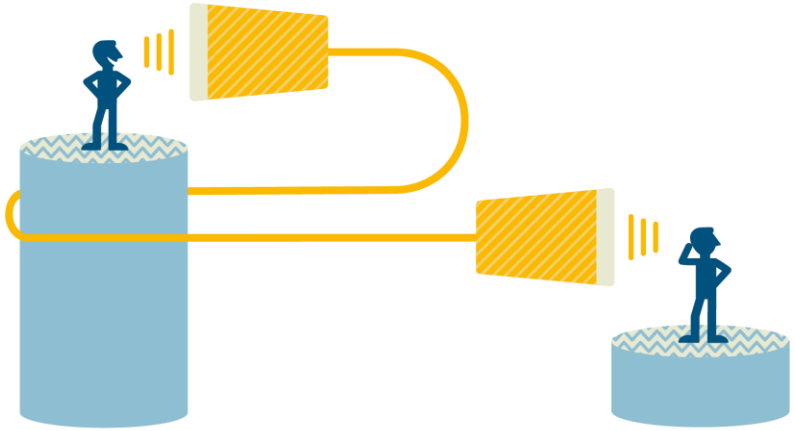
Communication activities planned for 2017

Interreg Communication Network seminar

15-16 February 2017 | Valencia, Spain

@InteractEU

Interact communication team



European Regional Development Fund

Interact activities and services – Overview

Improving management and control

Simplification: HIT, eMS, translation glossary

Activities on project selection, management verifications, simplified cost options

Areas such as: involvement of private partners, irregularities in public procurement, evaluation

01

Objective

2017

Interact activities and services – Overview

Capturing and communicating results: linking capitalization and communication

KEEP - fine-tuning user and search functionalities

European Cooperation Day - 6th edition to be defined by you!

Interreg post-2020: discussions and documentation. Added value of Interreg?

