

TAKING  
**COOPERATION**  
FORWARD



Communication workshop Interreg Italy - Slovenia  
26 September 2018 | Nova Gorica, Slovenia



**Ingredients of good project communication**



Joint Secretariat | Dana Kascakova

# The Interreg CENTRAL EUROPE Programme



146 MILLION  
CITIZENS

9 PROGRAMME  
COUNTRIES

76 REGIONS  
AND CITIES

246 MILLION  
EUROS ERDF

4 THEMATIC  
PRIORITIES

10 SPECIFIC  
OBJECTIVES

- 85 projects funded in 2 calls
- 160 m EUR allocated (70 %)
- 900+ partners involved

# Project branding and websites

**Interreg**  
 CENTRAL EUROPE  
 European Regional Development Fund  
**ACRONYM**

**PROJECT ACRONYM**  
 FULL PROJECT NAME  
 SECOND LINE

This project is supported by the Interreg CENTRAL EUROPE Programme funded under the European Regional Development Fund.

[www.interreg-central.eu/acronym](http://www.interreg-central.eu/acronym)

€ X.XXX.XXX Project budget in EUR  
 € X.XXX.XXX ERDF funding in EUR  
 XX.XXXX - XX.XXXX Project duration

Contact:  
 Name of institution  
 Contact person | E-mail address

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**PROTECTING EURASIAN LYNX, AN ENDANGERED HUNTER**

**Interreg**  
 CENTRAL EUROPE  
 European Regional Development Fund  
**3Lynx**

The endangered Eurasian lynx, one of the last wild cats of Europe, faces threats from illegal killing and poor acceptance by hunters, foresters and other stakeholders. The 3Lynx project encourages cooperation across borders to provide the kind of common conservation, habitat management and public awareness that this predator needs to survive.

[www.interreg-central.eu/environment](http://www.interreg-central.eu/environment)

**PROJECT BUDGET**  
 2.31 MILLION €  
**ERDF FUNDING**  
 1.91 MILLION €

Information based on application form / May 2017

**Interreg**  
 CENTRAL EUROPE  
 European Regional Development Fund  
**ACRONYM**

**WHAT WE DO**  
 ...

**WHO WE ARE**  
 ...

**CONTACT**  
 ...

**FACTS AND FIGURES**  
 ...

**STRATEGIES AND ACTION PLANS**  
 ...

**TRAINING**  
 ...

**TOOLS**  
 ...

**PILOT ACTIONS**  
 ...

**Interreg**  
 CENTRAL EUROPE  
 European Regional Development Fund  
**ACRONYM**

**PROJECT ACRONYM**  
 FULL PROJECT TITLE

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

This transnational cooperation project is funded by Interreg CENTRAL EUROPE and aims to create sustainable design using transverse water.

**Interreg**  
 CENTRAL EUROPE  
 European Regional Development Fund  
**ACRONYM**

**PROJECT ACRONYM**  
 FULL PROJECT TITLE

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

This transnational cooperation project is funded by Interreg CENTRAL EUROPE and aims to increase energy efficiency in public infrastructure.

**Interreg**  
 CENTRAL EUROPE  
 European Regional Development Fund  
**ACRONYM**

**PROJECT ACRONYM**  
 FULL PROJECT TITLE

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

This transnational cooperation project is funded by Interreg CENTRAL EUROPE and aims to improve sustainable use of natural heritage.

**Interreg**  
 CENTRAL EUROPE  
 European Regional Development Fund  
**ACRONYM**

**PROJECT ACRONYM**  
 FULL PROJECT TITLE

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

This transnational cooperation project is funded by Interreg CENTRAL EUROPE and aims to improve regional passenger transport.

**INNOVATION**  
 3DCentral  
 AMICE  
 BIOCOPACK-CE  
 CERlecon  
 CROWD-FUND-PORT  
 digitalLIFE4CE  
 ENTer  
 ENTER-transfer  
 FabLabNet

**LOW CARBON**  
 BOOSTEE-CE  
 CE-HEAT  
 CitiEnGov  
 Dynamic Light  
 eCentral  
 ENERGY@SCHOOL  
 FEEDSCHOOLS  
 FIRECE  
 GeoPLASMA-CE  
 LAirA

**ENVIRONMENT & CULTURE**  
 3Lynx  
 AIR TRITIA  
 AMIIGA  
 ARTISTIC  
 AWAIR  
 BhENEFIT  
 CEETO  
 CIRCE2020  
 COME-IN!  
 CULTURECOVERY

**TRANSPORT**  
 ChemMultimodal  
 CONNECT2CE  
 Peripheral Access  
 RUMOBIL  
 SHAREPLACE  
 SubNodes  
 TalkNET  
 TRANS TRITIA  
 TRANS-BORDERS



# Ingredients of good project communication



Research



Strategy



Creativity

# Research

Why do we communicate  
and who do we communicate to?

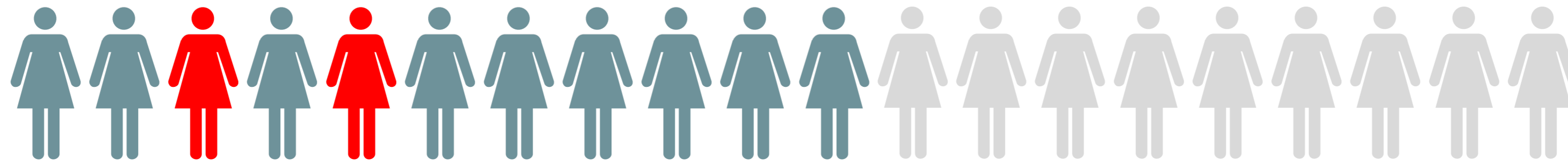
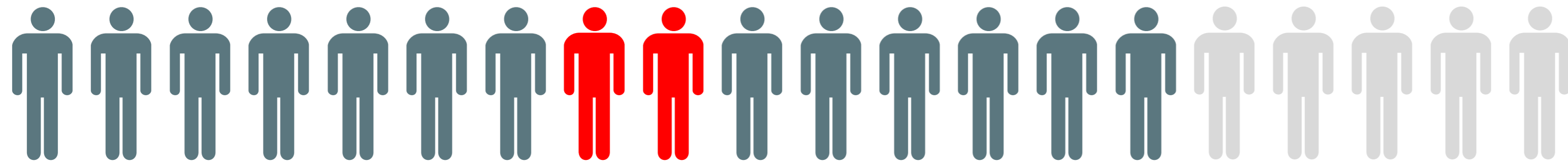


