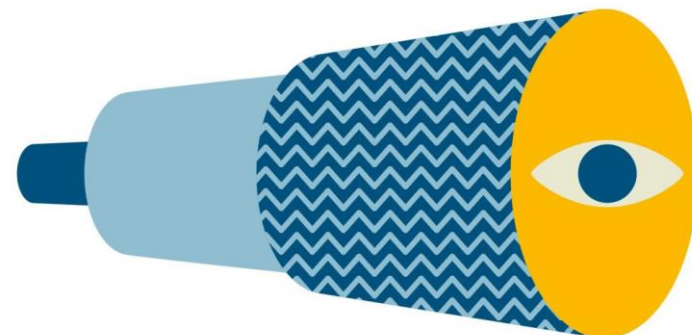


Project communication & capitalisation

Project Management training
26-27 April 2018 | Malta

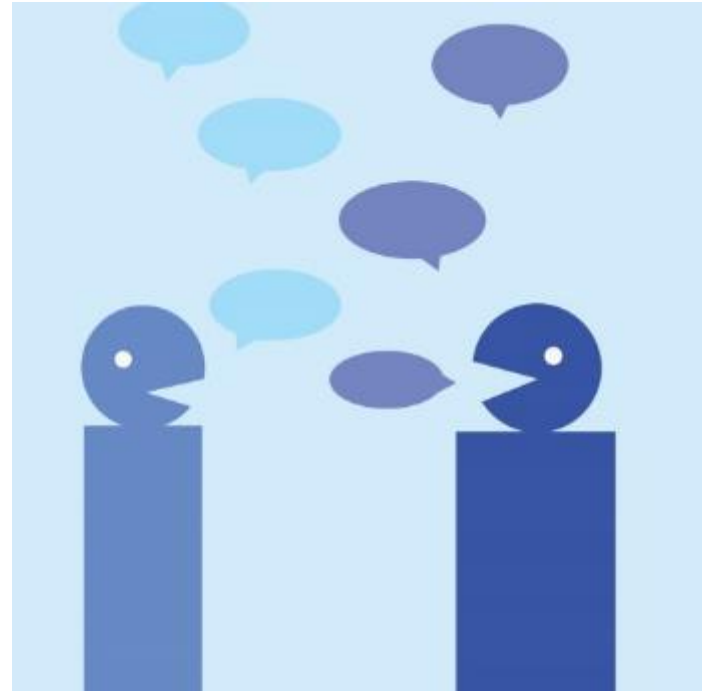
Ivano Magazzù, Interact



“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

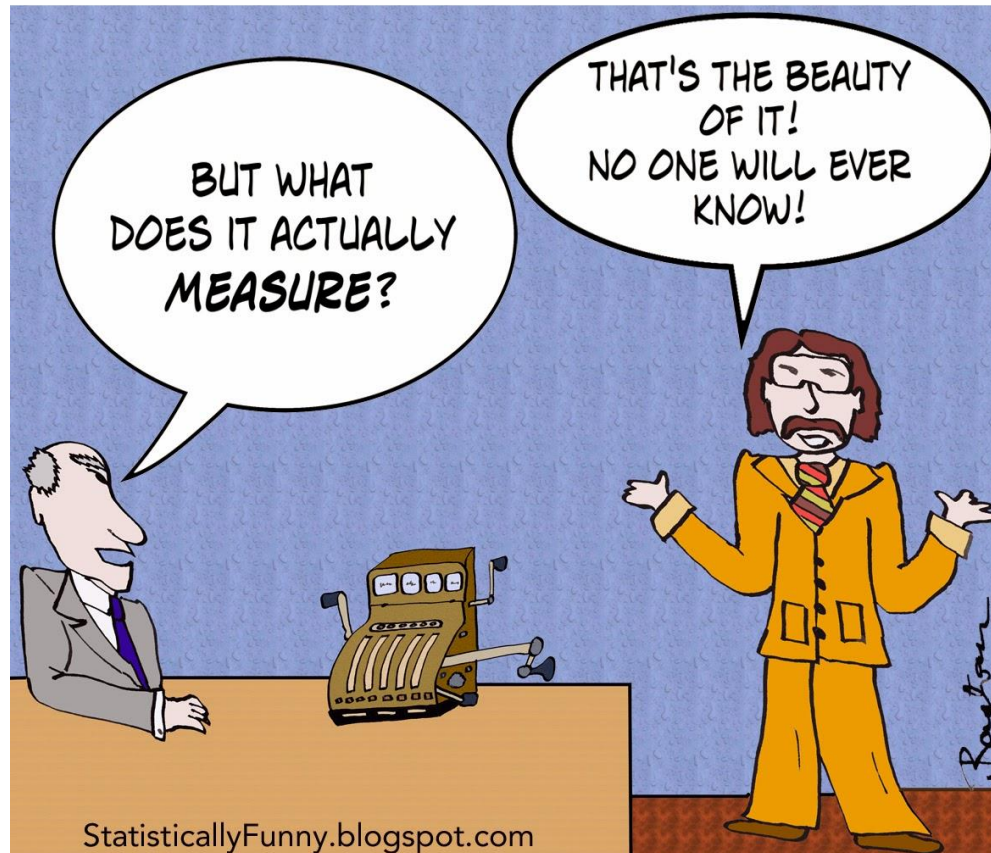
For project beneficiaries:

