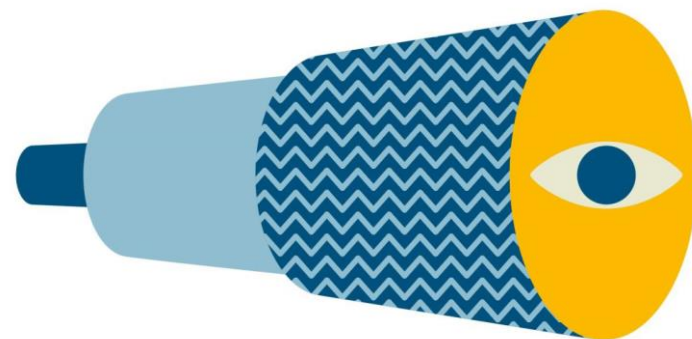


Europa dei cittadini e EC Day

EC Day 2018 – Italia-Slovenija
27 September 2018 | Nova Gorica

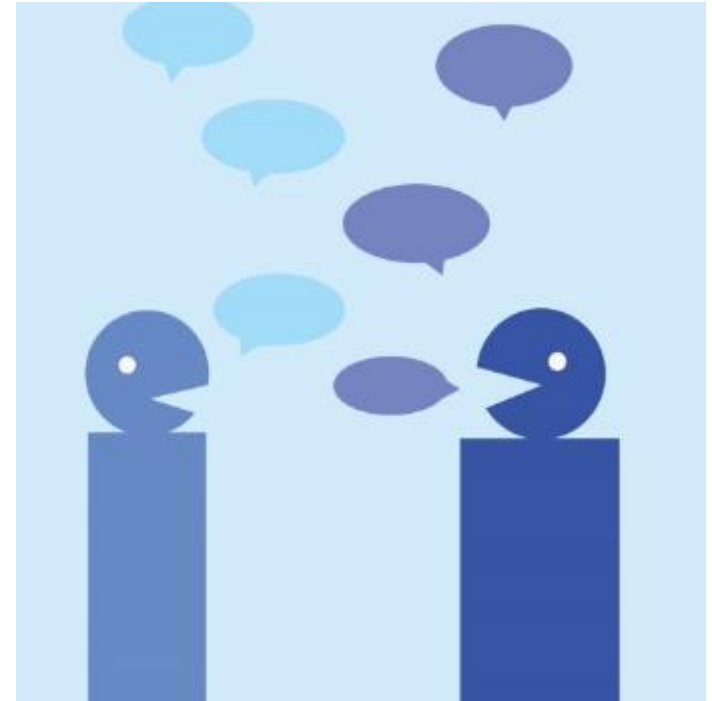
Ivano Magazzu - Interact



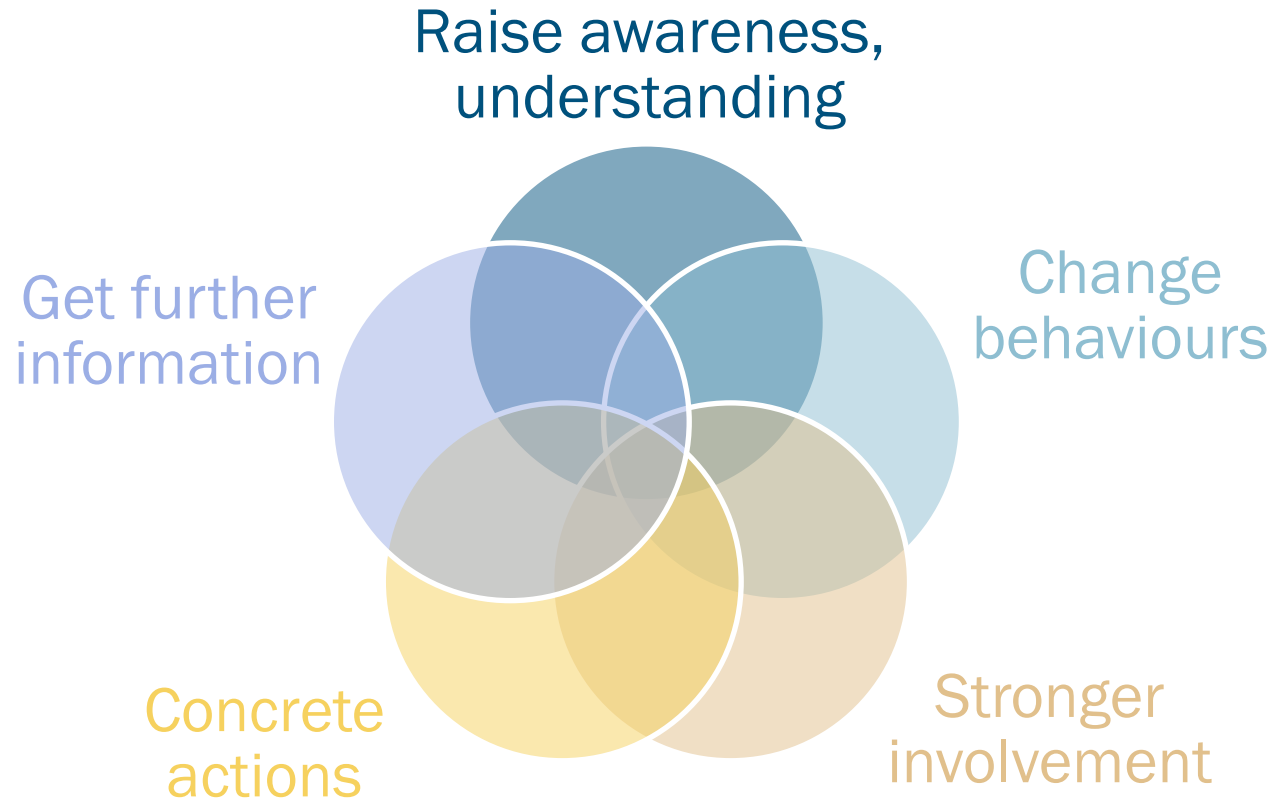
“The two words information and communication are often used