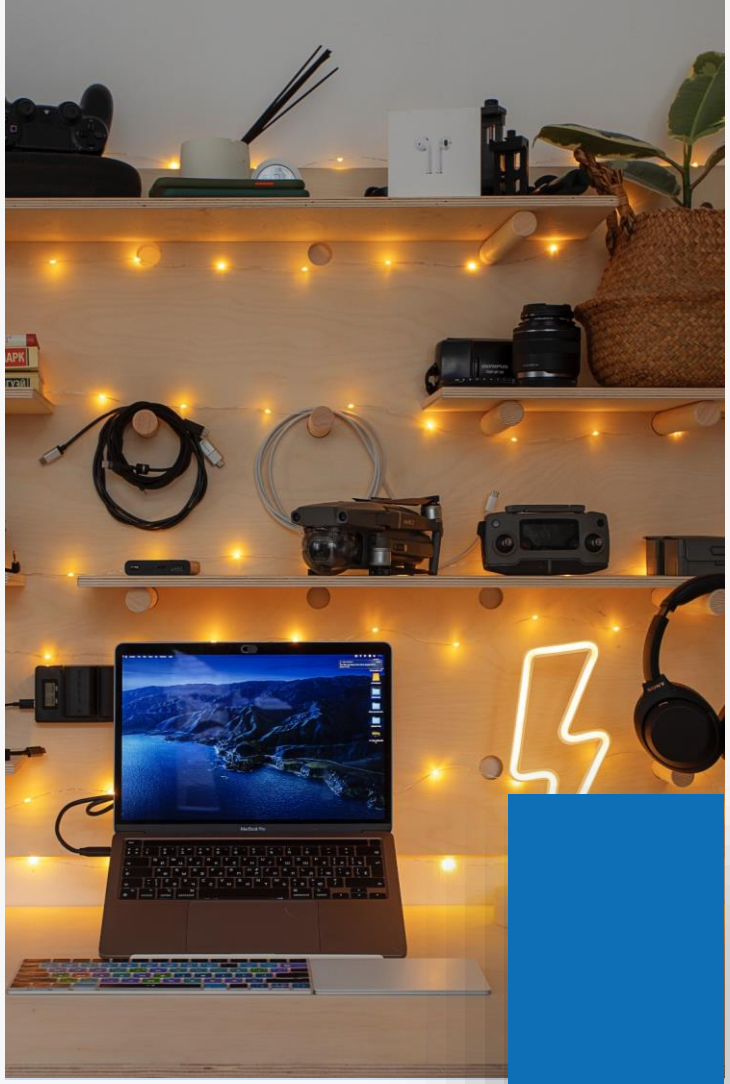
Programme communication for beginners

# Welcome to the world of Interreg communication.

Arkam Ograk/ Interact office Vienna / 28.06.2023

Interact

Co-funded by the European Union
Interreg



# Rules and platforms for communicators

1. Interreg communication in the regulations
2. Interreg branding
3. Communication networks
4. Platforms and tools
5. Visibility campaigns
6. Events to join & calendar
7. Questions and Answers

# Communication in Regulations

# Regu-what?

Regulations are binding legal documents for all EU Member States, and they supersede national legislation. In order to work in any role in an Interreg programme, you need to know what the regulations say about your area of work.

- **Common Provisions Regulation? Interreg Regulation?**
- **Programming periods?**
- **Any other relevant rules?**
- **Get familiar with programme management**

# Communication in the Common Provisions Regulation (CPR)

**Programming**

Art. 22(3) defines approach to communication for each programme

**Monitoring**

Art. 38-43 sets out monitoring requirements

**Visibility, transparency & communication**

Art. 46-50 sets the frame for

- Common visibility of EU funding
- Communication officers & coordination mechanisms
- Requirements for managing authorities and for beneficiaries, i.e. for transparency and visibility

**Technical specifications**

EU emblem

# Communication in the Interreg Regulation

**Programming**

Art. 17(3;h) defines approach to communication for each programme

**Transparency & communication**

Art. 36 together with articles 47 to 49 of CPR

**Monitoring**

Art. 28-34

**Technical specifications**

Art. 36 together with Annex IX of CPR

# Programming and monitoring

- Your programme document includes a communication chapter
- The Monitoring Committee shall examine: … (e) the implementation of communication and visibility actions
- Commission monitors the progress of the programme via ‘Reviews’. Ensure data on implementation of communication is included
- Make communication materials available for the Commission.

# The EU emblem

## CPR Article 47 - Emblem of the Union

Member States, managing authorities and beneficiaries shall use the emblem of the European Union in accordance with Annex IX when carrying out visibility, transparency and communication activities

