



REPUBLIC OF SLOVENIA  
MINISTRY OF FOREIGN AFFAIRS

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European Regional Development Fund - Instrument for Pre-Accession II Fund

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# How to communicate macro-regional strategies

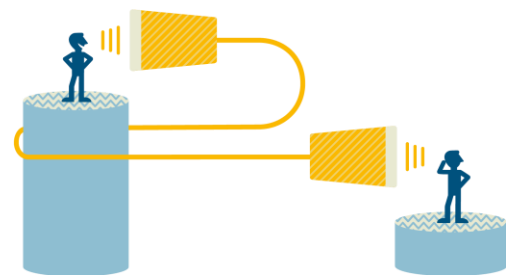


**19 September 2019**

**Workshop for communication managers of macro-regional strategies**

**Agenda**

Trg Etbina Kristana 1, Izola, Slovenia



European Regional Development Fund



## How to communicate macro-regional strategies

### 19 September 2019

### Izola, Slovenia

#### Outline

EU macro-regional strategies (MRS/Strategy), as integrated frameworks, address societal and ecological challenges shared within a wider territory. The Strategy can help towards coordinated development and implementation of EU policies. The MRS meet the need for a more integrated Europe where policy-makers, governments and other stakeholders are addressing challenges across borders, integrating various policy sectors and taking multilevel governance as their guiding principle. Neighbouring countries are involved in the MRS; therefore, the Strategies are not just tools for supporting integration within the European Union but also across the whole of Europe.

Such a cooperation structure require complex internal and external communication. As summarised in the Communication manual of the EU Strategy for the Adriatic-Ionian Region, communication within macro-regional context spreads across national borders. It has to respect different socio-economic conditions, political situations, traditions and customs, languages and cultures, involving public institutions and stakeholders from various sectors of the economy. Communication in this context requires a specific understanding and approach.

Several projects and initiatives have emerged in order to enhance communication flows related to MRS:

- “Let’s communicate” – a project to support the communication of the EUSBSR;
- Horizontal Action “Capacity” of the EUSBSR supporting the communication flows of the EUSBSR;
- AlpGoV – a project of the Alpine Space Programme that supports i.a. the communication of the EUSALP;
- The EUSAIR Facility Point providing tailor-made capacity building workshops for the governance structures and communication activities for the EUSAIR;
- Communication activities implemented by the Danube Strategy Point and Priority Area 10 “Institutional Capacity and Cooperation” in the framework of the EUSDR.

There have been a number of events held in recent past addressing the communication aspects of MRS implementation. In 2018 Slovenian authorities, together with the Commission and Interact, used the framework of the Mediterranean Coast and Macro-regional Strategies Week 2018 in Slovenia, to create a single forum across all MRS on communication, focusing in particular on common content, the participative process and innovative tools. Following up on good initiatives and experiences, the 2<sup>nd</sup> cross macro-regional strategies workshop for communication managers is organised.

#### Objectives

This workshop continues discussion between communication managers kicked off in 2018 during the meeting “Message in a Bottle: Communication across MRS”. The aim of this meeting is to focus on peer-to-peer learning across MRS. It will look into questions like, e.g., how to work with communication strategies and plan a realistic



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communication work plan; what to focus on in MRS communication and how to communicate MRS value added; how to involve others in the MRS communication. The workshop will strive to find answers on how to best address the call for further efforts to improve the internal and external communication across MRS stressed in the recent Council Conclusions on the implementation of EU Macro-Regional Strategies. Furthermore, the workshop will also look into practical communication tools.

#### Thursday, 19 September 2019

**09.00 – 09.30** Registration and Welcome Coffee / Tea

**09.30 – 09.45** **Welcome and introduction**

*Andreja Jerina, National Coordinator of MRS in Slovenia (EUSDR, EUSAIR, EUSALP)*

*Baiba Liepa, Interact Programme*

**09:45 – 10.15** **Strategic communication of macro-regions**

*Agnès Monfret, Head of Communication Unit, DG Regio, European Commission*

Objectives of the session: The session aims to highlight the importance of strategic communication in the MRS context and how to achieve more certainly greater impact.

**10.15 – 11.15** **Communicating macro-regions in an efficient way**

*Frank Schneider, Head of Communication and Public Policy, Interreg Central Europe*

*MRS communication managers*

Objectives of the session: This session enables peer-to-peer exchange and learning. It looks into different aspects of communication managers' work in a multinational framework. Based on their practical experiences, participants will exchange on questions like:

- Why do we communicate and whom do we communicate to?
- How to define clear, short and realistic messages about MRS? What is MRS about? What is the right audience for these messages?
- How to manage different expectations towards MRS communication, how to respond to requests placed in the Council Conclusions on the implementation of EU Macro-Regional Strategies?
- How to make communication everybody's responsibility? How to share the workload and engage policy coordinators?



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This session will be led by Mr Frank Schneider, Head of Communication and Public Policy, Interreg Central Europe. Similar to MRS, Interreg transnational programmes work with multiple countries and often address large/diverse territories. Their value added is often more complex to communicate in a simple manner. Therefore, planning efficient and realistic communication strategies is essential. The experience of a Programme will provide food for thoughts.