1. Know **WHY** and **WHO**  
you communicate to

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...and you will know how to do it in the best way

We always communicate with **someone specific...**



...and we do it for a **reason.**





# Who do you communicate with?



Motivate and engage the partnership

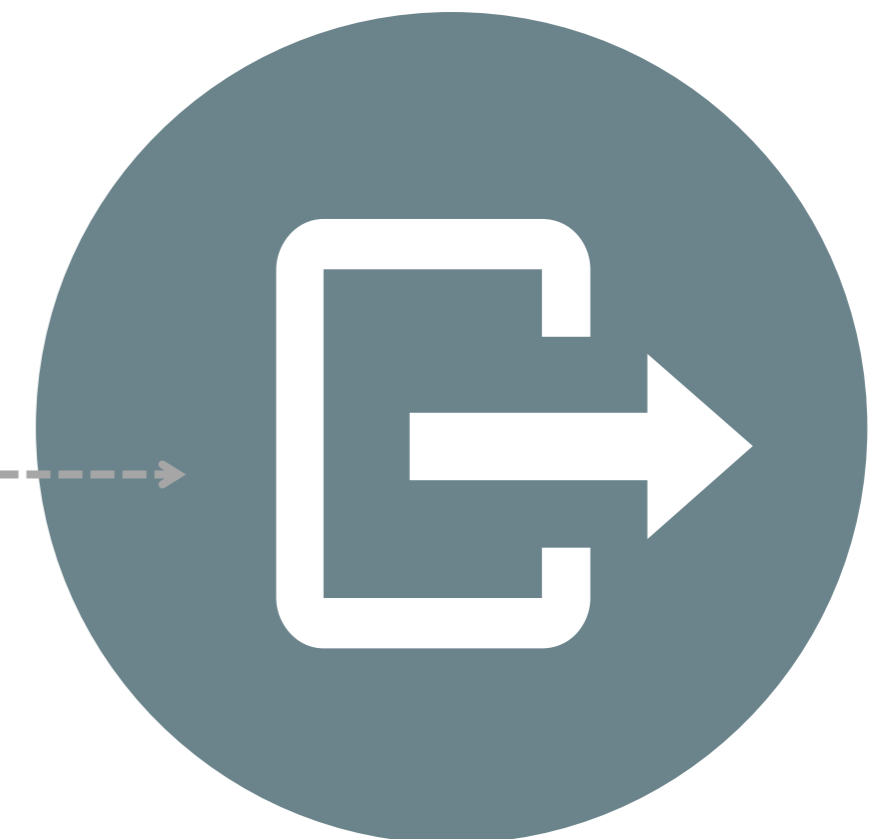
**Project partners**

Involve people in project activities

**Thematic experts and policy makers**

Create interest in and transfer outputs

**Citizens, policy makers, thematic experts, media, ...**



# How much do people know about what you do?

## And why is it important?

The more someone knows about a subject, the more specific a message can be.

**Messages have to respect the knowledge of an audience.**



What do you know about ballet?

Communicate in a way  
that your audience understands.

**Adjust content and language  
to the people you talk to.**

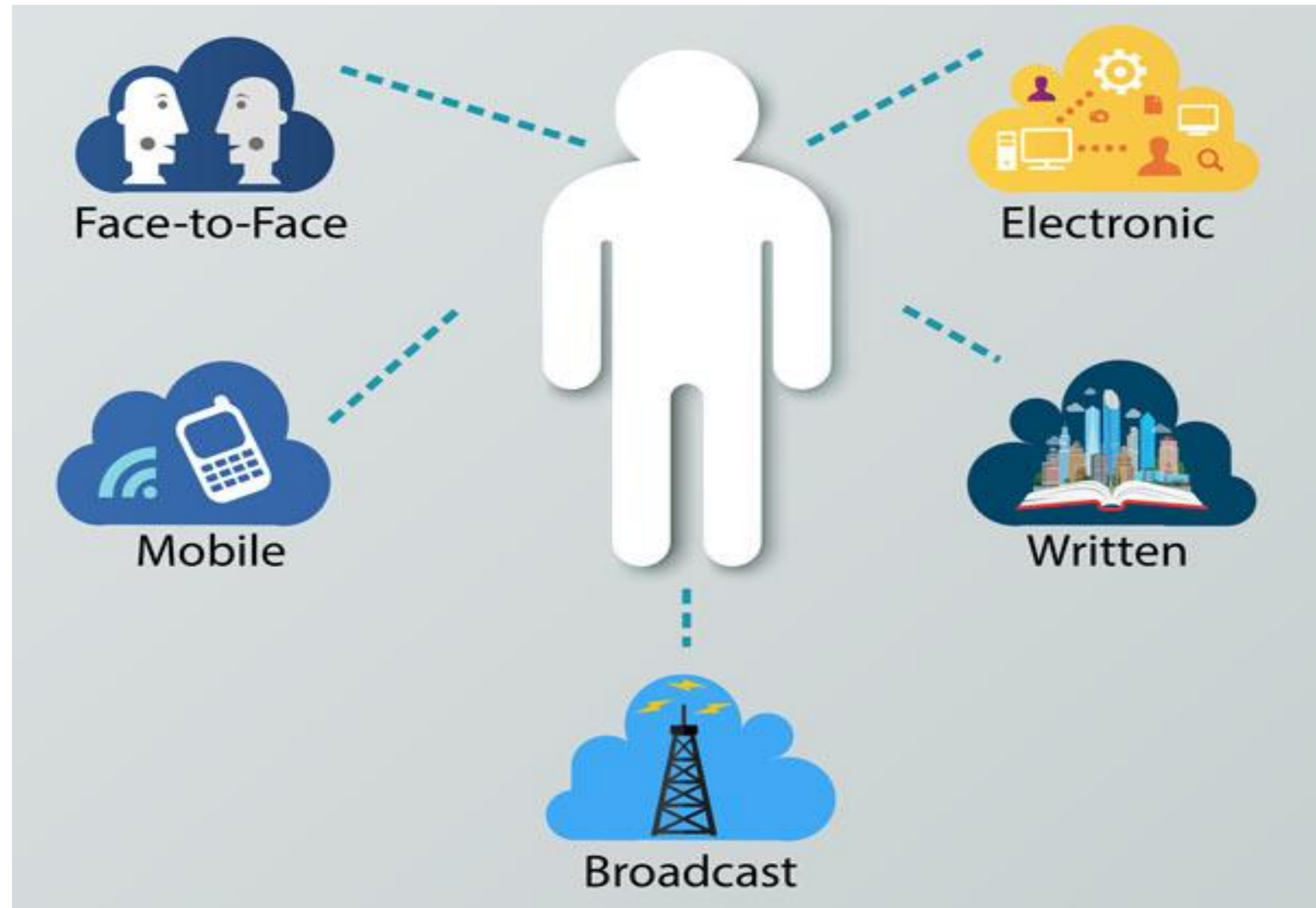
## 2. Know **WHERE** you communicate

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...and you will communicate more efficiently  
your outputs and results