interchangeably, but they signify quite different things.

*Information is giving out;
communication is getting through.”*

Sydney Harris

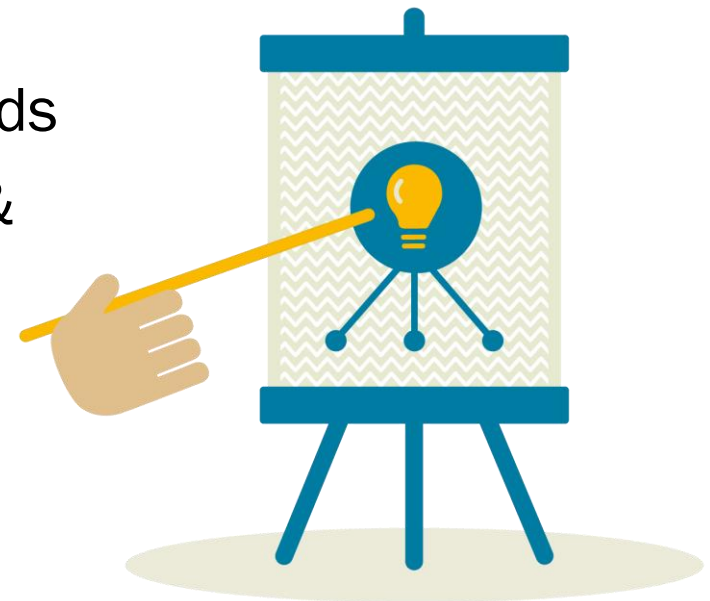


What can be achieved through communication?



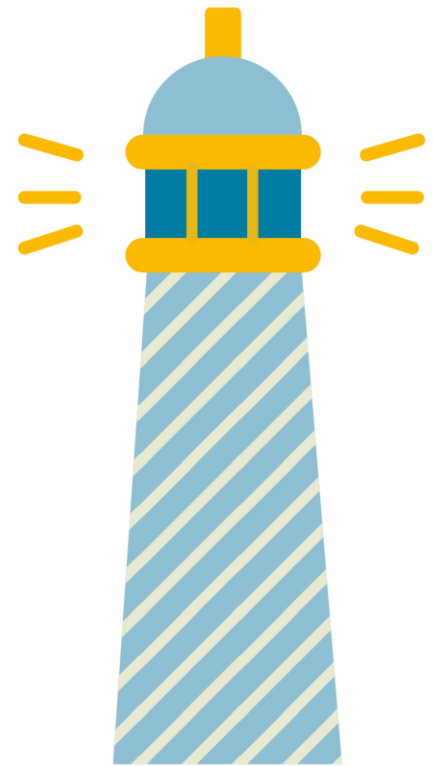
Why does communication matter in Interreg?

