

**INTERact**



# Project development seminar

Promotion of calls and how to find new beneficiaries

18-19 February | Stockholm, Sweden

Interact is co-financed by the European Regional Development Fund (ERDF)





## State of play

- Programmes struggling to attract new beneficiaries
- Lack of strategies to reach new target groups: low use of targeted communication
- The ‘understanding of the rules’ keeps away many potential beneficiaries
- Lack of human resources
- Use of very few tools
- Use of complex terminology vs jargon-less language
- Need to strengthen the links between content and communication staff for outreach strategies



# Why to attract new beneficiaries

- An effort to support generation of quality projects
- The more beneficiaries, the more perspectives, diversity and methodologies
- Need for cooperation across borders



Working together defines territorial cooperation programmes



## Traditional tools

- Info days
- Special events e.g. road shows
- Participation in someone else's event
- Face to face consultations
- Multipliers
  - National Contact Points
  - Info Points
  - Specialist-thematic platforms e.g. transport networks, environment networks
  - Others...



# Emailing and e-newsletters

- Direct emailing to specific target groups
  - Reaching out the desired audience
  - No spam
  - Need: Mailing list broken down per topics
- E-newsletters as opposed to (paper) newsletters
  - Quick and easy to read
  - To-the-point information
  - Proven tool to increase web visitor rate by redirecting subscribers to concrete webpages
  - More sustainable



# Programme websites, UX and SEO

- Website: central information platform for call announcements and access to application materials
- UX (user experience)
  - Analysis of user behaviours
  - Access to content -> user-friendly
  - Well-organised web structure
- Search Engine Optimisation (SEO)
  - to appear on top of online searches
  - visits and SEO take your site on top
  - desk work on SEO for websites (also second level) and social media
  - SEO strategy



## Social media


- 40% of programmes using at least one social media tool by end 2015
- Use of hashtags has proven beneficial in Twitter
- Use of online networks to build up partnerships: Yammer, LinkedIn etc.





## LinkedIn groups

- ESPON pioneered in this field by setting up a group in 2011
- Baltic Sea Region Programme created one group in 2014 having now over 1,000 members



**Improvement of Quality of Tourism Services**

**Tanel Mätlik**  
Programme Manager at Estonian Advice Centres

Narva College of Tartu University ([www.narva.ut.ee](http://www.narva.ut.ee)), Estonia, is **searching for partners** from Sweden, Germany, Denmark, Lithuania and Poland for the Project "Improvement of Quality of Tourism Services", to be submitted to Call for Proposals of Interreg Baltic Sea Region programme by 02.02.15 at the latest.


The objective of current Project is to strengthen the service quality of tourism companies in the border areas of countries at the Baltic Sea. More specifically, the Project intends to improve the quality of tourism services and products designed for tourists from neighbouring countries – e.g. for Russian tourists in Estonia, Latvia and Finland.

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**Comments**

👍 Ruta Ciutiene, Сергей Астраханцев and 2 others like this


💬 7 comments



**Julia Nevmerzhitskaya**  
Senior Lecturer, R&D&I unit at Laurea University of Applied Sciences

Dear Tanel, do you have partners from Finland already? We are currently working on the Central Baltic tourism-related project application together with Pärnu College Tartu University. Please contact me by [julia.nevmerzhitskaya@laurea.fi](mailto:julia.nevmerzhitskaya@laurea.fi) if you wish to discuss our projects and possible cooperation.

Like • Flag as inappropriate • 2 months ago



**Allan Zelaya**  
Water Resources, Environmental Management and Renewable Energy

Hello Tanel,

I represent a Polish IT Company, WASKO S.A. Your project proposition seems quite interesting, especially that is focused on such an important sector as the Touristic. We can support the Project by providing the necessary IT assistance and solutions. If you are interested in our partnership, would like some more feedback about our Company's Profile, please don't hesitate to contact me: [a.zepeda@wasko.pl](mailto:a.zepeda@wasko.pl)

Regards,

Allan

Like • Flag as inappropriate • 2 months ago





## KEEP

### Search criteria

Search:

Themes:

Keywords: Climate change and biodiversity

Strands:

Source: ETC / Interreg

Period: 2007-2013

Programmes: All

Project status:

NUTS Lead Partners: Spain

NUTS Project Partners:

