

Communication: where are we?

Cap&Com 3

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“It’s not who you know...

It’s who KNOWS YOU!”



David Avrin

Example:

- Born in the 70's, when the sending and delivery of packages was a revolutionary concept in American society.
- Early years – difficult!
 - Great results
 - Happy clients
 - Conventional mail. Low budget in marketing and external communication
- Then, Fred Smith – change of mentality.
- Strong campaign of media presence in television, radio and press.
- Communication of results and facilities that this new messaging service brings to the commercial sector.
- Two years passed before the benefits began to be noticed. Currently, FedEx has more than 90,000 delivery vehicles and more than 300,000 employees.



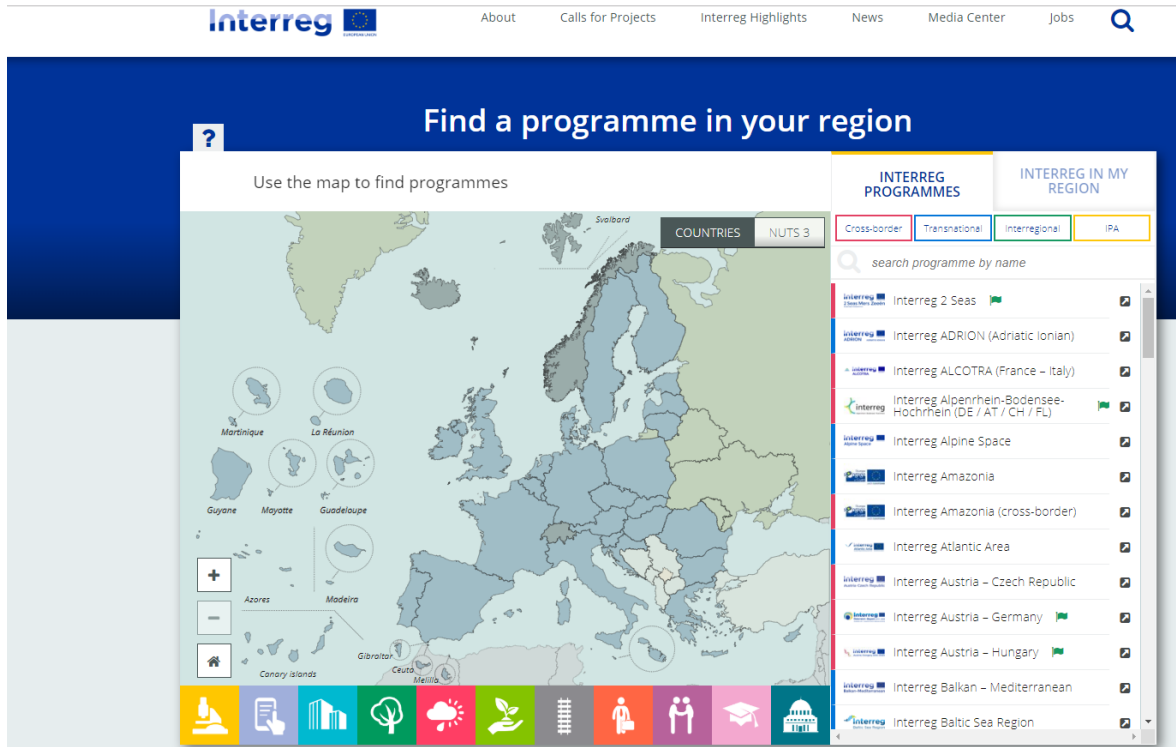
IN OUR CASE...

