

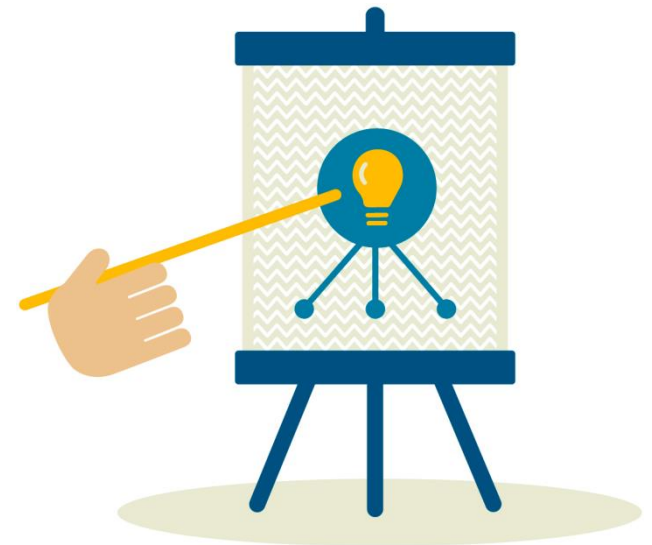
Interreg communication: news and updates

Annual communication network meeting

28 Feb – 1 Mar 2018

Bucharest, Romania

Interact team presentation





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

Mark Twain

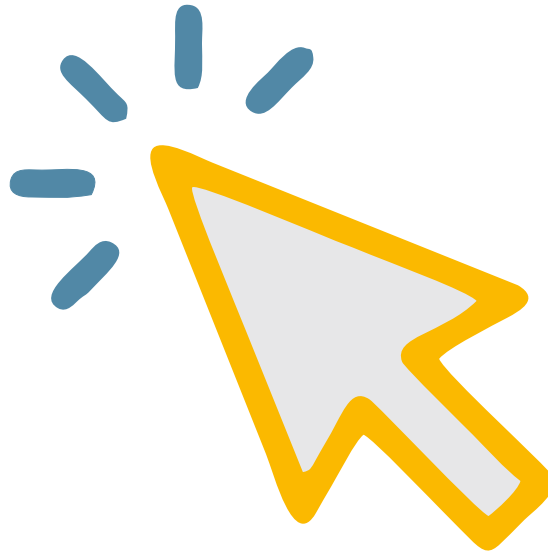
News and updates

From Interact



Interreg website

interreg.eu



interreg.eu

- A gateway to all Interreg: harmonise and simplify
- Targets local audiences: primarily potential applicants
- Authentic and original content from programmes and Interact editors
- Features: Interactive map and programme pages, blog, social media, calls and jobs, media center
- Planned future modules: highlighted projects

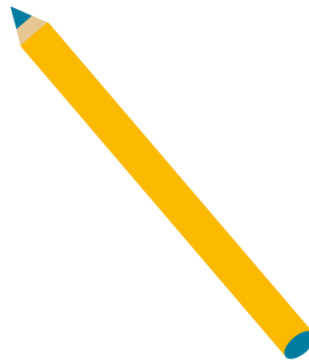
New harmonised tool: Interreg website

The social media

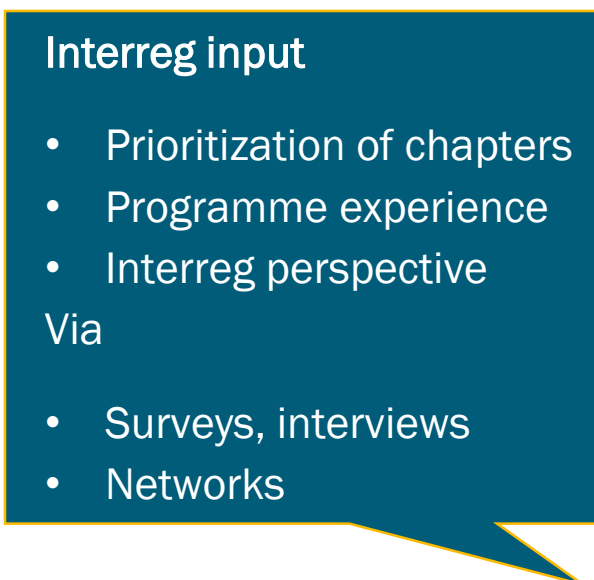
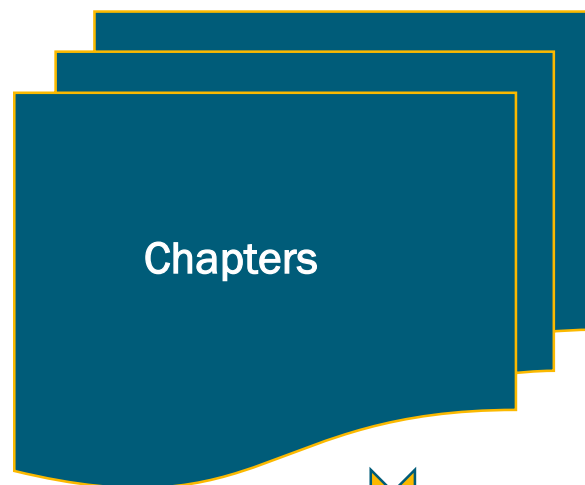
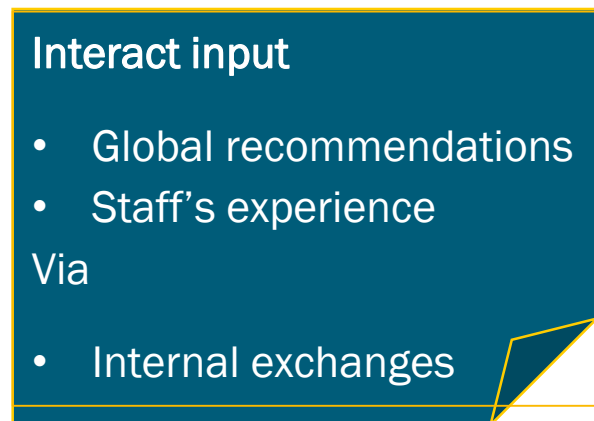
- Only twitter at the moment.
Other social media to be considered
- Serves as real – time news feed to the website
- Programme and project posts with focus on wider audience
- Help us promote the account and pinpoint the best posts!



