

*Interreg Communication Network Seminar,
15 February 2017, Valencia*

Communicating the EU funds in Hungary-Croatia Cross-border Area:



De-mine HUHR II

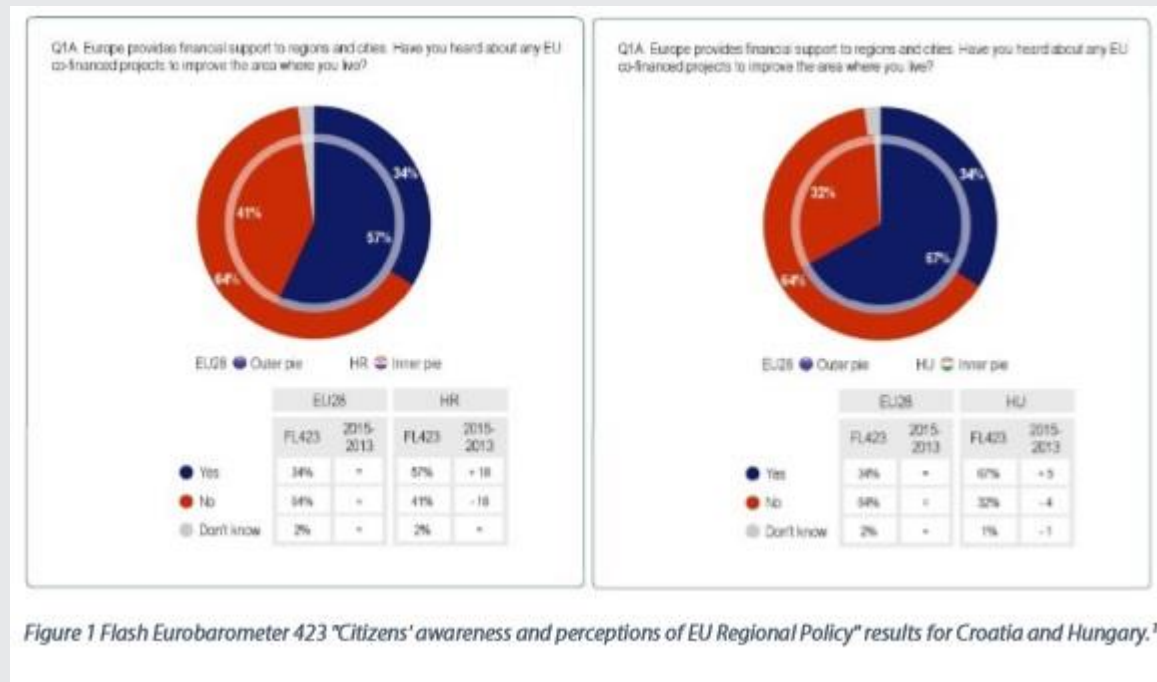
Specific Programme Area, Specific Problems

Border (328 km)
geographically limited in case of both countries
(determined by natural characteristics- rivers Mura, Drava)

