

# Communication & capitalisation

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Programme management for beginners  
19-20 April 2017 | Stockholm, Sweden

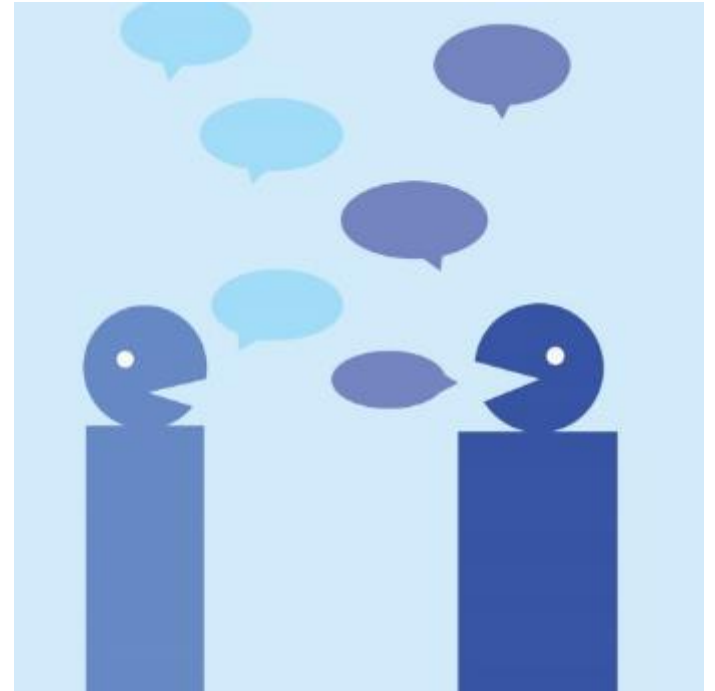
 @InteractEU

**Kelly Zielniewski, Interact Programme**



“The two words information and communication are often used interchangeably, but they signify quite different things. *Information is giving out; communication is getting through.*”

Sydney Harris



# Information & communication requirements

## Legal framework:

- The information and communication rules for the 2014–2020 programming period are 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
- According to IPA Implementing Regulation, the communication rules laid down in CPR are applicable also for Interreg IPA CBC programmes.
- Visibility strategy and measures for ENI CBC programmes should be included in the programme document.



# Information & communication requirements

## For Member States and Managing Authorities:

- communication strategy for each operational programme
- website/portal informing about funding opportunities, projects & beneficiaries
- events
- promotion of achievements of cohesion policy to citizens



# Information & communication requirements

## For project beneficiaries:

- 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



# Why does communication matter?

- new programme orientation: 2014-2020
- stronger focus on results
- need for more visibility and transparency about the use of EU funds
- additional effort for more promotion & dissemination
- better understanding of what works and what doesn't
- demand is for more creativity, deeper knowledge of the audience, and story-telling



# Communicating Interreg achievements - Challenges

- programme rules to follow
- outputs already defined in application form with specific activities that need to be implemented
- many different groups to address
- different cultures, different languages that require specific actions
- communication at local, regional, national, EU level
- collecting and communicating achievements – how?
- abstract results

