


Project Communication

Interreg Project Management Camp
12-15 September 2017 | Utrecht, The Netherlands
 @InteractEU

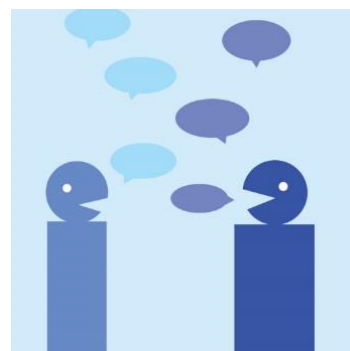
Kelly Zielniewski, Interact Programme



“The two words information and communication are often used interchangeably, but they signify quite different things.

*Information is giving out;
communication is getting through.”*

Sydney Harris



Information & communication requirements

- The information and communication rules for the 2014–2020 programming period are laid out in articles 115–117 and Annex XII of Regulation 1303/2013
- Implementing Regulation (EU) 821/2014 lays out the specific requirements for use of the European Union flag, plaques and billboards
- According to IPA Implementing Regulation, the communication rules laid down in CPR are applicable also for Interreg IPA CBC programmes.
- Visibility strategy and measures for ENI CBC programmes should be included in the programme document.



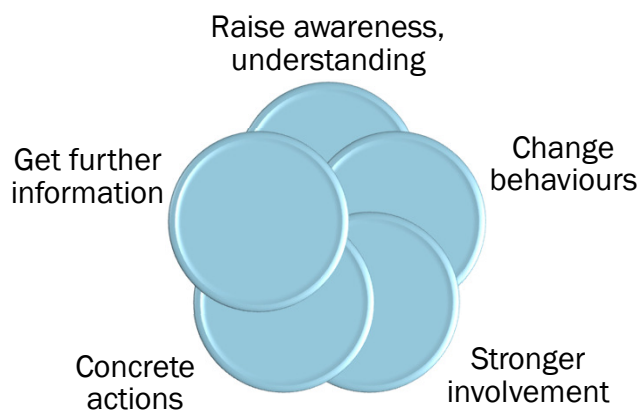
Information & communication requirements

For project beneficiaries:

- the Union emblem and a reference to the Fund or Funds supporting the operation
- if available the project website should provide a short description of the operation, including its aims and results, and highlighting the financial support from the Union
- billboard during operations exceeding EUR 500 000
- plaque or billboard after operations exceeding EUR 500 000



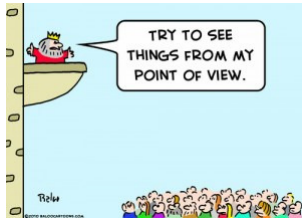
What can be achieved through communication?



Why does communication matter in Interreg?

- New programme orientation: 2014-2020
- Stronger focus on results
- Need for more visibility and transparency about the use of EU funds
- Additional effort for more promotion & dissemination
- Better understanding of what works and what doesn't
- Call for building on existing results
- Demand is for more creativity, deeper knowledge of the audience, and story-telling

Communication pitfalls



- No communication objectives
- Communicating the wrong things
- Uninspired communication
- General communication instead of targeted communication
- Lack of knowledge regarding target groups
- Wrong timing



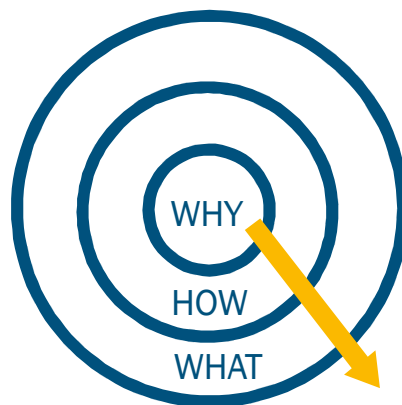
Communicating Interreg achievements - Challenges



Preparing a communication strategy



Levels of communication in a message



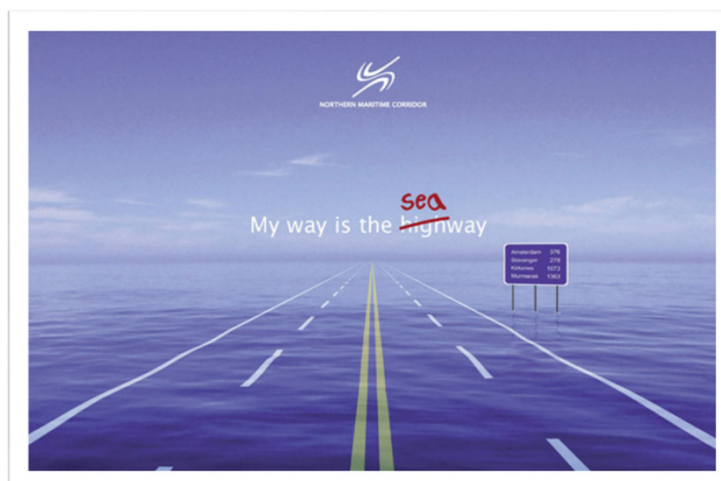
Communicating Interreg achievements



Telling a story



Telling a story



Telling a story



Examples of storytelling

“Storytelling is the most powerful way to put ideas into the world.”

Robert McKee

[Health insurance - Example 1](#)

[EU enlargement - Example 2](#)



Stories versus facts

STORIES

For politicians and policy makers. You will need to get them from your stakeholders by engaging in a conversation.

FACTS and FIGURES

For experts and senior officials. You will need to aggregate them from your results and outputs.

**The tricky part is to FIND that story
and to have the COURAGE to tell it ...**



Results captured in KEEP

The project has started its activities in October 2008 and finalised all planned activities in December 2011. The partners worked actively on local level and European level and in smaller project groups such as the Management Group (LP and thematic coordinating partner) and the group including the LP and all work package leaders. Moreover, the project held all EU partner meetings according to the work plan (preparatory meeting in November 2008, the official kick-off conference in March 2009, a meeting in March 2010 in a city and the midterm conference with a public PPP Forum in September 2010 in a city, a work meeting in a city in April 2011, final conference in a city in September 2011). Additionally the project held a public workshop during the OPEN DAYS in Brussels in October 2011. During the conferences panel discussions and presentations involved politicians, experts and practitioners from all project partner member states and EU institutions focussed on crucial topics such as public funding possibilities, investor search and contract application. The last project meeting took place in April 2011 in a city. This project seminar was based on the respective preparatory and thematic reports following the project work plan. During this reporting period, the transnational pilot project teams finalised the elaboration of the thematic reports on the topics on the topic Sources and Cooperation Models. The project fulfilled comprehensive communication activities. The website was regularly updated with news, events and material that derived from meetings and conferences. The project produced notes on the pilot projects and the last newsletter was issued. Besides the baseline paper explaining all Pilot Projects and the projects activities as a more detailed documentation of the entire project, the final outcome, a framework paper, an expert report evaluating all pilot projects and the policy paper with political recommendations were elaborated and finalised. The LP), financial manager and thematic coordinating partner commonly prepared the organisational and management related procedures necessary to ensure a smooth running of the project.



Results captured in KEEP

The project has developed a forum for networking and a cross-border entrepreneurship programme as well as training material for creative industry students at universities.

Other activities included the creation of a cross-border internet-based platform for the exchange of ideas and support for the elaboration of business ideas with potential for international business cooperation.



Promoting the results - use of social media



Communication of an Interreg project

Communicate results, not activities

Deepen knowledge of your audience

Know the story you want to tell

Be creative



INTERact 
EUROPEAN UNION

Cooperation works

All materials will be available on:

www.interact-eu.net

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European Regional Development Fund