Communication toolkit



How do we do it



Follow up on the final version

Videos in Interreg ► Interreg in motion

- Published July 2017
- Video contents focus, production, post-production, copyrights, promotion tips, dealing with service providers, ‘make it yourself’ tips, good examples



Project Communication

- Out in March 2018, as a separate guide
- Programme support to Project partners for efficient communication
- Promotion of projects: tips, channels, platforms, good practices in Interreg



Plain English ► Writing for your readers

- Out with final version, March/April 2018
- Guide the programmes in using simple terminology
- Contents mostly from Plain English campaign
- Any good practices from programmes

Photography in Interreg

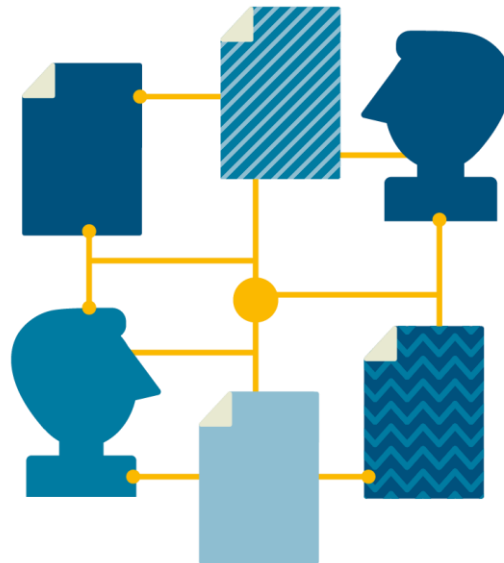
- Out with final version, March/April 2018
- Limited global recommendations, focus on Interreg
- Copyright principles – enriched with the contents from the training

Social media (rewrite)

- Out with final version, March/April 2018
- Updated based on the upgrades in platforms
- Now more Interreg related

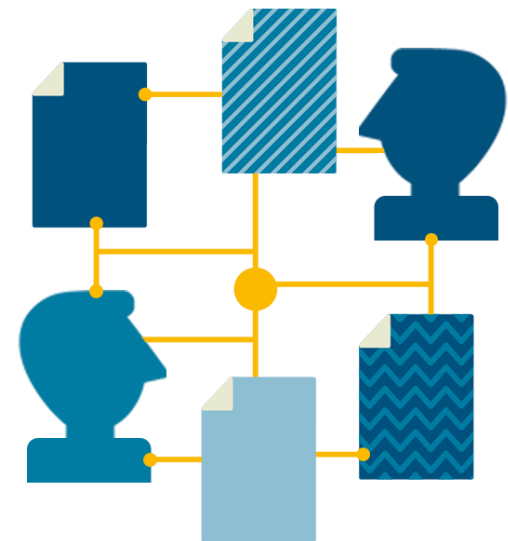
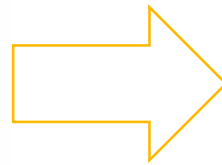


Online networks



Closing of Basecamp – IBM Connections


- Communication group on **Basecamp** will close on 5 March 2018
- We will use **IBM Connections** – Communication community



The past: “mish-mash” of content



The past: “mish-mash” of content






















Basecamp 2
[Projects](#)
[Calendar](#)
[Everything](#)
[Progress](#)
[Everyone](#)
[Me](#)

Sign out

Interreg Communication network

Show **open discussions** sorted by **newest** and filter by



[Post a new message](#)