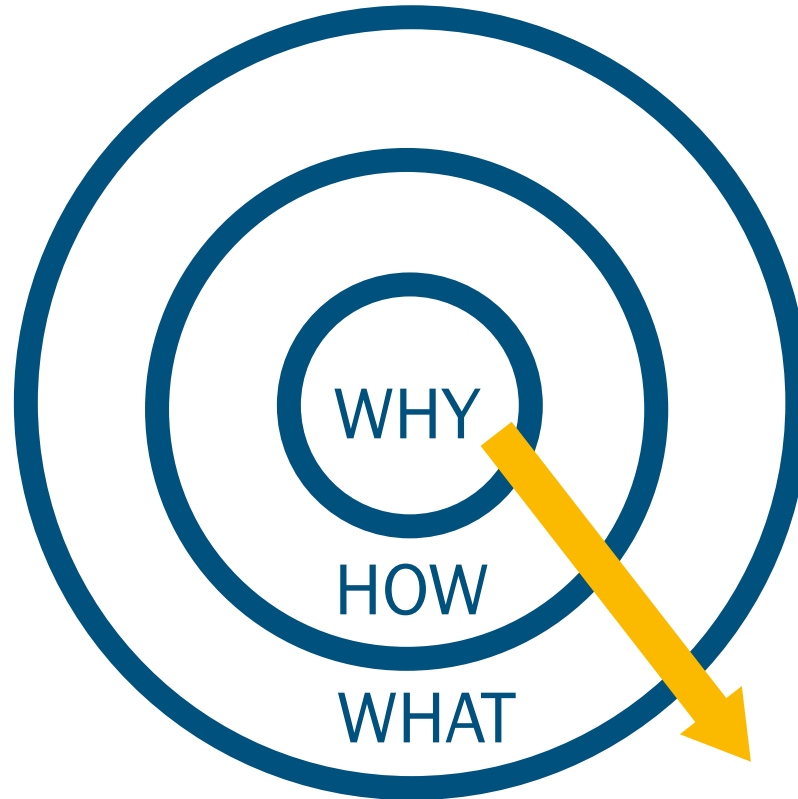


# How to develop a communication strategy?





# Basic principles – WHY, the starting point



# How to communicate your achievements?



# Telling a story





# Examples of story telling

<https://www.youtube.com/watch?v=buxm8Z7VGbM>

[https://www.youtube.com/watch?v=R\\_jRjPI9iRQ](https://www.youtube.com/watch?v=R_jRjPI9iRQ)



# Stories versus facts

## **STORIES**

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

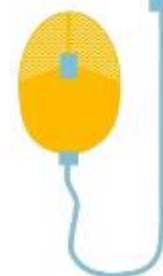
## **FACTS and FIGURES**

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



keep  
EU cooperating

Interreg.eu



# 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.



# 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.





# Communication - How to further contribute?

- ✓ Pay attention to existing project material
  - project documents: progress reports, final report, annexes
  - project websites
  - promotional material (publications, factsheets, videos, ...)
- ✓ Make use of it, share stories
- ✓ Be close to the projects → available tools & guidance

**→ Communication is a collective effort!**



# Promoting the results - use of social media



Linked in



# Social media tips for Interreg projects

## General tips

- Social media can reach more people than a project website
- Pick your tool. Which channels are your target groups more likely to use?
- Highlight best stories and most important news on social media
- Make quizzes, polls, fun tests
- Use a friendly language, not the «Ministry language»
- Social media is interactive



# Upcoming events

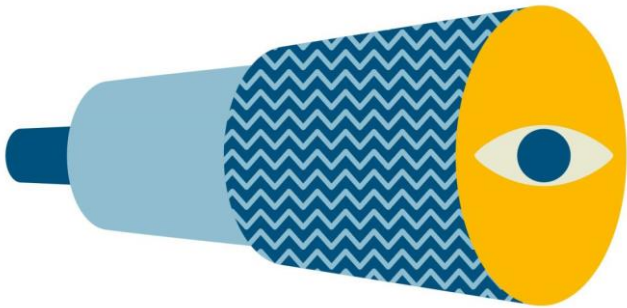
- CapCom training (1st week of July, tbc)
- European Cooperation Day, 21/09/2017 - [www.ecday.eu](http://www.ecday.eu)
- Communication camp (Oct.-Nov. 2017, tbc)

## Resources & tools

- communication tool kit
- KEEP portal: [www.keep.eu](http://www.keep.eu)
- specific communication templates – [Interact library](#)
- Interreg portal (expected by Autumn 2017)



# What is capitalisation about?



- Capitalisation is about building upon existing programme and projects results, within specific fields. It is a process of gathering information and analysing results to support their (re-)use and/or their transfer.
- It refers to data about the implementation of programmes, projects, impacts and methods used so to make the knowledge generated by Interreg more accessible and usable for other programmes, projects or stakeholder groups.
- Capitalisation looks into specific results, by thematic fields, to boost performance, delivery and to multiply the effects of achievements.