**Check Annex IX to the CPR for instructions and technical specifications!**

# Interreg branding

## Interreg Regulation Article 36 (4)

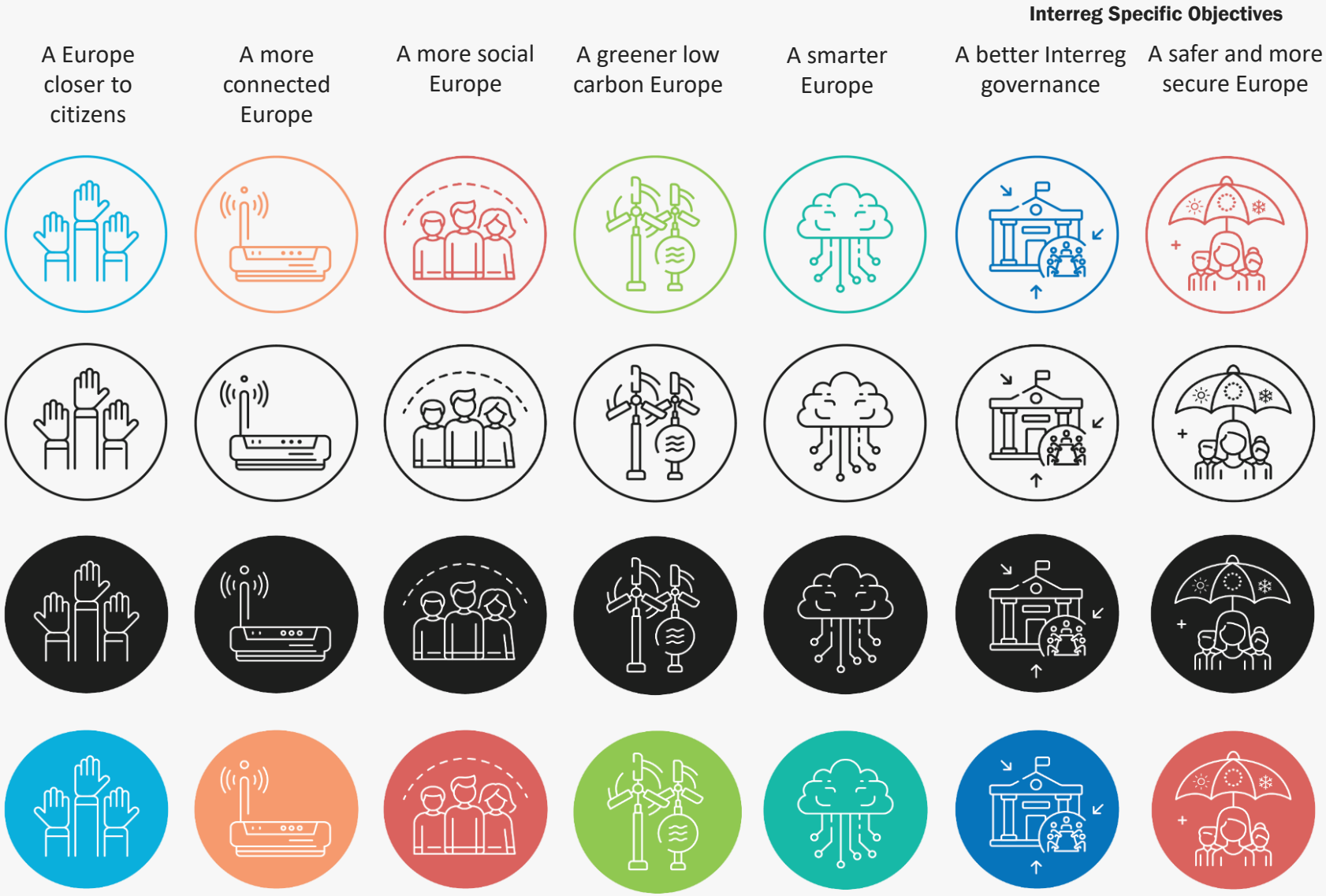
The term 'Interreg' shall be used next to the emblem of the Union in accordance with Article 47 of the CPR

# Before branding

# After

Interreg
Botnia-Atlantica
European Regional Development Fund
Interreg
Nord
Interreg
Sverige-Norge
Interreg
Central Baltic
Northern Periphery and Arctic Programme
Interreg
North Sea Region
Interreg
Deutschland - Danmark
Peace
Northern Ireland - Ireland
Interreg
South Baltic
EUROPEAN UNION
Interreg
Estonia-Latvia
Interreg
Baltic Sea Region
Interreg
Northern Ireland - Ireland - Scotland
Interreg
2 Seas Mers Zeeën
Interreg
Austria-Hungary 2014-2020
Interreg
Danube Transnational Programme
Interreg
North-West Europe
Interreg
CENTRAL EUROPE
Interreg
Österreich-Bayern 2014-2020
Interreg - IPA CBC
Bulgaria - Serbia
Interreg
Europe
European Union | European Regional Development Fund
URBACT
Interreg
Alpine Space
Interreg
Polska-Słowacja
Interreg
Slovakia-Austria
Interreg
Slovakia-Hungary
Hungary-Croatia
Cross-border Co-operation Programme
Interreg
SLOVENIA - CROATIA
Interreg
ITALIA SVIZZERA - ITALIE SUISSE - ITALIEN SCHWEIZ
INTERACT
Interreg
Romania-Hungary
Interreg - IPA CBC
Bulgaria - Turkey
Interreg
ITALIA-SLOVENIJA
Interreg
ADRION
ADRIATIC-IONIAN
Interreg
SLOVENIA - HUNGARY
PARTNERSHIP
Interreg
Italia-Österreich
Interreg
Sudoe
Interreg
Italy - Croatia
European Regional Development Fund
Interreg - IPA CBC
Croatia - Serbia
Interreg
POCTEFA
Interreg - IPA CBC
Hungary - Serbia
Interreg
MARITTIMO-IT FR-MARITIME
Interreg - IPA CBC
Italy - Albania - Montenegro
Interreg
España - Portugal
Interreg
Mediterranean
Interreg - IPA CBC
CCI 2014TC16I5CB006
Interreg
Ελλάδα-Κύπρος
Interreg
Greece-Bulgaria
Interreg
Caraïbes
terreg
Caribbean
Interreg
Balkan-Mediterranean
Interreg - IPA CBC
Greece - Albania
Interreg - IPA CBC
Croatia - Bosnia and Herzegovina - Montenegro
Interreg
Italia-Malta
Interreg
Greece-Italy
European Regional Development Fund
EUROPEAN UNION

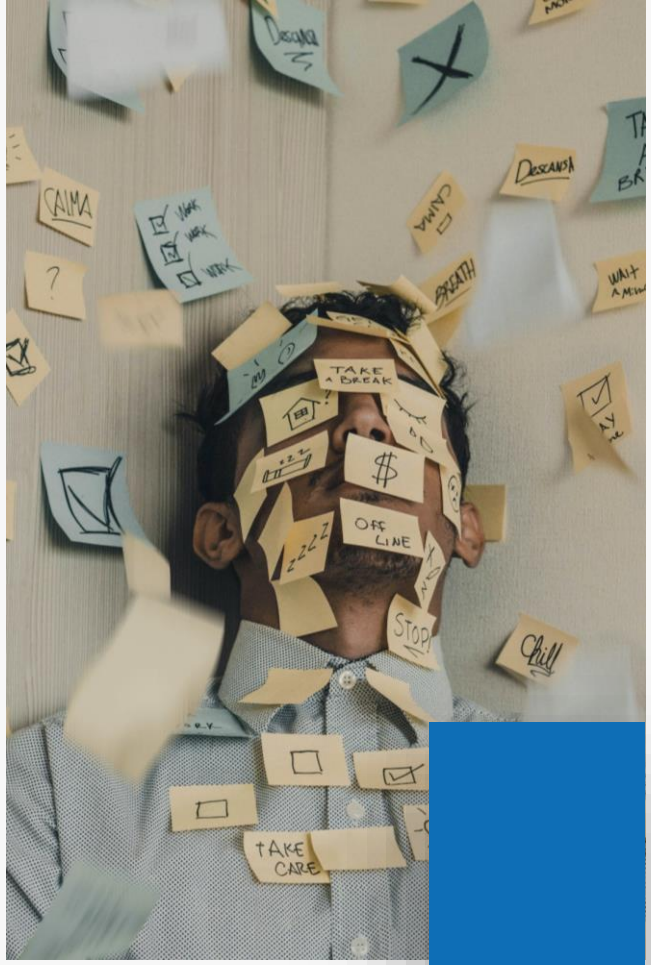
# Policy Objective (PO) icons



https://www.interact-eu.net/library?title=&field_fields_of_expertise_tid=37&field_networks_tid=All

# Communication officers and networks

- Your programme must have a communication officer.
- A new role of ‘national communication coordinator’ is defined, and this coordinator is expected to coordinate communication efforts at the national level.
- Interreg has a ‘national coordinator” too. Guess who?
- The Commission runs a network of communication officers (INFORM EU). Make sure you are included.




