Interreg Europe

Co-funded by the European Union

About project
communication

Communication Unit | Interreg Europe secretariat

28 APR 2022

**Lead applicant webinar
Online**

Follow us on social media:

Content

1. Elements of **communication strategy**

2. Communication **principles**

3. Communication **activities**

4. What goes into **application**

Interreg Europe

Co-funded by
the European Union

1.

Elements of
communication strategy

Why communication?

- Useful **tool**

- **Reach** your project objectives

Communicate for **change**

What is a **project objective**

?

- a **specific** result

- project partners want to **achieve**

- within a given **time frame**

- with **available** resources

SMART + FAST

Example of a **project objective**

Increase business creation

among young people in the participating regions

by 10 start-ups per region on average

by 2027

thanks to modified policy instruments in each region

addressing the business creation issue

What is a **communication objective**
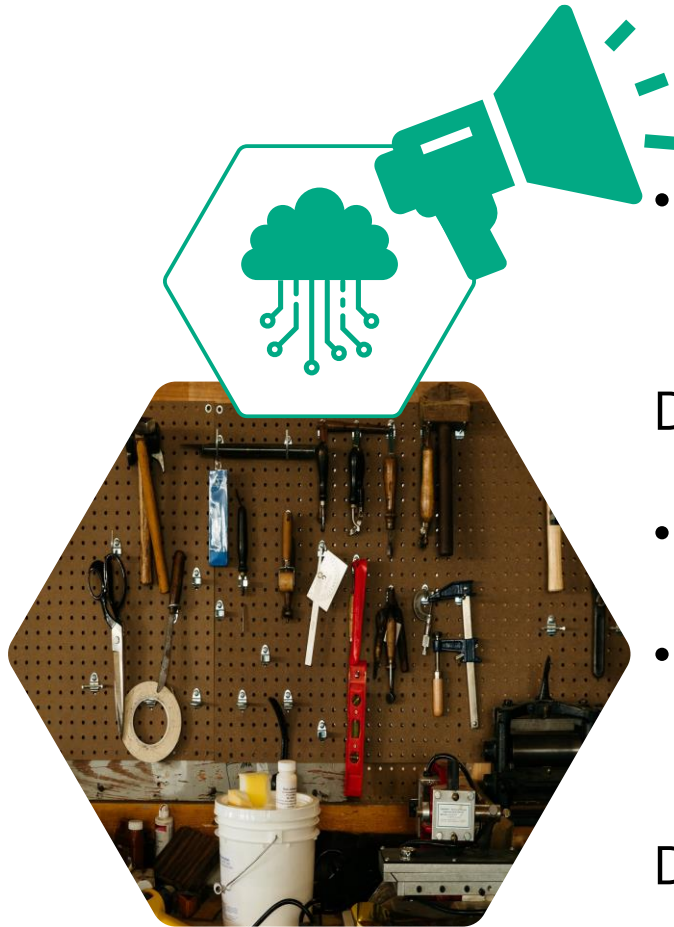
Communicate to:

- **Inform**

- **Persuade**

- **Engage**

People relevant for your policies (target groups)

$\Rightarrow$ To reach the project objective

Example derived from the **project objective**

- **Persuade policymakers** that youth entrepreneurship remains a political priority

Desired behavior:

- **Support for** policy instrument modification

- **Signature** of action plan with detailed steps towards the policy instrument modification

Desired result:

- **5 signed** action plans or **modified** policy instruments **by 2026**

Target groups

People **important for the desired policy change**

- Policy decision makers

- Policy implementors

- Policy end-users

Target group **mapping**

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.

