

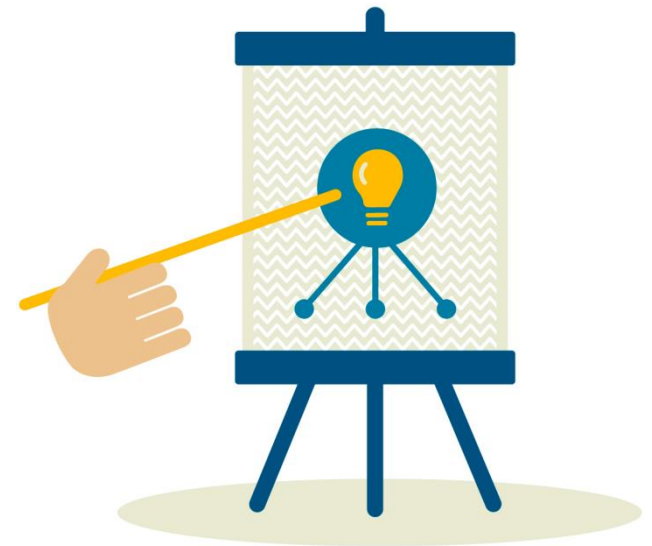
# Communication and Capitalisation

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Programme Management for Beginners

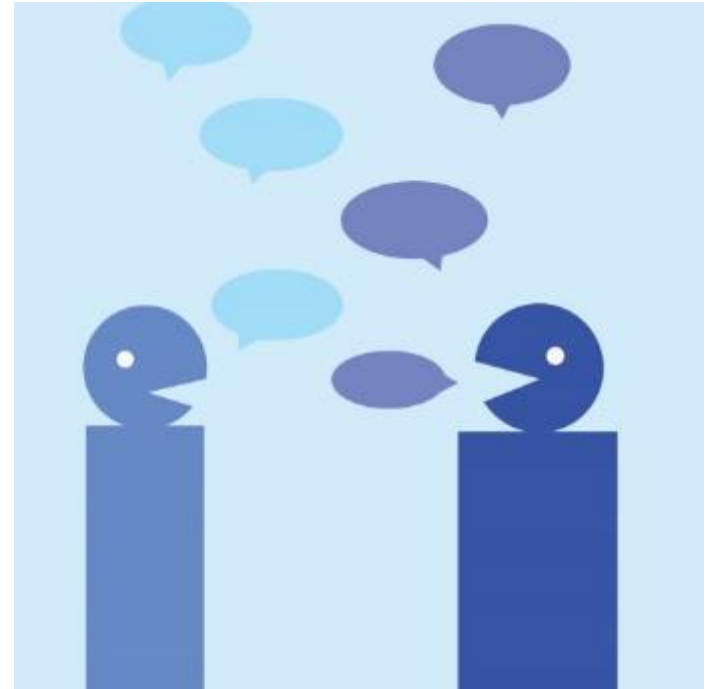
17-18 October 2017 | Madrid, Spain

**Tsveta Aleksandrova, 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

## Legal framework:

- The information and communication rules for the 2014–2020 programming period are laid out in Art. 115–117 and Annex XII, CPR
- Commission Implementing Regulation 821/2014 (CIR) lays out the specific requirements for use of the EU 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 Member States and Managing Authorities:

- communication strategy for each operational programme
- website/portal informing about funding opportunities, projects & beneficiaries
- events
- promotion of achievements of cohesion policy to citizens



# 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



# Why does communication matter?

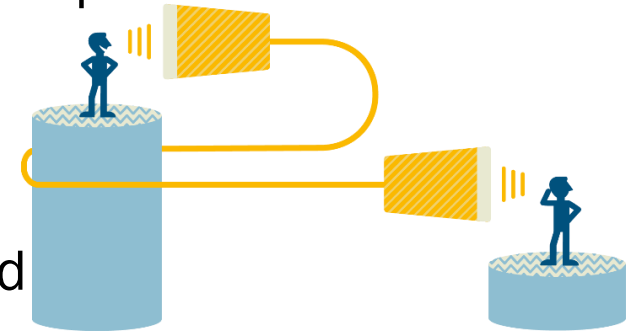
- New programme orientation: 2014-2020
- Stronger focus on results
- Need for more visibility and transparency about the use of EU funds
- Additional effort for more promotion & dissemination
- Better understanding of what works and what doesn't
- An overcrowded communication environment puts more pressure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