- 11.15 - 11.45** Coffee break
- 11.45 - 13.15** **Communicating macro-regions in an efficient way – continuation**
- 13.15 - 14.15** Lunch break
- 14.15 - 15.00** **Capitalisation of project results and communication on programme level – Interreg Danube Transnational Programme’s experience**  
*Eloy Gómez Girón, Communication officer, Interreg Danube Transnational Programme*
- Objectives of the session: Interreg Danube Transnational Programme (Interreg DTP) is a financing instrument of the European Territorial Cooperation. It shares the same territory as the EU Strategy for the Danube Region. The Programme not only funds cooperation initiatives, it is also responsible for the communication of individual project results and capitalised impact of these projects in certain topics. How can MRS benefit from the Programme communication activities? How to avoid overlaps of the communication efforts? This session will look into these questions based on the experience of the Interreg DTP.
- 15.00 - 15.30** Coffee break
- 15.30 - 17.30** **Pitching your story**  
*John Holland, Clear Europe*
- Objectives of the session: This training session will provide practical tips and tools on how to pitch stories successfully and get wider media coverage. How to understand journalist and know what’s news?
- 17.30 - 17.45** **Conclusions of the meeting and next steps**  
*Ilze Ciganska, Interact Programme*
- 19.30** Networking dinner  
*Hotel Marina, Veliki trg 11, 6310 Izola*



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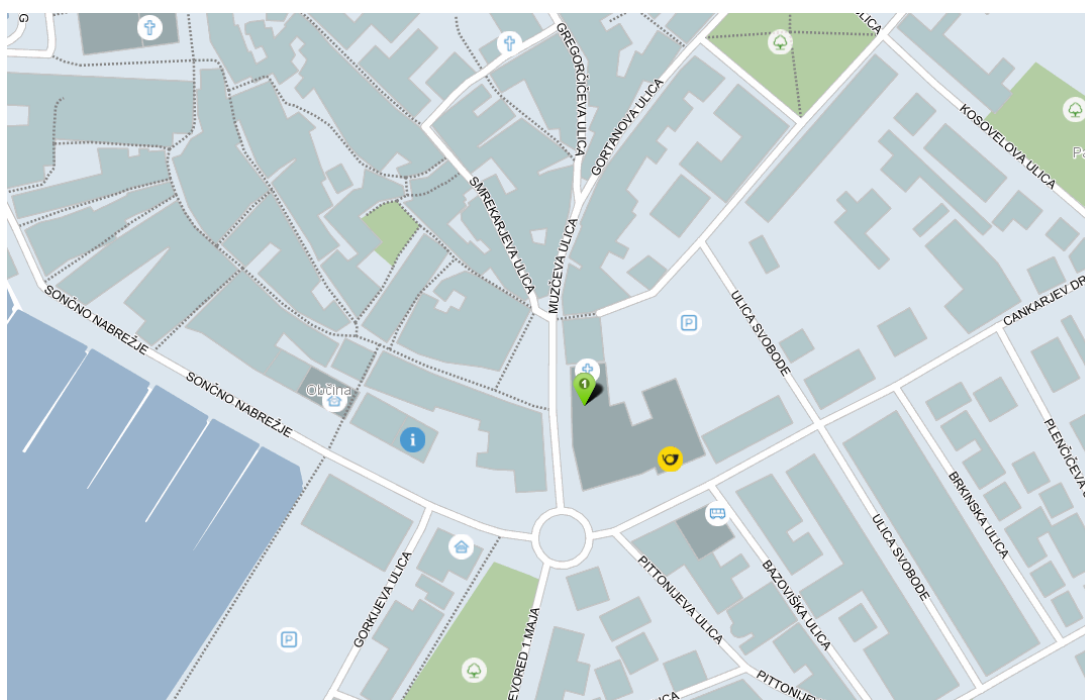
### Practicalities

Please register via the link available on the website.

In order to register, it is required that you have already signed up to the Interact database.

### Venue

Trg Etbina Kristana 1, 63100 Izola



### Accommodation

Participants conduct travel arrangements on their own. Recommended hotels:

- **Hotel Marina:** <http://www.hotelmarina.si/en/>, [info@hotelmarina.si](mailto:info@hotelmarina.si) , +386 5 66 04 100 In the center of Izola.
- **Hoteli San Simon:** options: Hotel Haliaetum/annex Mirta and Annexes San Simon, <https://www.hoteli-bernardin.si/en/accommodations/san-simon-resort>, [booking@h-bernardin.si](mailto:booking@h-bernardin.si), +386 5 690 7000 , 5-10 min walk to the city centre



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### Getting to Izola

Between all coasts cities there is an intercity bus line. Bus drives daily every 20 min from 5am to 10pm.

**Koper-Izola:** <http://www.izola.info/avtobus.php?linija=2>

**Izola-Koper:** <http://www.izola.info/avtobus.php?linija=1>

**Local taxis contacts:** Tax1, 0038640 602 602, Taxi2, 0038641 706 777

Price of transfer to Koper or Portorož is 25,00 EUR.

We recommend you to access all events location in Izola by foot. You can use map for orientation. All the locations are within max. 10 min walk.

[MORE ABOUT IZOLA](#)

### BY AIR

You can travel to Slovenia by air to the central [Jože Pučnik International Airport \(Ljubljana Airport\)](#). [Adria Airways](#) is the only Slovenian air carrier and it operates most of the flights to Ljubljana.

### From Jože Pučnik International Airport to Izola

#### Shuttle service

[At the airport there are different carriers at your disposal](#). A direct transfers from Jože Pučnik International Airport to Izola is possible via a prior booking of destination at the shuttle service provider.

#### Rent-a-car

[At the airport, rent a car at one of the rent-a-car providers.](#)

#### Taxi

Taxis are available to you in front of the airport building

Telephone: ++386(0) 590 60 777

Mobile: ++386(0) 31 216 111E-mail: [taxiairport4@gmail.com](mailto:taxiairport4@gmail.com)

Website: <http://airporttaxi.si/En/>

#### Bus

At the Airport, you can take a [bus to Ljubljana](#), there you have to switch to a [domestic bus operating company](#)