Target group **mapping**

1. **List** target groups

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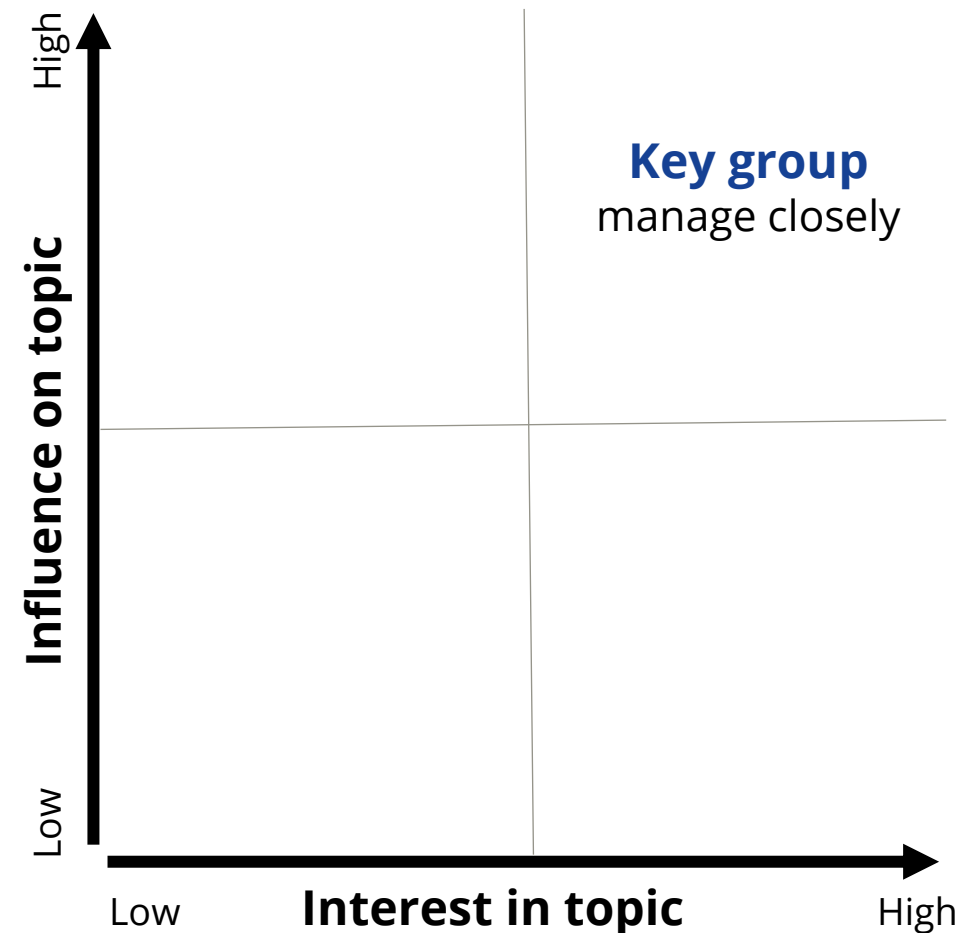- Specific groups from general public (students, women, …)
- Etc.

2. **Analyse** them

Key group
manage closely

High

Low

Influence on topic

Low   **Interest in topic**   High

Target group **mapping**

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

High

Influence on topic

Low

Key group
manage closely

monitor
(minimum effort)