(...) Improve the capacity of the Interreg community in
**capturing and communicating
results.**

Interreg website

- The information of all Interreg programmes at one place.
- A true 'one-stop-shop' for potential beneficiaries and the general public.
- Interactive map to find out in what programmes a country participates, what thematic areas these programmes address and if there is an open call.
- Used by Interreg programmes to publish news, success stories, job offers...

www.interreg.eu

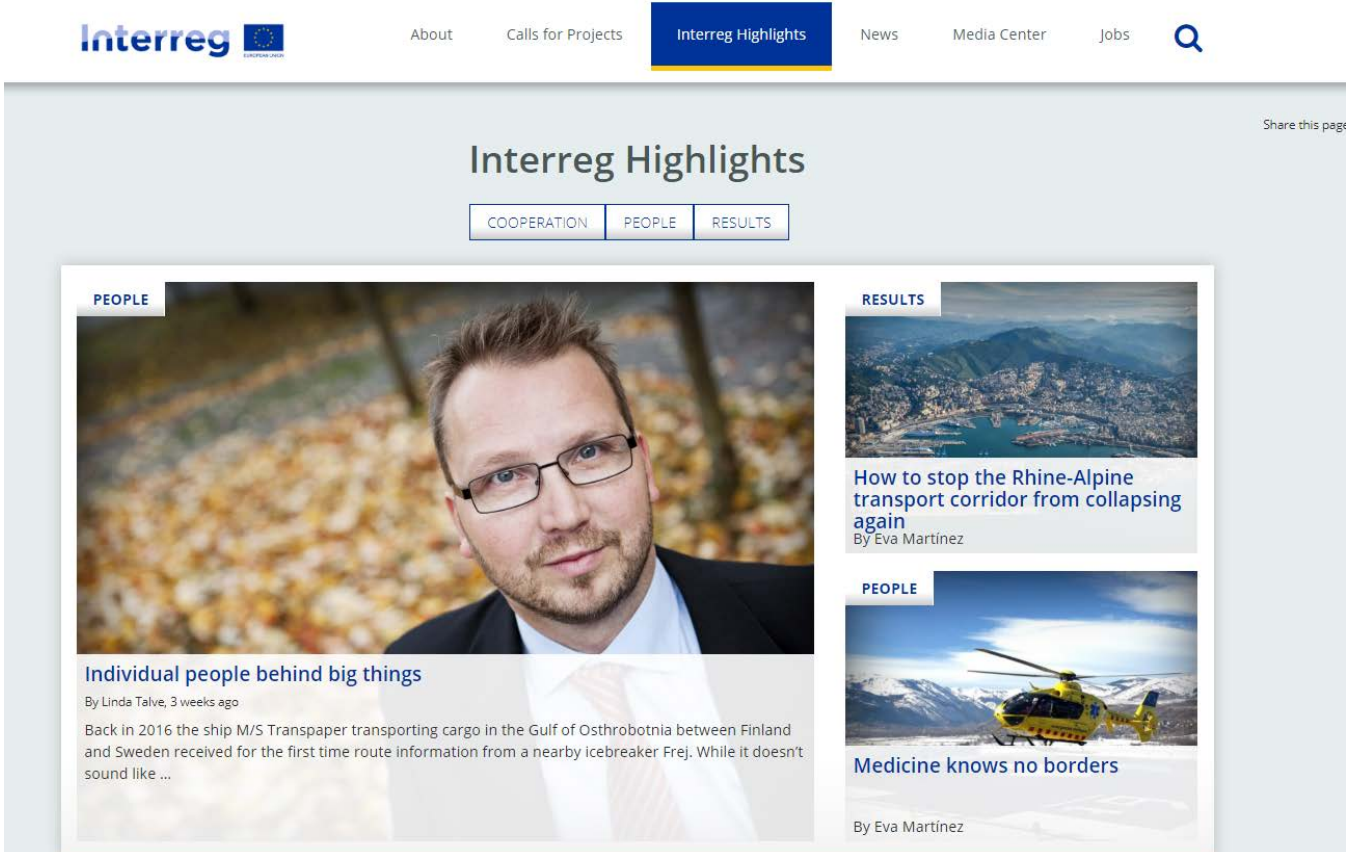


The screenshot displays the Interreg website's main interface. At the top, there is a navigation bar with the Interreg logo, a search icon, and links for 'About', 'Calls for Projects', 'Interreg Highlights', 'News', 'Media Center', and 'Jobs'. Below this, a large blue banner reads 'Find a programme in your region'. The main content area is divided into two sections. On the left, a map of Europe is shown with various regions highlighted. On the right, there is a sidebar with filters for 'INTERREG PROGRAMMES' (Cross-border, Transnational, Interregional, IPA) and 'INTERREG IN MY REGION'. Below the filters is a search bar labeled 'search programme by name'. A list of programmes is displayed, including 'Interreg 2 Seas', 'Interreg ADRIAN (Adriatic-Ionian)', 'Interreg ALCOTRA (France - Italy)', 'Interreg Alpenrhein-Bodensee-Hochrhein (DE / AT / CH / FL)', 'Interreg Alpine Space', 'Interreg Amazonia', 'Interreg Amazonia (cross-border)', 'Interreg Atlantic Area', 'Interreg Austria - Czech Republic', 'Interreg Austria - Germany', 'Interreg Austria - Hungary', 'Interreg Balkan - Mediterranean', and 'Interreg Baltic Sea Region'. At the bottom of the page, there is a row of icons representing various thematic areas: a magnifying glass, a hand, a building, a tree, a sun, a leaf, a person, a group of people, a graduation cap, and a building with a flag.



Interreg blog

- Section “Interreg Highlights”
- Stories about cooperation, people, results

www.interreg.eu/interreg-highlights/



The screenshot shows the 'Interreg Highlights' section of the website. At the top, there is a navigation bar with the 'Interreg' logo, a search icon, and links for 'About', 'Calls for Projects', 'Interreg Highlights' (which is highlighted), 'News', 'Media Center', and 'Jobs'. Below the navigation bar, the main heading 'Interreg Highlights' is centered, with a 'Share this page' link on the right. Underneath the heading are three filter buttons: 'COOPERATION', 'PEOPLE', and 