	Nebojsa N. Basecamp group closing on 5 March! - Dear colleagues, As you know, we are going to move our Interreg Communication network from Basecamp to a		←	Announcement
	Linda T. Icons of priority axes - Thank you Dani for your help! Please all, register for the new discussion platform. We are closing Basecamp and the	 	←	Q&A + files
	Nebojsa N. Closing the Basecamp group and moving to the... - Dear team, As you may know, Interact has a whole new set of IT tools, including a replacement for		←	Announcement
	Arkam O. Event Agenda - Annual communication network... - Dear all, A reservation form which enables you to access a special rate of 125€/night in the hotel where our		←	Event
	Agnès M. Youth Roadtrips - opps sorry Wannes - here is the document - tx for asking ! And yes even projects financed	    	←	Initiative
	Nebojsa N. Closing the Basecamp group and moving to the... - Dear team, As you may know, Interact has a whole new set of IT tools, including a replacement for		←	Announcement
	Jasmina L. Project Manager Vacancy - Odsoten sem do 18.01.2018. Hvala za vaše sporočilo. Trenutno sem odsotna in se vrnem 18. 1. 2018. Prosim, da v času moje odsotnosti		←	Job vacancy
	Agnès M. Feed-back from INFORM network Mons December 2017 - Dear All, Sorry to accumulate messages of late but there should be a BEFORE and and AFTER		←	Event docs
	Agnès M. Today Sunday 14 Jan - last chance to register @... - Registration to the free online course on EU funding "Make the most of EU resources for your region or		←	Event
	Agnès M. The Public Consultation to shape Cohesion... - Dear All, Happy 2018 ! As some of you are aware of, the Commission launched on 10 Jan a public		←	Announcement


The future: content “tapas”




The future: content “tapas”

[Home](#)
[Profiles](#)
[Communities](#)
[Apps](#)


[Share](#)
[English](#)





Thematic Network on Interreg Communication



[OVERVIEW](#)
[RECENT UPDATES](#)
[STATUS UPDATES](#)
[MEMBERS](#)
[NEWS AND UPDATES](#)
[BOOKMARKS](#)
[FORUMS, Q&A](#)
[FILES](#)
[EVENTS](#)
[METRICS](#)

[Stop Following this Community](#)
[Community](#)

News and updates

Create Blog Entry

Important! The future of the Cohesion policy  1 
 Nebojsa Nikolic | Jan 30 | 12 Visits

Youth Roadtrips  0 
 Nebojsa Nikolic | Jan 19 | 10 Visits

[View All](#)

Bookmarks

Add a Bookmark

IPA specific Thematic Icons
 Updated by Guillaume Terrien | Feb 7 | Tags: brand icons ipa joint_branding logo


Interreg thematic objectives Icons
 Updated by Guillaume Terrien | Feb 7 | Tags: brand icons interreg logo


Interreg logo
 Updated by Guillaume Terrien | Feb 7 | Tags: brand interreg joint_branding logo visibility


Interreg Co-branding Manual


Forums, Q&A

[Start a Topic](#)

mid-term evaluation  0
 Last post by Aleksandra Reduch- External User | Feb 12 | No replies

Annual communication network meeting  3
 Last post by Arkam Ograk | Feb 7 | 7 replies


The Programme's name and the Interreg project logo  0
 Last post by Nebojsa Nikolic | Feb 6 | 3 replies



Interreg.eu online soon!  0
 Last post by Nebojsa Nikolic | Nov 15, 2017 | No replies



[View All](#)

Files

[Add Files](#) | [Add Folders](#)

Files  **Folders**

 THE ROAD TRIP PROJECT - projects preselection January.pdf 
 Nebojsa Nikolic created on Jan 19 | 7 views

 Draft Agenda - Communication network meeting.pdf 

Upcoming Events

Annual communication network meeting
 Feb 28 (All Day)

[View All Events](#)

Community Description

This community brings together experts involved with and interested in Interreg communication. The purpose of this community is to be a place where you can find the latest news, exchange ideas, ask questions, and much more. We hope you like it better than Basecamp :)

Important Bookmarks

Communication toolkit - version 2.0

[View All](#)

Members

How to join?

1. Register in the Contact Database:

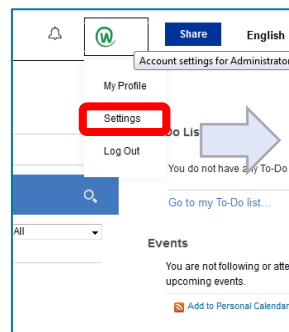
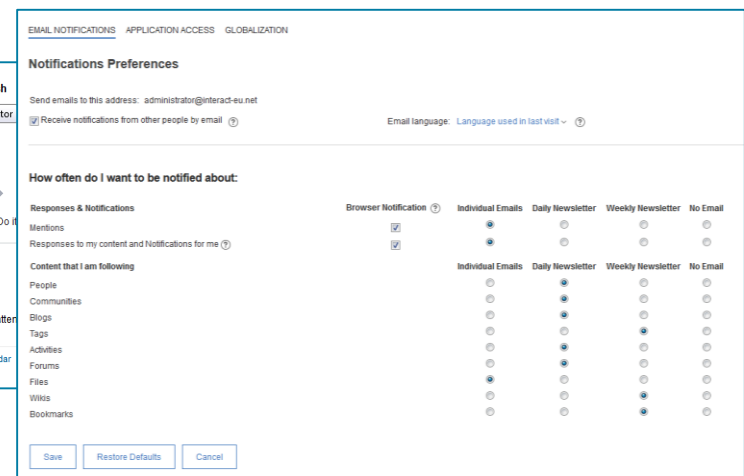
<https://apps.interact-eu.net/interact/main.nsf/registration.xsp>

2. Send me an email: nebojsa.nikolic@interact-eu.net



How to use – where is what?