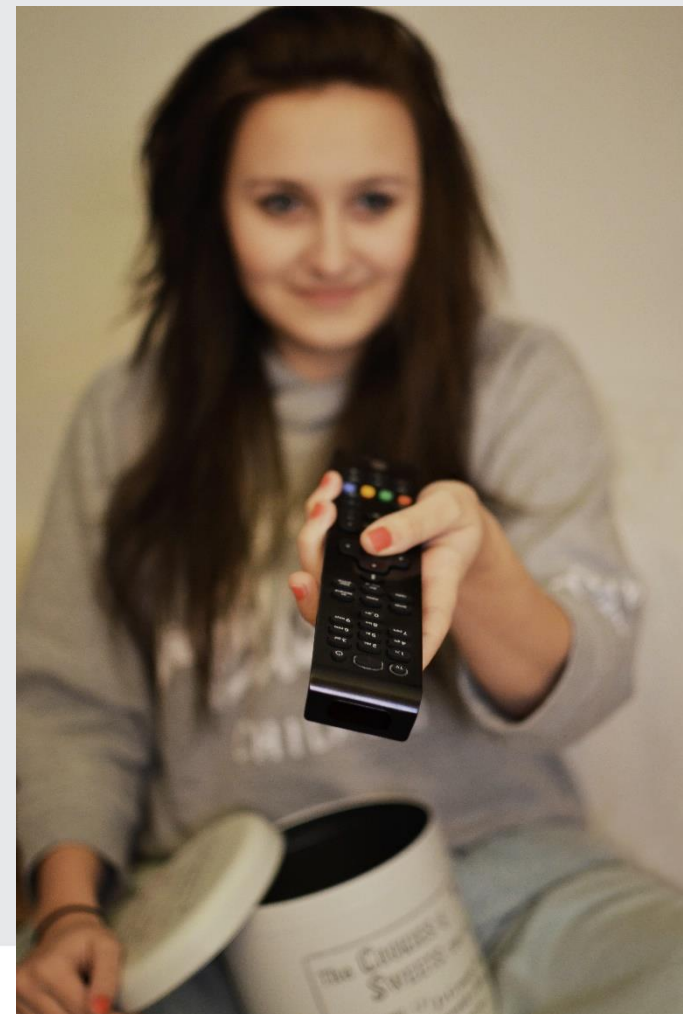
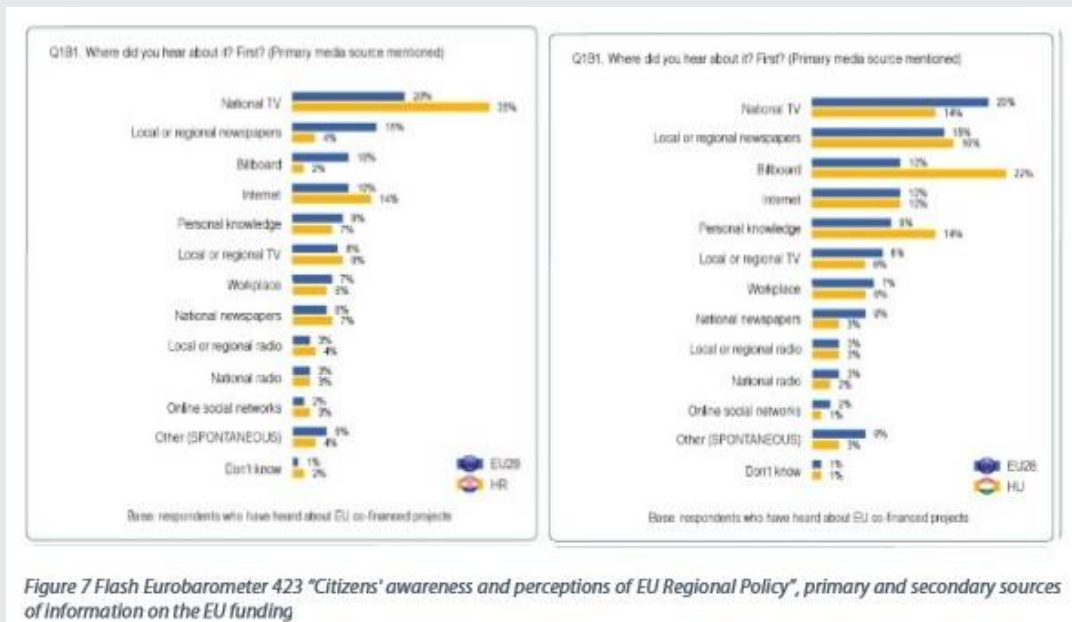


Problem of the **slow opening of borders**
(Schengen Area)