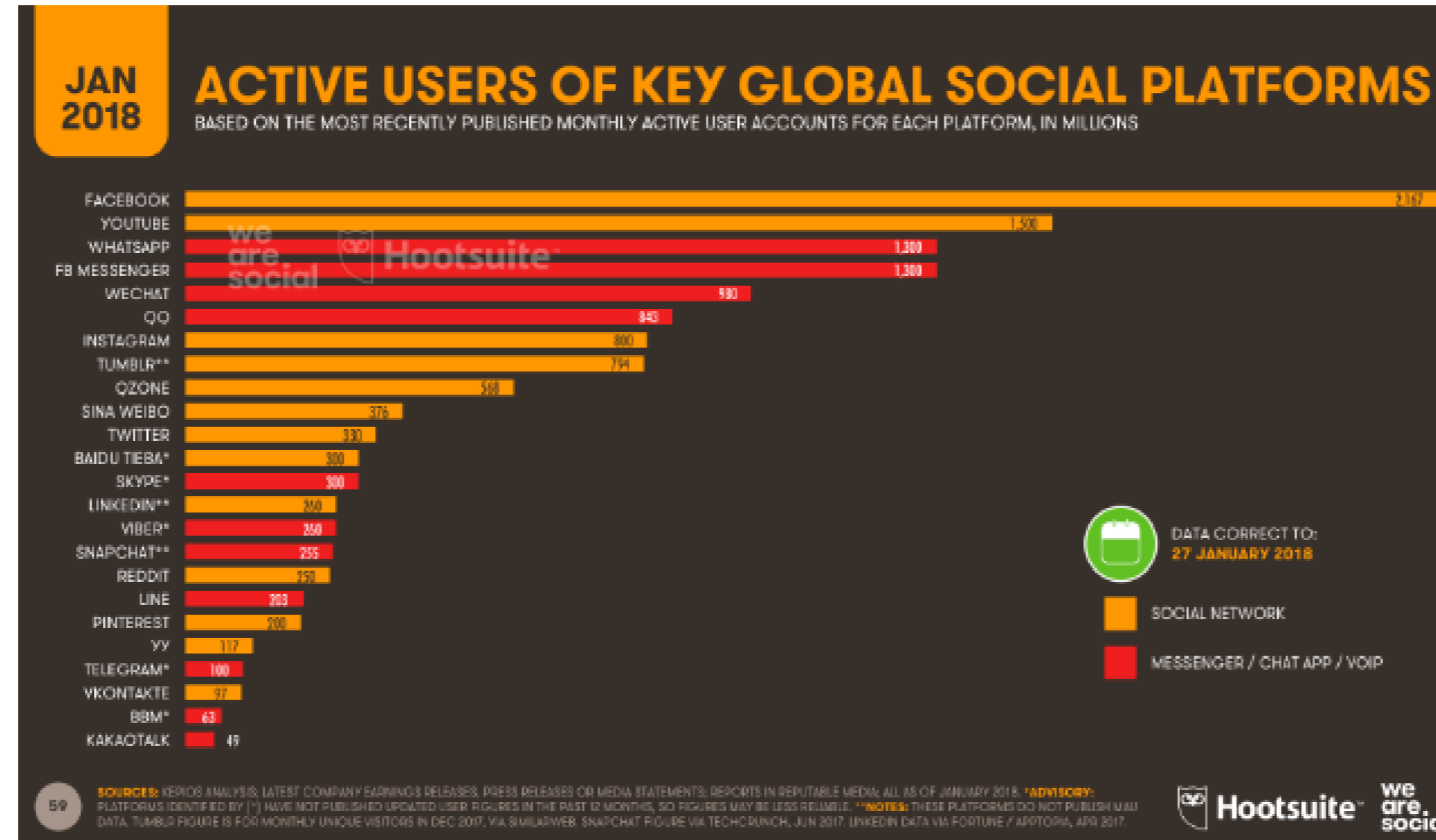
# Where do you reach your audience?

