

INTERact



Brand positioning Interreg Vision – Interreg Mission

Interreg Communication Network Seminar
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Why Branding?

- Possibility for the whole Interreg community to be connected to an experience
- Increased visibility of programmes activity (calls)
- Increased visibility of project results
- Positioning of Interreg in the political debate
- Facilitated promotion for horizon post 2020

Process

1. Definition of what is Interreg
 - Group exercise: Interreg vision
 - Group exercise: Interreg Mission
2. Definition of joint proposition statement (vision + mission)
3. Programmes endorsement
4. Positioning in the discussion for the future of programme projection and wishes

What is a brand

1. Navigation (to choose from)

Create visibility and facilitate recognition

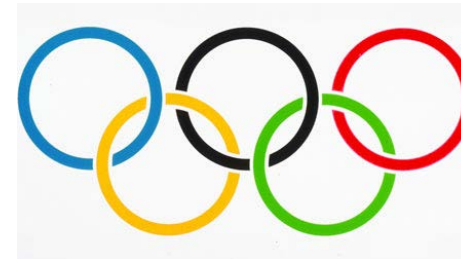
2. Reassurance (optimum quality)

Brand communicate the quality of products services and reassure customers that they have made the right choice.

3. Engagement (to identify with)

Encourage “customers” and the community to identify with them.

A brand identity is tangible and appeals to the senses



Thinking about Interreg Identity – 5 min.

1. Who are our target groups/ clients/ customers/ partners/ stakeholders?
2. Interreg products/activities
 - What situation we try to solve?
 - What is our solution (one sentence)?
 - What are the most important benefits we deliver?
 - What are our unique benefit?
3. Interreg differentiators
 - Where do we find alternatives or competitors?
 - Why is our solution superior?

Group exercise exercise. 5 min.

1. What comes to your mind? Fill the blanks **FAST** on your own
2. Discuss your results **FAST** within your group
3. Your group leader will write the “result” on the sheet of paper on your table
4. Results of all groups will be pinned.

For

who need(s)

Interreg provides

and.....

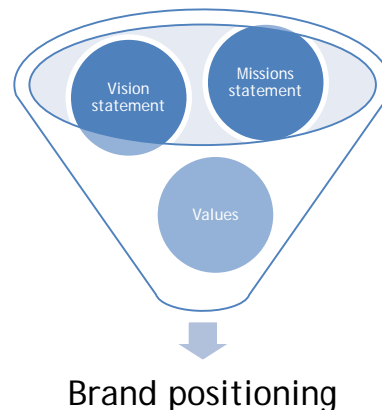
our organisation/activities is important for...

and we strive to make it better than other solutions/programmes such as...

because...

Brand strategy

- Effective brand strategy provides a central idea around which all behaviour, actions and communication issues are unified. A positioning statement is crucial to find new ways of appealing to the public.
- For elaborating the brand strategy **WE NEED THREE CORNERSTONES**



Focus on the Vision and the Mission

Vision statement

It is a clear, precise, easy to understand picture of what everyone agrees the organisation will look in the future. It gives **shape and direction to the organisation's future** and **helps people set goals and prioritise strategies** for the organisation closer to its desired results

Mission statement

Basically describes the overall purpose of the organisation/project. **A pledge!**

Values statement

Represents the core priorities of the **organisation's culture** and how the team members act/behave in the organisation.

Vision Statement

Imagine what other cannot see

- The vision is critical to how the organisation operates and must be held by all members of the organisation. It must be communicated down the ranks.
- The best visions are those that are communicated **regularly** and **clearly** while at the same time:
 - Following innovation and surrounding world
 - Incorporating new relationships
 - Motivating and inspiring
 - Easy to understand
 - Seeming achievable

Vision Statement - Examples

Amazon: To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavours to offer its customers the lowest possible prices.

Oxfam: A just world without poverty.

WWF: We seek to save the planet, a world of life. Reconciling the needs of human beings and the needs of others that share the Earth.

IKEA: To create a better everyday life for the many people.

The Vision Statement

1. Create a vision statement on your own
2. Discuss your results within your group
3. Your group leader will write the result of your group on the A4 paper and present it
4. The result will be kept for the future steps.

Vision Statement

Please write a short sentence about your long-term aspiration. How do you want that Interreg is perceived in the future?

Mission Statement

Includes:

What we do, how we do it, for whom and why we do it.

The mission should **clearly define the parameters in which we, as employees, work and thus make decision**

The mission statement or ideas behind it also include or imply:

- Giving an identity (why the product exists or what would happen if we disappear)
- Stating the principal aim
- Reflecting what is important for the organisation
- Easy to understand and clear
- Brief enough to keep in mind
- Flexible and adaptable to change

A statement of why the organisation exists, at the most meaningful level. It is aspirational, in that it can never be fully achieved. In this way, the purpose states why the organisation does the work it does, but does not define how that work is to be done.

Mission Statement - Examples

Disney: To make people happy

Google: To organise the world's information and make it universally accessible and useful

WWF: WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature

Nike: "To bring inspiration and innovation to every athlete in the world."

Starbucks: "To inspire and nurture the human spirit — one person, one cup and one neighborhood at a time."

Intel: "Delight our customers, employees and shareholders by relentlessly delivering the platform and technology advancements that become essential to the way we work and live."

eBay: "Provide a global trading platform where practically anyone can trade practically anything."

Warm up exercise: Mission definition story

In Bangladesh, we got to help families easily get clean water which allows their children to focus on school work instead of spending days sick from bad water and night walking hours to carry back water from the dirty river

Our cause: Who/what/where

Our actions: What we do

Our impact: the changes for the better



Our cause: Who/what/where
Bangladesh/families/children

Our actions: What we do
To help families get easy access to clean water

Our impact: the changes for the better
...allowing children to focus on school



Mission definition exercise 20 min

1. Write a story on your own
2. Identify (circle/underline)
 1. Our cause
 2. Our actions
 3. Our impact
3. Discuss the stories within your group
4. Write final statement you can agree on
5. Build one good and strong Mission statement together
6. The group leader will write it down and present it to all of us



Your mission definition story

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Our Cause	Our actions	Our impact
<ul style="list-style-type: none">• ...• ...	<ul style="list-style-type: none">• ...• ...	<ul style="list-style-type: none">• ...• ...

Vision:

Establish/encourage cooperation beyond borders as part of the answer to (common) regional challenges.

Mission

INTERREG brings together and supports professionals beyond borders to solve shared challenges - improving lives in European cities and Regions.

Mission statement

- Construction of final draft for vision and mission statement: the proposition statement (Interact)
 - Interreg is
 - What = category
 - How = Differentiation characteristics
 - Who = For whom, customer, clients, partners...
 - Where
 - Why = need, why should people care
 - When
- Online (basecamp) discussion amongst this network.
- Presentation of the process at the MAs annual meeting (?)
- Programme approval consultation (Interact but **You** are the advocates): until the summer



Thank you!

