CapCom 2024

The new Interact communication guides for capitalisation

Arkam Ograk & Laura Belenguer/ Interact / 14.5.2024

Interact

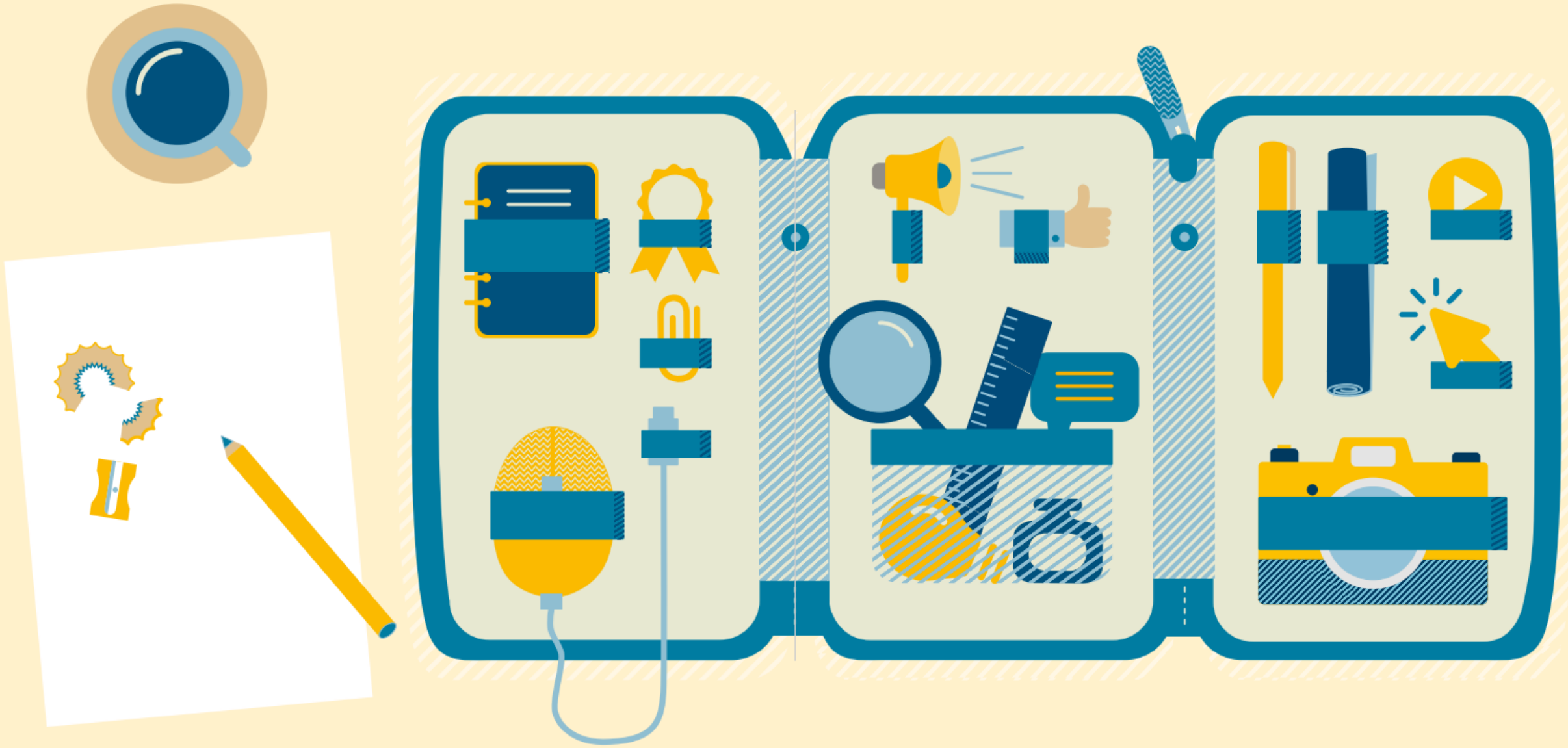
Co-funded by the European Union

Interreg

Before we start…

- Who are we? ☺
- Communication guidance and support:
  - Interact Academy certified courses
  - Soft skills: Designing presentations, facilitation skills, making your writing work…
- Check out our library! Capitalisation management guide, other comms guides
- Current hot tools: –one in the making (Project Communication toolkit) and one already available (the Journalism mini-guide)

The Project Communication Toolkit



Project Communication

In today’s context, it refers to the programmes’ communication support to project beneficiaries.