Opportunities for communication are endless

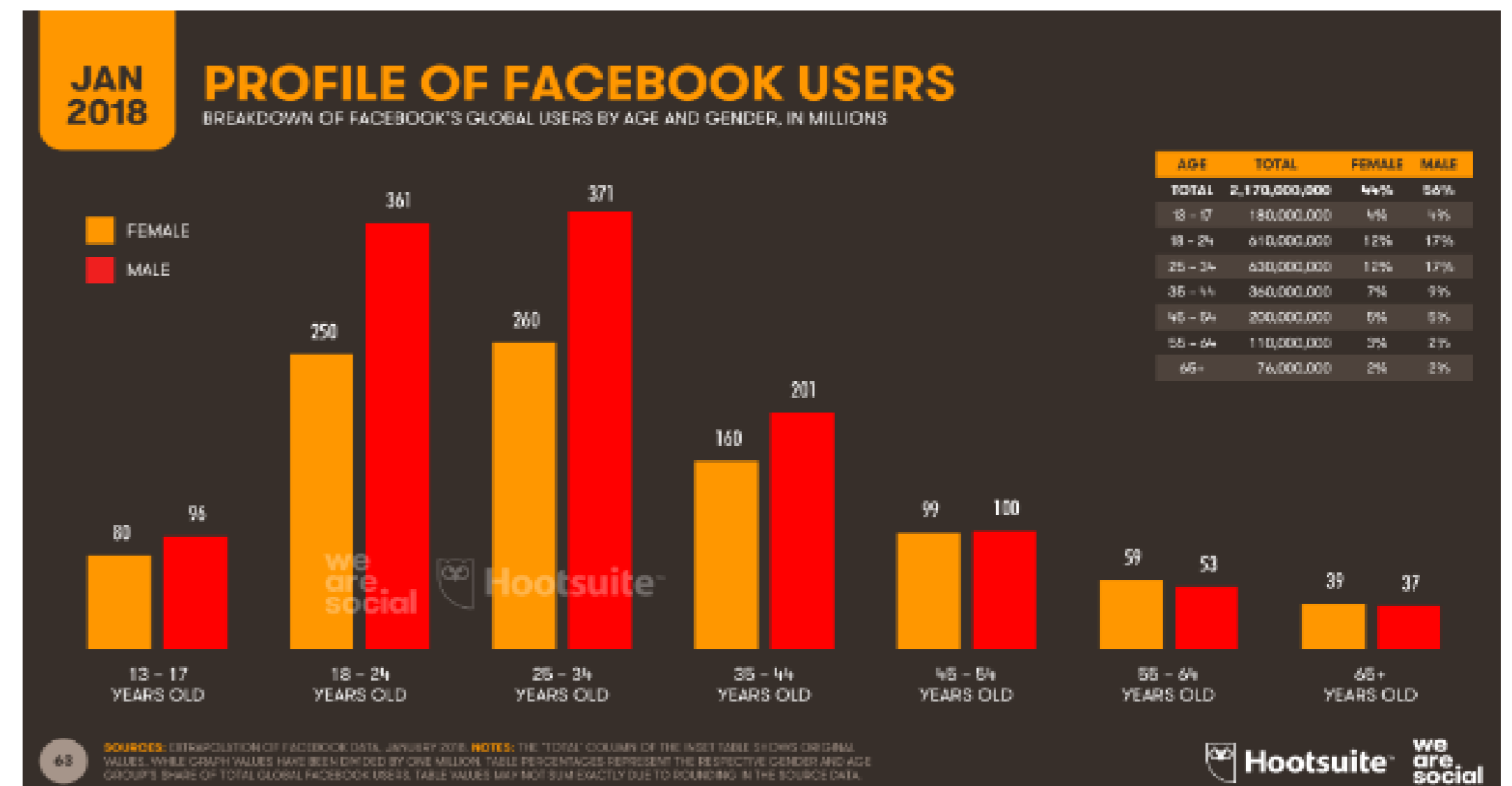


# Social media: Where do you reach your audience?

And that's only the social media options...



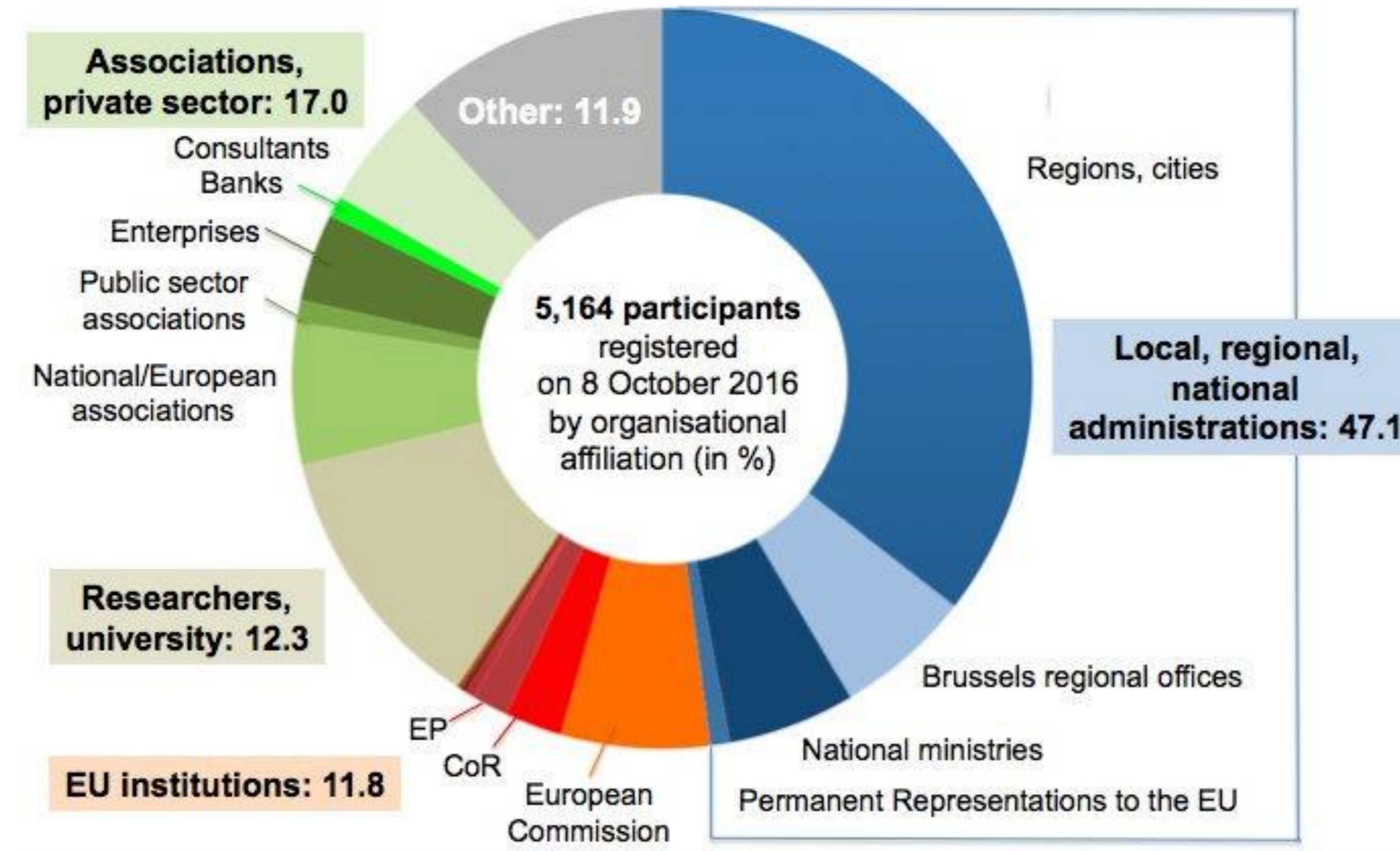
Where will you reach your audience best?