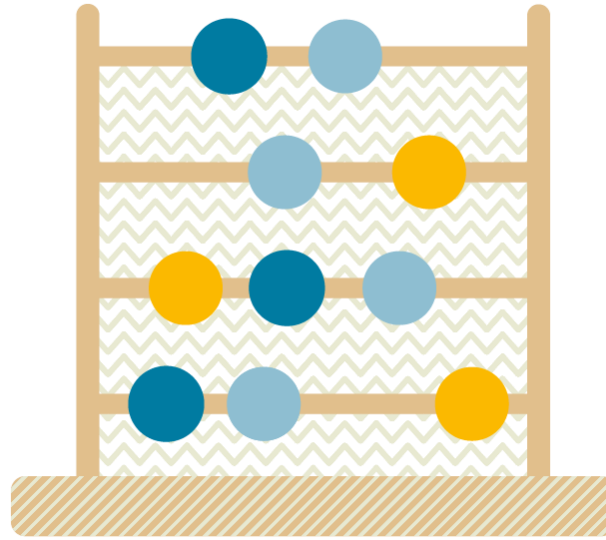
- “News and Updates” – read or share your own
- “Forums and Q&A” – discuss, ask and answer questions
- “Upcoming events” – discover upcoming events
- “Bookmarks” – find links to important documents and sources
- “Files” – find and upload, sorted and organised into folders
- Manage notifications:
 1. Click on your photo
 2. Click on “Settings”
 3. Customize.

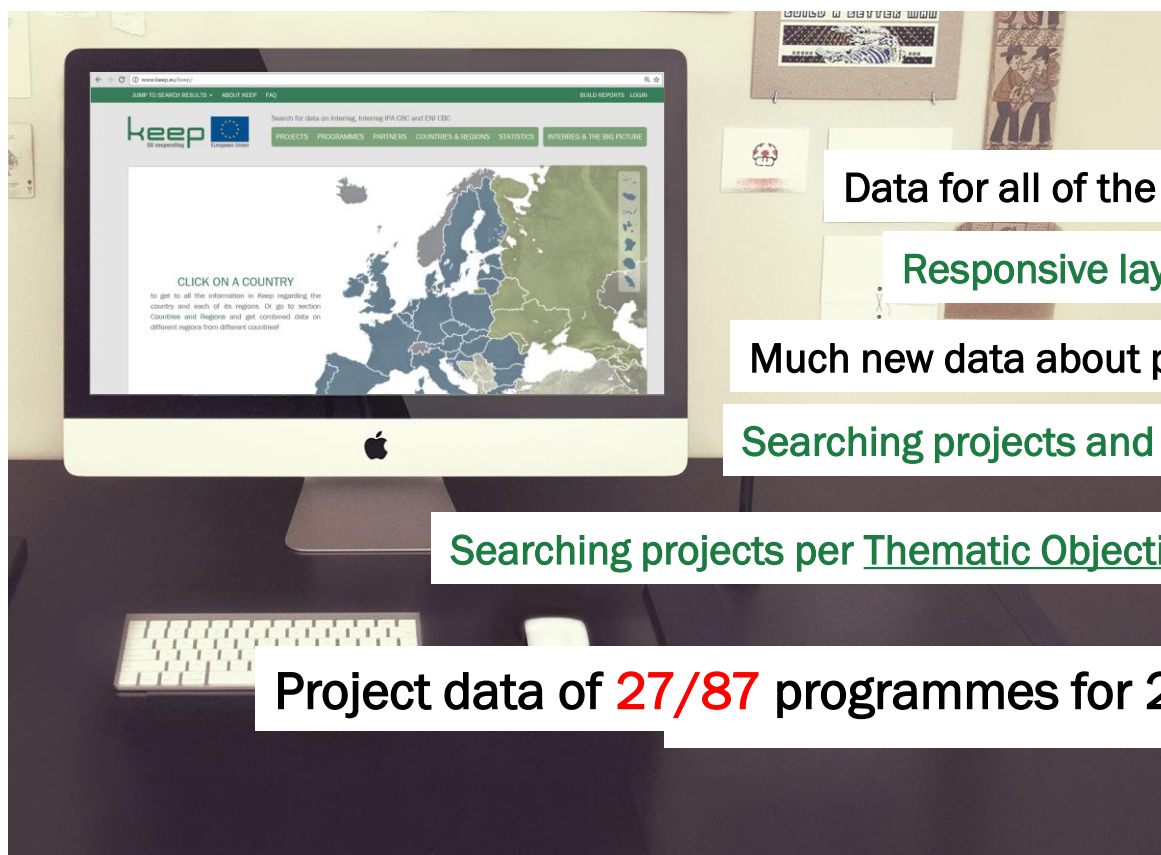
A screenshot of the 'Notifications Preferences' settings page. The page is titled 'Notifications Preferences' and includes a section for 'Send emails to this address: administrator@interact-eu.net'. Below this, there is a checkbox for 'Receive notifications from other people by email' which is checked. The 'Email language' is set to 'Language used in last visit'. The main section is titled 'How often do I want to be notified about:' and contains two tables. The first table is for 'Responses & Notifications' and the second is for 'Content that I am following'. Both tables have columns for 'Browser Notification', 'Individual Emails', 'Daily Newsletter', 'Weekly Newsletter', and 'No Email'. The 'Browser Notification' column has checkboxes, while the others have radio buttons. The 'Content that I am following' table includes rows for People, Communities, Blogs, Tags, Activities, Forums, Files, Wikis, and Bookmarks. At the bottom, there are 'Save', 'Restore Defaults', and 'Cancel' buttons.