02

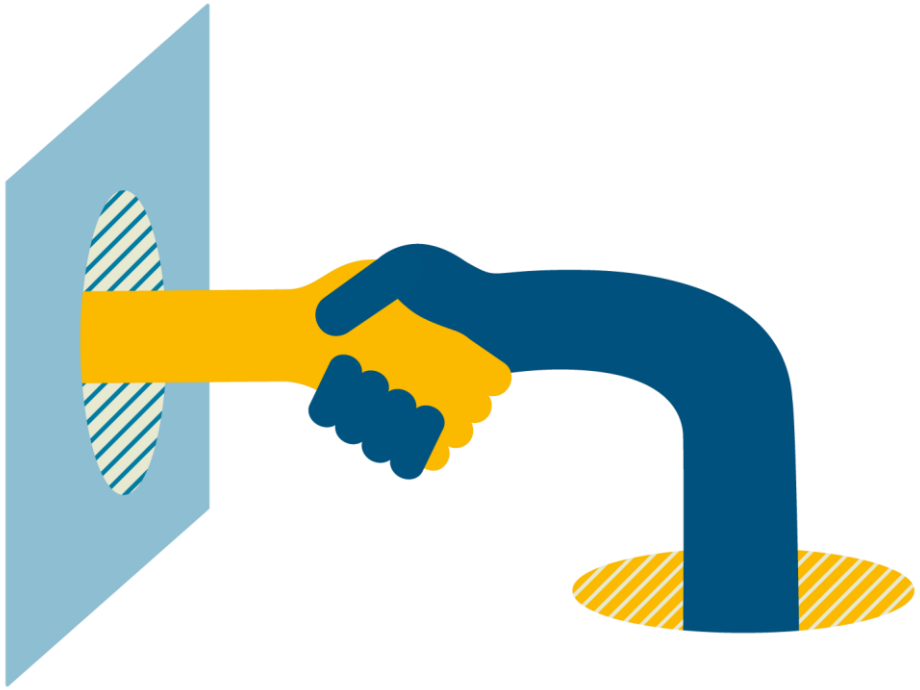
Objective

2017

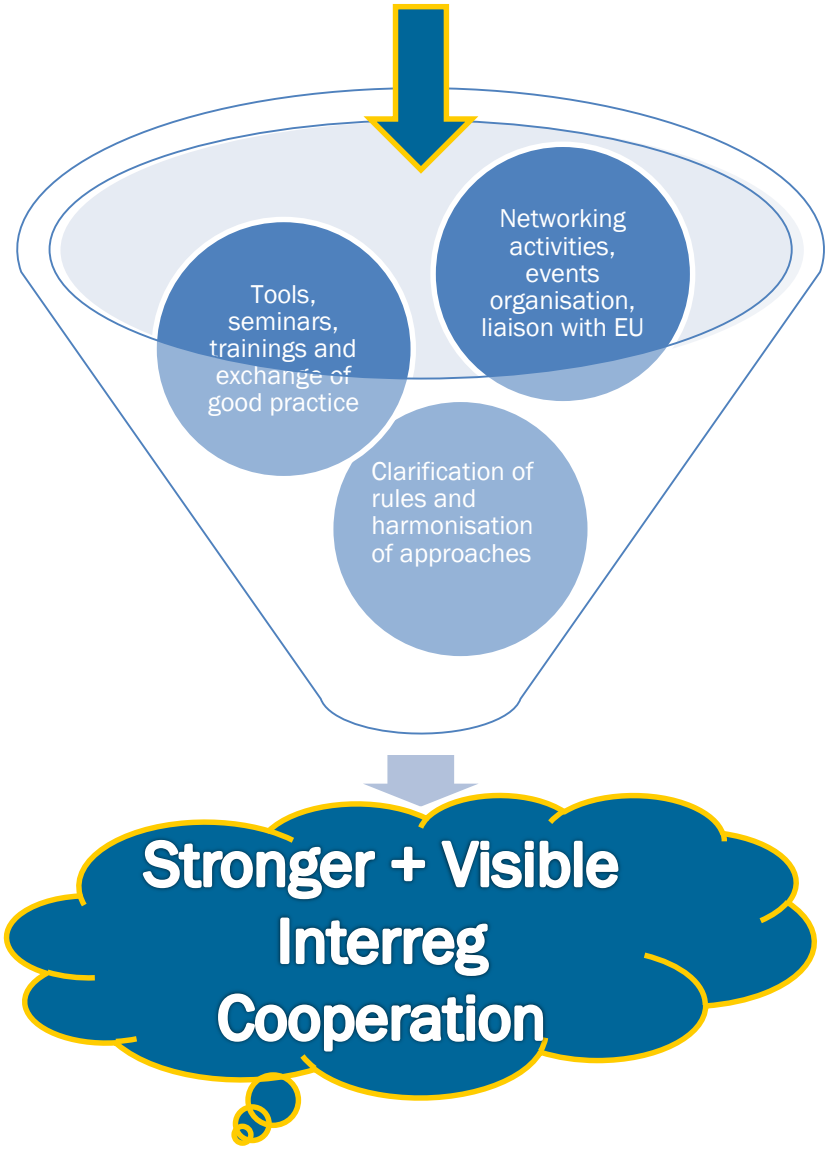
Interact activities and services – Overview

Interact Support to Programme Communication

New role and activities



ETC Institutional Objectives



Events in 2017

Month	Events
January	17, EC Day Brainstorming, Berlin
February	1, Interreg Response to Migration Challenges, Brussels 15+16, Annual Interreg Communication Seminar, Valencia
March	15-17, Maritime spatial planning, Paris 24, Innovative energy solutions for European regions and cities, Brussels
April	26-28, Annual Interreg Event, Malta Sustainable Transport network meeting, tbc
May	EUIR (EUrope in my Region) 2017 18+19, European Maritime Day, Poole 30+31, INFORM network meeting (tbc) Capitalisation practices workshop, (tbc)
June	26+27, Cohesion Forum, Brussels Communicating Capitalisation workshop - CapCom, tbc 30, Submission of Annual Implementation Report 2017*

Events in 2017

Month	Events
July	
August	
September	21, European Cooperation Day, around the EU Transnational Network meeting, tbc
October	5+6, Our Ocean Conference 2017, Malta 9-12, EWRCs, Brussels Interreg Talks, tbc Knowledge of the Sea network meeting, tbc
November	9+10, EuropCom, Brussels Communication Camp, tbc Interreg Response to Migration Challenges, tbc
December	INFORM network meeting, tbc Sustainable Transport network meeting, tbc

Communication toolkit

Version 2.0

European Regional Development Fund

The toolkit

- v1 released in 2015
- v2 released in 2016
- v3 expected in September 2017

[Download here]