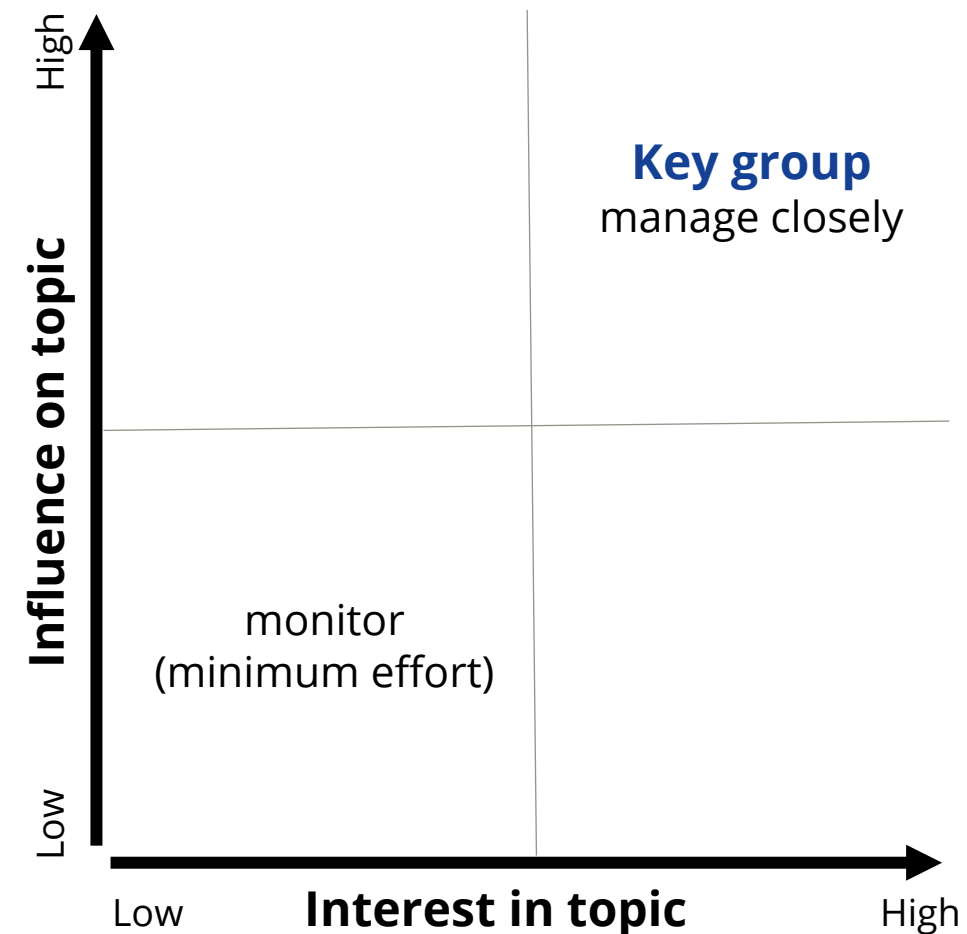Low   **Interest in topic**   High

Target group **mapping**

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

keep satisfied, **increase** interest

Key group
manage closely

monitor
(minimum effort)