- New programme orientation for 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
- Call for building on existing results
- Demand for more creativity, deeper knowledge of the audience, and storytelling



Communicating Interreg achievements – What's in for JSs?

- Definition of the main objectives and messages
- Definition and implementation of a Com Strategy
- Programme rules to follow and corporate image
- Many different target groups to address (several levels)
- Communication the Programme at central, EU level
- Collecting and communicating Programme's achievements/results
- Follow-up of outputs already defined in application forms with specific activities that need to be implemented



Communicating Interreg achievements – What's in for Project partners?

- Definition and involvement of different target groups to address (several levels)
- Engage target groups (final users) through the project's specific actions
- Communicating the project at local/regional (national?) level (language issues...)
- Benchmarking among partners from the same territory
- Tell the story about achievements/results → improvements and changes for the citizens' daily live and the area
- Fulfil the information and communication requirements 😊 !!!

... YOUR EXPERIENCE?



Stories versus facts

STORIES

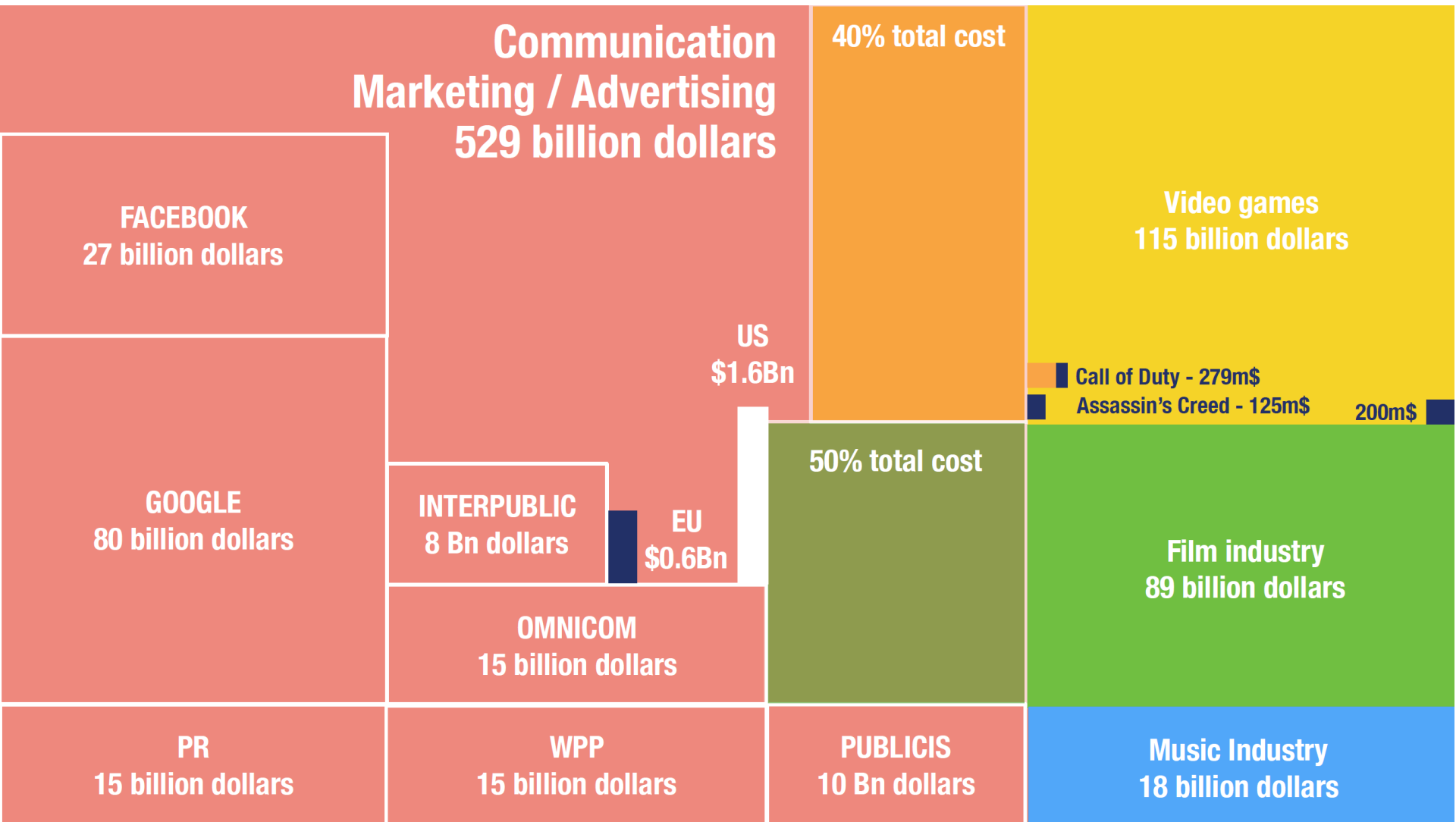
For politicians and policy makers. You will need to get them from your stakeholders by engaging in a conversation.