Programmes' work on project communications

Guiding project partners	Promotion of projects
This is about how you work with projects in order to ensure, e.g. • compliance with EU regulations and programme rules, • quality project communication by partners, which, by extension, improves quality of programme communication, • improve capacity of partners to better communicate, their awareness on the tools and platforms available to them, • develop a monitoring method to follow up on communication activities of projects, and consensual and active involvement of partners in that system, • etc.	This is about how you work with projects at programme level in order to, e.g. • highlight programme achievements with evidence from projects, • identify *the* flagship projects of your programme, • multiply the messages of projects and increase their reach, • convince certain target audience that EU cooperation beyond borders has an added value • find and exploit EU-wide promotional platforms, • ensure reuse of the results and develop new projects on the achievements of existing ones, i.e. to capitalise on results • etc.

and where?

What are the most common ways through which programmes guide the project partners?

Written guidelines

You are here.

Communication trainings

Online or in person

Communication session during project implementation trainings

Also applicants' seminars

Help desk style assistance

One-on-one support via emails, calls, in-person.

Programmes' written guidance

can roughly be grouped into

Visibility Manuals

Programme-specific brand rules: logo, colours, typography, project logo rules (if any), guidance on use of templates, etc

Visibility chapters in programme manuals

A combination visibility manual and communication guide

Communication Guides

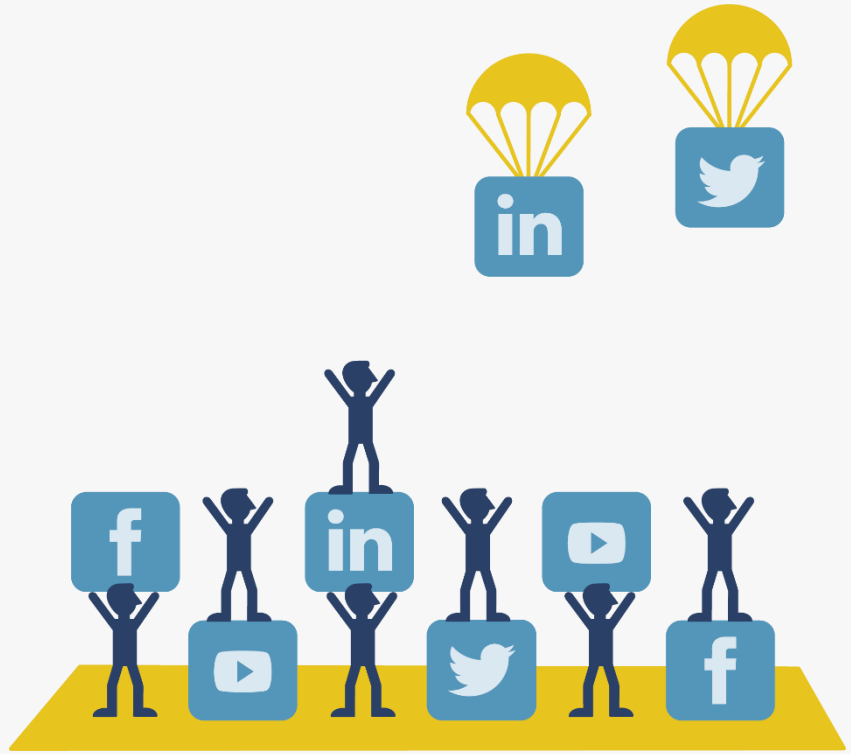
A compilation of recommendations on "how to make your project communications better". Not so much rules, but tips and ideas to improve.

Templates

For practical use, with reference from the Visibility Manuals

What is the Toolkit and why should I care?

- Not a ready-to-download publication
- A semi-ready project communication guide
- Based on the communication toolkit for programmes, revamped and repurposed for projects