High

Low

Influence on topic

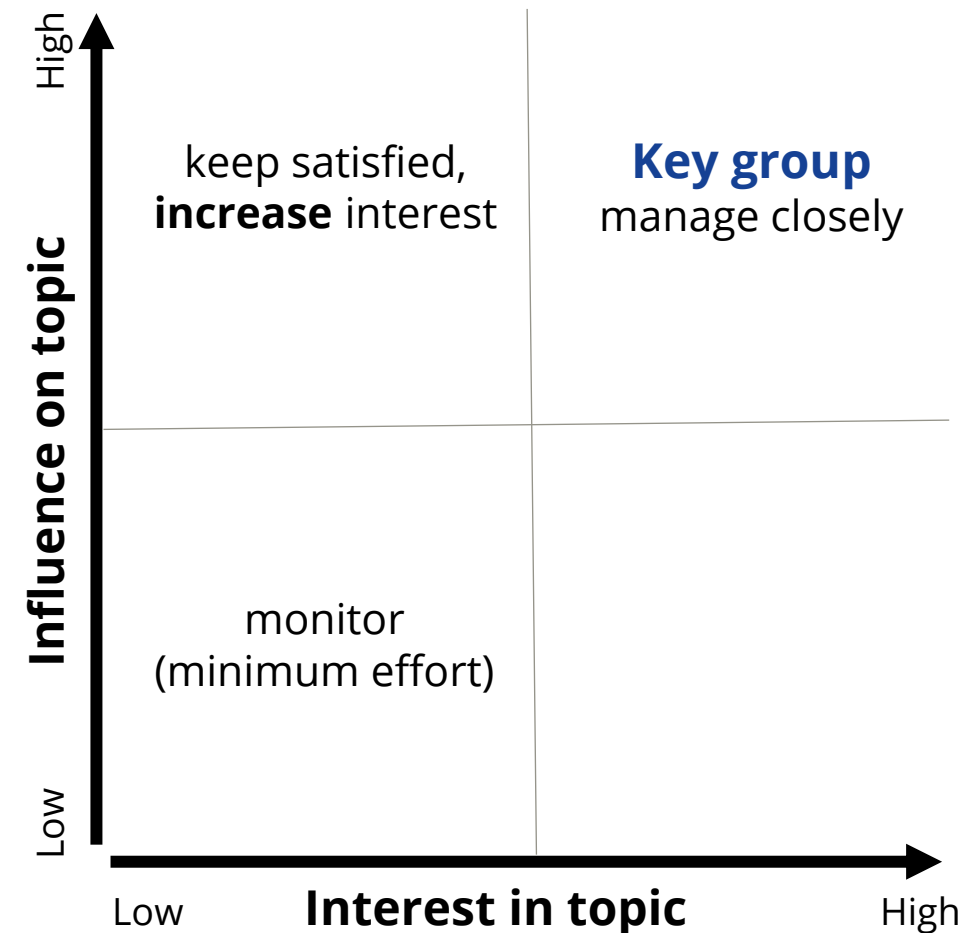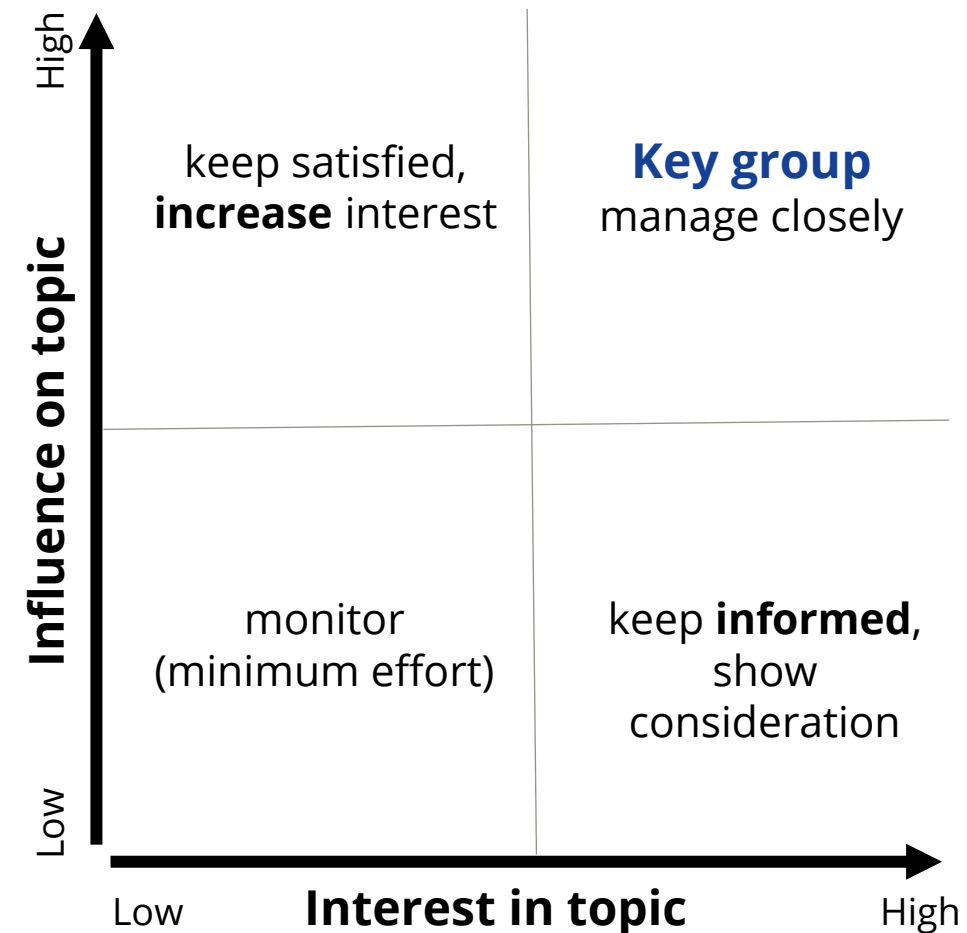Low **Interest in topic** High

Target group **mapping**

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

	Interest in topic	
High	keep satisfied, **increase** interest	**Key group** manage closely
Low	monitor (minimum effort)	keep **informed**, show consideration

Influence on topic (vertical axis, Low → High)

Interest in topic (horizontal axis, Low → High)

Communication **tools and channels**

Target group (who)	Message (what)	Engagement technique (how)	Schedule (when)	Responsible partner

Communication **implementation**

- **Share** communication **responsibilities** in partnership

- Plan the **overall coordination** of communication

- Include partnership's **internal communication**

Communication **evaluation**

Check **progress** in reaching the communication objectives

- Set your communication **result indicators** (internal only!)

