

**Interreg  
Europe**



European Union | European Regional Development Fund



*Sharing solutions  
for better regional policies*

# Designing a project communication strategy

Interreg Europe Secretariat

Lead applicant webinar



# Session content

- I. Elements of communication strategy**
- II. Communication principles**
- III. Communication activities**
- IV. What goes into application**



# **I. KEY ELEMENTS OF COMMUNICATION STRATEGY**

# Why communication?



Helps to reach your  
project objectives



# How to define an objective?

## Definition

### OBJECTIVE

- a specific result that project partners want to achieve within a given time frame and with available resources



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- a specific result that project partners want to achieve within a given time frame and with available resources

e.g. “**Increase rate of business creation by 15% on average among young people** in participating regions **by 2019** through **modifying policy instruments addressing that issue.**”



# And a communication objective?



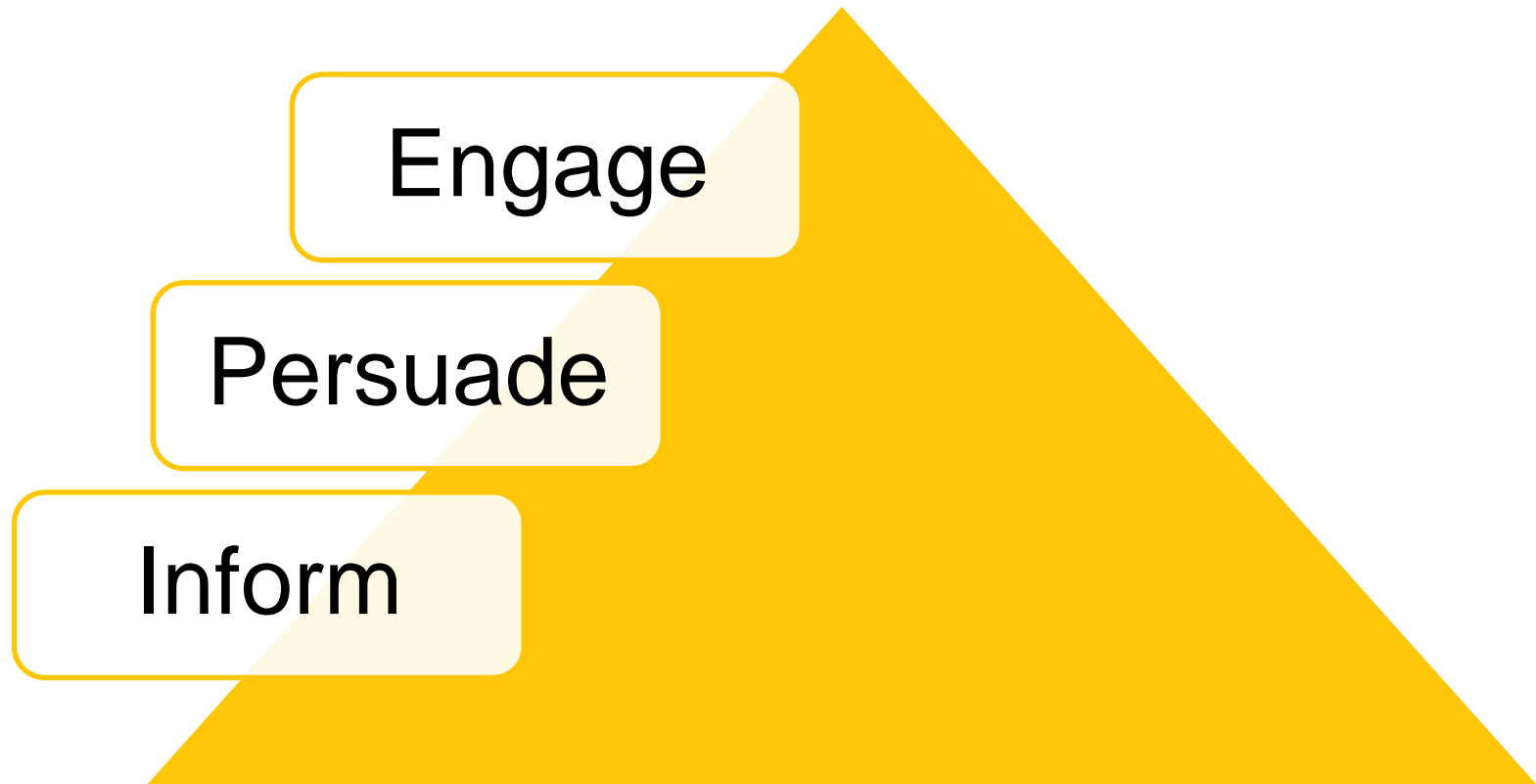
Engage

Persuade

Inform

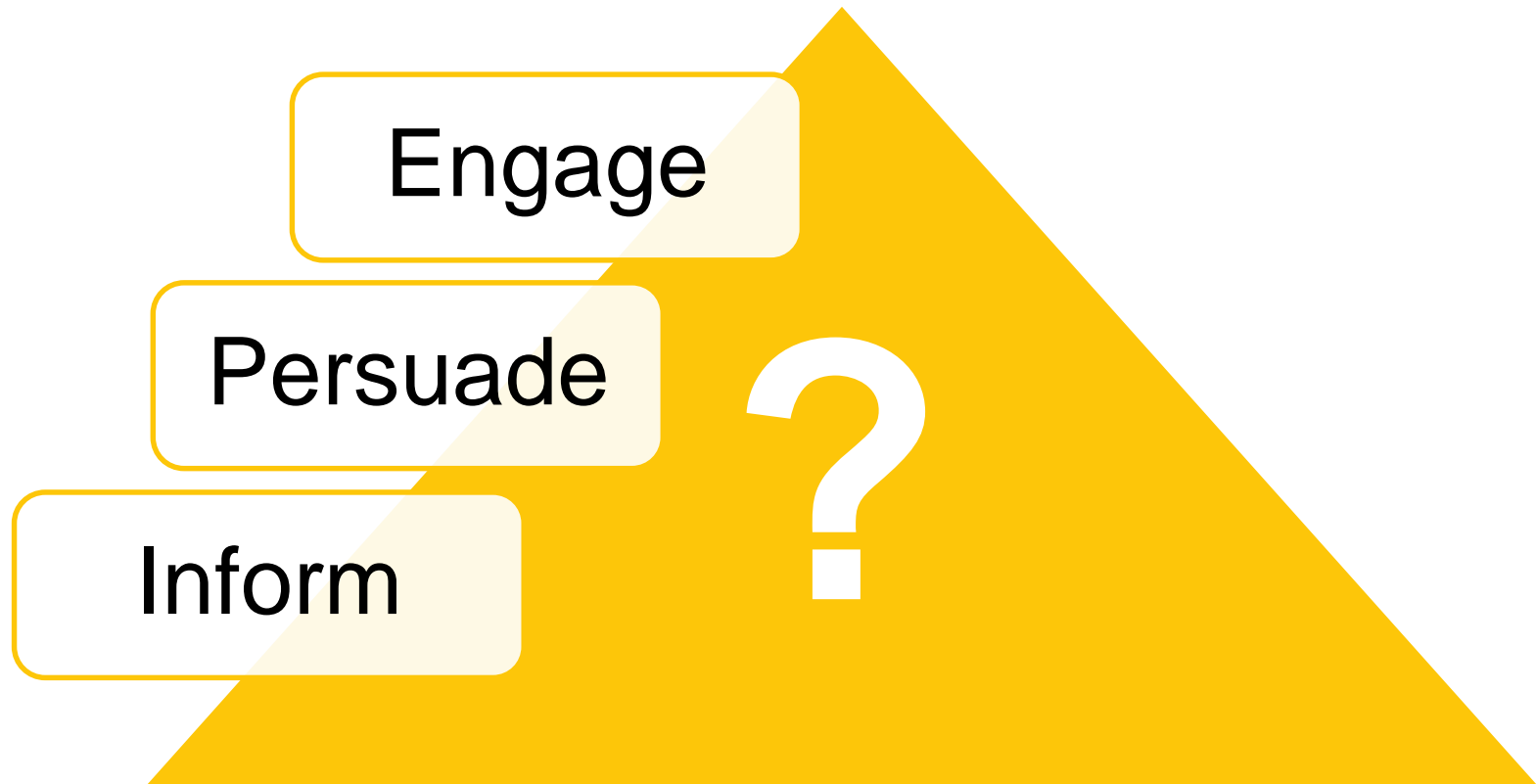


# And a communication objective?



e.g. “To persuade policymakers that youth entrepreneurship remains a political priority, so that they sign each action plan and are willing to implement change => 4 signed by 2019.”