# Communicating Interreg achievements - Challenges

- Programme rules to follow
- Outputs already defined in application form with specific activities that need to be implemented
- Many different groups to address
- Different cultures, different languages that require specific actions
- Communication at local, regional, national, EU level
- Collecting and communicating achievements – how?
- Soft results

# How do we implement communication?

- Information about programme funding opportunities and activities
- Publicity and visibility
- Involvement of programme stakeholders and partners
- Promotion of results
- Raising awareness, annual events/targeted campaigns, networking events, simplicity of language
- Influence policies





# How to develop a communication strategy?



# How to communicate your achievements?



# Telling a story



# Stories vs. facts

## STORIES

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

## FACTS & FIGURES

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

# Stories versus facts

**keep**  
EU cooperating

**Interreg.eu**  


# 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, The last project meeting took place in April 2011 in a city. This project seminar was based on the respeeexperts 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. ctive 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.



# Communication - How to further contribute?

- ✓ Pay attention to existing project material
  - project documents: progress reports, final report, annexes
  - project websites
  - promotional material (publications, factsheets, videos, ...)
- ✓ Make use of it, share stories
- ✓ Be close to the projects → available tools & guidance

**→ Communication is a collective effort!**

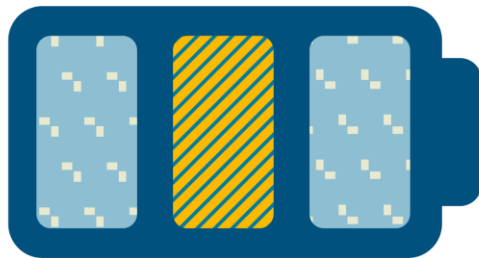


# Promoting the results - use of social media



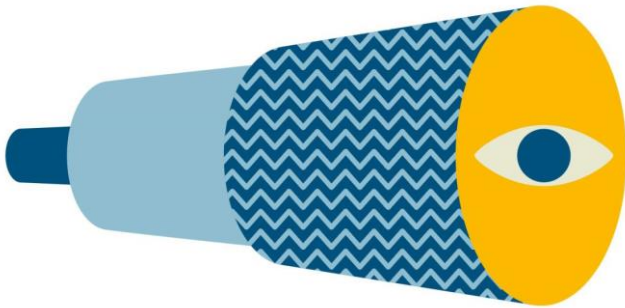
# Capitalisation

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# What is capitalisation about?

- ...gathering, organising and building upon existing programme and projects results, within specific fields.
  - ...concern data about the implementation of programmes, projects, impacts and methods used.
- ...looks into specific results in thematic fields to obtain additional improved results, to boost performance, delivery and to multiply the effects of achievements delivered.



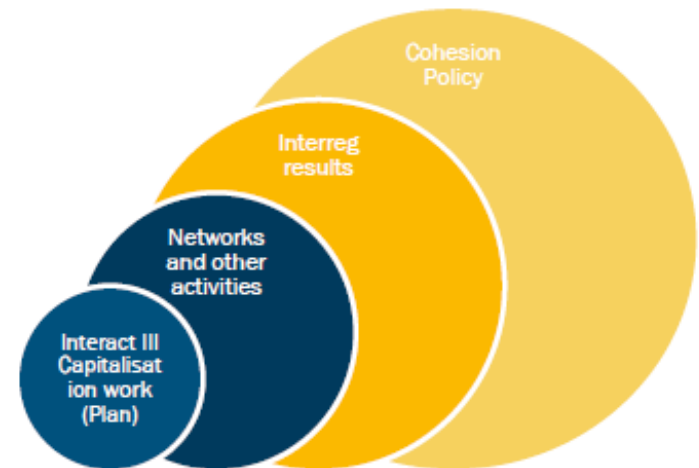
# How do we implement capitalisation?