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 ...**



supported by





\$65 Bn

**water with sugar &
potato chips**



\$63 Bn

solidarity via EU projects

Interreg



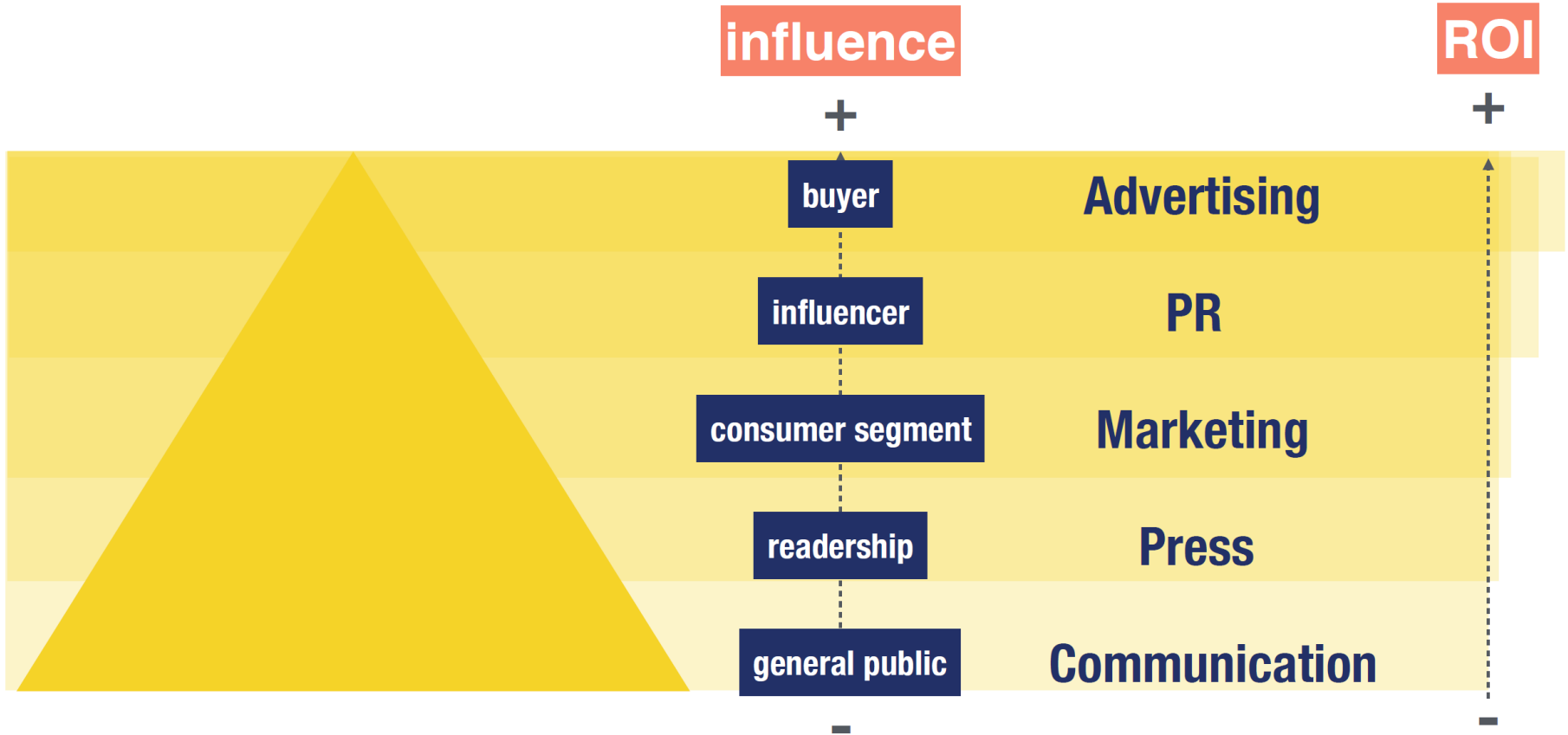
€10.1Bn

2014-2020



\$63 Bn

solidarity via EU projects



The pyramid of influence and ROI

117 programmes



100 - 150 projects



11700 - 17000 projects



circa 11.000.000 - 17.000.000 people

**c. 11.000.000 -
17.000.000 people**

My definition of your mission

We communicate about EU Interreg programmes and projects so that motivated entrepreneurs and associations come up with projects to solve real people problems, and help millions in Europe in a more direct and precise way.

SPHERE OF CONCERN

Hungary
constitutional issues

BREXIT

SPHERE OF INFLUENCE

How to make people
love the EU?

Funding of the next
Interreg program

Help INTERREG projects
to reach their clients

Send back results to
Brussels (cases)

Inspire the next-gen of
project owners (CAPCOM)

THE STORY ABOUT THE STORY

THE PROBLEM