New Search

Refine Search



Project Acronym	Partner	Lead Partner?	Country	Programme
0432_I2TEP_5_E	Universidad de Huelva	YES	Spain	2007 - 2013 Spain - Portugal
0432_I2TEP_5_E	Instituto Politécnico de Beja	NO	Portugal	2007 - 2013 Spain - Portugal
0432_I2TEP_5_E	Universidade do Algarve	NO	Portugal	2007 - 2013 Spain - Portugal
0432_I2TEP_5_E	CSIC - Consejo Superior de Investigaci	NO	Spain	2007 - 2013 Spain - Portugal
0432_I2TEP_5_E	Administração da Região Hidrográfica d	NO	Portugal	2007 - 2013 Spain - Portugal
0432_I2TEP_5_E	CSIC - Consejo Superior de Investigaci	NO	Spain	2007 - 2013 Spain - Portugal
0432_I2TEP_5_E	CSIC - Consejo Superior de Investigaci	NO	Spain	2007 - 2013 Spain - Portugal
0433_BONAQUA_5_E	Junta de Andalucía - Consejería de Agr	YES	Spain	2007 - 2013 Spain - Portugal
0433_BONAQUA_5_E	Instituto Nacional dos Recursos Biológi	NO	Portugal	2007 - 2013 Spain - Portugal
0433_BONAQUA_5_E	Universidade do Algarve	NO	Portugal	2007 - 2013 Spain - Portugal
0441_ZOONOSIS_2_E	Junta de Castilla y León - Consejería de	YES	Spain	2007 - 2013 Spain - Portugal
0441_ZOONOSIS_2_E	Direcção Geral de Veterinária	NO	Portugal	2007 - 2013 Spain - Portugal
0441_ZOONOSIS_2_E	Junta de Castilla y León - Consejería de	NO	Spain	2007 - 2013 Spain - Portugal
0441_ZOONOSIS_2_E	Instituto Politécnico de Bragança CIMO	NO	Portugal	2007 - 2013 Spain - Portugal
0441_ZOONOSIS_2_E	Administração Regional de Saúde da N	NO	Portugal	2007 - 2013 Spain - Portugal

Users are advised to save the file and open it using Microsoft Excel, not to open it directly in the browser as in some cases it may fail.

[Export to Excel](#)



# Online project databases

**News**

2nd March 2015 | Programme  
**INTERREG 25 - share your love story!**

To celebrate its 25th birthday of INTERREG, EC is launching a competition on Love Without Borders. People are asked to submit their stories (a photo and a caption of 100 words) by 15 March 2015.

12th February 2015 | Programme  
**Important deadline for project closure: 1 July 2015 cut-off date!**

By April 1 projects have to submit their final progress report. Any progress reports or control confirmations arriving after 1 July cannot be considered.

> [Subscribe RSS](#)  
> [Show all news](#)

[Homepage](#) > [Projects](#)

## Approved projects database

In this database you can find information about the projects approved under INTERREG IVC. You can look for a particular project by its acronym or search the database by different criteria or keywords. As a search result you will get a table with links to projects that meet your search criteria.

Search by keywords:

Projects acronyms:

Type of projects:

- ☐ Capitalisation  
☐ Regional Initiative

Priority:

- ☐ Innovation and the knowledge economy  
☐ Environment and risk prevention

Sub-themes:

Select Thematics

Country:

Region:

Lead Partner:

- ☐ Yes  
☐ No

[See All](#)

Select Thematics

- Select Thematics
- Biodiversity and preservation of natural heritage (including air quality)
- Cultural heritage and landscape
- Employment, human capital and education
- Energy and sustainable transport
- Entrepreneurship and SMEs**
- Innovation, research and technology development
- Natural and technological risks (including climate change)
- the Information Society
- Waste management
- Water management

**European Union**  
European Regional Development Fund

### Our events

**Capitalisation**

**JOIN OUR COMMUNITY**

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**PROJECT IDEAS**

[SEE MORE](#)

**WEBSITE SURVEY**

[CLICK HERE](#)

Search box:  [go!](#)

in:





name


word

[LOGIN](#)



# Online partner search tools

 Research and innovation
  SME competitiveness
  Low-carbon economy
  Environment and resource efficiency


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[Home](#) > [Projects](#) > [Project ideas and partner search](#)

Explore the project ideas and profiles registered with us. Use the filters to modify/refine your search.