- 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

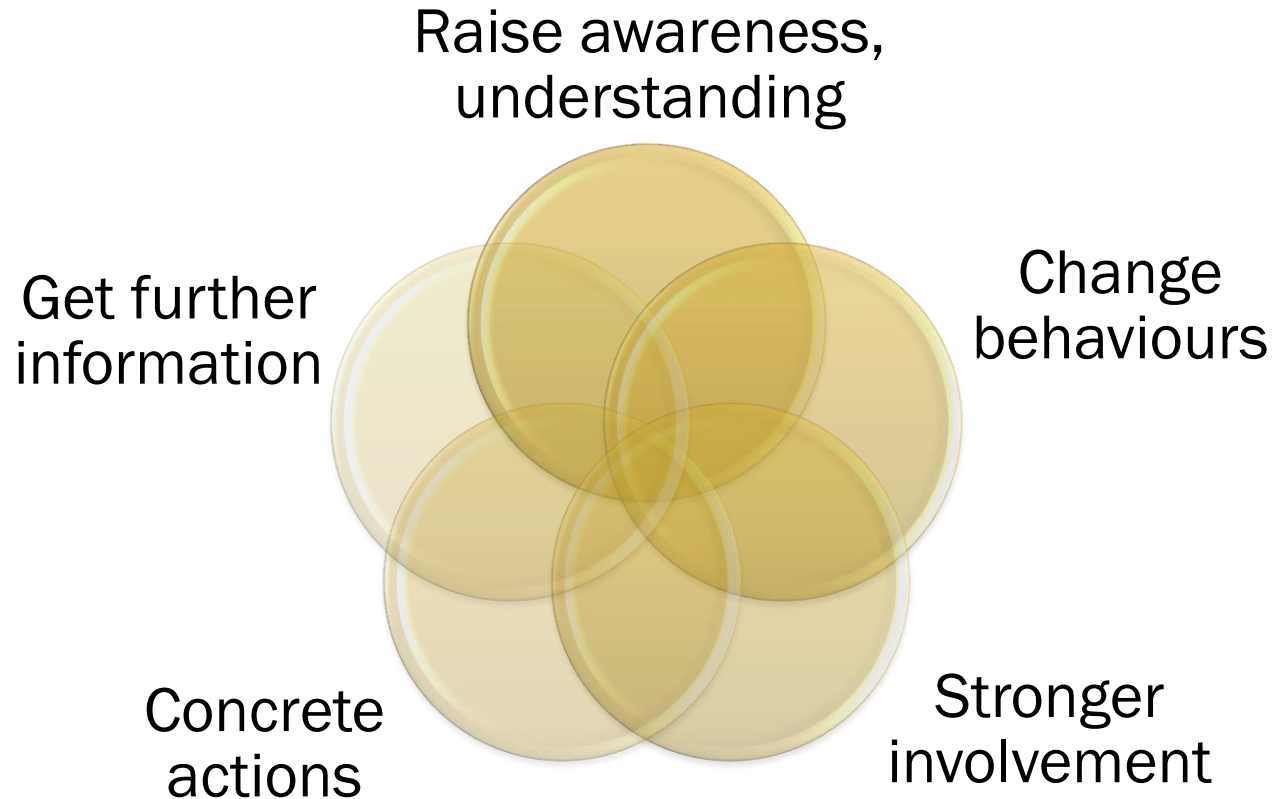


Why does communication matter?

*AN EARLY PROTOTYPE FOR GENERATING
CLINICAL TRIAL OUTCOME SHORTCUTS.*



What can be achieved through communication?

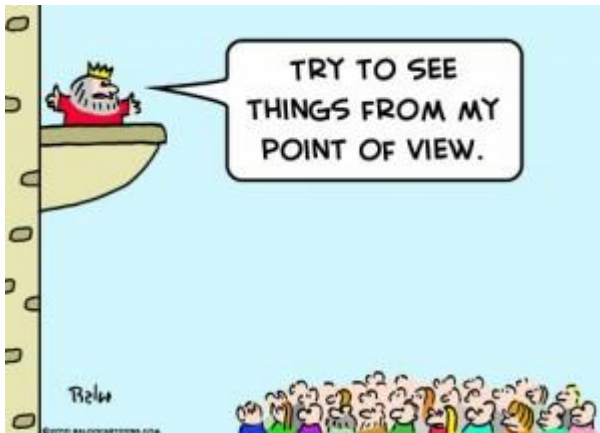


Why does communication matter in Interreg?

- 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

- 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?
- Abstract results
- ...



Preparing a communication strategy



Defining communication objectives

The key communication objectives for our project are:

1. To engage the target groups in project activities; and to communicate the benefits, the outputs and the impact of our project to the project target groups and general public
2. To communicate the benefits of the EU funding for the project to general public



Defining communication objectives



What is the exercise?

- Split into groups, define one communication objective for the co-FERA project (WHY).
- Decide on the target group that should be addressed (TO WHOM).
- List 3 activities to achieve this objective (HOW).



Communicating Interreg achievements





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 ...**



TELLS A STORY

So that you can **move** someone
in a direction

So that someone **feels**
something, **thinks** something,
does something now

So that someone **absorbs**
information better and faster,
avoid the mistakes, rehearse the
situations before they present
themselves

So that other **storytellers** can tell better stories.

So that other **creators** can build better creations.