The galaxy is at war between a totalitarian regime and a democratic rebellion which is about to be crushed

THE PROBLEM (specific)

The Rebellion force, scattered across the Galaxy has recently lost track of its main figure, Princess Leia - who has been captured by the Empire and hope is lost

INSIGHT

The Rebels are weak and disorganised and need to bring back Leia to consolidate their forces and reconnect with their past, when the order of the Jedi was helping counterbalance the dark forces of totalitarianism and violence

SOLUTION

A young lad called Luke Skywalker is going through an intensive training to become one of these forgotten Jedi and is about to tip the balance of power

HOW IT WORKS

The faith in a messiah and winning the war is all the Rebels needed to retake the advantage on a repressive and violent Empire

PROOF

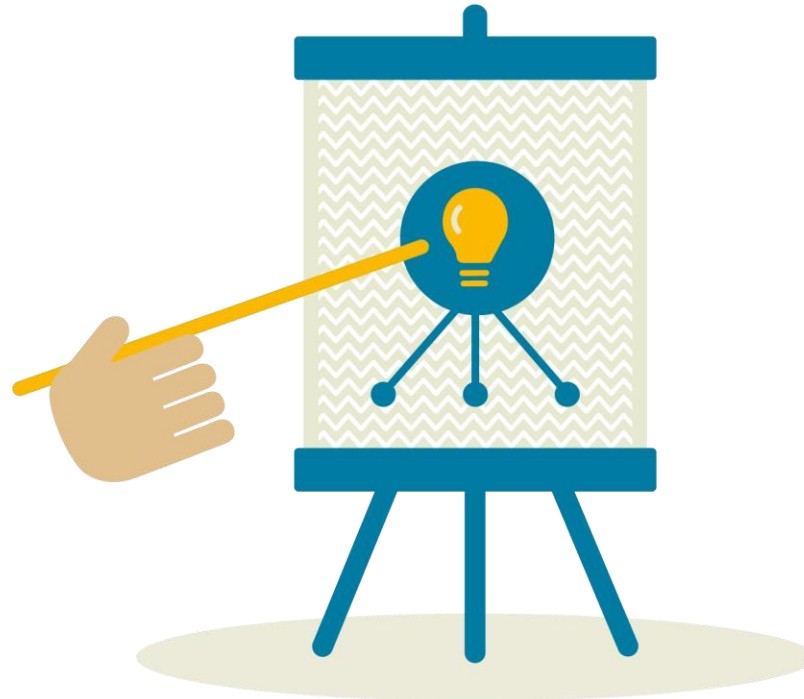
In a couple of months, the arrival of Luke is helping thousands of Rebels to destroy one of the most dangerous weapon ever created - the Death Star, a weapon capable of annihilating entire planets