Chapters

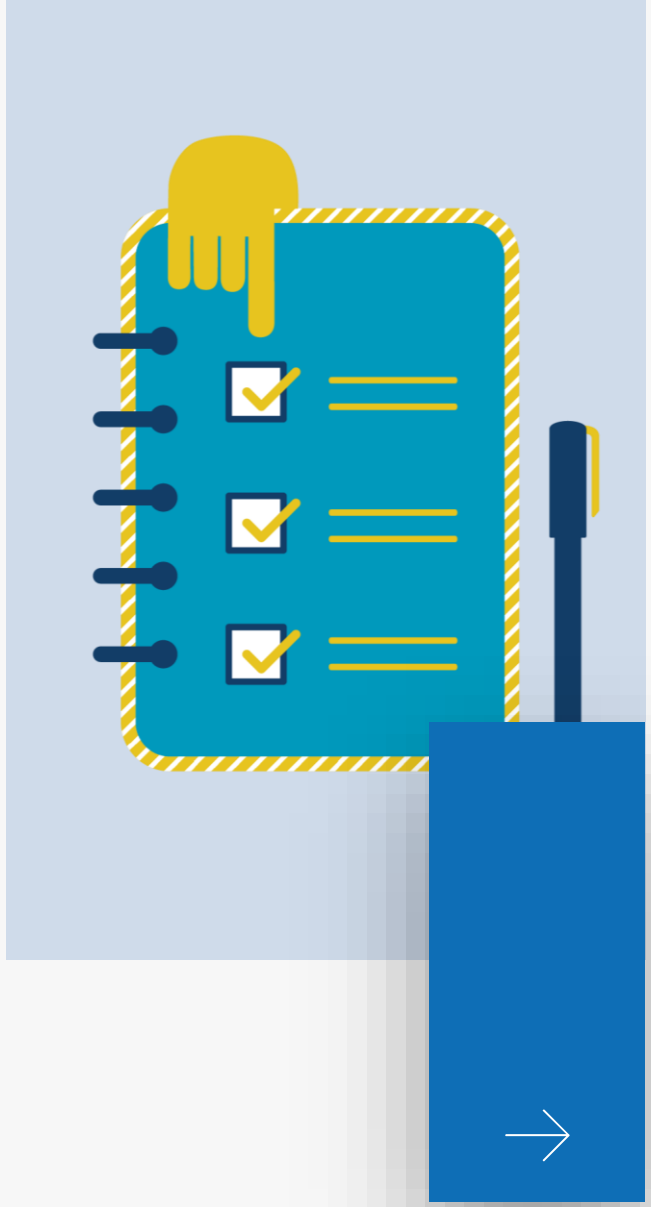
- Intro: Working with your programme
- Communication Strategy
- Events
- EU-Wide platforms
- Storytelling
- Newsletters
- Writing for your Readers
- Presentations
- Project websites
- Social media
- Media
- Photography
- Graphic Design
- Programme visual identity
- Videos
- CAP & COM
- Use of Artifical Intelligence

How to work with the Toolkit?

- To be published in editable format: MS Word + a design software
- Will be available on the Interact website
- Your programmes owns it after editing, there will be disclaimer
- We own the responsibility towards you, but you own it towards beneficiaries
- Does not replace your programme guidance, BUT must be in line with your programme guidance

How do the chapters look?

- Show the Toolkit draft (Google Docs)



Next steps and timeline

Finalise chapter texts

Working on it with Rosa. Estimated June.

Acquire visuals

Design & purchase

Graphic Design

To be done in-house

Internal & external reviews

Within Interact & with programmes

Any volunteers?