4 The Communication Toolkit

6 Plan

7 Communication Strategy
15 Annual Communication Plans
20 Joint Branding

24 Organise

25 Events
34 European Cooperation Day

38 Write

39 Clear and Effective Writing
44 Storytelling
48 Newsletters
53 Presentations

44 Publish

63 Websites
73 Social Media
77 Media

New chapters

Project Communication

- Programme support to Project partners for efficient communication
- Promotion of projects: tips, channels, platforms, good practices in Interreg
  - Tips for making use of KEEP in communication
  - Social media tips tailored for Project partners

Videos in Interreg

- Video contents focus, production, post-production, copyrights, promotion tips
- Dealing with service providers
- ‘Make it yourself’ tips
- Best video practices from programmes, to inspire others

New chapters

Plain English

- Guidance for programmes in using simple terminology
- Contents mostly from Plain English campaign
- Available good practices from programmes

Photography in Interreg

- Limited global recommendations, focus on Interreg
- Copyright principles

Promotional Materials

- Creative examples for promotional materials, a harmonised approach
- Issues with the Interreg branding (i.e. logo), how to overcome them practically

How do we do it

Interact input

- Global recommendations
- Staff experience

Via

- Internal exchanges

Interreg input

- Prioritisation of chapters
- Programme experience
- Interreg perspective

Via

- Surveys, interviews
- Networks

Chapters

European Cooperation Day 2017

EUROPEAN COOPERATION DAY

European Cooperation Day 2017

EC Day Brainstorming seminar in Berlin, 17 January 2017

Objective of the campaign:

To improve the **visibility** of European Territorial Cooperation (ETC), disseminate its **benefits** and highlight how European cooperation projects are reducing obstacles and disparities, and increasing **cultural understanding** among regions.

European Cooperation Day 2017

GOAL 1: Identify representative project results and benefits

GOAL 2: Disseminate the benefits of ETC to citizens and society

GOAL 3: Create better understanding of ETC

GOAL 4: Increase cultural understanding within Europe

- *Activities* for reaching the goals
- *Indicators* for measuring the success

European Cooperation Day 2017

Website – a more active working tool

- New responsive website online in April
- Map remains
- Social media accounts more visible
- Each programme to have their own profile in the back office
    - Used for joint planning of the events
    - Used for collecting indicator data before (targets) and after the events

European Cooperation Day 2017

Social media – let‘s work together

European Cooperation Day 2017

Promotional materials produced centrally by Interact:

- **T-shirts** (design will be also available for own printing)
- **2-3 other promotional items**
    - Voted in Basecamp in March – be alert!

Promotional materials locally produced by programmes:

- **Poster template** will be available in open design format
    - No more centralised printing and mailing
    - Programmes receive the design in good time and can customise (e.g. translate) and print according to their own needs
- Anything else desired – basic design available

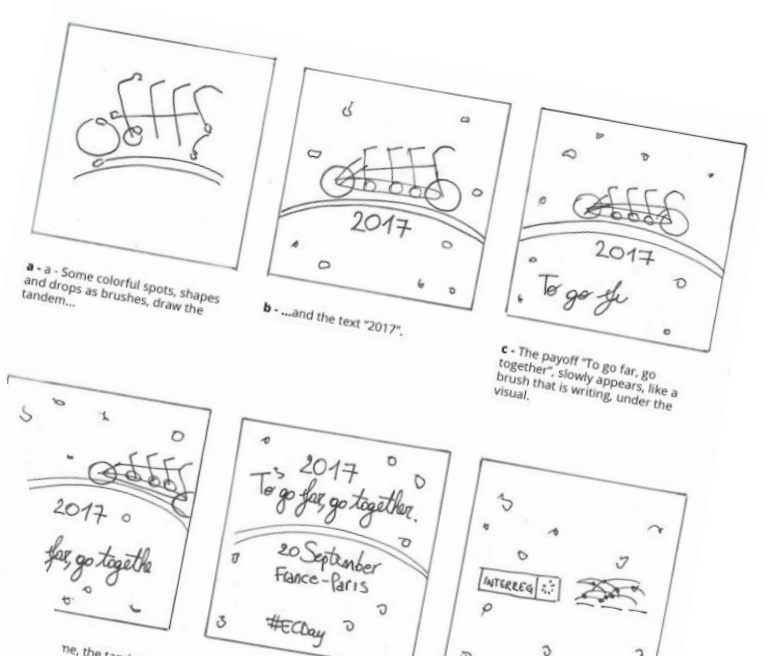
European Cooperation Day 2017

Video

- Used as support to reach the campaign aims of better visibility and recognition of the ETC
- Short or even shorter