	Browser Notification	Individual Emails	Daily Newsletter	Weekly Newsletter	No Email
Responses & Notifications					
Mentions	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responses to my content and Notifications for me	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content that I am following					
People		<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communities		<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs		<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tags		<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Activities		<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forums		<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Files		<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wikis		<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bookmarks		<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

KEEP



Online data on Interreg and ENI



Data for all of the 2014-2020 Interreg programmes

Responsive layout

Much new data about programmes available

Searching projects and programmes per regions

Searching projects per Thematic Objectives/Investment Priorities

Project data of **27/87** programmes for 2014-2020

Evaluation - communication



Evaluation and communication

Be active in your programme evaluation process from the beginning
– ToR is where the framework is set!

Make sure your evaluation questions are of relevance to specific target groups.

Think of ways to communicate the eventual findings to the selected target groups already in the planning phase of the programme evaluation.

European Cooperation Day



EUROPEAN COOPERATION DAY

Sharing borders, growing closer



European Cooperation Day 2018



WHAT? It takes place on **21 September** and the surrounding weeks. However, flexibility! Programmes organise events (concerts, film festivals, gastronomic fairs, workshops, drawing contests, bike runs...) 2018 - European Year of Cultural Heritage... an event related to this?



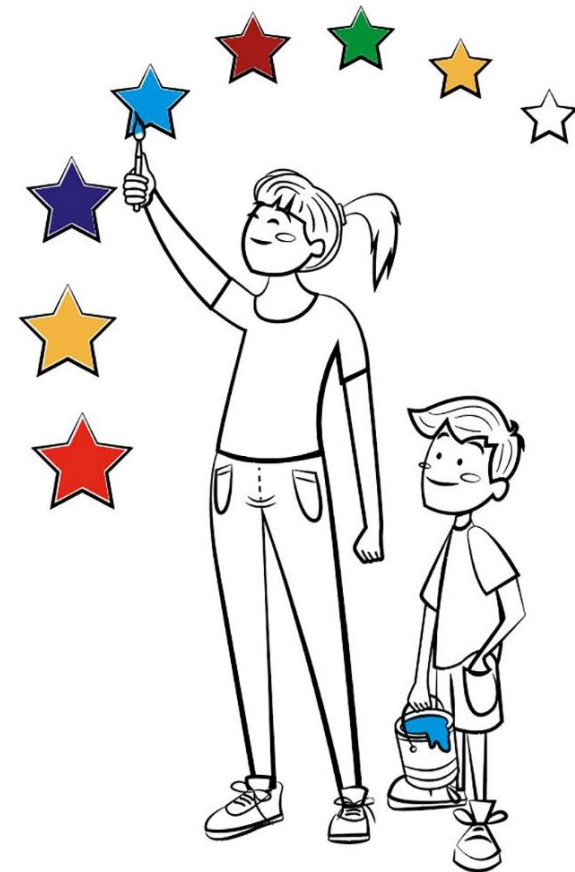