Release

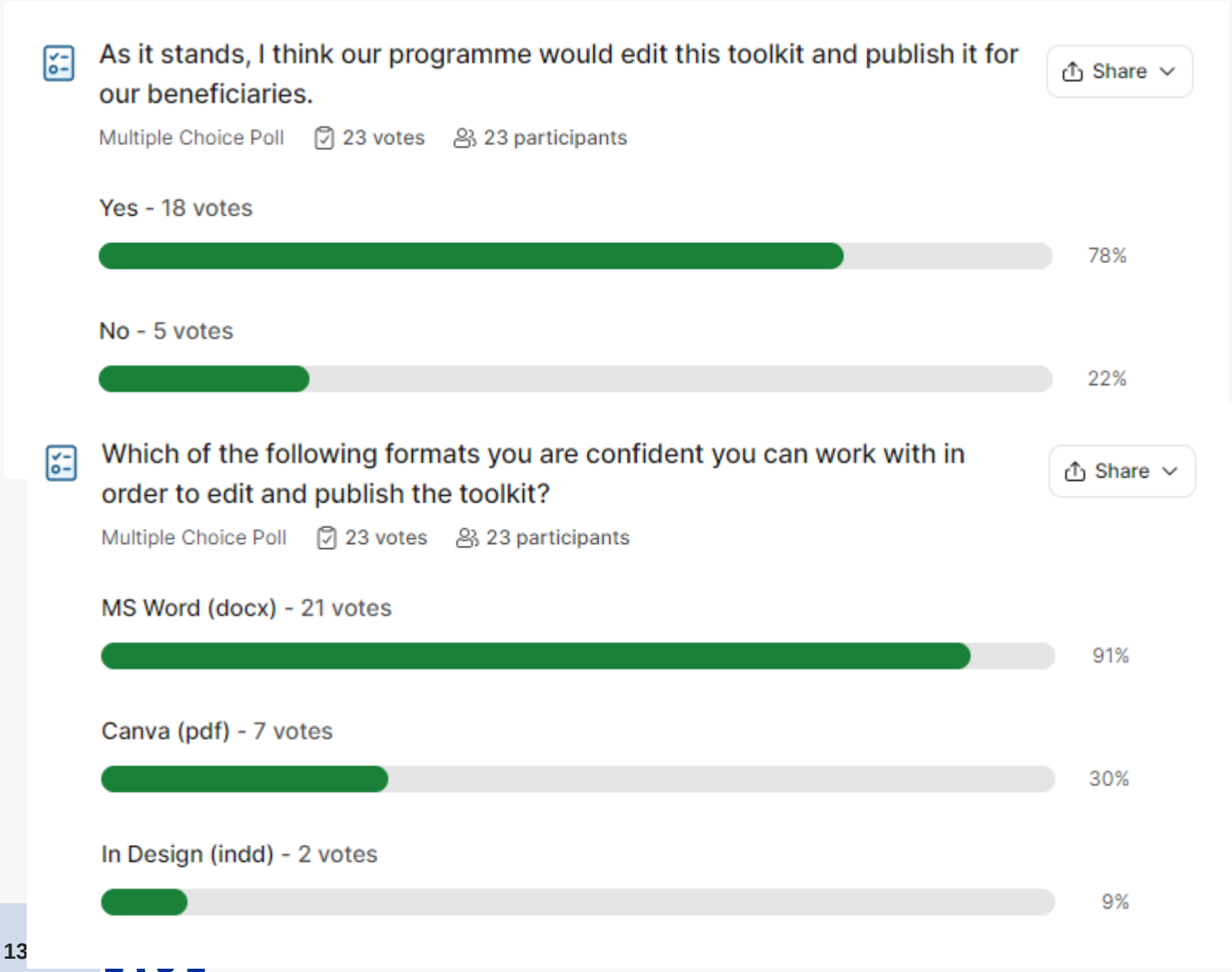
May

June

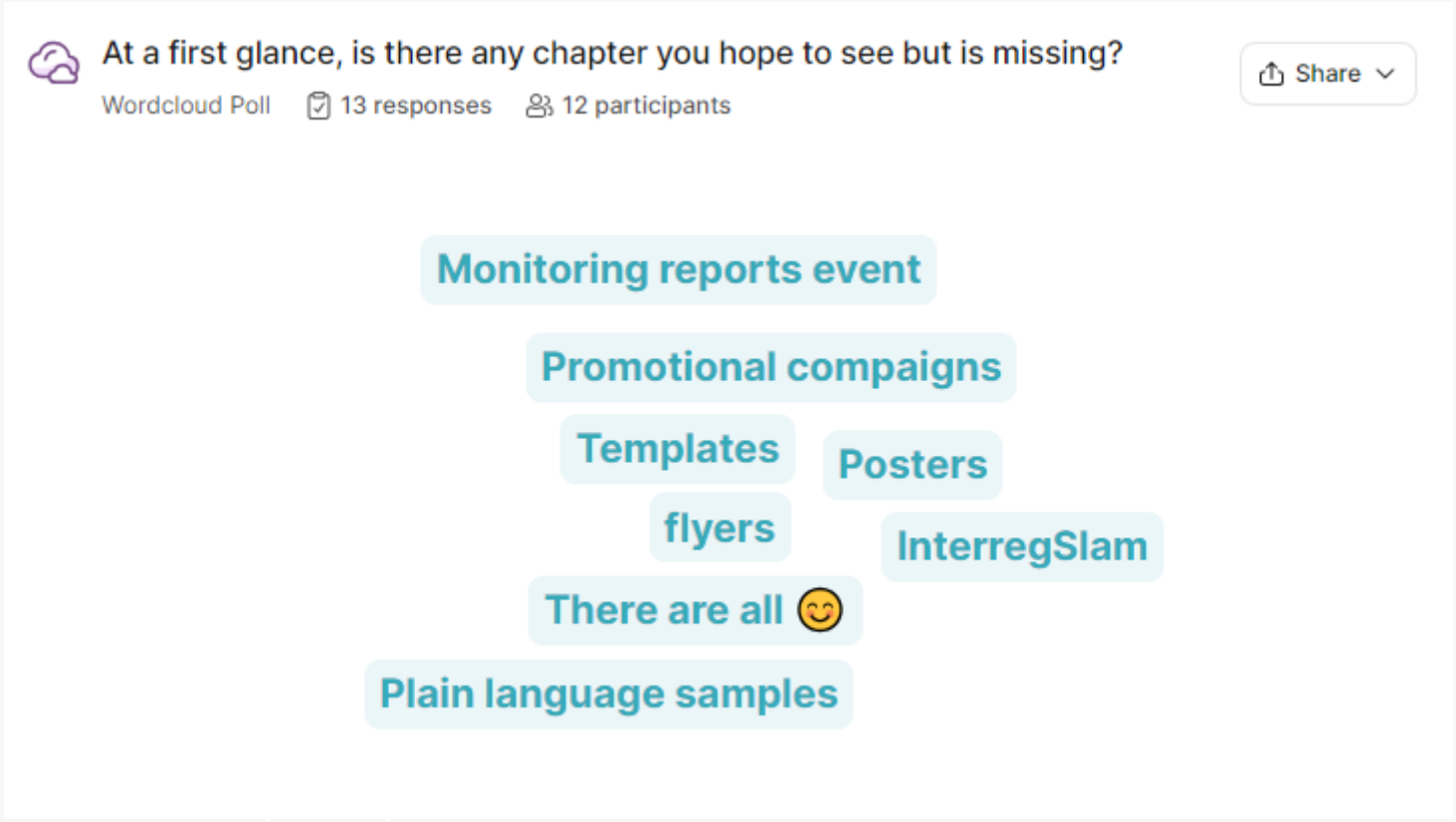
August

September

Slido results



Slido results

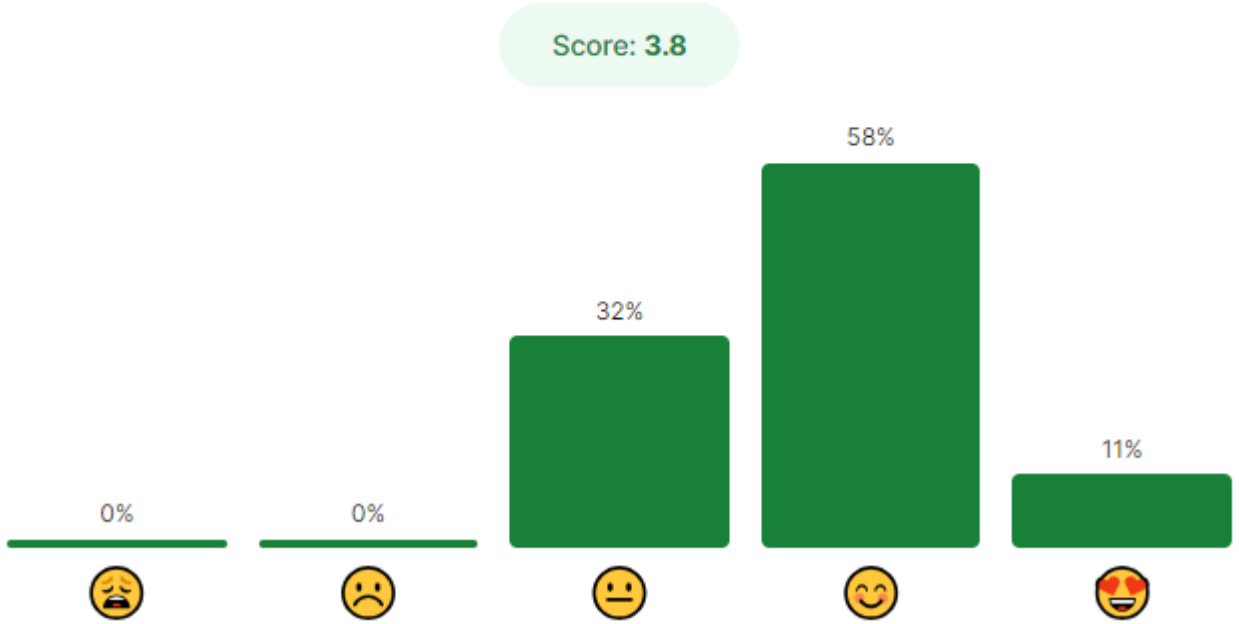


Slido results

Considering how we envisage the process to work, is it too much hustle to just to develop one programme guide? (e.g. programme edits, own info, reshuffle design, etc)

Share

Rating Poll 19 votes 19 participants



The Journalism mini-guide

Main features

- Practical tool
- Very visual mini-guide –communication basics not necessarily for communication people
- Main goal: effectiveness.
  That Interreg content has an impact according to communication standards and principles

Main features

Programmes print it themselves. Very user-friendly format.