**TELL A STORY
ABOUT A STORY**

117 programmes



100 - 150 projects



11700 - 17000 projects



circa 11.000.000 - 17.000.000 people

REAL PEOPLE. REAL STORIES.



Hello! My name is...



Interreg



EUROPEAN UNION

Danube Transnational Programme

LIVING IT

Luke Skywalker is a young lad from a desert planet who dreams about leaving the planet for living adventures and who meets an old hermit called Obi Wan Kenobi, a former knight of the forgotten order of the Jedis. His adopted family is killed and he leaves the planet in search of a captive Princess.

THE STORY

Thousands of years from now the galaxy is divided between light and darkness factions and a forgotten order of knights is fighting to keep democracy and freedom alive against a totalitarian power.

Luke Skywalker, an adopted boy from Tatooine, starts his journey to become a Jedi knight and help tip the balance of power in favour of the rebellion against the Empire.

Easy solution? Communication pattern...

1. **Intro + Problem:** The big picture / The context - **BUT** - This region has a problem
2. **Problem specific:** Concretely people could not do that because of the previous problem
3. **Insight about people:** But we know people actually did that ...
4. **Solution:** So we created, which is the first / the best / a long-term solution to
5. **How the solution Works:** It works this way (3 features max)
6. **Proof it Works:** Thanks to we managed to reach and transform the lives of... for only
7. **Vision & Brand:** By helping people this way we are pushing forward for... This is what INTERREG can do...