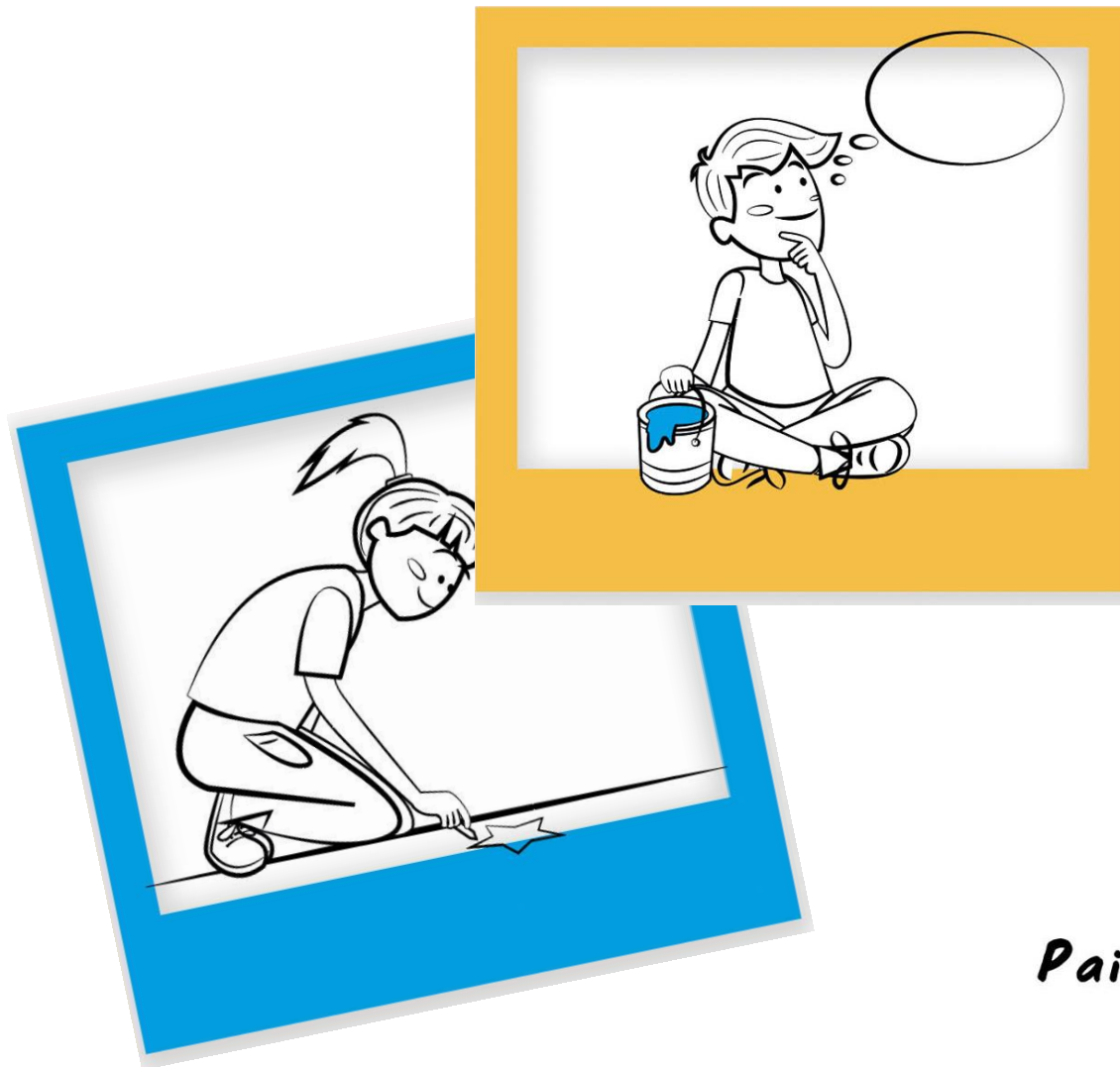
TARGET GROUP - European **citizens** who are normally not involved in EU-related events. The local events address specific groups of citizens (for example: school children, young people...)



WHY? Already in 2011, several Interreg programmes saw the need to join forces and develop a common activity to **promote the benefits of EU cooperation** within a wider audience. Then, IPA and ENPI joined 😊



VISUAL IDENTITY AND SLOGAN



Painting our future together

ALL CAN BE CUSTOMIZED!



ALL CAN BE CUSTOMIZED!



Рисуваме бъдещето заедно

Dipingiamo il nostro futuro insieme

European Cooperation Day 2017



The screenshot shows the website ecday.eu for European Cooperation Day. The header includes the website name, the European Union flag, and a 'Log-in' button. Navigation links include Events, About, Memories, Materials, Social Hub, Contest, and Co-organizers. The main banner for 2018 features the text '2018 Painting our future together' and two illustrations: a girl painting a line and a boy thinking. Below this is a map of Europe with location pins and a list of events.

2018
Painting our future together

EVENTS
Find the event nearest to you

Search location or name < 21 Sep 21 Sep > 21 Sep

30 Aug Drawing competition: What is cooperation?
Malta

30 Aug European Cooperation Day 2017 kick-off
Tallinn, Estonia

WEBSITE – www.ecday.eu

Same structure.

No need to create again an account –you already have it! :-D



COMMUNITY – Files, videos, updates and more!



Thematic Network on European Cooperation Day

[OVERVIEW](#)[RECENT UPDATES](#)[STATUS UPDATES](#)[MEMBERS](#)[DISCUSSIONS - SHARE ...](#)[NEWS AND UPDATES](#)[FILES AND INTERESTIN...](#)[MORE ▾](#)[Stop Following this Community](#)

What is the so-called EC Day? ...

European Cooperation Day (EC Day) takes place on 21 September every year and is celebrated all over Europe and in neighbouring countries. Join us in promoting the achievements of territorial cooperation in your region and organise an event!