# Responsibilities of beneficiaries

### Acknowledgement of EU funding

must be ensured by beneficiaries on their printed material and online pages.

### Unified reference to the EU by all funds

no more reference to specific funds. ( except for using the word Interreg).

### Financial corrections of up to 2%

to be applied should beneficiaries not comply with these responsibilities.

### SPF beneficiaries

All these rules also apply to the beneficiaries of small project funds.

# Responsibilities of beneficiaries

### Plaques or billboards

By projects involving physical investment or the purchase of equipment, and whose total cost exceeds EUR 100.000

### Posters

By all the other projects, with information about the project, highlighting Interreg support

### Only one plaque or billboard

Where several projects are taking place at the same location

### Special measures

for projects of strategic importance and projects whose total cost exceeds EUR 5 million

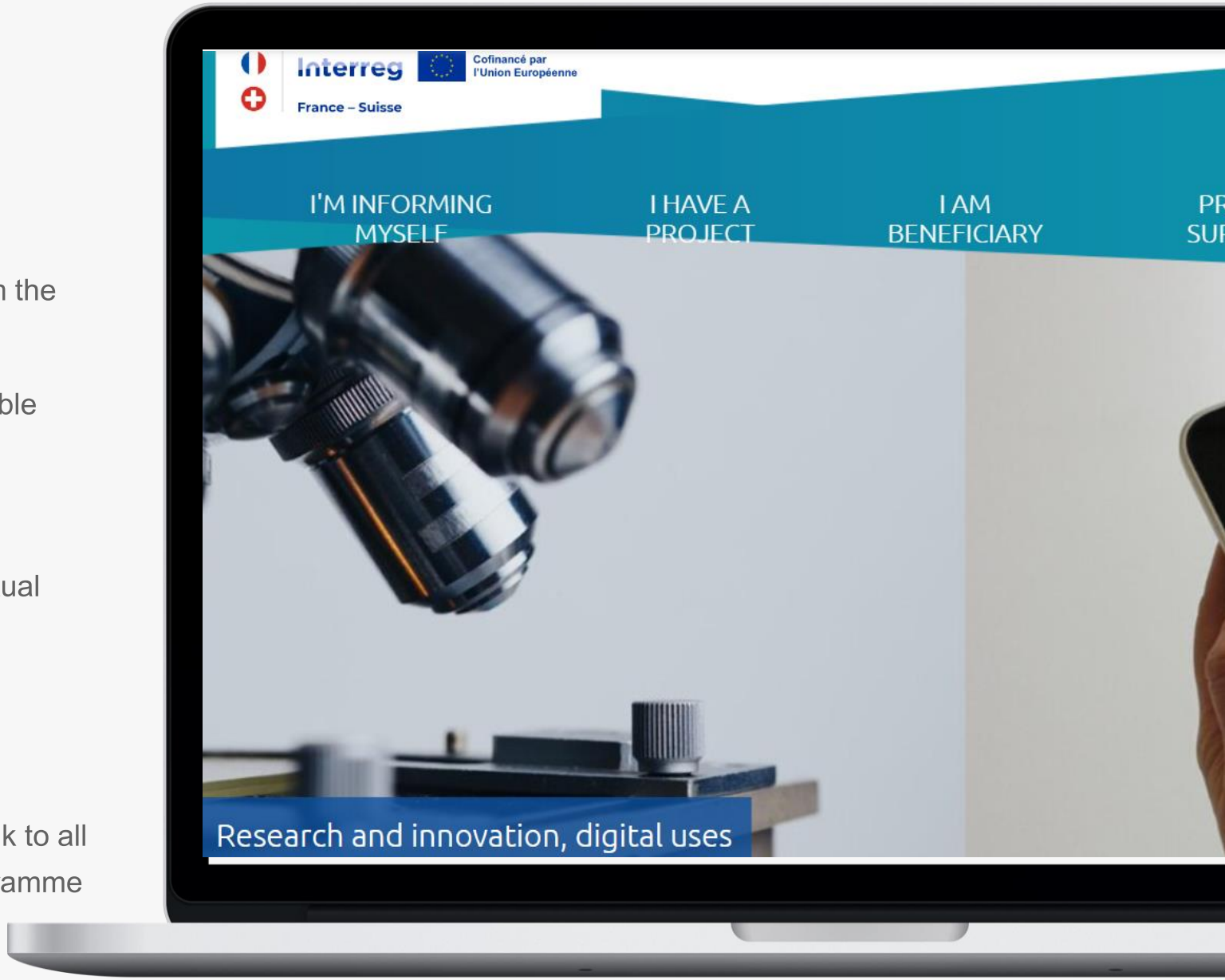
# Plaques and billboards

# Posters

All projects must display posters (at least A3 size) with information about the project, highlighting the support from an Interreg fund.