THE STORY ABOUT THE STORY

THE PROBLEM

The galaxy is at war between a totalitarian regime and a democratic rebellion which is about to be crushed

THE PROBLEM (specific)

The Rebellion force, scattered across the Galaxy has recently lost track of its main figure, Princess Leia - who has been captured by the Empire and hope is lost

INSIGHT

The Rebels are weak and disorganised and need to bring back Leia to consolidate their forces and reconnect with their past, when the order of the Jedi was helping counterbalance the dark forces of totalitarianism and violence

SOLUTION

A young lad called Luke Skywalker is going through an intensive training to become one of these forgotten Jedi and is about to tip the balance of power

HOW IT WORKS

The faith in a messiah and winning the war is all the Rebels needed to retake the advantage on a repressive and violent Empire

PROOF

In a couple of months, the arrival of Luke is helping thousands of Rebels to destroy one of the most dangerous weapon ever created - the Death Star, a weapon capable of annihilating entire planets

VISION & BRAND

The strength of an army is not in its numbers but in the conviction of a few individuals who have the faith to change the world. Star Wars.

→ [Cap&Com](#) → [Pattern Video](#)





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



How should the project communicate its achievements



1. What is the exercise?

- In groups, using your communication objectives and target group (s) decide upon a story and accompanying message. Present how you will communicate this, according to the pattern presented before. You can either use a photo, drawing, short plot for an advert or ...?

2. How will it work?

- 10 minutes to decide on a story/message and present how you will communicate this in the most effective way possible
- 15 minutes to prepare the pattern
- 5 minutes each table to present back to the main group



The role of communication in Interreg

Project Slam Interreg 25 years

- Specific (capitalisation) activity at programme level to identify best practices and stories
- Dedication to promote projects and programme achievements
- Partners' involvement, to build a story
- Programme authorities support in the definition of the story
- Joint implementation!!!