EU funds no longer a mystery in these parts, but still room for improvement



Traditional media still very influential



Programme website as a communication hub

The screenshot shows the homepage of the Interreg V-A Hungary-Croatia Co-operation Programme website. The browser address bar displays www.huhr-cbc.com/en/. The website features a header with navigation links (Home, About the Programme, News/Press room, Calls for Proposals, Partner Search, Contacts) and social media icons. A large banner image shows a blue informational board titled "Gdje rijeke spajaju" (Where rivers meet) with project details. Below the banner, a welcome message reads: "Welcome to the official website of the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020". The main content area has two tabs: "Project Database" and "Programme Overview". The "Project Database" tab is active, showing a map of the region and a search icon. A green button below the map says "Click here for an overview of the Programme". The "News" section at the bottom contains two articles: "Updated Interreg translation glossary with new terms, definitions and languages" dated 31 January 2017, and "Holiday Greetings" dated 23 December 2016. Both articles have social media sharing buttons.

← → ↻ ⓘ www.huhr-cbc.com/en/

Login Search Newsletter High contrast version

Interreg European Regional Development Fund

Home About the Programme News/Press room Calls for Proposals Partner Search Contacts

Hungary-Croatia
Cross Border Co-operation Programme

Gdje rijeke spajaju

Naziv projekta: Turizam bez granica - zajednički razvoj informacionih centara za posjetitelje u Hrvatskoj i Sloveniji
Glavni korisnici: Grad Križevci
Iznos sredstava Europske unije: 997.343,25 EUR
Početak projekta: 01. 02. 2013.
Kraj projekta: 30. 09. 2014.

Welcome to the official website of the
Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020

Project Database **Programme Overview**

Hu Hr

Here you can find the basic information about the Programme

Click on the map to see cross-border projects implemented within the HUHR CBC Programme 2007-2013

Click here for an overview of the Programme

News

Updated Interreg translation glossary with new terms, definitions and languages

The Interact released an improved version of the translation glossary this week. It will be a helpful tool, as it provides a basis for harmonised and consistent use of Interreg related terms in a variety of European languages.

Read more **31 January 2017**

Holiday Greetings

Warm holiday greetings from everyone at Hungary-Croatia Joint Secretariat of the Interreg V-A Hungary-Croatia Co-operation Programme!

Read more **23 December 2016**

Interreg European Regional Development Fund

Main communication tool
Front and backoffice

Regular updates + shares on
Social Media

Programme and project promotion
Events on EU, programme and
project level

Top 10 Interreg websites

Social media is on the rise, so we join the ride



Social Media Accounts

- www.facebook.com/huhr.cbc
- www.twitter.com/InterregHUHRcbc
- **#HUHRcbc**
- More activity and direct engagement on Facebook
- Twitter used for specific occasions
- 'live tweeting' from ECDay events etc

Social media is on the rise, so we join the ride

- Significant response to posts about **project events** – increased activity expected with implementation of individual projects
- All engagement **organic** – no boosting of posts, no clicks purchased
- Engagement biggest with **programme milestones (call launch, submission, completion) (and cats!)**

Interreg Va
Hungary Croatia
CBC
Programme
@huhr.cbc

Home
About
Photos
Reviews
Likes
Videos
Events
Posts
Services
Shop
Notes
Manage Tabs

Promote



Interreg Va Hungary Croatia CBC Programme 🤔 feeling inspired.
24 May · 🌐

Just a short reminder to us all that we just entered the last week before the Submission Deadline



2,689 people reached

Boost post

Like Comment Share

45

Chronological

PROJECTS

www.dravisp

www.culturevive.eu

www.hu-hr-horseriders.com

www.hcr.hr/hr/ipaHuHr.asp

am



EUROPEAN UNION

De-mine HUHR II

Strategic Project = Strategic Communication

Strong regional relevance

Best practice example from previous programming period

→ Project included in the CP

Significant funds: 3M EUR

Issue of (inter)national importance
(Ottawa Treaty)

Precondition for other developments

→ **Free media**

Designated Communication Officer

Traditional communication tools +
Innovative awareness raising
activities



Land mines concealed along the Croatian-Hungarian border during the 1990s conflict in the former Yugoslavia have been removed in a project funded by the EU. In the project projects in and will be

In early 2011 field along County, Croatia area: the region a anti-personnel arduous area