# Events: Where do you reach your audience?

Where will you reach your audience best?

Example:  
EWRC



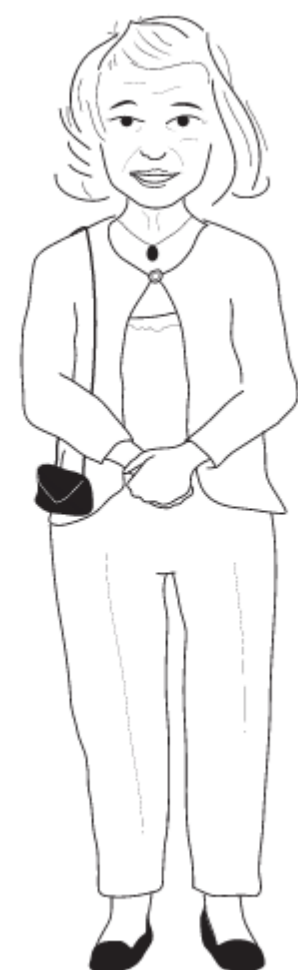
# Media: Where do you reach your audience?

Where will you reach your audience best?

Example:  
Guardian and Daily Mirror

- DEMOGRAPHICS
  - GENDER: FEMALE +
  - AGE: 55+ +
  - SOCIAL GRADE: C2DE +

- TOP REGIONS +
  - NORTH WEST
  - YORKSHIRE
  - WALES AND AVON



- DEMOGRAPHICS
  - GENDER: MALE +
  - AGE: 18-24 +
  - SOCIAL GRADE: ABC1 +

- TOP REGIONS +
  - LONDON
  - CENTRAL SCOTLAND
  - WALES AND AVON

POLITICS  
LEFT RIGHT



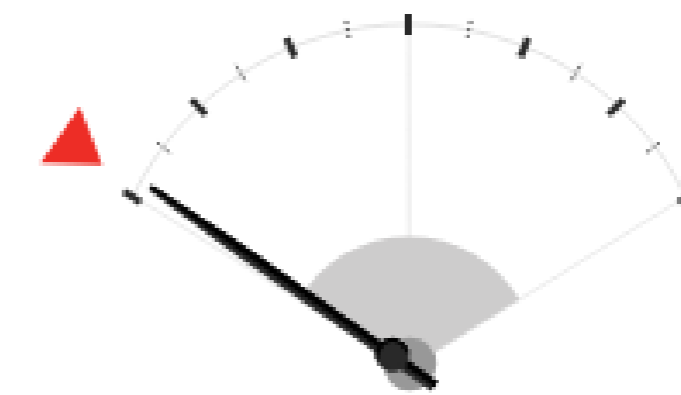
- + PROFESSIONS
  - CONSUMER GOODS
  - HOME AND GARDEN
  - ENTERTAINMENT

- + MONTHLY SPARE £
  - LESS THAN £125



POLITICS

LEFT RIGHT



+ PROFESSIONS

- CIVIL SOCIETY AND CHARITY
- MEDIA AND PUBLISHING
- GOVERNMENT & CIVIL SERVICE

+ MONTHLY SPARE £

£125 TO £499





Focus your communication  
on channels where your audience is.

**Use data to find out  
where your audience is**

and do not waste resources on irrelevant channels.



# Strategy

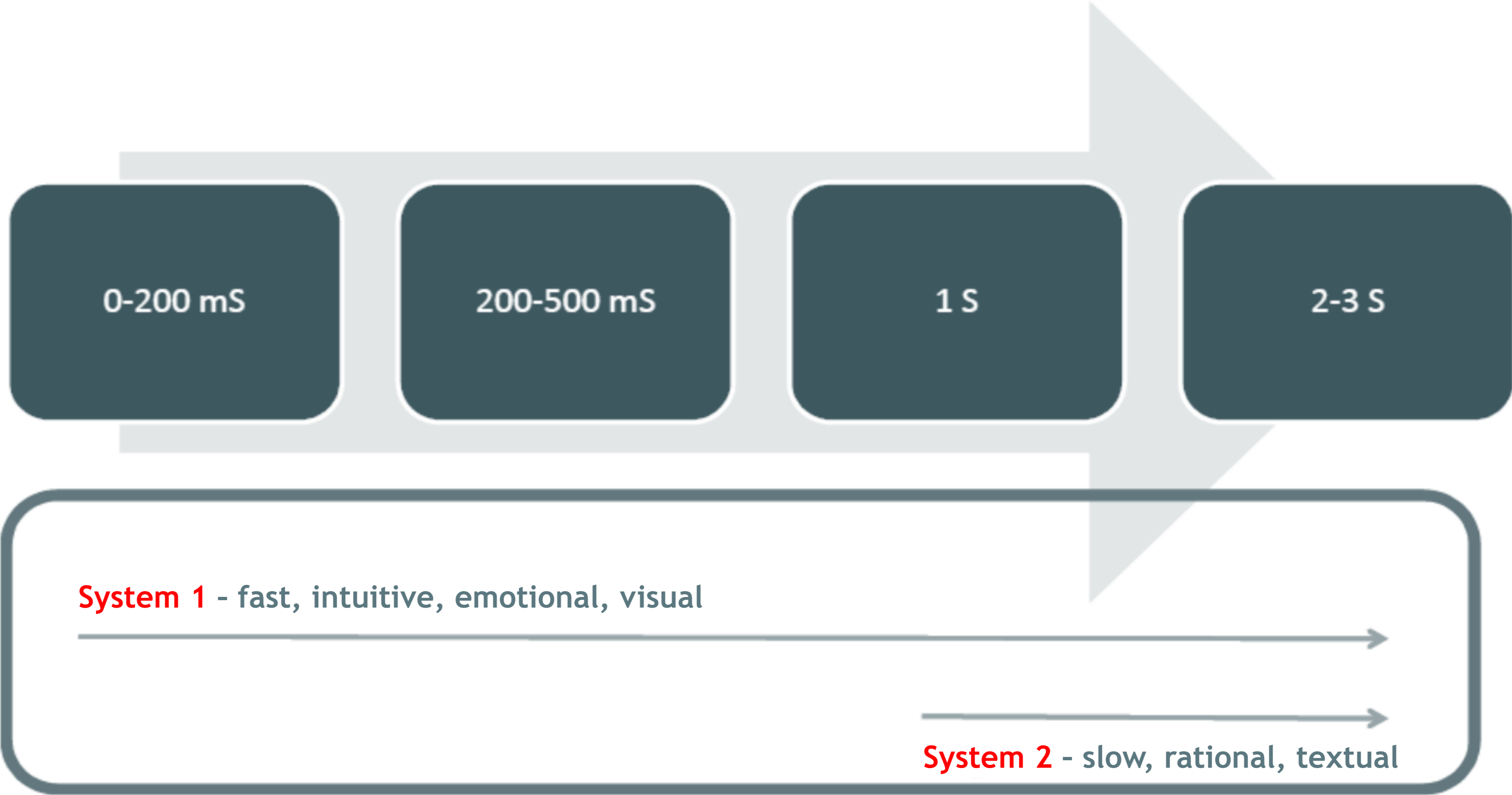
.....  
How to fine-tune your  
project communication