The role of communication in Interreg

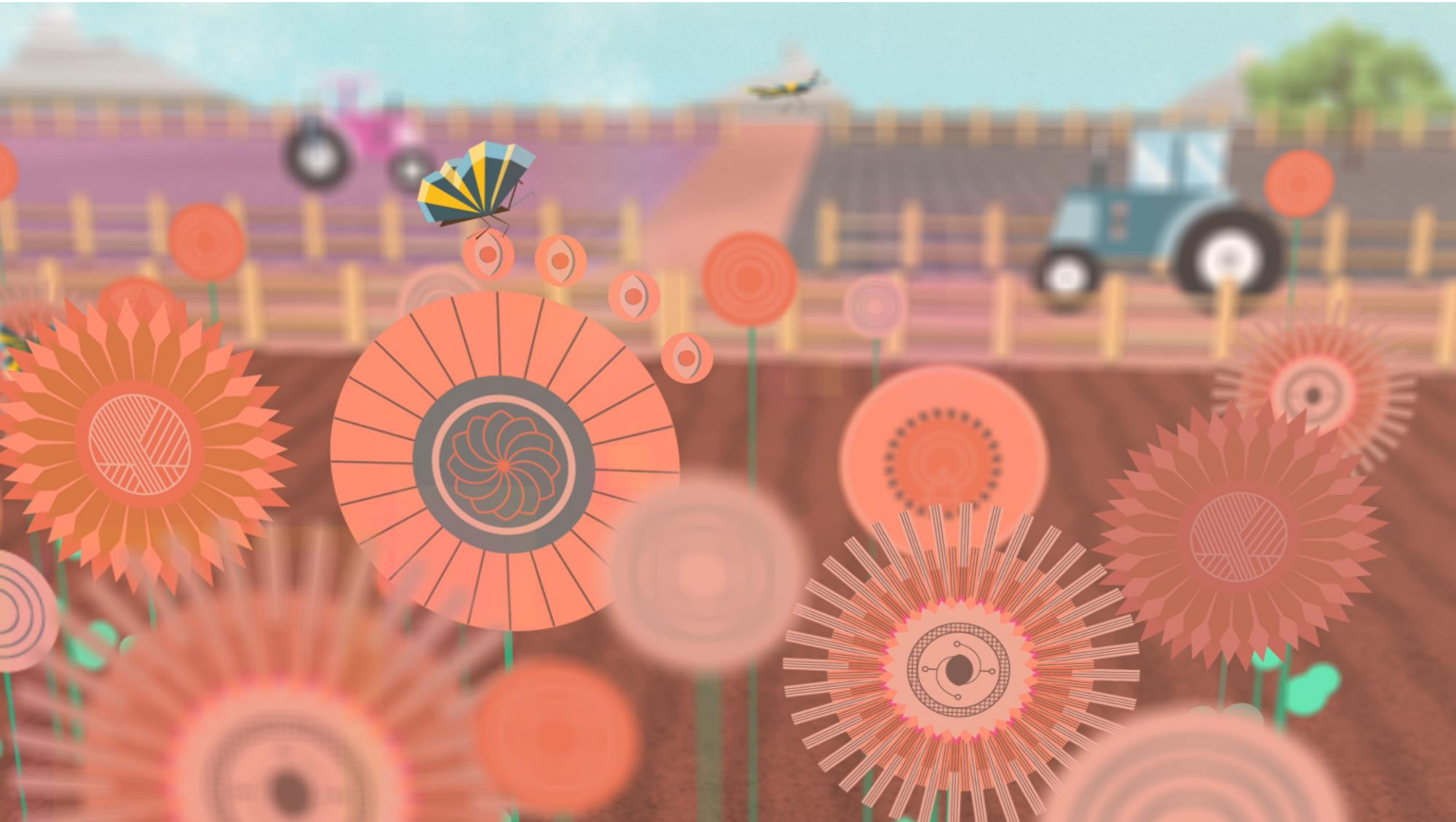
Project Slam Interreg 25 years



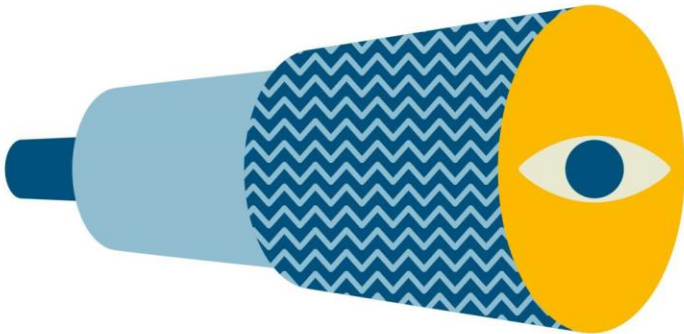
Integrated Territorial
Synergies for **Children** Health
and Protection – INTERSYC



Capitalisation is ...



Capitalisation, do we all have the same understanding?