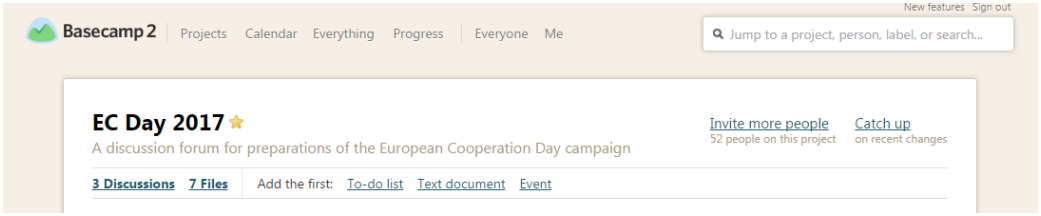
Gif animations for social media

- Used for promoting the individual events
- Customised for events during summer (name, date and place)



European Cooperation Day 2017

Basecamp – join in the discussions!



Schedule for organising the European Cooperation Day 2017

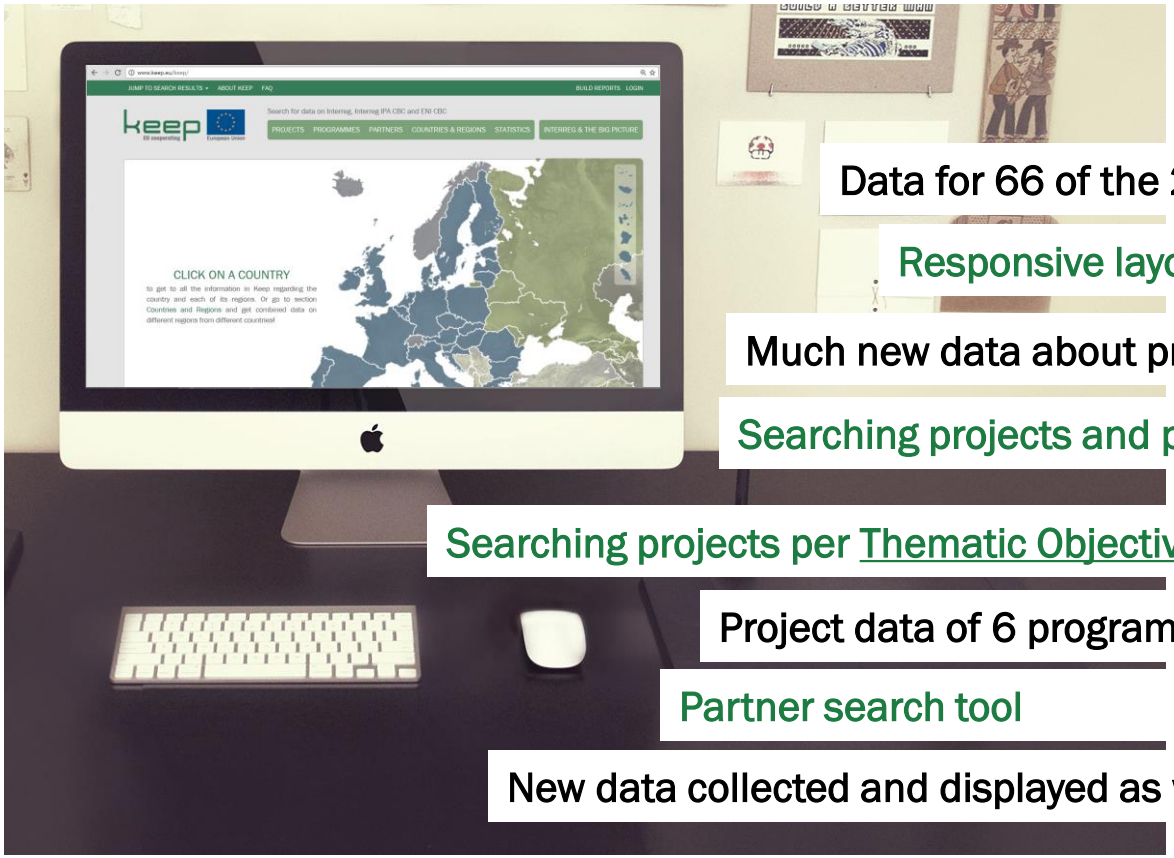
Update 25.1.2017

		January		February				March					April				May					June				July				August					September			
		W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27	W28	W29	W30	W31	W32	W33	W34	W35	W36	W37	W38	W39	W40
Website																																						
	Publishing the site																																					
	Programes create and update events																																					
	Publishing of events																																					
Graphic design																																						
	Graphic design finalised																																					
	Poster template ready																																					
	Promo material designs done																																					
Promo materials																																						
	Voting on items in Basecamp																																					
	Programmes ordering promo materials																																					