# Programme websites

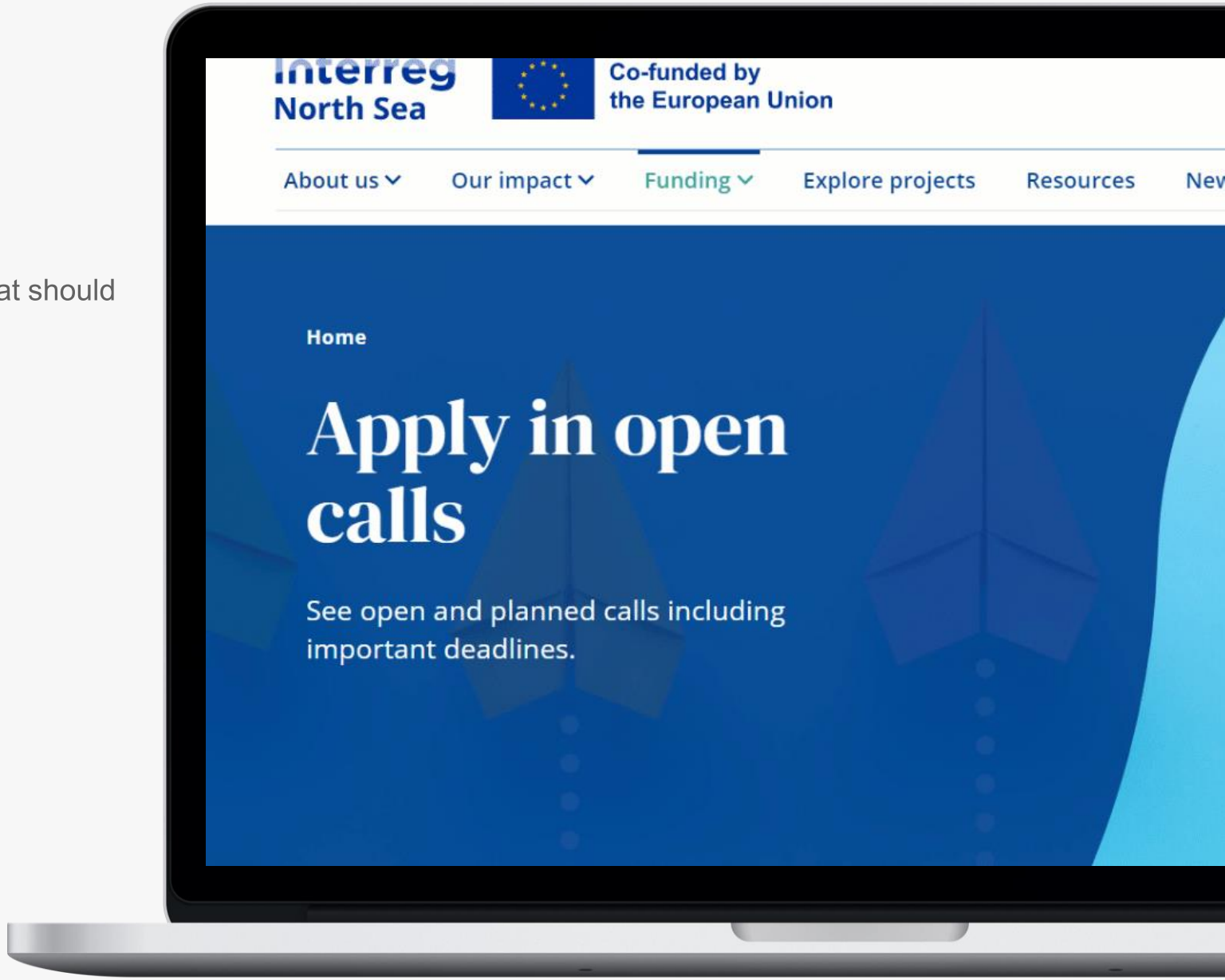
- Have a website up and running within 6 months from the approval of your programme
- Publish list of funded operations (projects) – in editable format. E.g., not jpeg but excel
- Include general information about the programme
- Make sure EU is visibly highlighted (via flag and textual reference)
- Have a section showcasing your projects
- Include contact details for your MA and JS
- The managing authority shall publish or provide a link to all the data transmitted to the Commission on the programme website



# Programme websites

Publish a timetable of the planned calls for proposals that should be updated at least three times a year with the following indicative data: (…)

- geographical area covered by the call for proposal;
- policy objective or specific objective concerned;
- type of eligible applicants;
- total amount of support for the call;
- start and end date of the call.



# Programme websites

The managing authority shall make the list of operations (…) and shall update that list at least every four months. Each operation shall have a unique code. The list shall contain the following data:

(a) in the case of legal entities, the beneficiary's and, in the case of public procurement, the contractor's name***;***

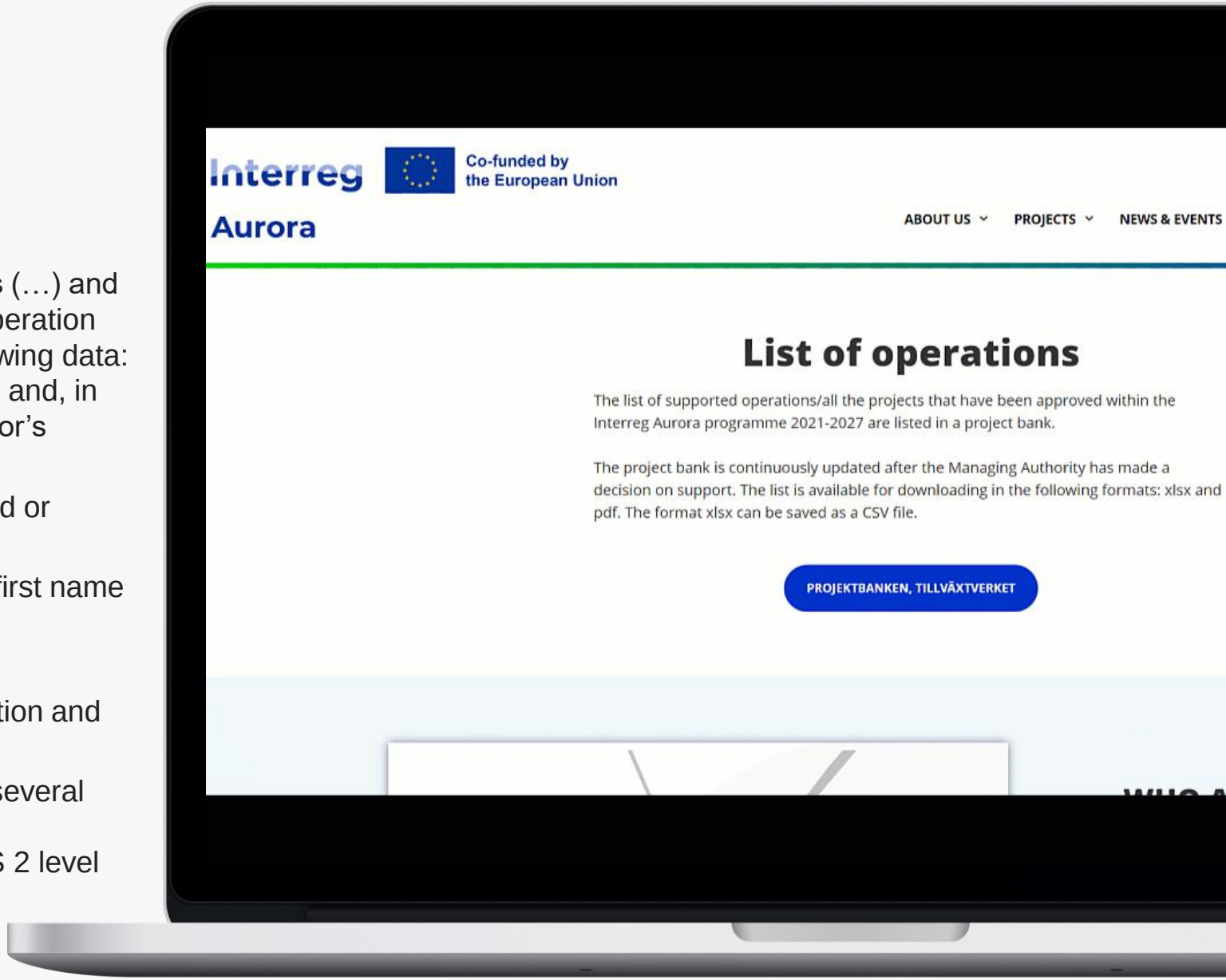
e. the purpose of the operation and its expected or actual achievements;