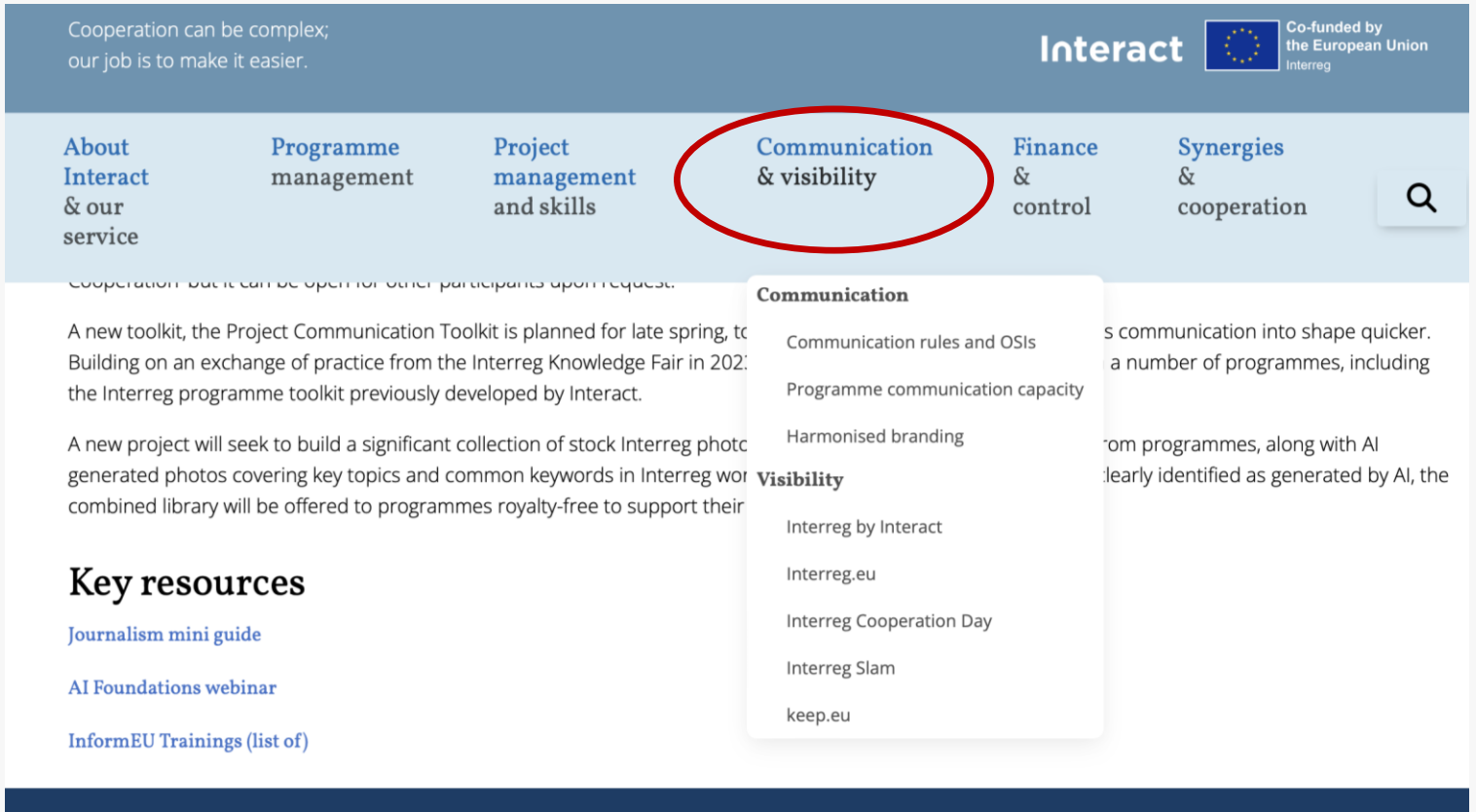
Technical specs:

- Length: 36 pages + covers
- Size: 150 x 170 (closed)
- Ink 4+4
- Type of paper: interior in 135 gr matte coated paper. Covers in 300 gr. matte coated paper.
- Finish: Stapling