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# Target groups

People and organisations important for the desired policy change

- they participate in decision-making process
- they participate in policy implementation
- they are end-users

Whom you put in depends on:

- the objectives of the project
  - each addressed policy instrument
  - the regional context
- resources available for communication
  - ‘value for money’ of engagement activities
  - analyse who you need to communicate to/ with



# Target group mapping

## 1. List target groups

- Local politicians
- Public servants from local authorities
- People from chambers of commerce
- People from NGOs
- Private companies
- Environmental agencies
- Specific groups from general public (students, women, ...)
- Etc.

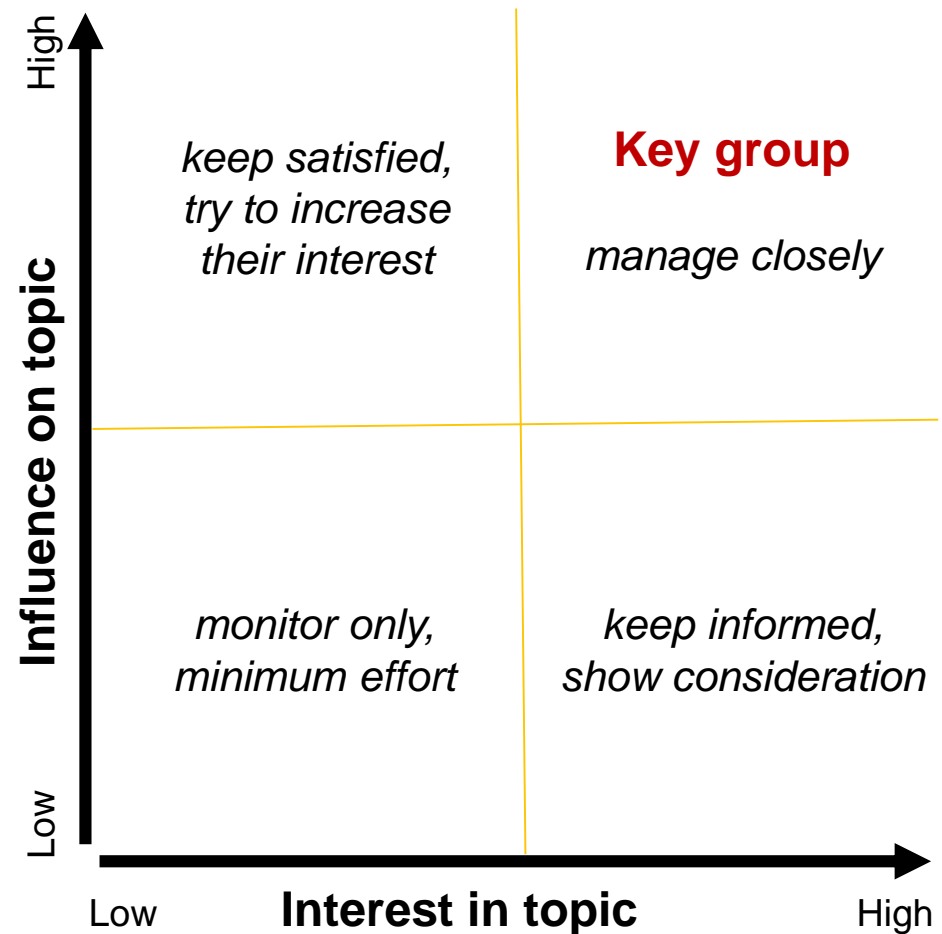


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## 2. Analyse them





# Target group engagement

Target group (who)	Message (what)	Engagement technique (how)	Schedule (when)	Responsible person



# Evaluating performance

Result-oriented approach

Cooperation works: let's demonstrate it

From policy change to territorial impact





# Indicators

## Simplification

- Decrease in number
  - from 10 under INTERREG IVC
  - to **2 under Interreg Europe**
  
- Diverse communication approaches  
=> diverse performance indicators to follow
  - Part of project communication strategy
  - Followed internally by project team
  - 2 reported to Interreg Europe





## **II. COMMUNICATION PRINCIPLES**



# Project communication

- Harmonised
- Integrated
- Sustainable – ‘think before you print’