VISION & BRAND

The strength of an army is not in its numbers but in the conviction of a few individuals who have the faith to change the world. Star Wars.

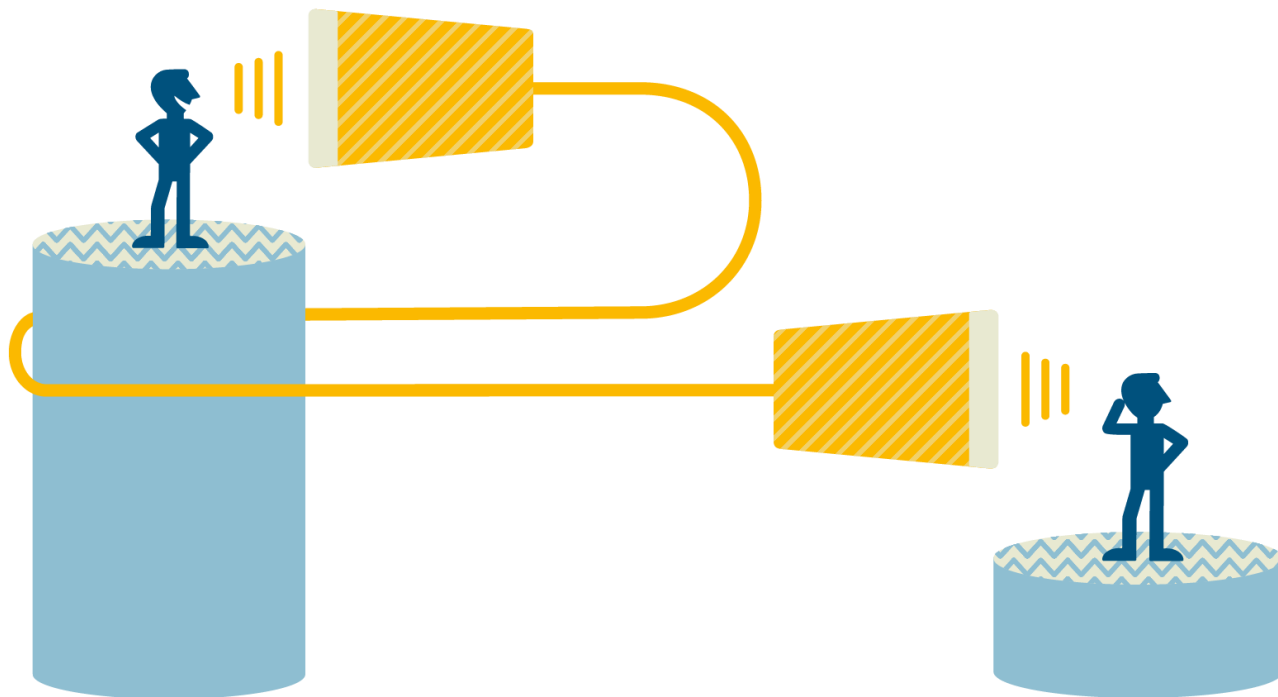
Communication of Results
About the content