Main features

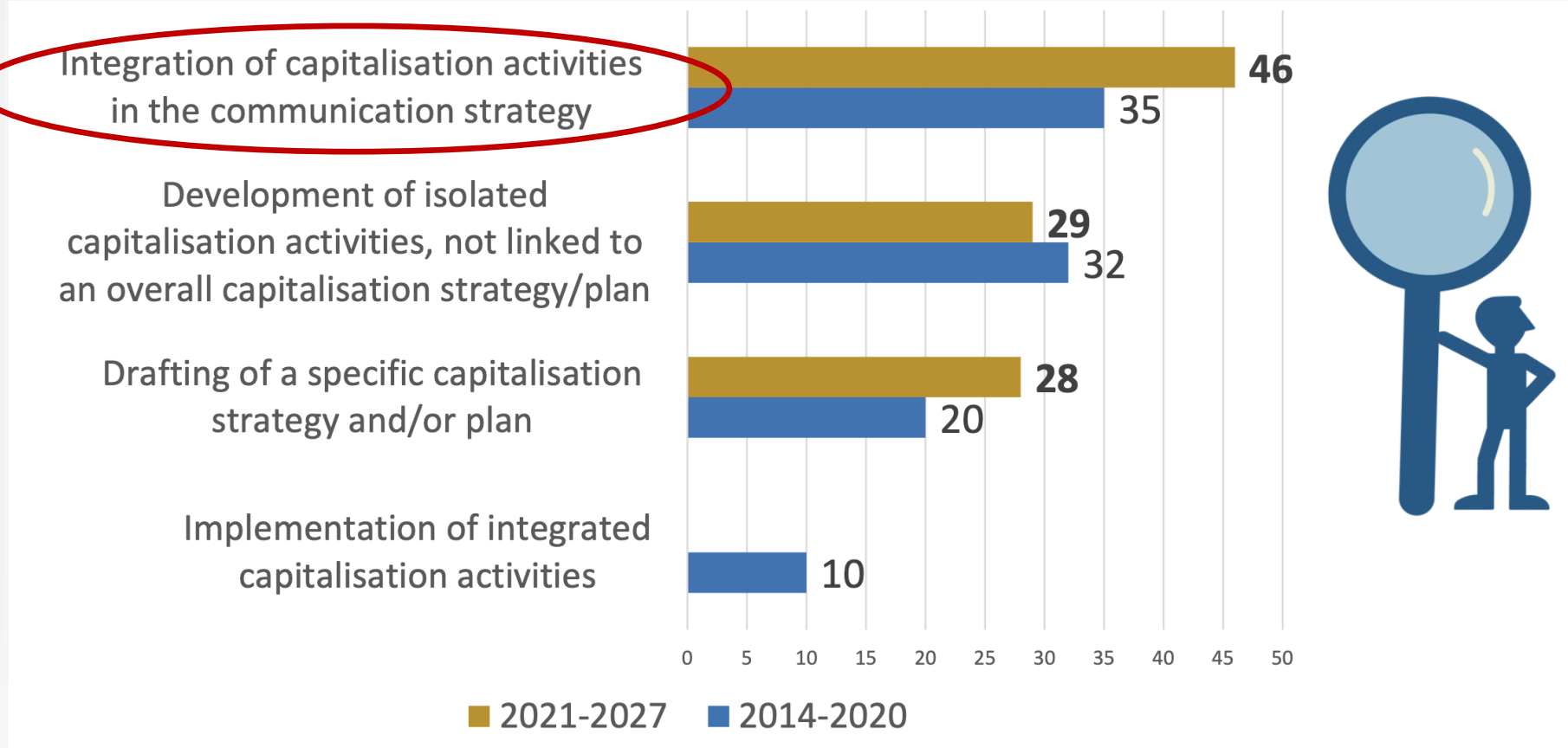
Available on the **Interact website:**

Comm and visibility → programme comm capacity



Main features

Responding to your needs and concerns: lack of time & resources, not communication background, need to connect cap & comm…



Main contents

01 Some basic journalism principles

- **The News Relevance Elements** 7
- **Key features of an article or press release** 8
  - Regarding the content: the ABC of effective communication 8
  - Regarding the form: Inverted Pyramid 9
  - Regarding the structure: main elements of a press release

02 How to deal with the media?

- **Hi, I am a journalist -Well, nobody is perfect** 14
- **Pitching to the media** 16
- **When the media calls...** 17
- **The elevator pitch** 18

03 The reality of media: key figures

- **EU Media Poll 2022** 22
- **Digital News Report 2022** 24
  - Key findings 25
  - Disconnection with the news 26
  - Less 'paying for news': subscription fatigue 27
  - Reading the news or watching videos? 27

04 What EU media said about communicating Interreg

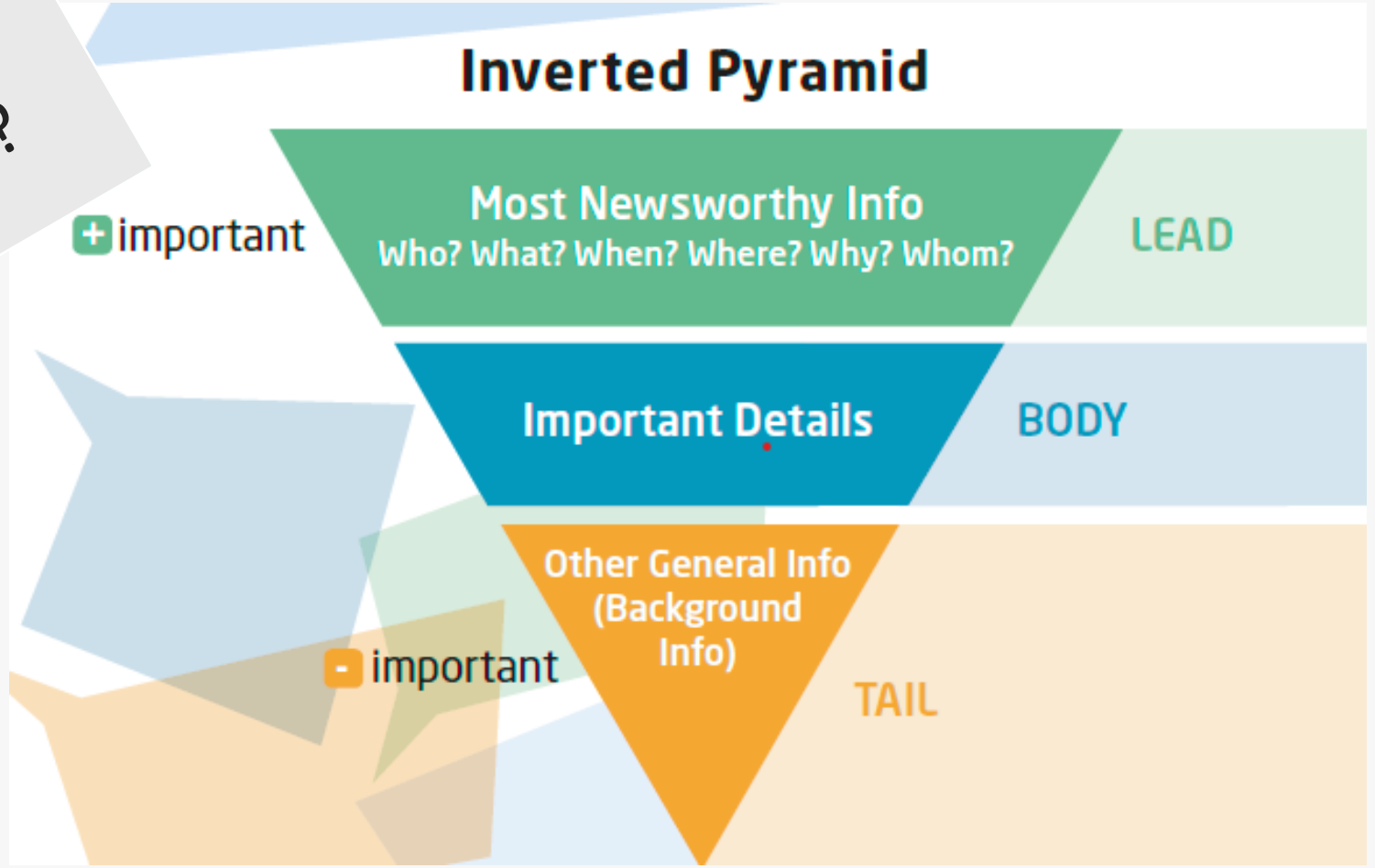
- **General tips when communicating Europe** 31
- **Lessons learned in Interreg** 31
- **When communicating a project...** 32
- **Elements of a good story** 32