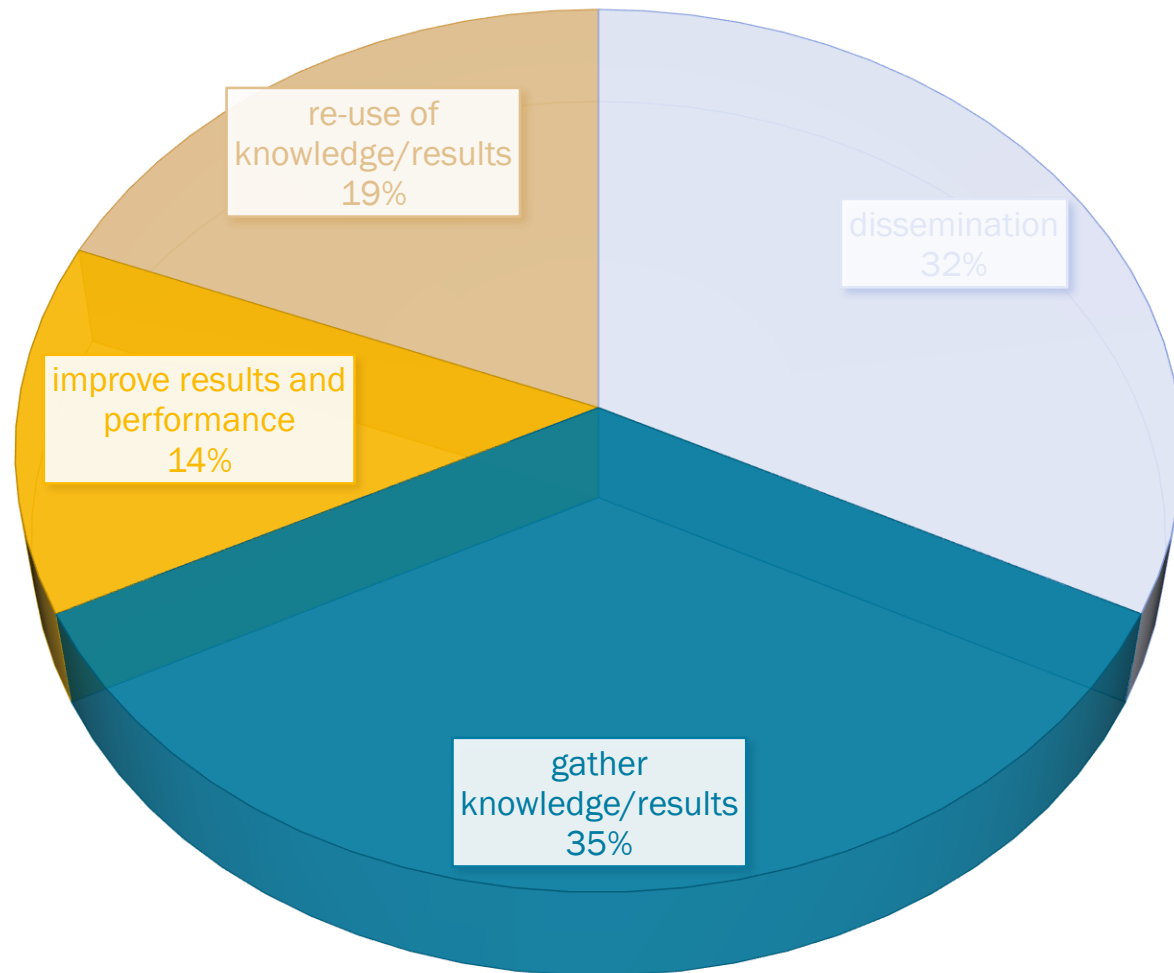
1. Capitalisation is about gathering, organising and building upon existing programme and projects results, within specific fields.
2. Capitalisation could concern data about the implementation of programmes, projects, impacts and methods used in order to make this knowledge generated by Interreg (capital) more accessible and usable for other programmes, projects or stakeholder groups.
3. Capitalisation (of results) looks into specific results in thematic fields in order to obtain additional improved results, to boost performance, delivery and to multiply the effects of achievements delivered.

How do we implement capitalisation?

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



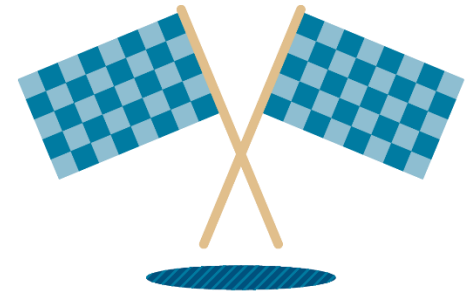
What is capitalisation in Interreg?




Challenges for capitalisation:

Indeed, capitalisation activities face several limits and challenges:

1. they are often restricted to the promotion of projects, and sometimes without tangible results on its added value,
2. they go rarely beyond the dissemination of results,
3. there are still stakeholders involved in ETC programmes who are not convinced of the added-value of such an exercise - like capitalisation - or who think that transfer is not suitable face-to-face with programme's territorial approach.





**Capitalisation shall transform the
Programme's achievements into
long lasting and durable values**

(Danube TN Programme Capitalisation Strategy)

Cooperation works

All materials will be available on:

www.interact-eu.net