'RESULTS'. The 'PEOPLE' filter is selected, displaying a large article featuring a portrait of a man with glasses. The article title is 'Individual people behind big things' by Linda Talve, dated 3 weeks ago. The text of the article begins with 'Back in 2016 the ship M/S Transpaper transporting cargo in the Gulf of Ostrobothnia between Finland and Sweden received for the first time route information from a nearby icebreaker Frej. While it doesn't sound like ...'. To the right of the main article, there are two smaller article previews. The first is under the 'RESULTS' filter, titled 'How to stop the Rhine-Alpine transport corridor from collapsing again' by Eva Martinez, with a background image of a mountainous landscape. The second is under the 'PEOPLE' filter, titled 'Medicine knows no borders' by Eva Martinez, with a background image of a yellow helicopter in a snowy mountain setting.


Interreg  About Calls for Projects **Interreg Highlights** News Media Center Jobs 

Share this page

Interreg Highlights

COOPERATION PEOPLE RESULTS

PEOPLE




Individual people behind big things

By Linda Talve, 3 weeks ago

Back in 2016 the ship M/S Transpaper transporting cargo in the Gulf of Ostrobothnia between Finland and Sweden received for the first time route information from a nearby icebreaker Frej. While it doesn't sound like ...


RESULTS



How to stop the Rhine-Alpine transport corridor from collapsing again

By Eva Martinez

PEOPLE



Medicine knows no borders

By Eva Martinez

e-Book

- Compilation of more than 70 Interreg projects focused on culture
- Find it on www.interact-eu.net/library



e-Book

- Interesting data and stats on cultural heritage



e-Book

Enterprises
700.000

In 2014, there were 700.000 cultural market-oriented enterprises in the EU, which corresponded to 6.3 % of all enterprises in total (except trade, financial and insurance activities).

Cultural employment by activity sector (2016)

Other activities (36,70%)	Other professional, scientific, and technical activities (11,69%)	Printing and recorded media (5,79%)	Publishing activities (5,29%)
	Literature, arts, and entertainment, and other cultural activities (7,21%)	Programming and broadcasting activities (1,17%)	
Creative, arts, and entertainment activities (13,68%)	Motion picture, video and television and music publishing activities (1,97%)	1,20%	
		**	

* Other manufacturing (1,34%) ; ** No response (0,2%)



Europeans would like to know more about Europe's cultural heritage (2017).