	Delivery of materials to programmes																																					
Social media camp	Preparatory phase (posts from past)																																					
	Promotion of 2017 events																																					
	Live streaming from events																																					
Basecamp discussion and support																																						
EC Day Guide																																						
	Guide published																																					
Kick-off event																																						
	Kick-off event in Estonia																																					
Evaluation																																						
	Programmes filling in data																																					
	Report published																																					

keep
EU cooperating

KEEP: Online data on Interreg and ENI

New user interface of KEEP launched in December 2016



Data for 66 of the 2014-2020 programmes

Responsive layout

Much new data about programmes available

Searching projects and programmes per regions

Searching projects per Thematic Objectives/Investment Priorities

Project data of 6 programmes for 2014-2020

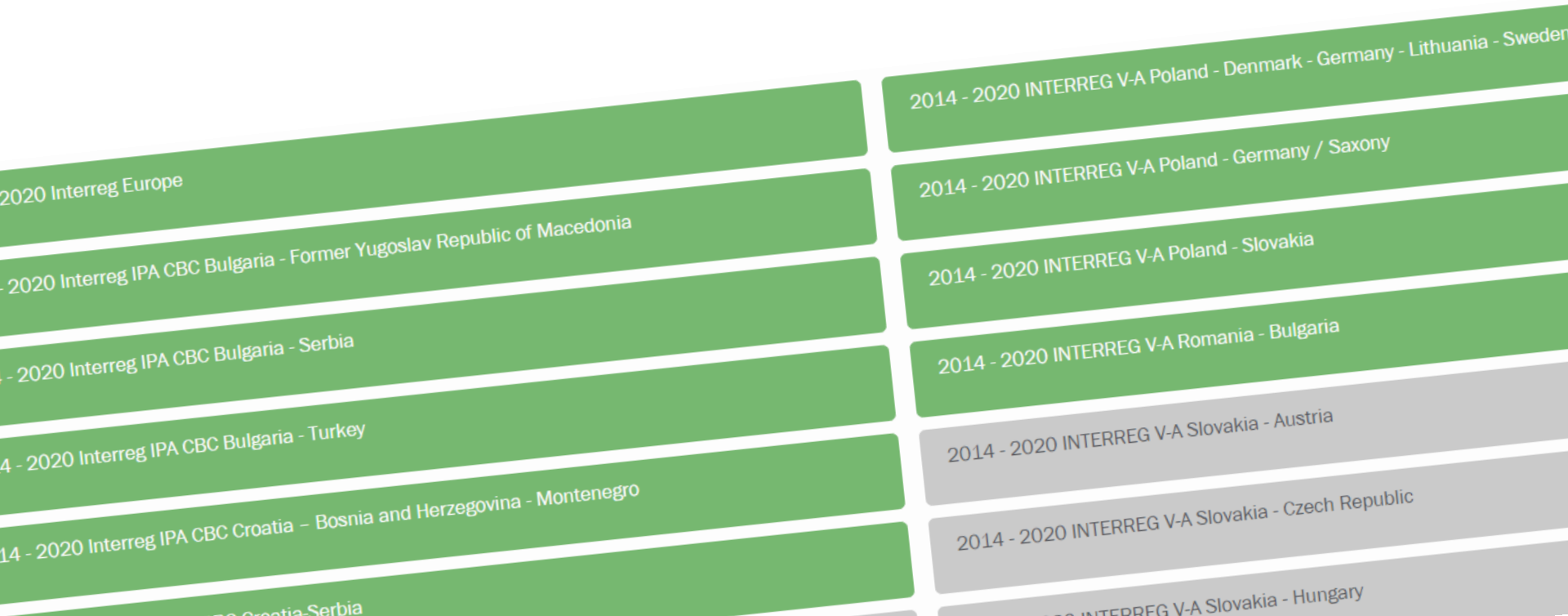
Partner search tool

New data collected and displayed as we speak

KEEP: Online data on Interreg and ENI

How can your programme benefit?