- Gathering results → analysis (projects), coordination
- Promotion of results → promotional and capitalisation events/targeted campaigns, networking events, simplicity of language
- Re-use of results → validation/follow-up, effects?
- Influence policies → link with public decisions, modifying legislations

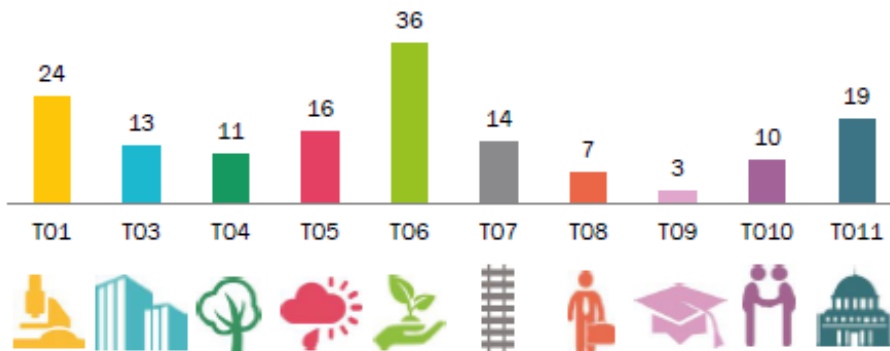


# Capitalisation plan – what is it for?

- main actions and tasks to carry out
- identification, analysis and promotion of capitalisation approaches
- set-up and implementation of thematic networks;
- promotion of Interreg results



Thematic Objectives



# Thematic support to Interreg Programmes

| Interreg Europe:<br>policy learning platforms  | Interact:<br>thematic networks, online<br>platforms, publications |
|--|---|
| Research, technological development<br>and innovation (TO 1)                             | Interreg response to migration                                    |
| Competitiveness of SME's (TO 3)  | Sustainable transport (TO 7)                                      |
| Shift towards a low-carbon economy<br>(TO 4)   | Maritime issues/Knowledge of the<br>Seas                          |
| Preserving and protecting the<br>environment and promoting resource<br>efficiency (TO 6) | Climate change and risk management<br>(TO 5)                      |
|  | Inclusive growth (TO 8-9-10)                                      |
|  | Better governance (TO 11)   |

# Support to capitalisation

## Capitalisation as management practice: Workshops, trainings, promotional events and materials

Events on Capitalisation practices, challenges and approaches

CapCom workshop - tips to promote Interreg results

Interreg Talks (European Week of Regions and Cities)

# Challenges & aims of Interreg capitalisation

| CHALLENGES  | AIMS  | EXAMPLES OF ACTIVITIES   |
|---|---|--|
| Thematic concentration and better quality of projects | Gathering information                                 | <ul style="list-style-type: none"> <li>• KEEP</li> <li>• Factsheets on capitalisation approaches</li> <li>• Capitalisation conference</li> <li>• Capitalisation Networks (ICNs):               <ul style="list-style-type: none"> <li>- Desk analysis and reports</li> <li>- Peer-to-peer exchanges</li> </ul> </li> </ul> |
| Avoiding double funding                               |   |  |
| Focus on results 2014-2020                            | Providing thematic expertise and analysis             | <ul style="list-style-type: none"> <li>• Capitalisation Networks (ICNs):               <ul style="list-style-type: none"> <li>- Desk analysis and reports</li> <li>- Peer-to-peer exchanges</li> </ul> </li> </ul>   |
| Lack of thematic expertise                            |   |  |
| Raising awareness and communication                   | Promotion, transfer and re-use of results             | <ul style="list-style-type: none"> <li>• Synergies with bigger networks (within ICNs)</li> <li>• Capitalisation conference</li> <li>• CapCom Training</li> <li>• Interreg Talks</li> </ul>   |
| Influencing policies                                  | Advocacy/influencing Interreg stakeholders and beyond | <ul style="list-style-type: none"> <li>• ICNs</li> <li>• CapCom Training</li> <li>• Interreg Talks</li> </ul>  |



# Cooperation works

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All materials will be available on:

[www.interact-eu.net](http://www.interact-eu.net)