- Measure your communication **performance**

Progress presented to JS during the mid-term review.

Examples of **indicators**

Events
- Number of registrations/ participants (youth, entrepreneurs, policymakers)
- Satisfaction of participants/ Usefulness of information to their work

Social media
- Reach/ followers from among entrepreneurs/ youth/ targeted politicians
- Engagement (likes, shares, comments)

Videos
- Views (number, length)

Newsletter
- Number of subscribers/ clicks/ opens

Website
- Programme will provide standard report

2. Communication
principles

Harmonised project communication

One brand for all Interreg programmes

⇒ **Main project visual**

- Acronym = 18 characters
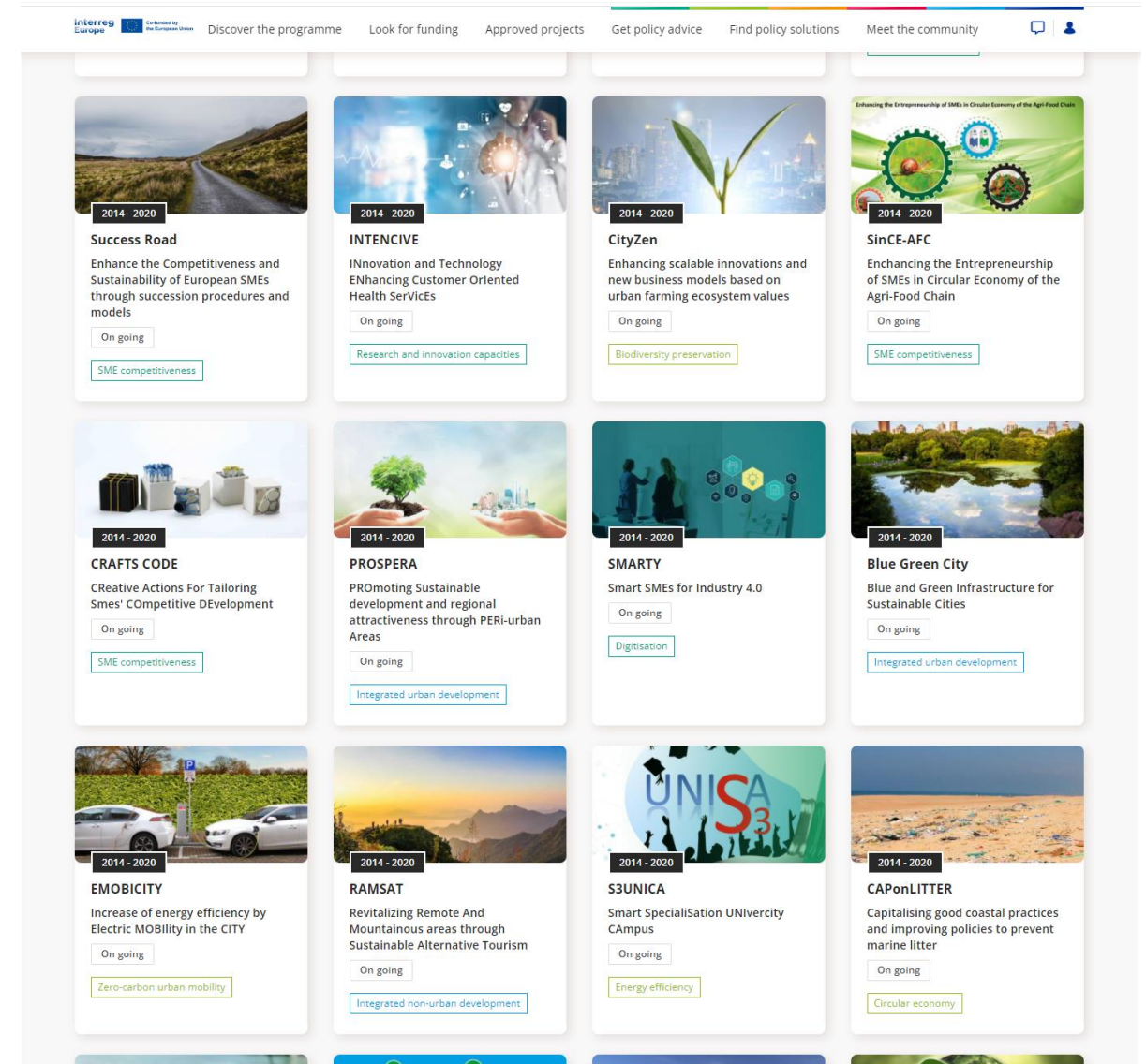
- Templates in individual project toolkits