# 3. Plan your **TACTICS** for each audience

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...and create the right content to be successful

# Two decision-making systems: Emotion and reason



# Two decision-making systems: Emotion and reason

Address the right system  
at the right time

**System 1** is about **emotion**. It hits you much faster than reason.

This system is best addressed when your audience knows very little or nothing about what you do.

**Create experiences** - visual, personal and story-driven content to raise awareness and interest or to change short-term attitudes.



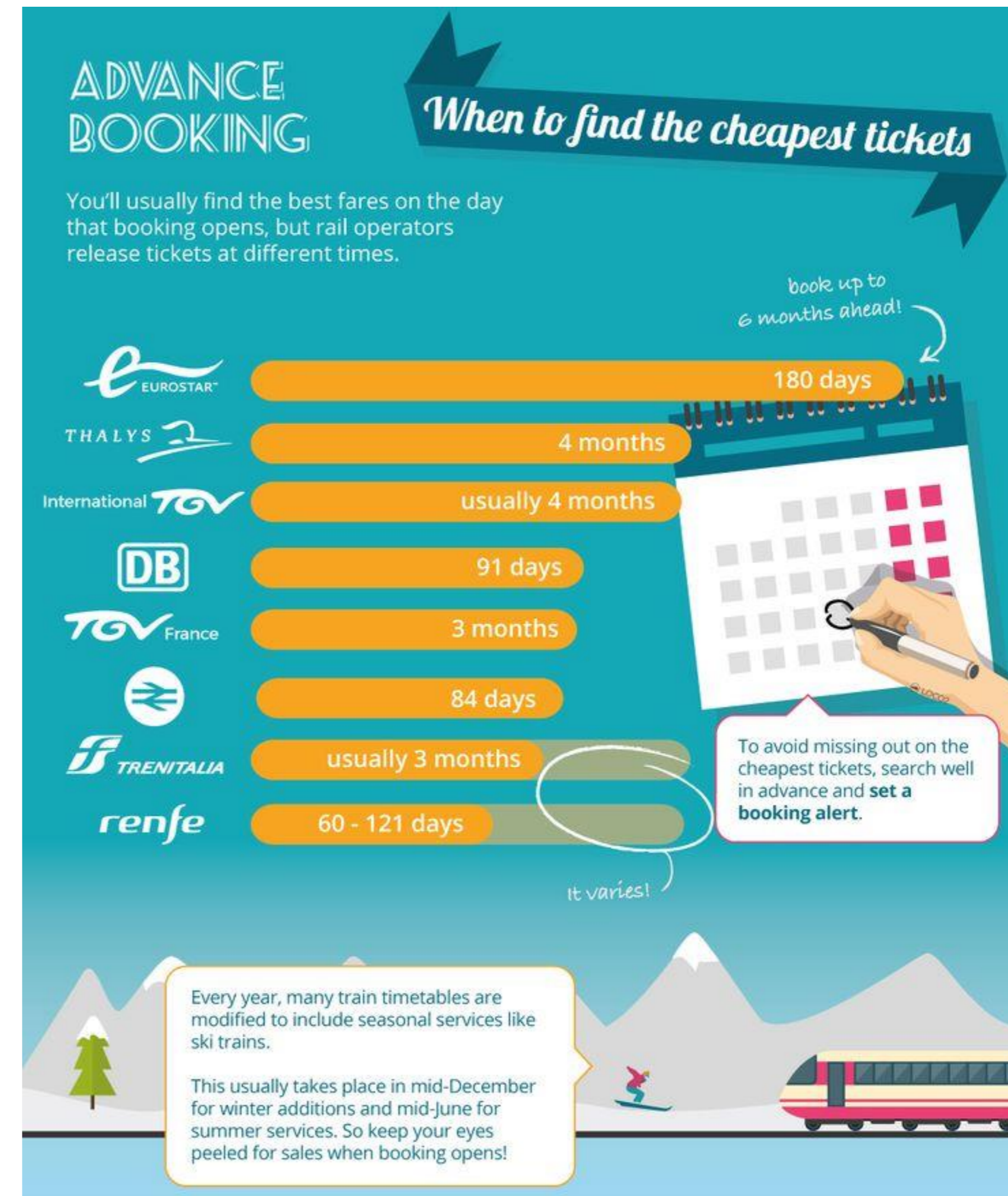
# Two decision-making systems: Emotion and reason

Address the right system  
at the right time

**System 2** is about **reason**. It follows  
emotion logically.

This system is best addressed when people  
have shown initial interest and sympathy.  
They are then ready to think further about  
what you do.