In this community you can be updated on all the information regarding the EC Day campaign.

Tags: [community](#), [cooperation](#), [day](#), [ecday](#), [european](#), [interact](#), [interreg](#)

Discussions - Share your comments! ...

[Start a Topic](#)

Evaluation of the EC Day 2017 finalised

♥ 1

Last post by [Linda Talve](#) | Nov 27, 2017 | No replies

[View All](#)

Highlights - You can't miss this! ...

Check out the results of the EC Day 2017 campaign:



Files and interesting resources ...

[Add Files](#) | [Add Folders](#)

Files Folders

Useful links ...

[Add a Bookmark](#)[YouTube channel](#)

Updated by [Nebojsa Nikolic](#) | Jan 26 | Tags: [day](#) [ec](#) [youtube](#)

[Facebook page](#)

Updated by [Laura Belenguer](#) | Nov 22, 2017

[EC Day website](#)

Updated by [Laura Belenguer](#) | Nov 22, 2017 | Tags:

[View All](#)

Members ...

[View All \(89 people\)](#)

VIDEO – Personalized with your event name
and programme logo



European Cooperation Day 2017

PROMOTIONAL MATERIALS FOR YOUR EVENT

T-shirts (design will be also available for own printing)

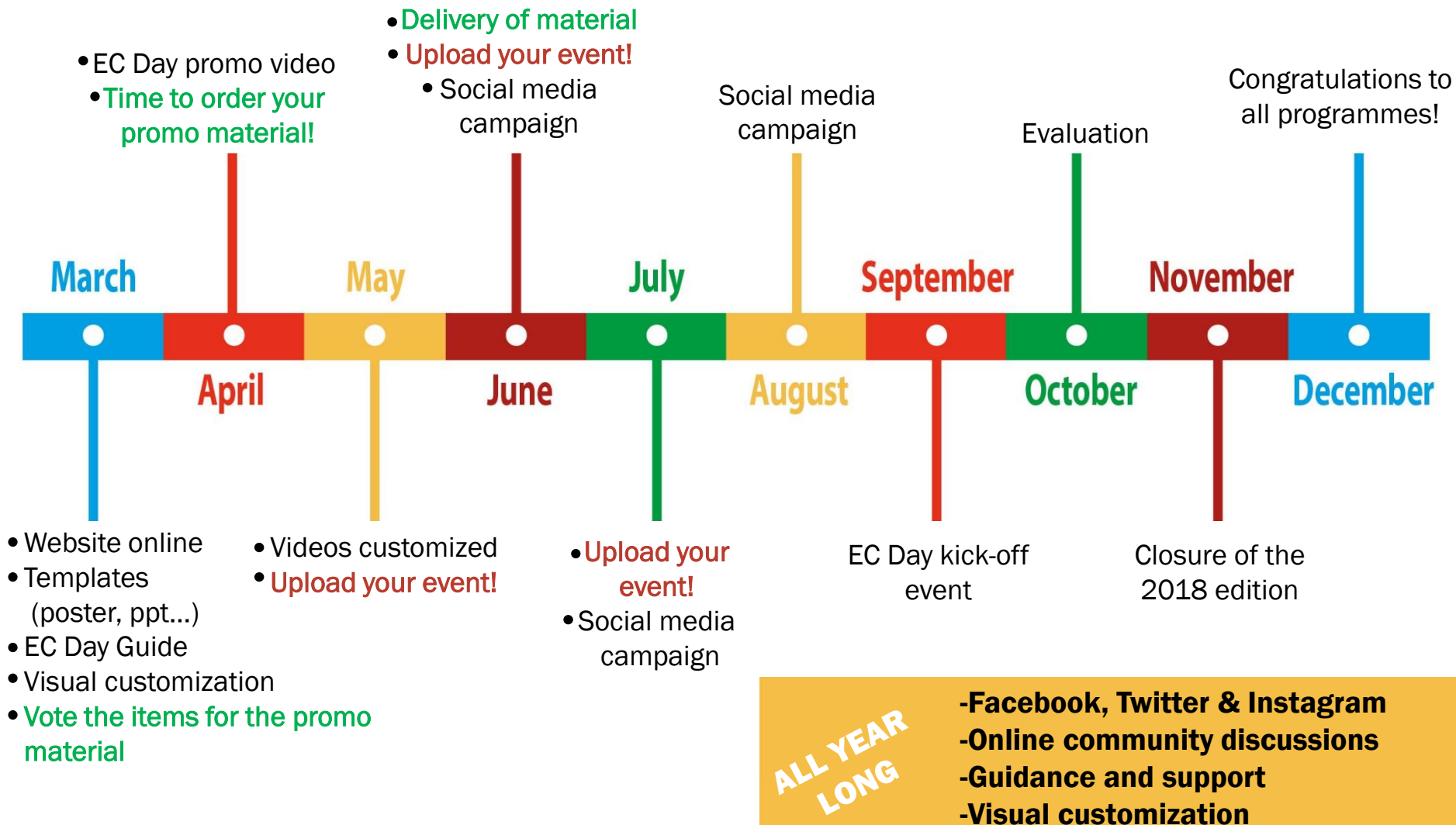
2-3 other promotional items

Poster template will be available in open design format



European Cooperation Day 2018