# Harmonised branding

Interreg Europe Project Branding

EU Emblem + ERDF references



[1] The origami related topic colour

[2] Project acronym in Open Sans regular

[3] Interreg Europe Brand

SMART+  
Interreg Europe

See brand guidelines:

<http://www.interregeurope.eu/about-us/logo/>



# Integrated webspace

[www.interregeurope.eu/project-acronym](http://www.interregeurope.eu/project-acronym)

- About the project
- Partnership
- Project news/events
- Library
- Media corner

## Not included:

- Extranet/ restricted area
- Newsletter tool

Project news visible on home page



# Sustainable communication

- Plan producing only the material **directly necessary** to meet your communication objectives
  - Needs **approval** beforehand by the Joint secretariat
- Plan to use **existing material in your institution** (pens, notepads, etc.)
  - 15% of staff costs goes for administration costs



# **III. COMMUNICATION ACTIVITIES**



# Required activities

## Include in your activity planning

- A3 poster display
  - We provide design; you (edit,) print and display
- Regular website updates
- One high-level event at the project's end
  - High visibility of the event (VIPs present, wide audience)
  - About project results (second half of phase 2)
  - Emphasis on the benefits European cooperation delivers to the end-users of the improved policies



# Recommended activities

## Invitations of approved projects to contribute to:

- Annual programme events
- Policy learning platform events
- Events organised by European institutions
- European cooperation day

On average **4 events** per year over the lifetime of project => include in budget





# Support activities

## Seminars to help with the project implementation

- Trainings
- Online seminars (webinars)
- Workshops

## For

- Lead partners/ project partners
- Finance managers
- Communication managers



# Put your strategy together

Objectives

Target groups

Messages

Activities (incl. responsible partner)

Time schedule

Budget

Evaluation !!!





# **IV. WHAT GOES INTO APPLICATION**

# C5 - strategy outline



## C.5 Communication strategy

Describe the communication strategy and the way it will contribute to achieving the project objectives.

The communication strategy identifies three main target groups. For each of this group, adequate strategy and tools (project website, newsletters, events, leaflets, and promotional materials), will be adopted:

### 1. Regional, National, European politicians and public officials

The project will communicate towards public authorities and policy makers at regional, national and European levels, in order to initiate a dialogue with politicians and public officials dealing with innovation management and technology transfer, entrepreneurship, employment as well as their regional academic research organisations (RDAs, RFOs). This will ensure mainstreaming of findings and conclusions into the regional, national policies, strategies and instruments influencing innovation in advanced materials.

Politicians and public officials will be invited to project events, including the Active Plan Conference in Strasbourg organised to present and discuss project findings and will be recipients of the policy recommendations - a series of 6 public briefs (one for each topic area).

### 2. Industry and science representatives

The stakeholder group will include representatives of the regional industry and of the scientific research units involved in the definition of regional strategies (such as economic, social, industrial relations, business, etc.) and research policies (public policy...).




### 3. Civil Society Organizations and the public in general

CSOs and the general public will be already involved in defining advanced material innovation strategies affecting their economic life and will be encouraged to take an active part in the public debate participating on debates through media channels. Specific tools for this target group will consist of publication of opinion articles in newspapers, blog posts and social networks, such as used by the T2I/Partner in the ERMARIE project in Italy by IxS.

1,893 / 2,000 characters

# C5 – objectives, targets, activities



Objectives 	Target group 	Activities 
<ul style="list-style-type: none"> <li>• Raising awareness about the innovation policy instruments and best practices</li> </ul> <p>132 / 150 characters</p>	<ul style="list-style-type: none"> <li>• Regional, National, European politicians and public officials in charge of operational programmes and policy documents</li> </ul> <p>122 / 500 characters</p>	<ul style="list-style-type: none"> <li>• Invitations to participate at project meetings in policy learning and experience exchange (during study visits e.gr.)</li> <li>• Publication of Newsletter</li> <li>• Publication of policy briefs;</li> <li>• Social media b</li> <li>• Final Conference,</li> </ul> <p>250 / 1,500 characters</p>
<ul style="list-style-type: none"> <li>• Changing behavior or mind-set of stakeholders</li> </ul> <p>47 / 150 characters</p>	<ul style="list-style-type: none"> <li>• Industry representatives: advanced materials, pro</li> <li>ad</li> <li>advanced manufacturing, space ...)</li> <li>• Research representatives</li> <li>• Academia repre</li> <li>• Regional national politicians</li> </ul> <p>269 / 500 characters</p>	<ul style="list-style-type: none"> <li>• Invitations to participate in policy learning and experience exchange (during study visits e.gr.);</li> <li>• Publication of Newsletter</li> <li>• Final Con</li> <li>• Publication of newspapers,</li> </ul> <p>226 / 1,500 characters</p>