**Provide facts** - textual, informative, data-  
based content to **increase knowledge and  
change attitudes in the long-term.**



4. Bring it all together  
in your **STRATEGY**

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...and your communication will be more logical

# Good practice: COME-IN!



Selected output



Selected objectives and audiences



Selected tactics and messages



Selected activities

---

**Transnationally developed and tested guidelines on how to make museums more accessible**

**Inform policy makers and journalists about the new guidelines**

**Change attitude of museum stakeholders to take up the guidelines**

**Present pilot actions and make the audience experience the positive results**

**“The new, transnationally developed and tested guidelines will help museums save money and resources when making exhibitions more accessible.”**

**Visits to pilot sites where the guidelines are presented and the audience gets to experience the consequences**



+

**Evaluation and monitoring  
will help you to improve**

**Regularly monitor progress and collect data  
not just on outputs but real outreach!**

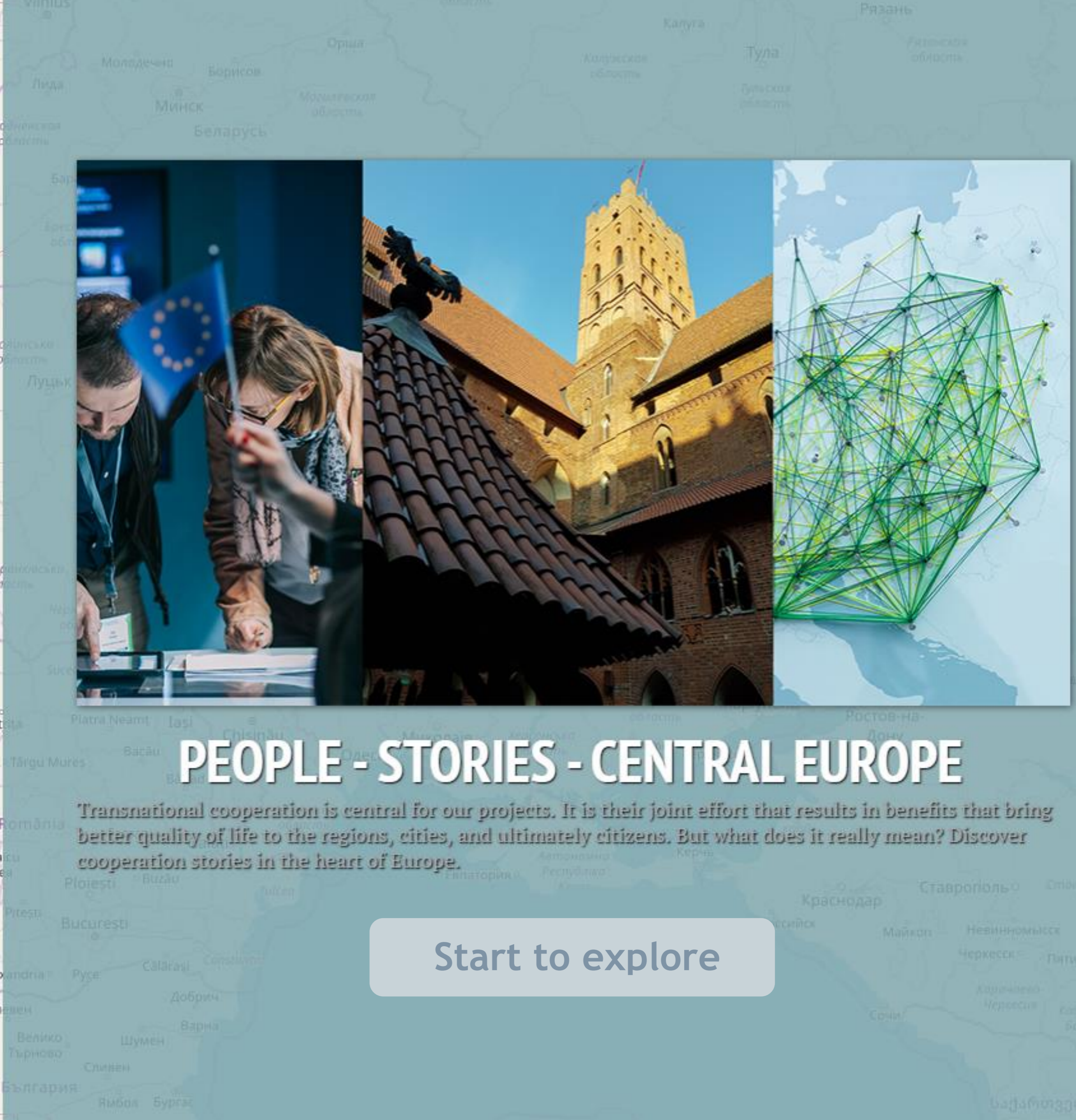
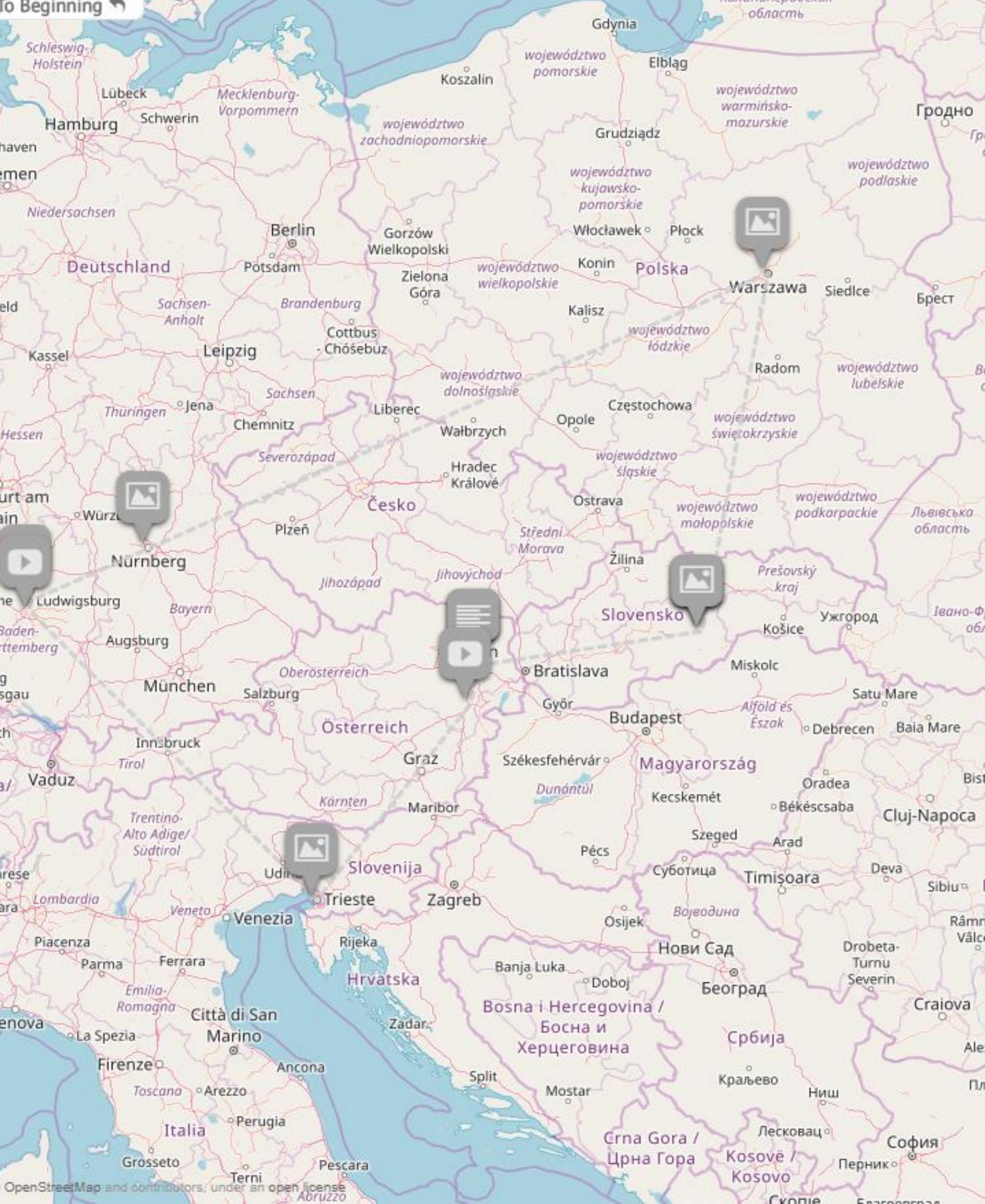
# Creativity