(…) where the beneficiary is a natural person the first name and the surname;

(…) specific objective concerned;

(…) location indicator or geolocation for the operation and country concerned;

(…) for mobile operations or operations covering several locations the location of the beneficiary where the beneficiary is a legal entity; or the region on NUTS 2 level where the beneficiary is a natural person;



# COMMON VISIBILITY & COORDINATION

- [ ] Visibility of support ensured with the emblem and (co-)funding statement.
- [ ] My programme appointed the best communication officer ever.
- [ ] Can't wait for him/her to take part in ICON and Inform EU networks.

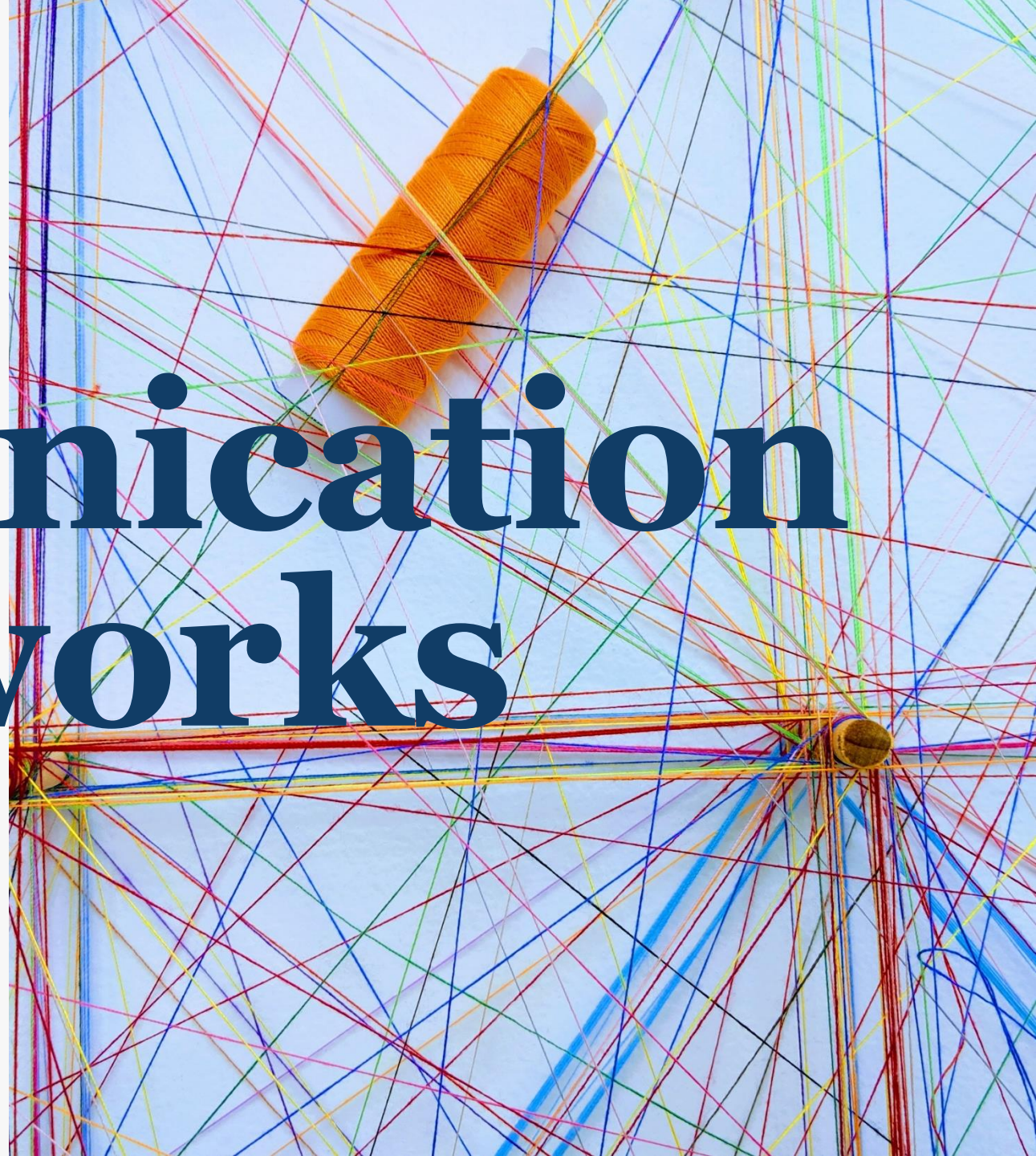
## WHEN THE MA COMMUNICATES…

- [ ] I have a programme website and it rocks.
- [ ] My programme has a sexy list of operations excel file. The funding calls timetable ain't so bad either.
- [ ] Did I tell you both of them are in open formats?
- [ ] Can't wait to grant the Union all the rights to use my communication materials.

