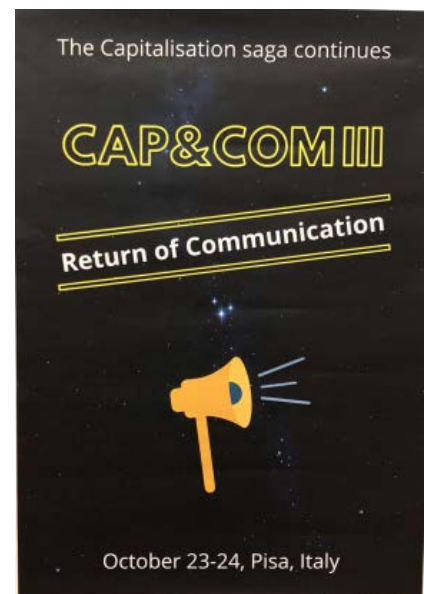


Cap&Com3: How to link capitalisation and communication – Summary of the workshop -

23 & 24 October 2018

Pisa, Italy

The event “**Cap&Com3: How to link capitalisation and communication**” is part of the activities envisaged in Interact’s support to capitalisation. The objective was to support Interreg Programmes in establishing a strategic approach to capitalisation, as an integrated process of the Programme Management. In this context, Communication is a fundamental part of Programmes’ capitalisation activities. The workshop focused on defining the process of turning capitalisation results into efficient communication activities through social media – in order to link communication and capitalisation results as part of the main content of programme communication activities, to improve the visibility of those results

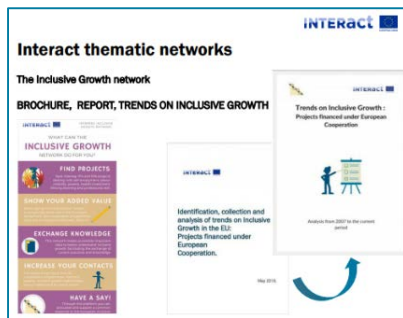


This 2-days event had the objective of exploring how capitalisation results are turned into communication stories - how to link communication and capitalisation results as part of the main content of programme communication activities; In addition, Interact trained participants about the most effective approaches for extracting and communicating capitalisation content from multitude of thematic projects to the appropriate target groups – especially in the social media context.



The target audience of this workshop was Interreg programmes management staff involved in capitalisation as the agents of change in promoting more pronounced role of communication.

In order to maximise impact, some of the participants were invited to share their best practices related to capitalisation and promotion of project and programmes’ results, social media presence and social media communication approaches and examples.

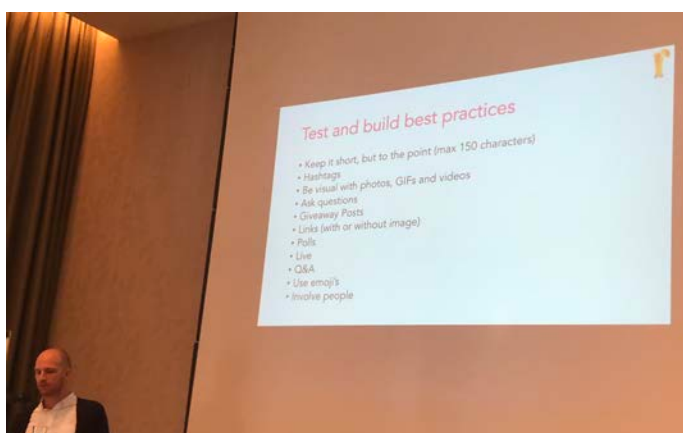


Facilitators from Interact Manuel G. and Laura B. started by showing examples of what has been done in terms of Capitalisation and Communication practices. Real examples form Interact's Capitalisation networks were shown, including events, publications, and promotional videos.



Arkam O. presented also the “Social media trends in Interreg”, where he showed figures and practical examples of how Interreg programmes are making use of social media in order to increase their visibility and further their communication actions.

The next part of the agenda was dedicated to specific project examples by Alexandre Colombani (Interreg North-West Europe) and Niels Boye (Interreg Öresund-Kattegat-Skagerrak) who shared with the rest of participants the experience of their programmes in the use of social networks in communicating programme's results. Their presentations were very much appreciated by the participants, leading to lively discussions and interesting questions. In this sense Niels also shared some tools used for Interreg ÖKS campaign (Video Software: Camtasia, estimated price is 150€).



The afternoon session was dedicated to a practical training: “How to communicate efficiently through social media” by Kwinten Lambrecht, expert in content creation and social media, with experience in several EU-wide campaigns. Many tips were provided to participants, who were given a task to complete for the following day, putting into practice their knowledge and social media skills.



On day 2, Nebojsa Nikolic made an overview of “what’s new for effective communication in the legislative proposals for Cohesion policy 2021-2027”, detailing the novelties of the draft regulatory framework in terms of communication. Participants valued very much this part, as well as the possibility of making comments to the draft text before it will be approved.

Afterwards, a third example from programmes was presented, this time using a videoconference system. Andrea Rodriguez from SUDOE presented some “best practices related to the involvement of testimonials through social media”. The campaign “Humans of SUDOE” was presented and tweeted at the same time!



The last part of the workshop was dedicated to a practical exercise where participants had to complete a task using different social media channels and tools. Participants were divided in 7 groups, each with a different task. The final outcome per group was presented publicly and the expert in social media commented and proposed improvements.



The feedback exercise was highly appreciated by participants, who expressed that thanks to this exercise, they have improved their skills in communicating Interreg results through social media.