances more accessible and involve people in the climate protection. The project got EUR 550,400 from the regional OP [lun 2020]





RESOLVE helped the City of Roermond improve the mobility policy with several sustainable transport solutions: a bikesharing system inspired by Rotterdam, a tour guide with retail commercials following ideas from Sweden, and a roadmap towards a coherent mobility policy inspired by ideas from the UK. flun 20201

The Italian partner of REGIO-MOB was inspired by the park and ride scheme in Lubljana. They launched a call for proposals in the Lazio region, which allowed the city of Rome to get MEUR 20 to develop their own park and ride solution. Find out more [Dec 2019]



We are proud to present an **overview of the results** interregional cooperation brings.

- See **key numbers** about our results
- Look at the map of involvement of regions in Interreg Europe
- Discover a few stories of policy changes



30 stories from 30 countries

Read about our latest achievements and discover 30 stories about policy changes from 30 projects in 30 countries.

Discover our publication



When people work together solutions come easily

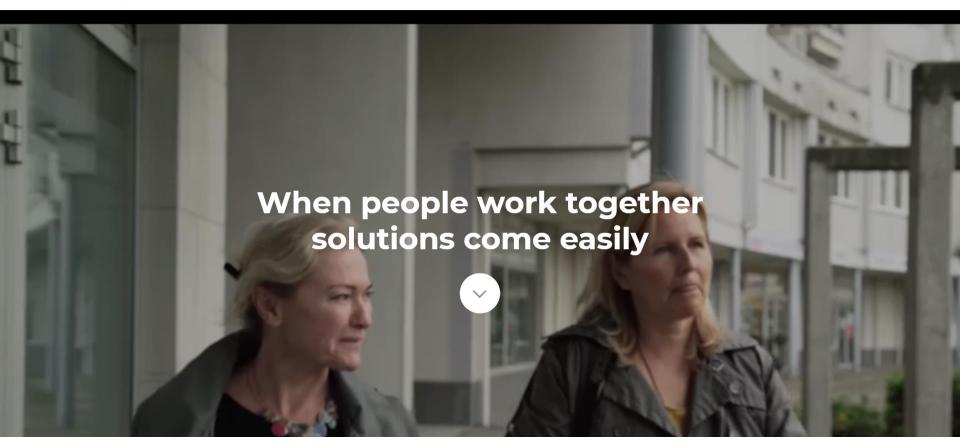
Delve deeper into the stories of four of our projects. What did they achieve? How did they do it? Where did their inspiration come from?

> Explore our web documentary

www.interregeurope.eu/projectresults







stories.interregeurope.eu







Fashion goes eco-friendly





No one is left behind

What we do



Greener trips for tourists

Our achievements



Historical cities shine

Our numbers



Submit your project video

Fashion goes eco-friendly

In the UK the textile industry found new ideas and solutions among the RESET partners. Now they can reduce the effects of textile production on the environment.



We need to make sure that we know how to minimise the impact on the environment. ??

Bill Macbeth



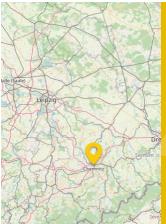
〈 BACK

How they found a solution

UK results

Huddersfield has a long history in textile and its traditional production damaging the environment. RESET offered the UK solutions that make textile more eco-friendly.

The UK RESET partner influenced the **UK's Innovation Strategy** and gained **£5.4 million** for the Future Fashion Factory project. The project works on new digital and advanced textile technologies increasing sustainability in the sector. £400,000 went to the Centre in Huddersfield to develop new skills and move to circular economy.



〈 BACK

How they found a colution

Inspired by Germany

The Saxon Textile Research Institute at Chemnitz University of Technology develops blends of natural fibres and recycled carbon fibres. They research the uses of graphene recovered from recycled carbon.

The UK partner found inspiration in the partial substitution of natural fibres, used for reinforcing, with carbon fibres for textile materials. It led to significant weight and cost reductions. Its benefit is in the diversity of products and the use of renewable resources.





Submit your project video

Are you an Interreg Europe project?

Do you have a story about **your best project result** which makes the benefits the EU funds bring to regions very clear?

If so, check our **guidelines** and produce a video in a style similar to the video stories presented in this web documentary. The **instructional video** below should help you in making your story at least as attractive as those already published.



- One video per project
- Pick your best result
- Follow the guidelines
- Max EUR 5000 eligible (underspending; no additional budget)

Inform your PO/FO if you plan it!

https://stories.interregeurope.eu/submit-your-project-video/

If you have your project success story video ready, just send it to your <u>communication officer</u> at the secretariat with the subject line: **Success story video – ACRONYM**

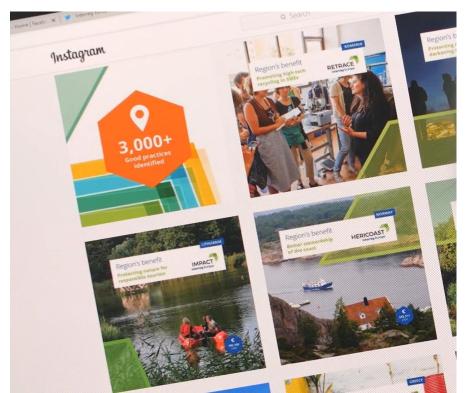


www.interregeurope.eu/30stories/













Social media (daily stories)

Vote for your favourite project story



https://www.interregeurope.eu/30stories/#voting

Online vote and virtual celebration

Join us on 10 December!



Webinar to celebrate 30 stories of project results

We are proud to present some of the results of our first projects. Come and meet those who worked tirelessly to achieve the successes!

https://www.interregeurope.eu/news-and-events/event/3971/webinar-to-celebrate-30-stories-of-project-results/

Inspiration from CD-ETA and iEER



Organized.

The project is financed by National Fund "Culture" within Cultural Heritage Program, as funds allocated.

for its implementation amount of BGN 10 000.







Preserving memories in the digital age

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www.interregeurope.eu/cd-eta









Helping young entrepreneurs take off

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www.interregeurope.eu/ieer



Inspiration from projects

- 1. Build on what you have
- 2. Repurpose and use templates
- 3. Results = news
- 4. Go for catchy titles
- 5. Make the most of your website
- 6. Get personal
- 7. What about a video?
- 8. Or maybe a publication?
- 9. Be proud of your results
- 10. Keep 'em coming!



Inspiration from the programme

Project results interregeurope.eu/projectresults

Web documentary stories.interregeurope.eu

30 stories (publication) interregeurope.eu/30stories/





Sharing solutions for better regional policies SME competitiveness Let's promote Low-carbon economy the results of interregional cooperation To the interregeurope together!