Use on **all communication material** for the public or participants in project activities

Integrated project communication

- **Project websites** hosted by the programme
  - Standard website map
  - Link with the Portal
  - Key channel for project promotion
    - Image, videos, presentations

Sustainable project communication

- Produce **only material necessary** for your communication

  - **Digital** publications instead of print, if reasonable

  - Procurements with **sustainability criteria**

- Use **existing material** in your institution

  - 15% of staff costs for administration costs (pens, notepads, etc.)

- **Online events/ meetings** if reasonable

3.

Communication

activities

Required activities

- **Main project visual**

  JS designs, you use at **all communication material** for public or participants in project activities

- **A3 poster**

  JS designs, you (edit) print and **all partners** display in a readily visible place

- **Plaque**

  Only for **pilots with physical installation**

  JS designs, you produce and display at pilot site

Required activities – cont.

- **Partners' websites and social media**

  Short project description (aims and results) and the EU financial support

- **Project website** updates

  Images, videos, publications, etc., free to use by JS and the Commission

- **Final high-level event**

  High-visibility event (VIPs present, wide audience) about project results

Recommended activities

Projects **contribute** to:

- Programme events (annual, support)

- Policy Learning Platform events

- Events organised by European institutions (EURegionsWeek, etc.)

- Events organised by programme's Partner States (info days, etc.)

Up to 10 events over the project's lifetime

⇒ include in **budget**

⇒ partners should **join the programme community**

Support activities

JS help with the project implementation

• Webinars and workshops

• About exchange of experience, finances, communication, etc.

• Lead partners/ project partners, finance or communication managers

!

Remember to
budget it

4.

What goes into

application

Section C.6 Communication strategy

Four fields (500 characters each)

1. Overall objectives

2. Target groups

3. Communication tools and channels

4. Communication implementation and evaluation

Section E.1 Core phase

Six semesters

- Focus on **informing and engaging target groups** to successfully improve selected policy instruments

⇒ Turn planned activities into **workplan**

  (1,000 characters available)

Target group (who)	Message (what)	Engagement technique (how)	Schedule (when)	Responsible partner

How to **inform/ engage** target groups?

Video 1 about your project

- Present your objectives and partnership

Project **presentation**

- Who you are and what you want to achieve
- Why and how target groups can help
- What target groups can get out of it

Section E.2 Follow-up phase

Two semesters

- Focus on **informing** about the **project results**

  - an event with high-level political participation

⇒ Turn planned activities into **workplan**

  (1,000 characters available)

Target group (who)	Message (what)	Engagement technique (how)	Schedule (when)	Responsible partner

How to inform about **project results?**

Video 2 about project results

- What policy(ies) have you improved
- Where the inspiration came from, which partner/ region/ good practice
- Numbers about direct beneficiaries of the improvement
- What funds have you mobilised for the change

Final **high-level event**

- Summary of your project work
- What have you achieved over the past 3 years
- What further results do you expect soon

Interreg Europe

Co-funded by
the European Union

Thank you!

Follow us on social media