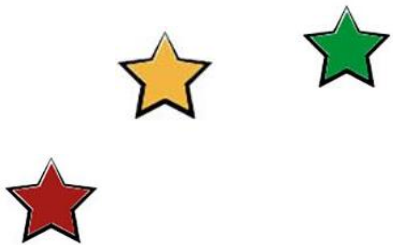
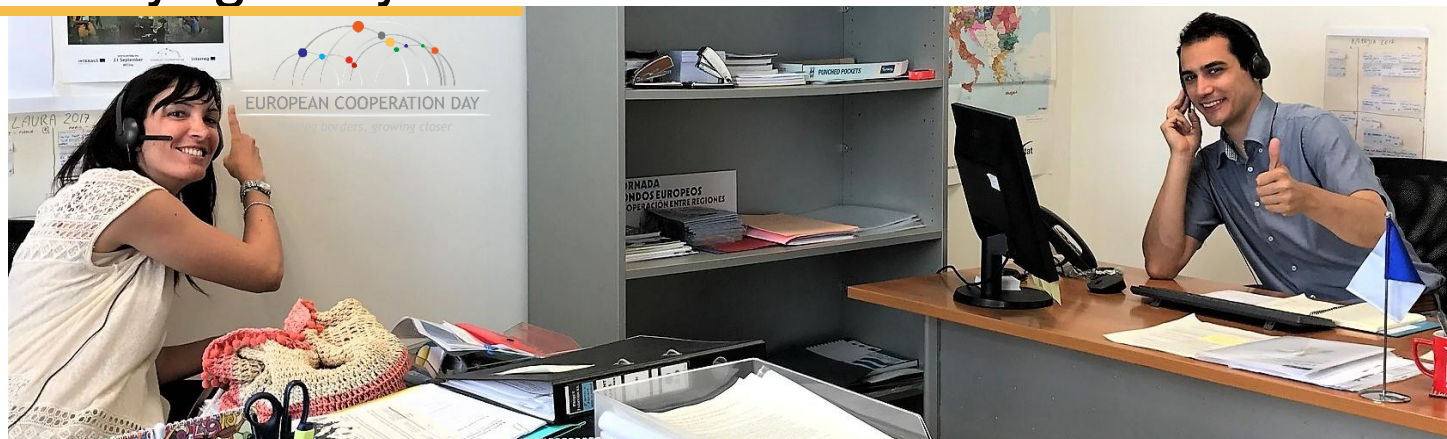
TIMELINE – Don't miss anything!



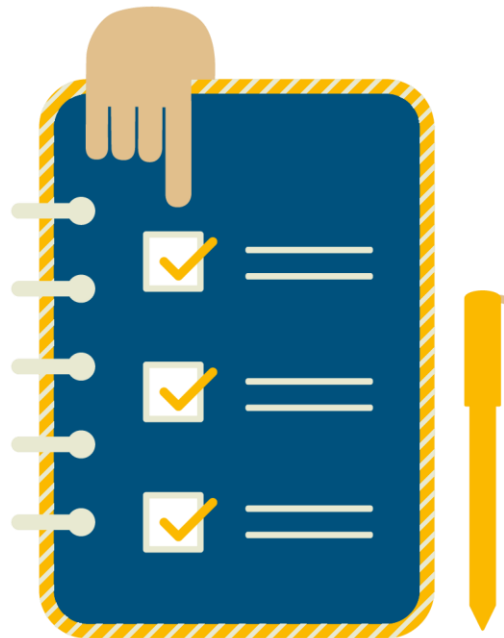
CONTACT US ANY TIME YOU NEED ☺



Looking forward to 'ECDaying' with you!



Events coming up in 2018



Communication activities 2018

- 21 March: Cohesion Policy 30 high level event
- Early May: MFF Post-2020 Announcement
- 21-25 May: EU Green Week
- 4-8 June: EU Sustainable Energy Week

Communication activities 2018

- 8 June: BG Informal Council Meeting on Cohesion Policy
- Early June: Infom meeting
- (June): Interact Capitalisation major event (dates TBC)
- 18-19 June: Annual Interreg meeting (Managing Authorities)
- 21 September: EC Day
- 8-11 October: EWRC 2018
- (November): Project Communication Camp (datesTBC)

Communication activities 2018

- (November): Europcom (dates TBC)
- (November/December): Inform meeting (dates TBC)

Let´s play Kahoot!

- Prepare you device,
- Go to: kahoot.it
- Enter game PIN number,
- Choose you nickname,
- Once we start, the questions will be on the big screen,
- You will see answer options on your device,
- Choose the correct answer as quickly as you can,
- Have fun!



Cooperation works

All materials will be available on:

www.interact-eu.net