



Project Communication



Interreg Project Management Camp
Gothenburg, 28 June - 1 July 2016

1

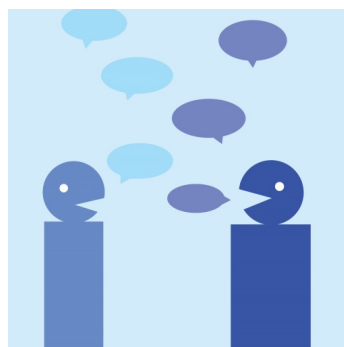


Publicity and communication

Publicity: comply with the publicity requirements as per Regulations

Communication:

“Communication is a tool with which we exercise our influence on others, bring out changes in our and others’ attitudes, motivate the people around us and establish and maintain relationships with them.”



2

Publicity and communication

Formal requirements

- The framework for communication in the 2014-2020 programming period is laid out in articles 115-117 and Annex XII of Regulation 1303/2013
- Implementing Regulation (EU) 821/2014 lays out the specific requirements for use of the European Union flag, plaques and billboards

3

Publicity

- The Union emblem and a reference to the Fund or Funds supporting the operation
- If available the project website should provide a short description of the operation, including its aims and results, and highlighting the financial support from the Union
- Billboard during operations exceeding EUR 500 000
- Plaque or billboard after operations exceeding EUR 500 000



4



Communication - what is different in 2014-2020?

- New programme orientation: 2014-2020
- Better understanding of what works and what doesn't
- An overcrowded communication environment puts more pressure on project communication performance
- Demand is for more creativity, deeper knowledge of the audience, and story-telling

5

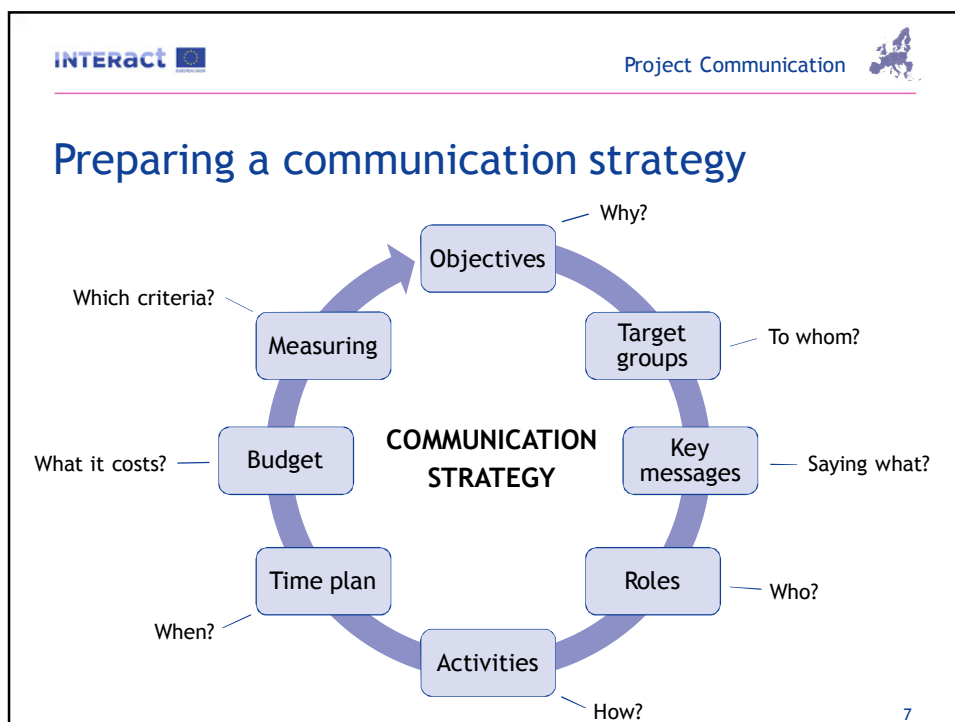




Identify the challenges and solutions in communicating an Interreg project?

What is the exercise?

- As a group discuss and agree on the main challenges when communicating an Interreg project.
- As a next step identify a solution for each of these challenges.

6



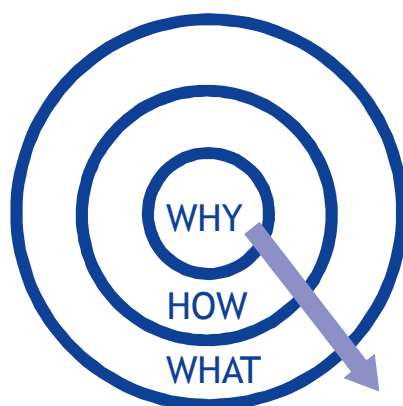
INTERact  Project Communication 

Communicating achievements; why, to whom and how?