## WHEN PARTNERS COMMUNICATE…

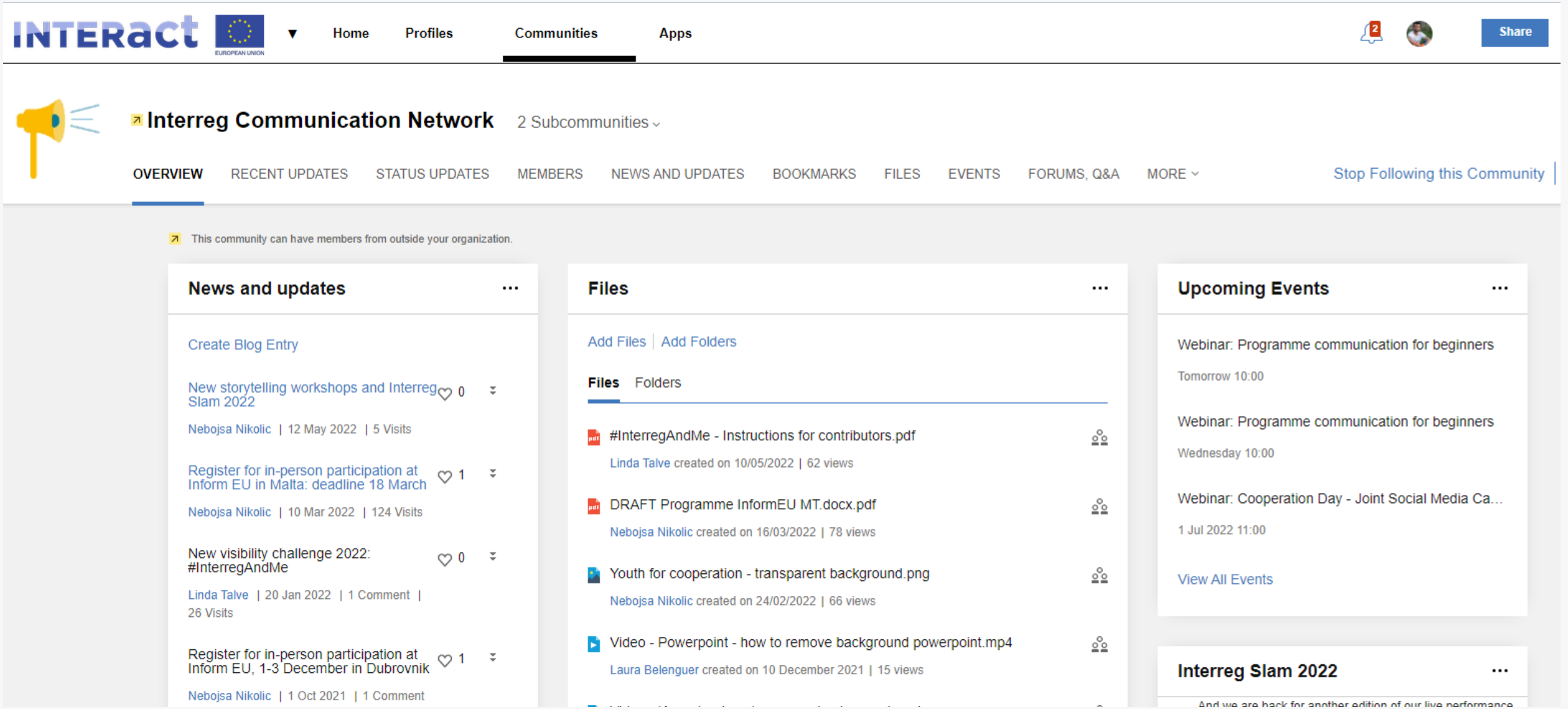
- [ ] All of my projects described what they're doing on their websites & SoMe.
- [ ] Oh boy oh boy, do they use the (co-)funding statement to highlight Interreg support.
- [ ] They have the prettiest plaques.
- [ ] Posters ain't so bad either.
- [ ] Operations of strategic importance really know how to throw a party. Events too.
- [ ] Small project funds are fun guys too, they know how to deal with their final recipients.
- [ ] A financial correction way-to-go is set up in case the partners miss out on something. But they won't.

# Communication Networks



# ICON: Interreg Communication officers Network

- News and updates from Interact
- Notifications for Interact & EU wide communication opportunities
- Access to communication colleagues in other programmes
- Message board for Q&A
- To be added to the online network, send an email to Nebojsa and/or Arkam






Link: https://www.interact-eu.net/networks#2578-Interreg%20communication%20officers