STRAIGHTFORWARD



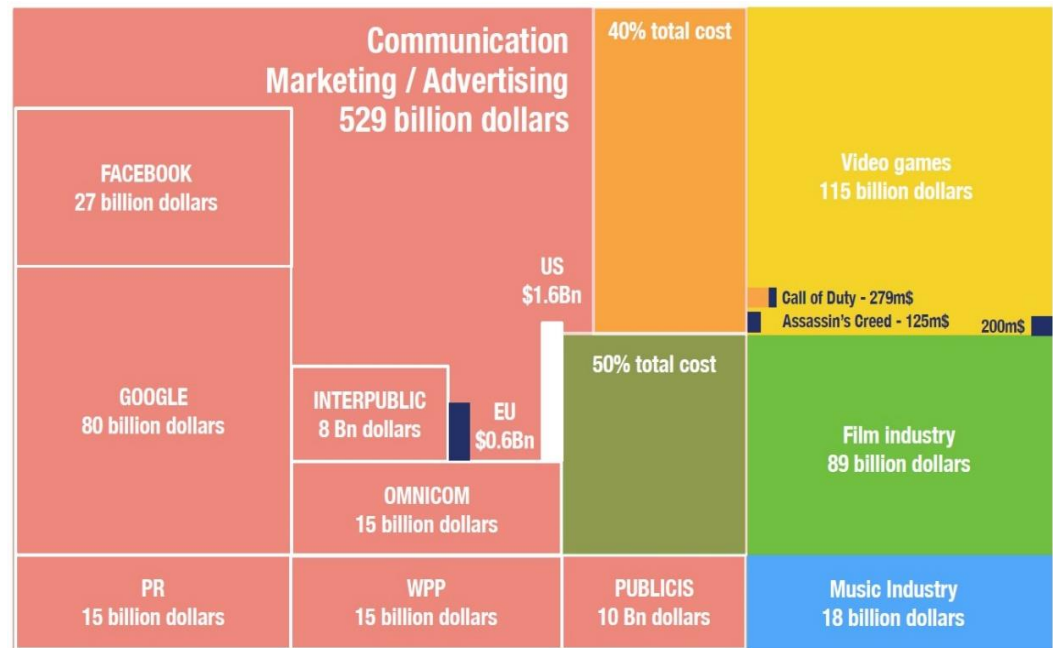
Communication of Results – **selling “pitch”**

Get practical solutions for communicating capitalisation



Communication of Results – key features

- Rooted in practical issues
- Identifies real challenges:
 - Complex terminology
 - Lack of resources
 - Lack of experience
 - The competition
- Offers a set of solutions
- Plain language – easy to understand, for both experience and new experts.



Get it here:



Communication of capitalisation in Interreg

December 2017

INTERACT

European Regional Development Fund

Publication | Communication of capitalisation in Interreg

Fields of expertise: Capitalisation
Communication

Date Published: 05/12/2017

Author: Interact Programme

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- Communication of Capitalisation: <https://goo.gl/2cYNRT>



“Price”:

**Around 30 minutes
of your time**



EUROPEAN COOPERATION DAY

Sharing borders, growing closer

European Cooperation Day 2018



WHAT? It takes place on **21 September** and the surrounding weeks. However, flexibility! Programmes organise events (concerts, film festivals, gastronomic fairs, workshops, drawing contests, bike runs...) 2018 - European Year of Cultural Heritage... an event related to this?



TARGET GROUP - European **citizens** who are normally not involved in EU-related events. The local events address specific groups of citizens (for example: school children, young people...)



WHY? Already in 2012, several Interreg programmes saw the need to join forces and develop a common activity to **promote the benefits of EU cooperation** within a wider audience. Then, IPA and ENPI joined 😊



7 editions, 7 years of celebrations all over EU

2012: Sharing borders, growing closer!

2013: Be part of it!

2014: Building bridges

2015: Together standing strong

2016: Together we grow

2017: To go further, go together

2018: Painting our future together



Where? How? Who?

EC Day 2018 in Italy:

- France-Italy Alcotra (2 events)
- Italy-Austria (6 events)
- **Italy-Slovenia: TODAY!!**
- Italy-Switzerland (4 events)
- Italy-France Maritime (17 events!!!! Taking projects on board and showing the results of projects to citizens)
- Italy-Malta
- Greece-Italy
- National EC Day Event

EC Day in Slovenia:

- Slovenia-Austria
- Slovenia-Hungary
- Slovenia-Croatia





Cooperation works

All materials will be available on:

www.interact-eu.net

ivano.magazzu@interact-eu.net