- Why do projects need to collect and communicate their achievements?
- To whom should achievements be aimed at?
- How can we collect and communicate achievements?
- Roles; who does what?

8

Levels of communication in a message



9



Why and to whom should the project communicate its achievements

What is the exercise?

- Discuss with your group and write one communication objective (why) for the lake Tamtam project idea.
- As a next step identify who would be the main target group (s) needed in order to achieve this objective.

10

How to communicate your achievements



11

Telling a story



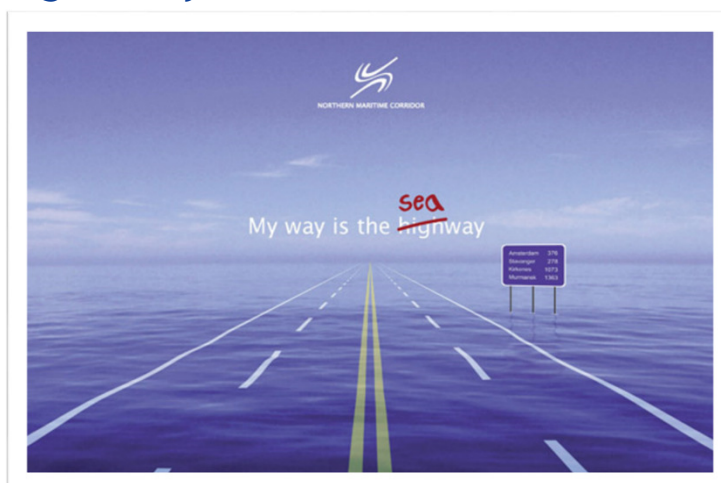
12

How to communicate your achievements



13

Telling a story



14

Telling a story



15

Examples of story telling

European health insurance card



[Health card - Example 1](#)

[Health card - Example 2](#)

[Health card - Example 3](#)

16

Stories versus facts

STORIES - For politicians and policy makers. You will need to get them from your stakeholders by engaging in a conversation.

FACTS and FIGURES - For experts and senior officials. You will need to aggregate them from your results and outputs.

The tricky part is to **FIND** that story and to have the **COURAGE** to tell it ...

17

Results captured in KEEP

The project has started its activities in October 2008 and finalised all planned activities in December 2011. The partners worked actively on local level and European level and in smaller project groups such as the Management Group (LP and thematic coordinating partner) and the group including the LP and all work package leaders. Moreover, the project held all EU partner meetings according to the work plan (preparatory meeting in November 2008, the official kick-off conference in March 2009, a meeting in March 2010 in a city and the midterm conference with a public PPP Forum in September 2010 in a city, a work meeting in a city in April 2011, final conference in a city in September 2011). Additionally the project held a public workshop during the OPEN DAYS in Brussels in October 2011. During the conferences panel discussions and presentations involved politicians, experts and practitioners from all project partner member states and EU institutions focussed on crucial topics such as public funding possibilities, investor search and contract application. The last project meeting took place in April 2011 in a city. This project seminar was based on the respective preparatory and thematic reports following the project work plan. During this reporting period, the transnational pilot project teams finalised the elaboration of the thematic reports on the topics on the topic Sources and Cooperation Models. The project fulfilled comprehensive communication activities. The website was regularly updated with news, events and material that derived from meetings and conferences. The project produced notes on the pilot projects and the last newsletter was issued. Besides the baseline paper explaining all Pilot Projects and the projects activities as a more detailed documentation of the entire project, the final outcome, a framework paper, an expert report evaluating all pilot projects and the policy paper with political recommendations were elaborated and finalised. The LP, financial manager and thematic coordinating partner commonly prepared the organisational and management related procedures necessary to ensure a smooth running of the project.



18

Results captured in KEEP

The project has developed a forum for networking and a cross-border entrepreneurship programme as well as training material for creative industry students at universities.

Other activities included the creation of a cross-border internet-based platform for the exchange of ideas and support for the elaboration of business ideas with potential for international business cooperation.



19

Use of social media



Linked 



20

How to communicate your achievements

Networking events or conferences - For policy makers or decision makers.

Edu-tainment and gamification - For raising awareness of the project outputs.



21



How should the project communicate its achievements

1. What is the exercise?

- In groups, using your communication objectives and target group (s) decide upon a story and accompanying message. Present **how** you will communicate this either using a photo, drawing, short plot for an advert or ?

2. How will it work?

- 25 minutes to decide on a story/message and present **how** you will communicate this in the most effective way possible
- 5 minutes each table to present back to the main group

22