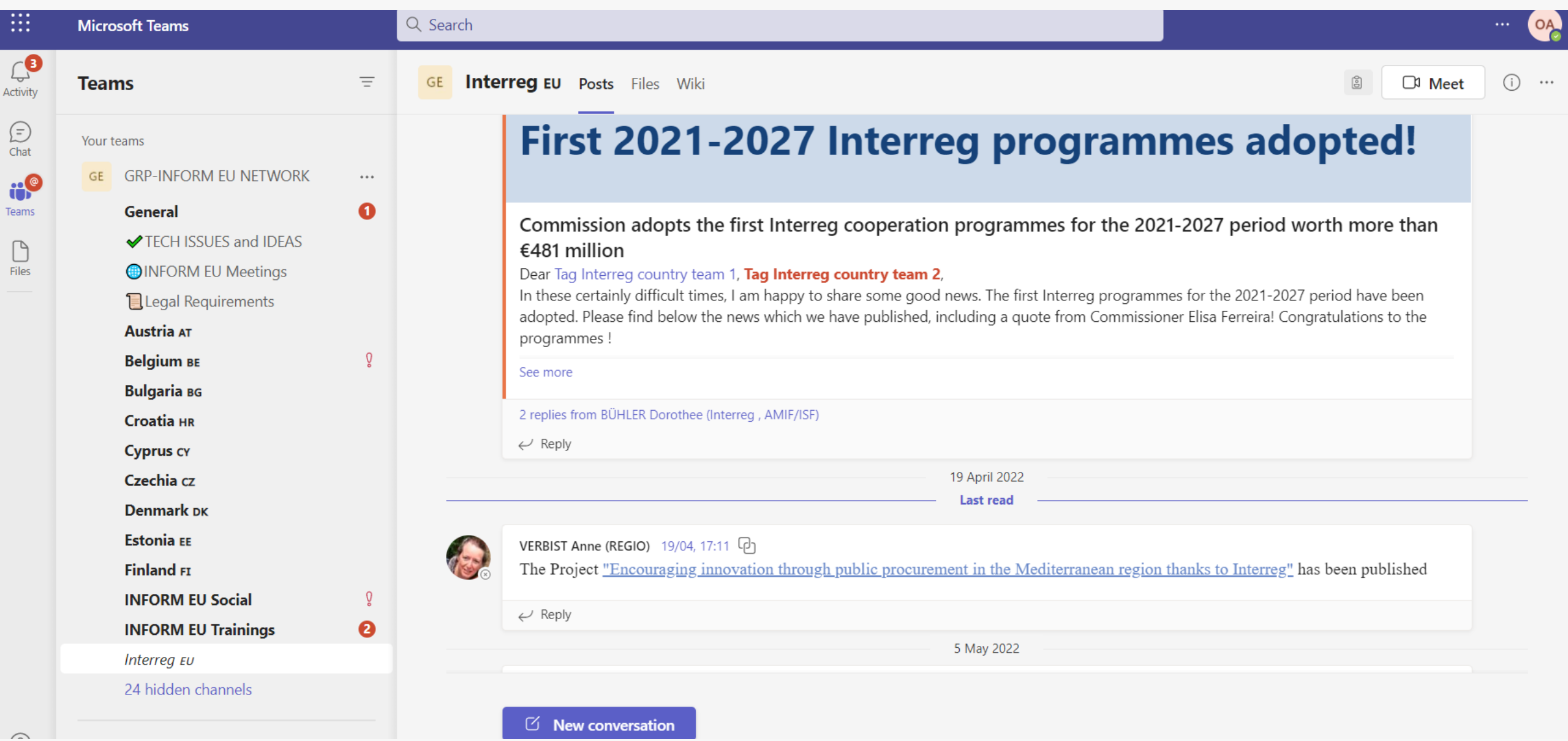
# Inform EU network

Meeting formats

- Network meetings with country team sessions
- Meets physically twice a year

Online space supports:

- Invitations to training sessions
- Invitations and calls to share projects
- Network meeting announcements
- To be added to the online network, send an email to informeu@ec.europa.eu

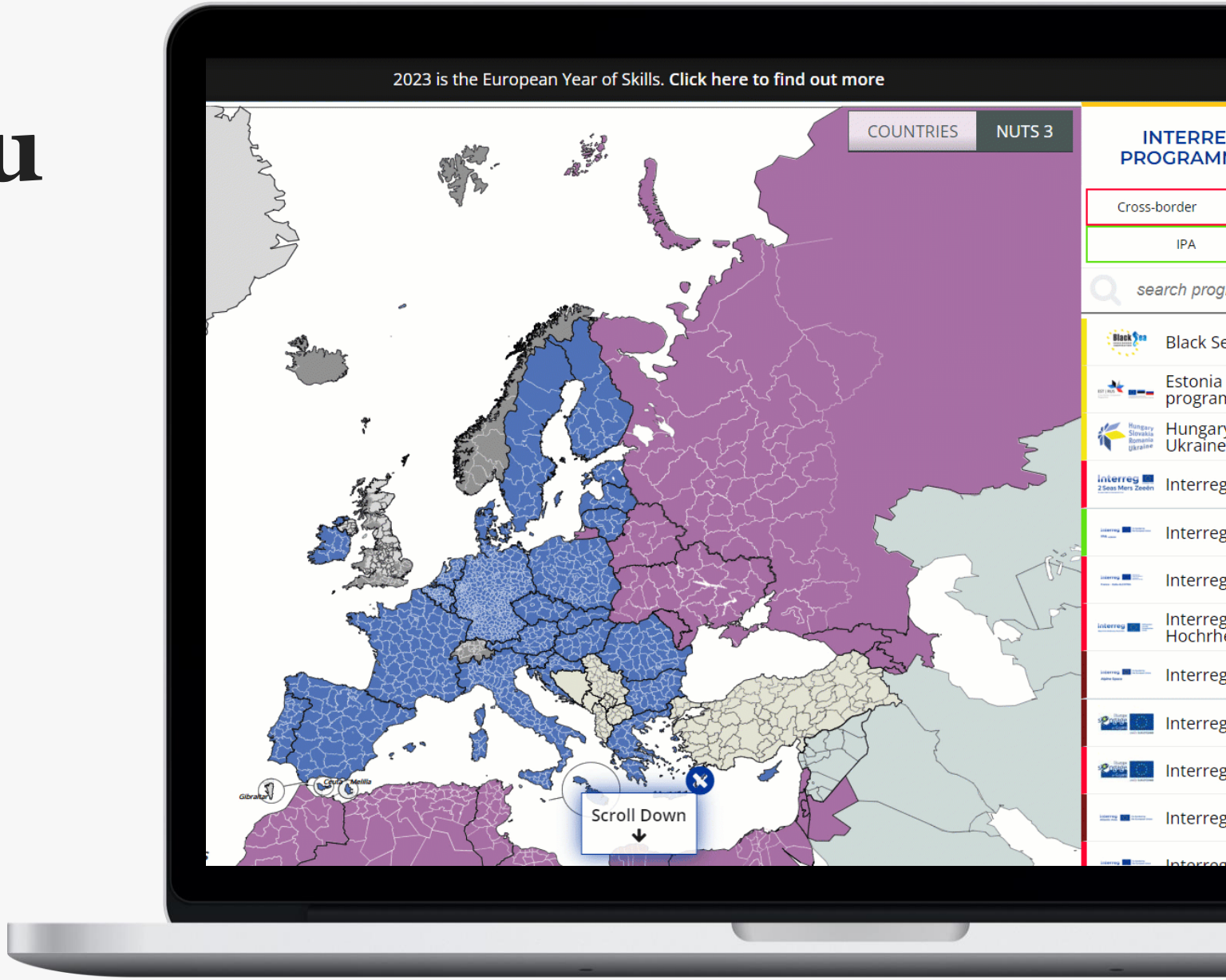



https://teams.microsoft.com/_#/conversations/General?threadId=19:eb7ae421834b4c35b87458046e558ff5@thread.tacv2&ctx=channel

