

# Communication and Capitalisation

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Programme Management for Beginners

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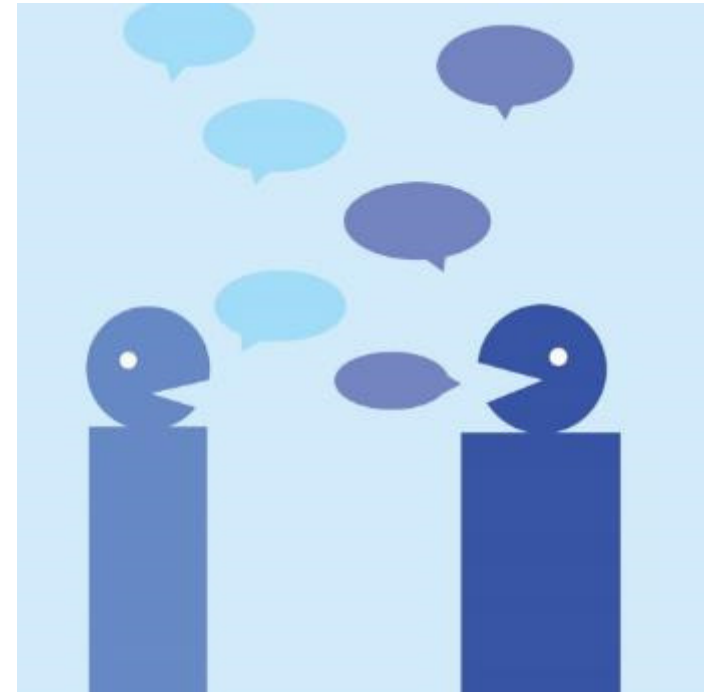
**Besiana Ninka, Interact Programme**



*“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 and communication requirements

## Legal framework:

- The information and communication rules for the 2014–2020 programming period are laid out in **CPR** (Art. 115–117) and **Annex XII**,
- Commission Implementing Regulation 821/2014 (CIR) 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.

# Why does it 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?
- abstract results

# Communication strategy: how is developed?



# Stories or 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.

## Tools





# 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 December 2011). Additionally the project held a public workshop during the OPEN DAYS in Brussels in November 2011. During the conferences panel discussions and presentations involved project partners. The project seminar meeting took place in April 2011 in a city. This project seminar was based on the respective contributions from all project partner member states and EU institutions focussed on crucial topics such as identifying possibilities, investor search and contract application. 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**

- ☐ Expected Results: The project is divided into three main project's packages of activities: WP1, WP2 and WP3.
- ☐ Expected Results:

## 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.



# How can we 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

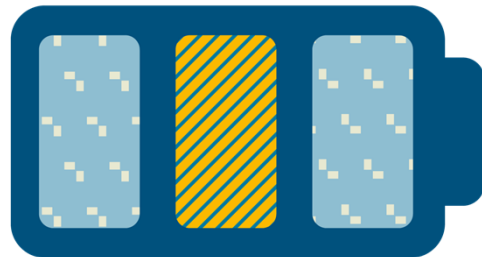
**→ Communication is a collective effort!**

# Communicating and promoting: the choice is yours

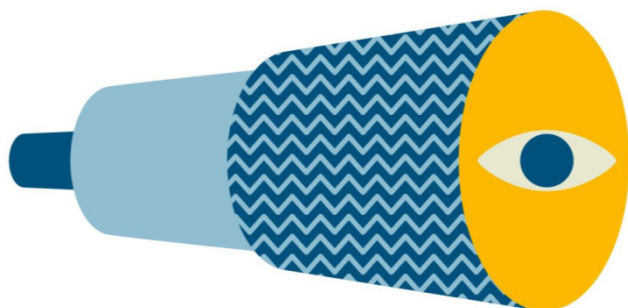


# Capitalisation

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# What is all about?



- Capitalisation is about **gathering, organising** and **building** upon **existing** programme and projects **results**, within **specific fields**.
- 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.
- 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 it?

- **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





# How do we support it?

## **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 and Project Slam competition (European Week of Regions and Cities)

# Cooperation works

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All materials will be available on:

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