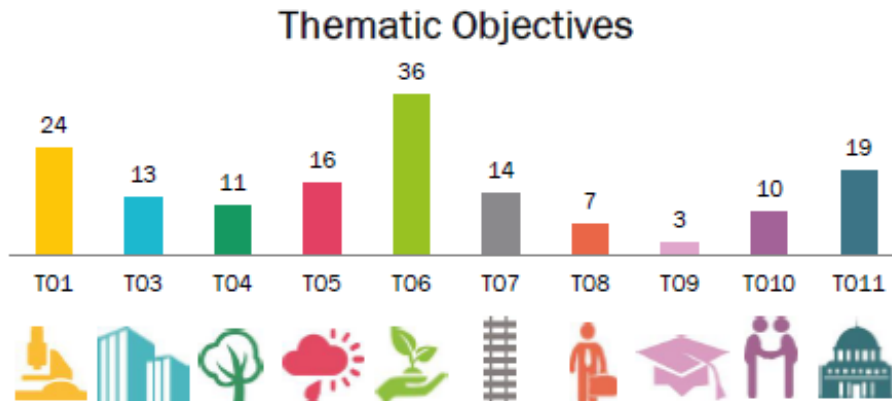
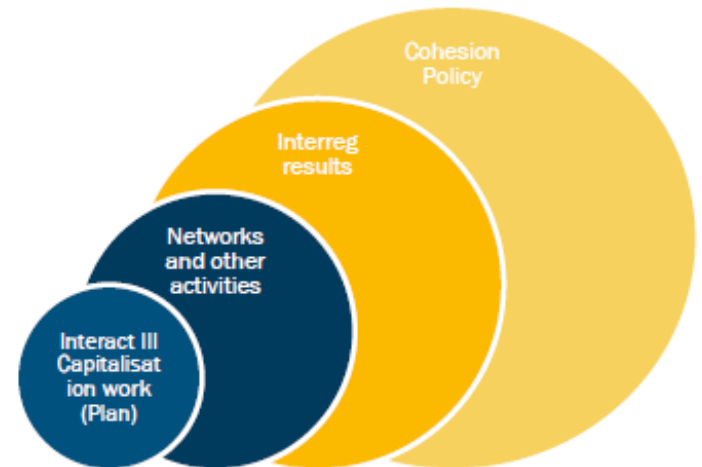
# How has capitalisation been implemented so far?

1. Gathering results → analysis (projects), coordination
2. Promotion of results → promotional and capitalisation events/targeted campaigns, networking events, simplicity of language
3. Re-use of results → validation/follow-up, effects?
4. Influence policies → link with public decisions, modifying legislations



# Capitalisation plan – what is it for?

- main actions and tasks to carry out
- identification, analysis and promotion of capitalisation approaches
- set-up and implementation of thematic networks;
- promotion of Interreg results



# Thematic support to Interreg Programmes

Interreg Europe: policy learning platforms	Interact: thematic networks, online platforms, publications
Research, technological development and innovation (TO 1)	Interreg response to migration
Competitiveness of SME's (TO 3)	Sustainable transport (TO 7)
Shift towards a low-carbon economy (TO 4)	Maritime issues/Knowledge of the Seas
Preserving and protecting the environment and promoting resource efficiency (TO 6)	Climate change and risk management (TO 5)
	Inclusive growth (TO 8-9-10)
	Better governance (TO 11)





# Support to capitalisation

**Capitalisation as management practice:**  
Workshops, trainings, promotional events and materials

Event on Capitalisation practices (2007-2013), challenges and approaches (2014-2020)

CapCom workshop - hints to promote Interreg results

Interreg Talks (EWRC)



# Challenges & aims of Interreg capitalisation

CHALLENGES	AIMS	EXAMPLES OF ACTIVITIES
Thematic concentration and better quality of projects	Gathering information	<ul style="list-style-type: none"> <li>• KEEP</li> <li>• Factsheets on capitalisation approaches</li> <li>• Capitalisation conference</li> <li>• Capitalisation Networks (ICNs):                             <ul style="list-style-type: none"> <li>- Desk analysis and reports</li> <li>- Peer-to-peer exchanges</li> </ul> </li> </ul>
Avoiding double funding		
Focus on results 2014-2020	Providing thematic expertise and analysis	<ul style="list-style-type: none"> <li>• Capitalisation Networks (ICNs):                             <ul style="list-style-type: none"> <li>- Desk analysis and reports</li> <li>- Peer-to-peer exchanges</li> </ul> </li> </ul>
Lack of thematic expertise		
Raising awareness and communication	Promotion, transfer and re-use of results	<ul style="list-style-type: none"> <li>• Synergies with bigger networks (within ICNs)</li> <li>• Capitalisation conference</li> <li>• CapCom Training</li> <li>• Interreg Talks</li> </ul>
Influencing policies	Advocacy/influencing Interreg stakeholders and beyond	<ul style="list-style-type: none"> <li>• ICNs</li> <li>• CapCom Training</li> <li>• Interreg Talks</li> </ul>

# Save the date!



- Let's practice capitalisation, 07-08 June 2017, Rome
- CapCom training, 1st week of July (tbc)
- Interreg talks, Oct. 2017



# Cooperation works

All materials will be available on:

**[www.interact-eu.net](http://www.interact-eu.net)**

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**Contact: Kelly Zielniewski, [kelly.zielniewski@interact-eu.net](mailto:kelly.zielniewski@interact-eu.net)**