Europeans believe that, through globalisation, European culture will become more dynamic and widespread in the world (2017).



In 2017, eight out of ten Europeans think the diversity of European culture is an important added-value.

0,9%
(2016)

EU governments average expenditure in cultural services

Frequency of participation in cultural activities in the last 12 months (2015)



European Cooperation Day

- The biggest EU-wide promotion campaign focused on European Territorial Cooperation
- On **21 September** and surrounding weeks
- Joint communication initiative to **promote the benefits of EU cooperation** within a wider audience
- Cooperation programmes **organise events**: concerts, film festivals, gastronomic fairs, bike runs...
- **Target group**: European **citizens** who are normally **not involved** in EU-related events



European Cooperation Day



L.I.S.T Port Mare di agrumi
EasyLog Chimera COME-IN!
EUfutuR KultKIT CB Basket
Theatro OPTI-BIKE Evcc
Intense NaKult S.MAR.T.I.C
NatureGame CrossCare
SONO Leuciti Me.Co STOP
CO2 CommonHeritage Splash

Interact thematic networks

The Climate Change network

In October 2017, a new interactive collaborative platform called “Communities” was established in order to foster interaction and communication among members. Quarterly newsletters were distributed to members.



A short **video** was created in order attract members to the network



<http://www.interact-eu.net/library#o=library/video-climate-change-network-teaser>

Interact thematic networks

The Inclusive Growth network

VIDEO – In this period, Interreg programmes are allocating 1,4 billion euros to foster inclusive growth

<http://www.interact-eu.net/library#o=library/video-inclusive-growth-network-does-anyone-care-about>



Interact thematic networks

The Inclusive Growth network

BROCHURE, REPORT, TRENDS ON INCLUSIVE GROWTH



Interact thematic networks

The Knowledge of the Sea network

VIDEO: Presentation of the network, meeting & events, activities...

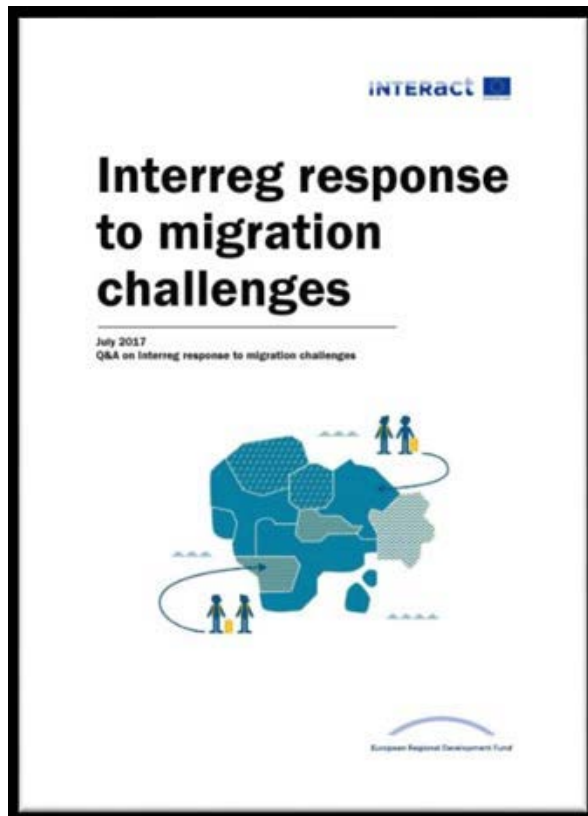
<http://www.interact-eu.net/library#o=library/video-interact-capitalisation-network-knowledge-seas>



Interact thematic networks

The Migration network

PUBLICATIONS



This network produced:

- Q&A on Interreg response to migration challenges
- Experiences of Interreg programmes on migration

Cooperation works

All materials will be available on:

www.interact-eu.net