- The “List of operations” from KEEP?
- Having your programme data available for new audiences
- Showing your programme and projects in the “bigger picture”



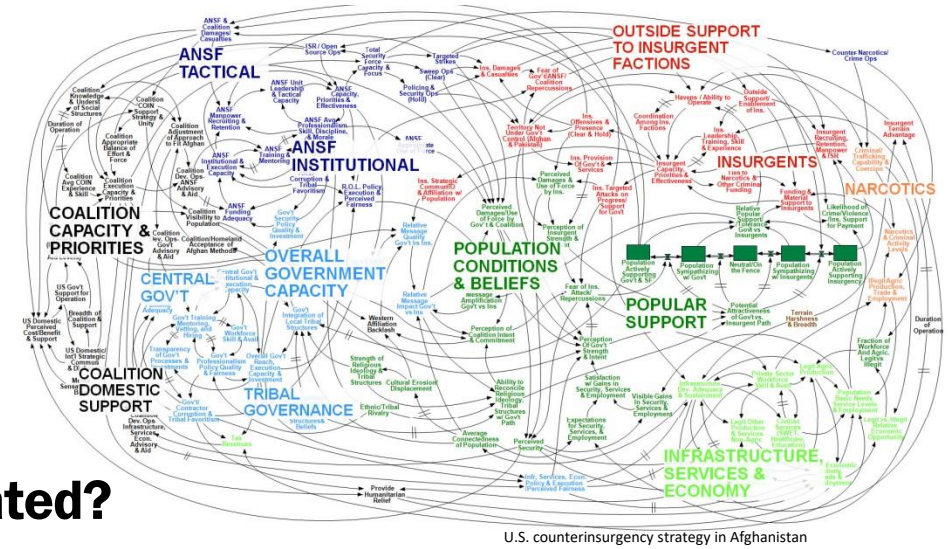
KEEP: Online data on Interreg and ENI

How can you support us?

- Put a link to keep.eu on your **programme website**
  (we can tailor make thematic links for you to specific filtered results e.g. per TO – be in touch if you would like to have one!)
- Follow and share us:
- Present KEEP to your own **programme staff** e.g. at a team meeting
- Make your **project applicants** and projects aware of the tool for looking for partners and showing their activities as part of the bigger picture
- Promote KEEP as a source of information at your **events**, in your **hosting organisations** and in your **local region**
- Stay tuned by signing up for the **KEEP newsletter**!

Interreg Portal

Interreg portal



U.S. counterinsurgency strategy in Afghanistan

Interreg is complex but is it complicated?

Need to simplifying the access to the Interreg world

- One stop shop/access platform
- One user friendly visualisation and access tool to Interreg EUROPEAN UNION

http://www.europe-en-france.gouv.fr/Des-programmes-pour-qui-pour-quoi/Trouver-une-aide/Programmes-de-cooperation

- All Interreg programmes
- Interreg thematic objectives and and investment priorities
- Access to other relevant sources of information on Interreg (e.g. Inforegio)
- All national webpages
- Programme calls search engine (tbc)

Interreg portal: Where do we stand?

Interreg.eu

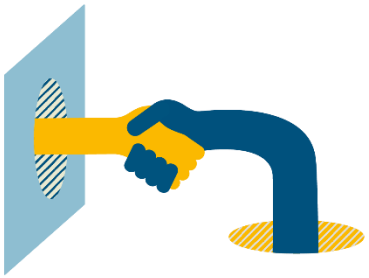
.eu EURid

DG Regio

DG Comm

- Request to EURID in process
  - Approval/support from DG regio (D2, A5)
  - Official request at EURID (answer by end of February)
  - Pending approval from DG comm (”Europa” webmaster)