# C6 - communication indicators

<i>Website activity</i>	Average number of sessions at the project pages per reporting period
<i>Public relations</i>	Number of appearances in media (for example the press)

## Website activity

- How many sessions on average take place at your project website during a reporting period (6 months)?
  - A **session** is the time a website user is actively engaged with your project pages

*For example, if users come to the project pages on average 20 times each day, this indicator's value would be around 3500 sessions per one reporting period.*

## Public relations

- Media coverage for the project
  - Appearances in the press, radio, television, on news websites, online portals, blogs etc.
  - Partners' websites and own publications **do not count!**



# D - work plan per semester

## D.1 PHASE 1 'Interregional learning' - Detailed work plan per period

Semester 1	Semester 2	Semester 3	Semester 4
01/2016 - 06/2016	07/2016 - 12/2016	01/2017 - 06/2017	07/2017 - 12/2017

### Semester 1

#### a) Exchange of experience

During the first semester, the project will conduct a regional analysis on:

- Experience exchange and learning how partner regions have designed their own RRD, how they applied the "entrepreneurial discovery process", how they selected their limited set of specialization areas, how they intend to evaluate in detail the performance of the selected area of specialization (selected materials) how they intend to react to market changes along the implementation way. This "how" can be described with a process-oriented approach showing the "Maturity Maturity Index".
- Identification of synergies between different co-funding instruments, e.g. national, regional and policy learning about how partner regions utilize synergetic funding instruments in regional forms of specialisation. Indeed, RRD must constitute some a kind of a "link" and create "prizes" between ERDF (structural and innovation funds) and all of the other instruments that may exist at the EU.

#### b) Communication and dissemination

During the first semester, after the appointment of the dissemination and communication manager, main communication and dissemination activities will be focused on the preparation of a Communication Plan according to the strategy defined. The plan will contain a clear roadmap, frequency and allocation of responsibilities for the internal and external communication.

The initial forecast, focus, channels and messages will be developed and validated by all the partners in order to ensure an effective communication. Partners will also identify and nominate addressees of the project and electronic material (newsletters, press releases, ...). The partners will ensure gathering address with consent for receiving project publications.

During the first semester, dissemination materials will be ready in preparation to be published in the 6 participating regions: newsletters (Issue 1, 2, 3, 4, 5, 6) will be published in the 1st of the programme.

939 / 1,500 characters

#### c) Project management

During the first semester, management activities will ensure the smooth start of the project, guiding the partners in all technical, administrative, and financial issues of the project. This will include the preparation of a Guid. Manual with processes for reporting, etc.

#### Main Outputs

Main outputs of the period will be:

- "Timeline mapping" methodology
- 6 reports on regional analysis
- 1 Communication and Dissemination Plan
- 1 policy release published in a regional newspaper
- 1 project website + blog included in the Interreg E-App Call
- 10 posters (one month to partners) for communicating the Interreg programme origin of the regional ERDF
- Newsletter Issue 1, 2, 3, 4, 5, 6



# Insight into phase 2

## Activities pre-defined by the programme

### Semester 7

#### a) Action plan implementation follow-up

Each partner continues monitoring the action plan implementation and is in regular contacts with the stakeholders and beneficiaries of the different actions.

#### b) Communication and dissemination

The partners organise a final dissemination event gathering executives and policy makers from the regions and from other relevant institutions. The aim is to promote the project achievements and to disseminate the results of the action plans implementation to a large audience. The project website is updated accordingly.

#### c) Project management

#### Main Outputs

1 high-level political dissemination event  
Website updates





# Insight into phase 2



- Monitoring project's effect in each partner region
- Communicating on the benefits of the policy learning
- Preparing high-level final event
- Keep updating project website

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# Thank you!

[www.interregeurope.eu](http://www.interregeurope.eu)



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