05 Evaluation of your communication activities

- **The GCS Evaluation Framework** 34
- **When planning your evaluation** 34
- **The Evaluation Model Implementation Matrix** 36

Examples

How to write?



Tips for media coverage

How to deal with the media?

The power of news agencies

Send your story to news agencies (Reuters, ANSA...) because they can reach a number of media you could never dream of! Also, distribute your press release to specific journalists, not to **generic email addresses like info@magazine.com**

Pitch perfectly!

- Explain why it should interest journalists and their readers/viewers
- Don't over-exaggerate or make ridiculous claims
- Pitch by email and on time

Journalists ask. They want to know:

- What's new here?
- Why does this matter?
- What does it change, what's the impact?
- How much does it cost?
- Give me a practical example
- SO WHAT?

What's your hook?

- Major events
- Anniversaries
- National or world days
- Surveys, polls
- New twists on current news
- Report launches
- Exclusive interviews

Be active on social media

- Position yourself as an expert -journalists need credible sources, not bigmouths.
- Engage -retweet others, follow key players, be civil, avoid pointless posts.
- Flatter -most journalists are on Twitter or Instagram. Follow, flatter them

How to pitch a story?

The elevator pitch template

Also known within the Interreg community as **the 'Charlélie's pattern'**, this short script is a very good way to briefly present your project to someone and get their interest. Be concise and clear, get to the point and use short sentences. Then, you will succeed.

INTRO + PROBLEM
The big picture/context

PROBLEM SPECIFICS
We focus on the problem/challenge

SOLUTION
How our project fights the problem

HOW THE SOLUTION WORKS
Short explanation of the main features of the project (3 max.)

PROOF IT WORKS
The impact of the project (main results, figures, people reached...)

VISION AND BRAND
The last "touch", the closing sentence summarizing what Interreg/the project does

How to evaluate comm?

The Evaluation Model Implementation Matrix

Stages in strategic communication

How to evaluate comm?

3 Outputs

What is put out (or done) that reaches and engages the target audience

STEPS
- Exposure
- Reception

Examples:
- Publicity
- Web and social media content
- Newsletters
- Brochures, publications
- Videos
- Events

4 Outcomes

Short term → outtakes. What the target audience take out of communication.

STEPS
- Attention, awareness
- Understanding, learning
- Interest and engagement

Examples:
- Web visits, page & video views
- Social media discussions, shares
- Registrations, subscriptions

Long term → the sustainable effects that communication has on the target audience.

STEPS
- Attitude change
- Trust, preference
- Intention
- Advocacy

Examples:
- Feedback
- Satisfaction levels
- Joining
- Strategic relationships

5 Impact

What quantifiable results are caused by the communication activity

STEPS
- Target audience's action/behavior in line with the comms objectives
- Social/political change
- Organization change

Examples:
- Revenue
- Costs reduction
- Customer loyalty
- Social benefits (for instance, public health improved)
- Reputation
- Policy change

How to measure?

Strategic Objectives

Clearly establish Interreg's brand

On and for the Interreg community

Relevance and impact

Showcase the impact of Interreg and how it makes a difference

Engage through storytelling

Knowing how to write effectively

Thank you! ☺

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All materials will be available on our website