How to tell your project story



You always design project stories for a purpose.

**Content and style depend  
on the story objective.**



# PEOPLE - STORIES - CENTRAL EUROPE

Transnational cooperation is central for our projects. It is their joint effort that results in benefits that bring better quality of life to the regions, cities, and ultimately citizens. But what does it really mean? Discover cooperation stories in the heart of Europe.

[Start to explore](#)

# Project example

## Facebook interviews



What else can be done?

**Aim?**

Transforming old crafts into creative businesses and opening new perspectives for talented youth

**Who?**

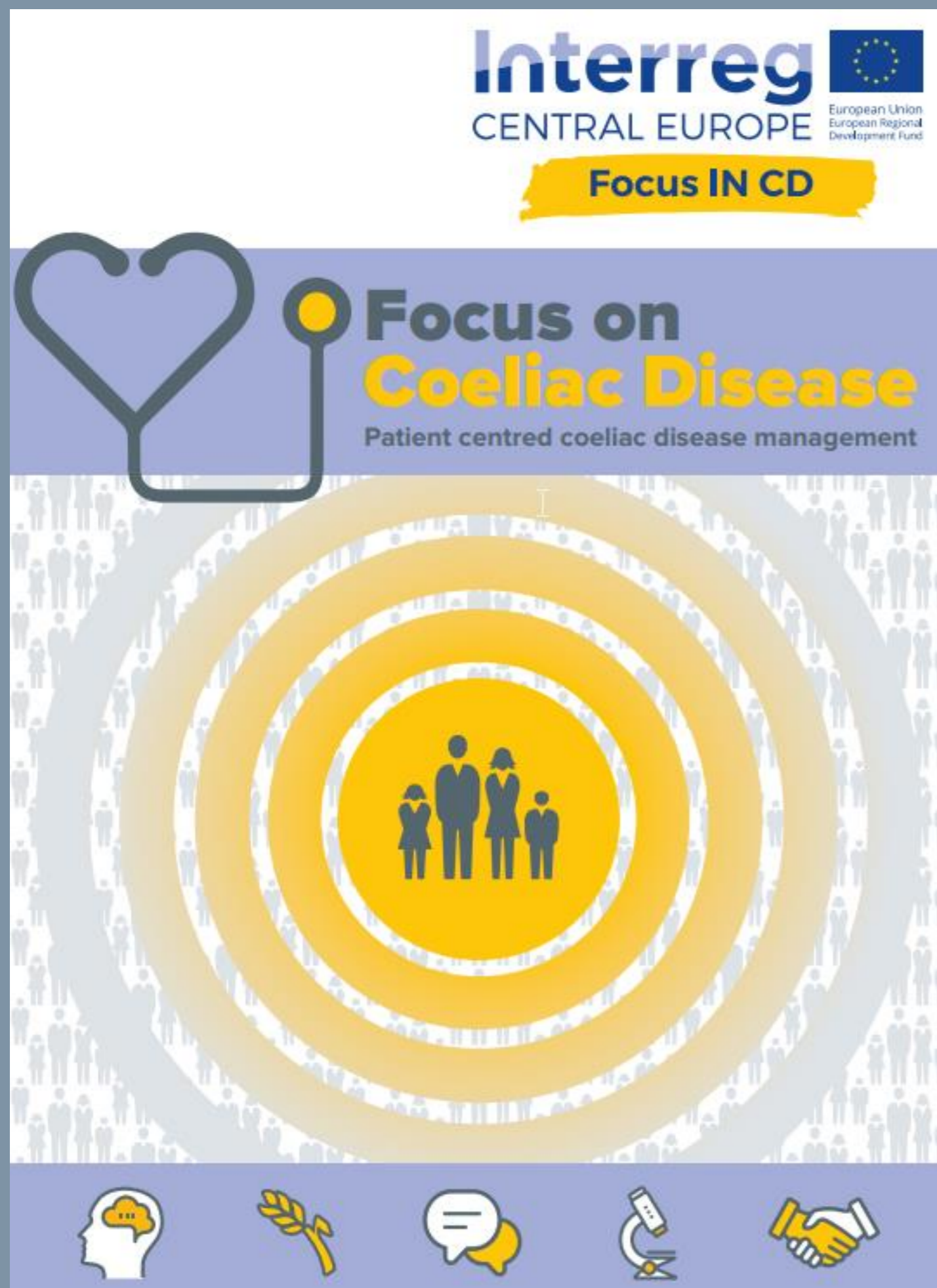
Youth, public authorities formulating and adopting appropriate measures, businesses

**How?**

Multi-channel approach?  
Using other occasions; EYCH18?

# Project example

## E-tools for practitioners



What can be done?

**Aim?**

Keeping doctors up-to-date on the knowledge about management of coeliac disease patients

**Who?**

Doctors, health-care practitioners

**How?**

**Multi-channel approach?**

Multiplier's involvement, platforms used by thematic associations?

# CONTACT



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