### Filter your results

Keyword search

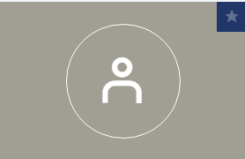
Search for

☒ People


Looking for people interested in

- ☐ Leading a project
- ☐ Joining a project
- ☐ Sharing a project idea
- ☐ Networking with peers

### Latest user profiles

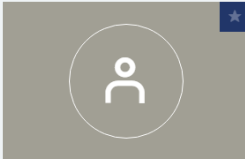


**Elena FARCA**



**Marie-Jose Zondag**  
Ecorys

**Interested in:** Leading a project, Joining a project, Sharing a project idea, Networking with peers

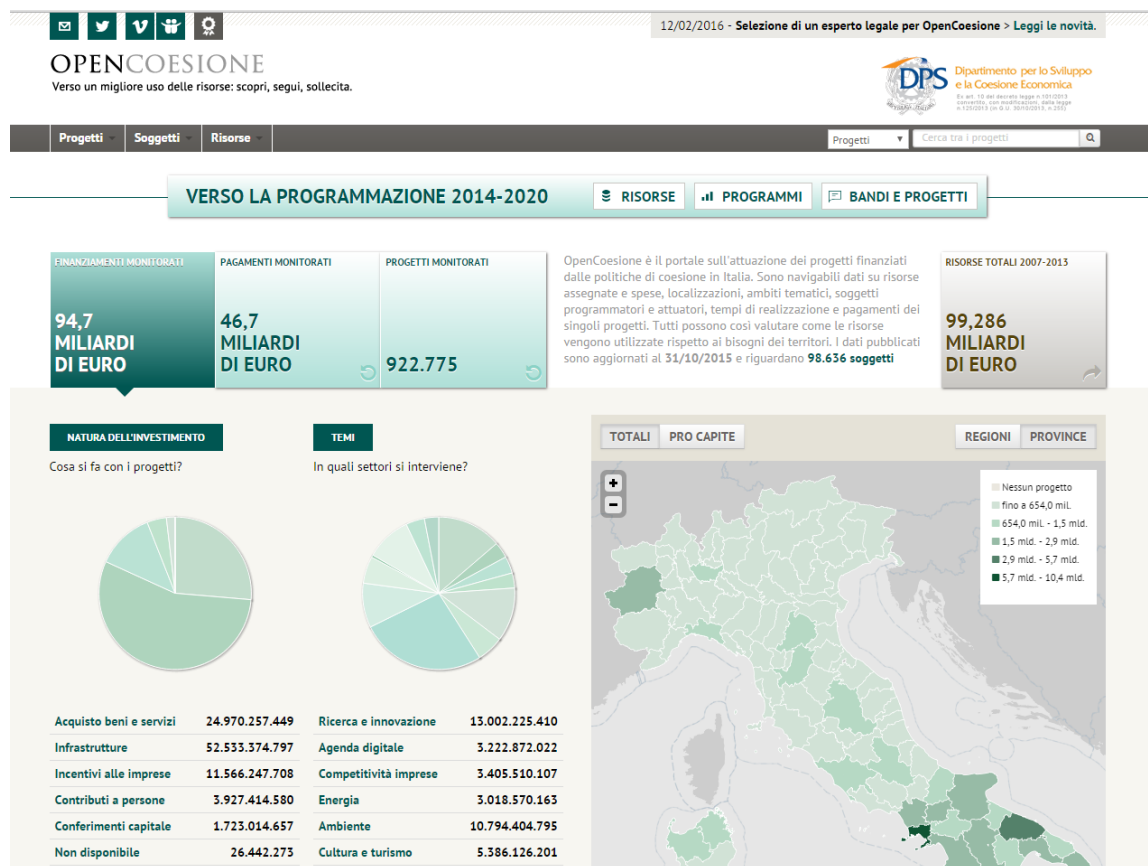


**Tiago Ferreira**



# National websites

- The single national websites contain information about ERDF funds and calls
- Ensuring publication of Interreg calls gives more visibility





## Interreg portal

- One joint website for all Interreg programmes currently under assessment
- Publication of calls to be integrated
- Raising perception about Interreg
- Information about Interreg for media and general public
- Useful links, good practices and other sections to be available



## Upcoming publication: April 2016

- Traditional tools
  - Info days, road shows, participation in others' events, consultations
  - Multipliers
- Online tools
  - Direct e-mailing, e-newsletters
  - Web, UX, SEO
  - Social media e.g. LinkedIn groups
  - KEEP
  - Project databases
  - Partner search
  - National websites
  - Interreg portal





## Discussion group

- Do you feel that your programme sticks to the same beneficiaries?
- What are the tools currently used by your programme to attract new beneficiaries?
  - e.g. Do you make use of multipliers? Do you refer to online databases? Do you make use of SEO and UX?
- What other tools would you consider?
- Do project officers and communication officers work in cooperation when defining the core target group of each call? Is there any strategy behind?



# Thank you for your attention

Please do not hesitate to contact us for any further information  
or visit [www.interact-eu.net](http://www.interact-eu.net)