In Septemb reported by E hazardous i nvironmental i EU's Habitat

The 24-mo Hungary-Cr Cross-bord received so complemen the areas of

44

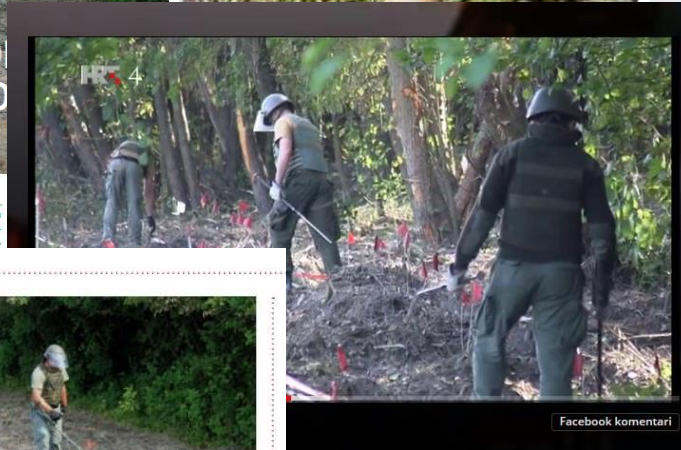
ERDF contribution: EUR 3000000



5 DE-MINE - REHABILITATION OF LANDMINE CONTAMINATED SITES

The d and C Danu operat the bo in the landm

'EU rem and and used MR of th



Facebook kommentari

Itt magyar nagykövetség az hangsúlyozta, hogy a projekt az európai együttműködés szellemében indult egy nyitott időszakban, amikor velük foglalkoznak.

100 événél hosszabb, és nagyon fontos, hogy a határokat

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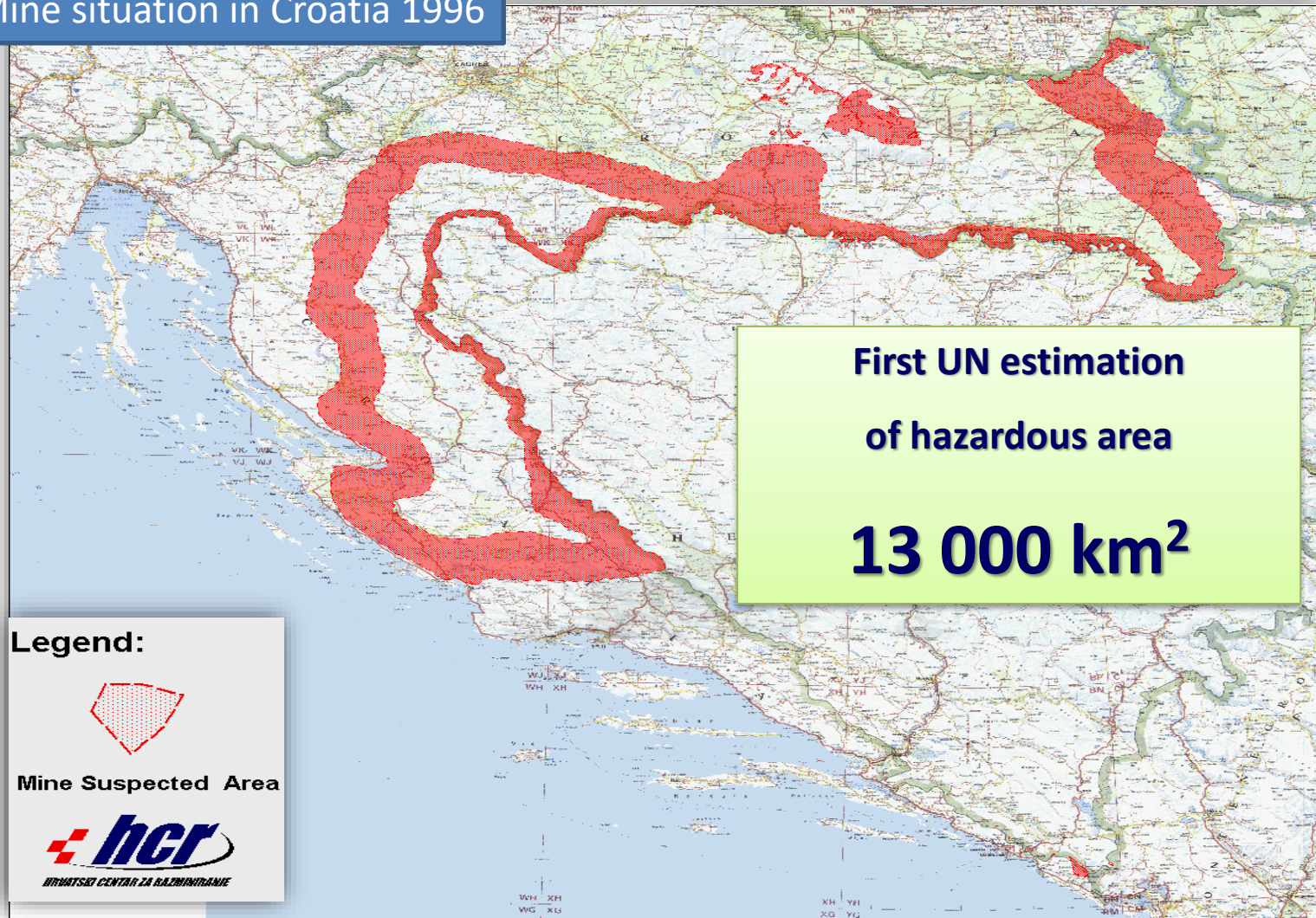
Hungary-Croatia
Cross-border Co-operation Programme