- Development ➔ Coordination with KEEP
  - \+ KEEP (now = Interreg results)
  - \+ Interreg portal (= Interreg opportunities)
  - = Global representation of Interreg



KEEP has all the data and the representation tool ”simplexification”

Interreg Networks

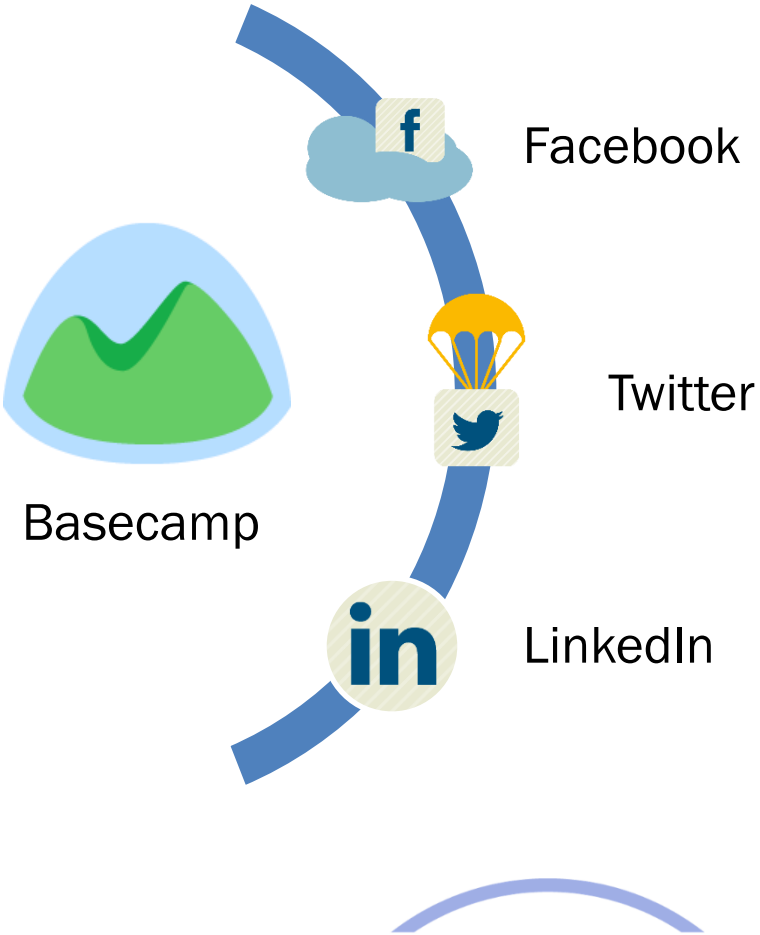
Online networking platforms

Why?

- Exchange ideas and get inspired;
- Learn new things and gain skills;
- Collaborate on projects – EC Day;
- Meet new people and make friends.

How?

- Basecamp is our base of operations;
- Complemented by other social media.



Online networking platforms

Basecamp

- **Easy track of multiple projects/groups:**
  - *Interreg Communication Network;*

    158 members; 57 discussions; 68 files.
  - *Interreg Transnational Communication;*

    52 members; 103 discussions, 148 files
  - *EC Day 2017* - new group!

    52 members; 3 discussions, 7 files.

- **Comprehensive collaboration tools:**
  - File sharing and archiving;
  - Discussions you can keep track of;
  - Project calendar and Events option;
  - To-do lists – who does what;
  - E-mail notifications – fixed;
  - Mobile app.

- **Join today!**
  - Write to Guillaume Terrien:

    [name.surname]@interact-eu.net

Online networking platforms

Social networks: Facebook, Twitter, and LinkedIn

- Find each other's pages:
  - Extensive list of links - on Basecamp;
- Like and share relevant content:
  - Calls for proposals;
  - Best practices;
  - Results, etc.
- Use hashtags:
  - General: #Interreg, #EcDay, etc.
  - Thematic: #Environment, #Innovation, etc.
- Use links and multimedia to promote.

Cooperation works

All materials will be available on:

www.interact-eu.net

Contacts

[name.surname]@interact-eu.net

Online Network Platforms: Nebojsa Nikolic

European Cooperation Day: Linda Talve

Communication Toolkit: Arkam Ograk

Interreg Portal: Guillaume Terrien

Project Communication Camp: Monica Tanaka

KEEP: Linda Talve

European Regional Development Fund