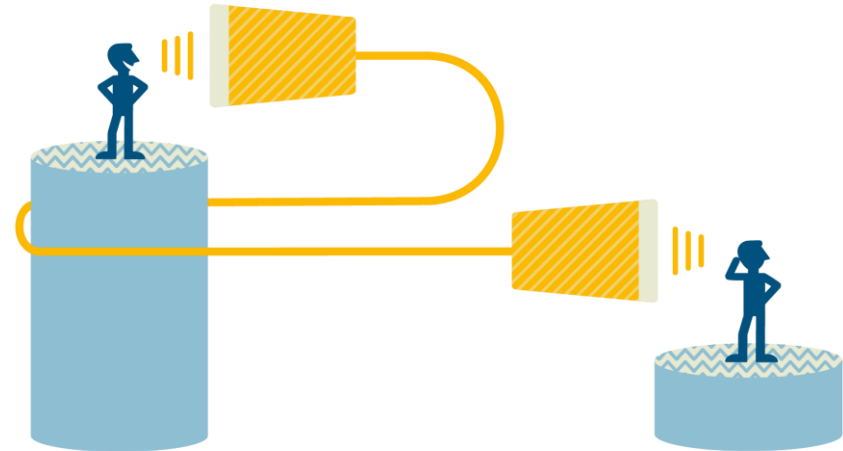


Communication in the spotlight



Regional network meeting

06 December 2017 | Munich, Germany

Arkam Ograk - Interact

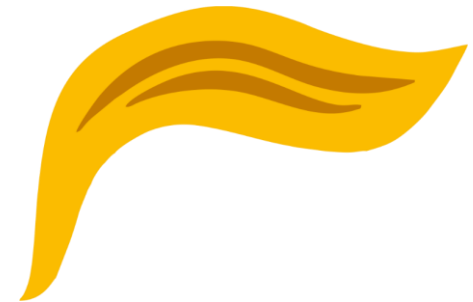
The current focus

Wider focus

- Encountering fake news and populism
 - Commissioner's letter

Interreg focus

- Projects producing results – need to promote
- Evaluation
 - Promoting evaluation results
 - Evaluation of communication strategy
- Communication specific preparation for post 2020

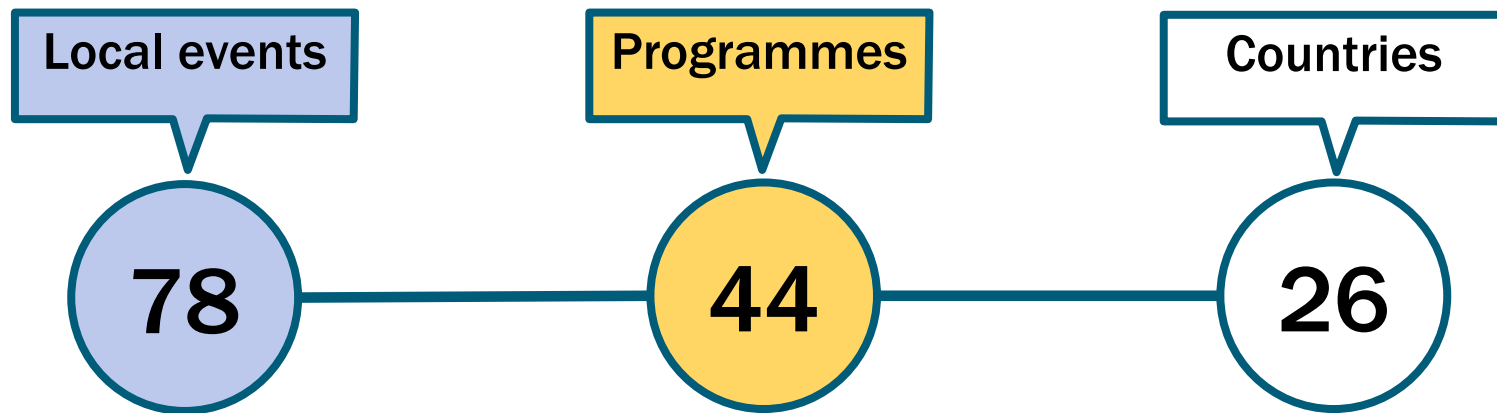




**Interreg North-West Europe
project 'Bio Base NWE' won
the RegioStars Awards 2017
in the category 'Smart
Specialisation for SME
innovation'!**

European Cooperation Day

30 August – 14 October



Evaluation report available on Interact's online community for ECDay!

European Cooperation Day

Events rich in content, target groups and organisation methods. **Workshops, culinary and cultural festivals, a TVshow, blood donation events, and bike tours** are just some examples of the rich and diverse content that this year's events have had.



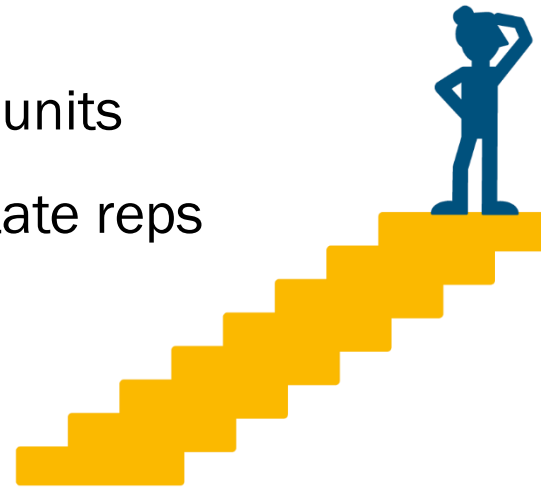
Post 2020 communication

Commission carrying out consultations

- Inform/Inio network
- Regio met other DGs and geographical units
- Regio met programmes and member state reps

Main points discussed

- What worked well and what not
- Needs and constraints
- What new regulations should include



Interact support



Communication Toolkit

- Video guide published in July
- Project communication guide finalised: out soon
- Further updates with photography, social media, clear writing

Communication specific events

- Communication managers' network (Valencia, Bucharest - tbc)
- Project communication camp (tbc)
- Communication – capitalisation (Budapest, Bilbao)
- Communication – evaluation (Vienna)

Interact support

Online networks

- We continue to provide platforms for online exchanges
- Moving onto the new Interact IT tool

Further steps in harmonisation of communication

- For this period but also as preparation for future
- What can be done apart from logo: e.g. visual libraries

Online learning: communication modules

More guidance on promotion of projects



“I didn't have time to write a short letter, so I wrote a long one instead.”

Mark Twain

New harmonised tool: interreg.eu



The website

- A gateway to all Interreg: harmonise and simplify
- Targets local audiences: primarily potential applicants
- Authentic and original content combined with highlights from programme contents
- Features: Interactive map and programme pages, news and blog, social media, calls and jobs, media center
- Planned future modules: highlighted projects
- Programmes involved in preparation of content policy

New harmonised tool: Interreg website

The social media

- Only twitter at the moment.
Other social media to be considered
- Serves as real – time news feed to the website
- Focus on posts for wider audience



Cooperation works

All materials will be available on:

www.interact-eu.net