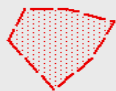
EUROPEAN UNION

Introduction to mine problem in Croatia

Mine situation in Croatia 1996



Legend:



Mine Suspected Area



Introduction to mine problem in Croatia

Mine situation in Croatia 2017



EU FUNDS FOR MINE ACTION

RB	PROGRAM	RAZDOBLJE PROVEDBE	IZNOS ODOBRENIH EU SREDSTAVA (euro)
1.	UN program i WEUDAM	1998. - 2001.	3.115.000
2.	CARDS 2002 i BORDERLINE	2001. - 2005.	6.500.000
3.	EU CARDS 2003	2006.	2.000.000
4.	EU CARDS 2004	2007.	3.319.788
5.	CROSSBORDER	2007.	1.200.000
6.	IPA CBC HU - HR	2011. - 2013.	1.589.988
7.	IPA 2009	2012. - 2013.	1.990.000
8.	IPA 2009 LEFTOVERS	2013. - 2014.	1.169.000
9.	IPA 2010	2011. - 2012.	3.000.000
10.	IPA 2010 LEFTOVERS 1	2014. - 2015.	2.500.661
11.	IPA 2010 LEFTOVERS 2	2014. - 2015.	1.438.100
12.	IPA 2013	2014. - 2015.	3.159.000
13.	IPA 2011 - VS	2015. - 2016.	652.000
14.	IPA 2011 - OB	2015. - 2016.	3.321.000
15.	Interreg V-A Program suradnje Mađarska - Hrvatska 2014. - 2020.	2016. - 2018.	1.789.182
16.	IPA 2012	2016. - 2018.	1.170.000
17.	IPA 2012 II	2016. - 2018.	2.712.000
18.	IPA 2013 LEFTOVERS	2016. - 2018.	1.161.000
19.	Transition Facility (Prijelazni instrument)	2016. - 2018.	2.075.000
20.	Transition Facility (Prijelazni instrument) II	2016. - 2018.	1.924.000
UKUPNO			45.785.716

CONNECTION TO PREVIOUS “DE-MINE HU-HR I” PROJECT FROM THE 2007-2013 PROGRAMME

Total value of the Project De-mine HU-HR I

3.529.393,38 € (EU funds 2.999.984,36 €)

CROMAC – Leading Partner:

1.589.986,22 € + own funds 280.585,81 €

Demining, procurement of IT equipment

Baranya Police Department – Project Partner:

1.409.998,14 € + state funds 248.823,21 €

Survey, marking, demining, rehabilitation of demined area, procurement of equipment



„Where rivers connect”

CONNECTION TO PREVIOUS “DE-MINE HU-HR I” PROJECT FROM THE 2007-2013 PROGRAMME

VERY SUCCESSFUL OUTCOME THAT RESULTED WITH

- ✓ **Comprehensive mine survey (using interviews, mine records etc.)**
- ✓ **Data of Mine Suspected Area were inserted to a database including orto-photo and topographic maps**
- ✓ **After demining border section „D” is mine free, there is no direct mine danger at the HU and no minefields in the zone of the minimum 50 meters from the border line on Croatian side. Total demined area along the border: 2.629.983 m²**
- ✓ **Altogether 152 mines and UXO's has been found and destroyed by the Hungarian Army and demining companies (121 pieces of ERW in Croatia; 31 pieces of ERW in Hungary)**
- ✓ **2,5 meters border strip on Hungarian side (where there are border stones) is clear and visible**
- ✓ **Environmental rehabilitation on 80 km border line including the territories of the Danube-Drava National Park**
- ✓ **Utilization of the EU fund was: HU nearly 97%, HR 96%**



Communication achievements in De-Mine HU-HR I

A lot of free publicity in both countries

European Cooperation Day was celebrated the main square in Osijek



Press cut of the event

HINA (Croatian News Agency), 21 September 2012

Croatian radio (HR), 20 September 2012

Glas Slavonije (regional press), 22 September 2012

Slavonska TV (regional TV), 21 September 2012

Communication achievements in De-Mine HU-HR I

Numerous other web news portals in Croatia and Hungary reported about the project Kick-off



Highest level guests



Kick-off conference



Communication achievements in De-Mine HU-HR I

Numerous other web news portals in Croatia and Hungary reported about the project Kick-off

More than 15 reports in electronic media (TV/radio)

More than 10 reports in online/print media



**ALL OF THIS RESULTED IN A NEW
DE-MINE HU-HR II PROJECT
BEING CONTINUATION OF THE PREVIOUS ONE,
DESIGNATED AS STRATEGIC IN
2014-2020 Cooperation Programme**



De-mine HU-HR II BASIC INFO

Total value of the Project De-mine HU-HR II

Project total budget: 3.529.399,70 €
(2.999.989,74 € Community funding,
529.409,96 € Own and State contribution)

Partners:

CROMAC – LB

Baranya Police Department – B1

Danube Drava National Park – B2



MAIN PROJECT ACTIVITIES

Project activities of LB

- Preparation of demining project documentation
- Demining
- Procurement of the equipment
- Renovation and maintenance of border stones

Project activities of B1

- Non-technical survey for UXOs on the HU side
- Technical survey and abolition of the UXO contamination on HU side
- Quality assurance and Quality control on HU side

Project activities of B2

- survey on Natura 2000 habitats and species (licensing documentation for the permitting authority)
- co-operation during the non-technical survey
- permanent personal presence during the technical survey
- Rehabilitation during the project
 - controlling or removing invasive species
 - planting of seedlings
 - preservation activities
- Maintaining after project closure
 - controlling or removing invasive species
 - protecting or replacing the seedlings
 - preservation activities

Communication activities in De-Mine HU-HR II

General goal: accomplishment of communication that focuses on EU partnership and contribution role as well as achievements / impact of the project level actions

Specific objectives

1. Emphasize the EU contribution
2. Raise public awareness about mine danger
3. Inform all key audiences and target groups about actions

KEY AUDIENCES AND TARGET GROUPS

- **General public in Croatia and Hungary**
- **Opinion makers and influencers**

Representatives of:

GOVERNMENTS
MANAGING AUTHORITY
CONTROL BODIES
PARTNERS

- **Local community**

**Desired
features of
communication**

- INTERACTIVE
- SYNERGETIC
- INTERESTING



COMMUNICATION

either through media or other activities

Communication activities in De-Mine HU-HR II

POTENTIAL CHALLENGING OBSTACLE THAT HAD TO BE OVERCOME

- A lot of other EU funded projects are competing for the presence of influencers and media time
- There have been and are, at the moment, several EU funded demining projects in the Republic of Croatia, so usual, formal communication could cause the saturation of public informational sensitivity and media space

Promotion through
ERANED and **OWNED**
media channels



widespread free
publicity

own web pages and
social media sites

Tools and activities used to accomplish the communicational goals of De-mine HU-HR II

1. *Press visits*
2. *Press conference*
 - Kick off promo bundle
3. *European cooperation day public event*
 - ECD promo bundle
4. *Promotional items*
5. *Other*
 - Web activities (corporate/programme web pages)
 - Display panels
 - Vehicles, supplies and equipment

Communication activities in De-Mine HU-HR II

1. Press visits

CHECK ON THE SPOT AND MARKING OF THE PROJECT BEGINNING

TARGET - Media representatives, partners, local authorities and members of the Joint secretariat

- Demonstration of attractive demining methods for the media representatives
- Media statements from the project partners and authorities



Communication activities in De-Mine HU-HR II

1. Press visits

Results



Communication activities in De-Mine HU-HR II

3. Press conference

Organised in Beliše municipality in the project area on Croatian side

Invitations

Press release

Location branding

Conference

TARGET – general public, influencers and key figures in:

- GOVERNMENT officials
- MANAGING AUTHORITY
- CONTROL BODIES representatives
- LOCAL AUTHORITY representatives



Communication activities in De-Mine HU-HR II

3. Press conference

Promo bundle

TARGET – general public, influencers and key figures in:

- GOVERNMENT officials
- MANAGING AUTHORITY
- CONTROL BODIES representatives
- LOCAL AUTHORITY representatives



Powerbank and chargers



Bicycle repair kit

Outdoor activities
Nature preservation
Camping
Cycling
Hunting
Recreation
Think green

Backpack



Bicycle LED headlight



Hungary-Croatia
Cross-border Co-operation Programme

Interreg
European Regional Development Fund



Communication activities in De-Mine HU-HR II

3. Press conference

RESULTS

More than 15 different reports in electronic media (TV/radio) and online/print media



Communication activities in De-Mine HU-HR II

4. European cooperation day public event



TARGET – local community, partners, local government influencers, general public

- “Bembo and friends against mines!” children play

- Sitting volleyball match and demonstration
- Educational and promotional booths

Mine awareness and education

European cooperation



Communication activities in De-Mine HU-HR II

4. European cooperation day public event



TARGET – local community, partners, local government influencers, general public

- “Bembo and friends against mines!” children play

- **Sitting volleyball match and demonstration**

- Educational and promotional booths

Mine awareness and education

European cooperation



Communication activities in De-Mine HU-HR II

4. European cooperation day public event



TARGET – local community, partners, local government influencers, general public

- “Bembo and friends against mines!” children play
- Sitting volleyball match and demonstration
- **Educational and promotional booths**

Mine awareness and education

European cooperation



Communication activities in De-Mine HU-HR II

4. European cooperation day public event

Promo bundle

TARGET – local community, partners, local government influencers, general public

- T-shirt
- Pencil
- Reusable cloth bag
- Notebook



Communication activities in De-Mine HU-HR II

6. Other

Web activities (corporate web pages)

Display panels

Vehicles, supplies and equipment



Future activities regarding information and publicity in De-Mine HU-HR II

- Billboard/Plaques placement (LB/B1)
- Professional workshop on Non-technical UXO survey
- Professional workshop on Technical UXO survey
- Professional workshop on Operations
- Professional workshop on Analysis of the project results
- PP1-B1 - BMRFK will publish 1 newspaper article in police magazine (called Zsaru magazin) to inform the public about project results and benefits.
- Closing conference and public announcement of results
- Joint brochure printing



Questions?