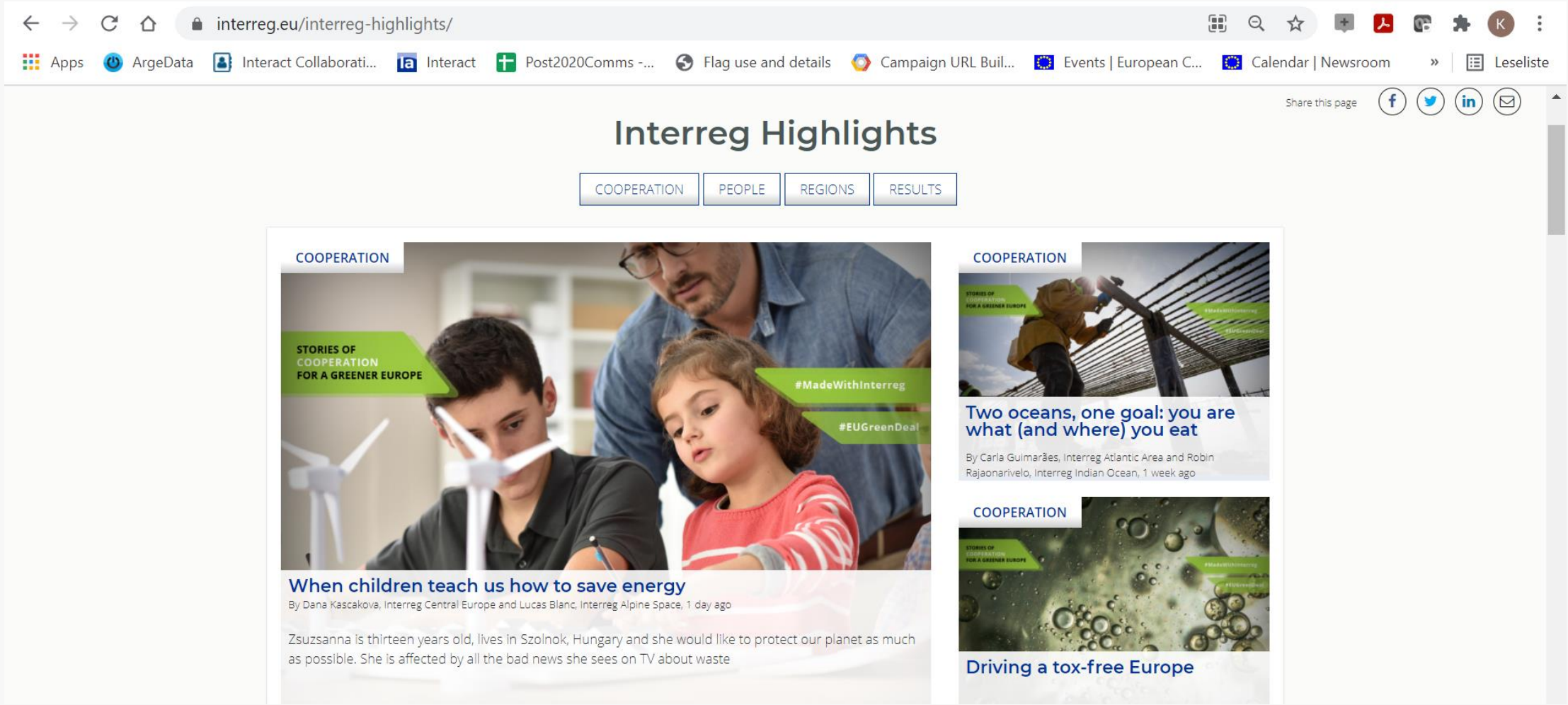
# Online tools

# interreg.eu

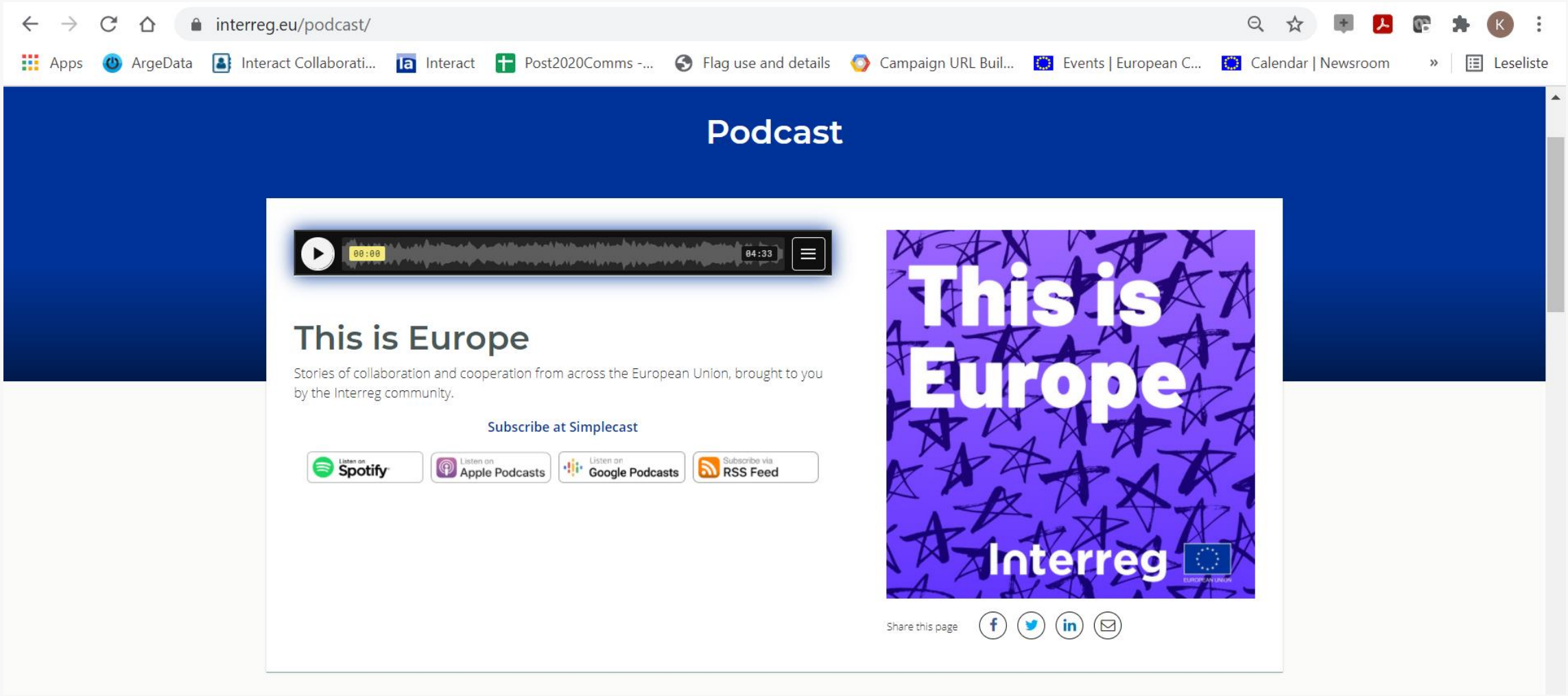
- Edit your programme information,
- Publish your job vacancies,
- Publish your calls,
- Publish news articles or blog posts on your programme results.



# interreg.eu/interreg-highlights/

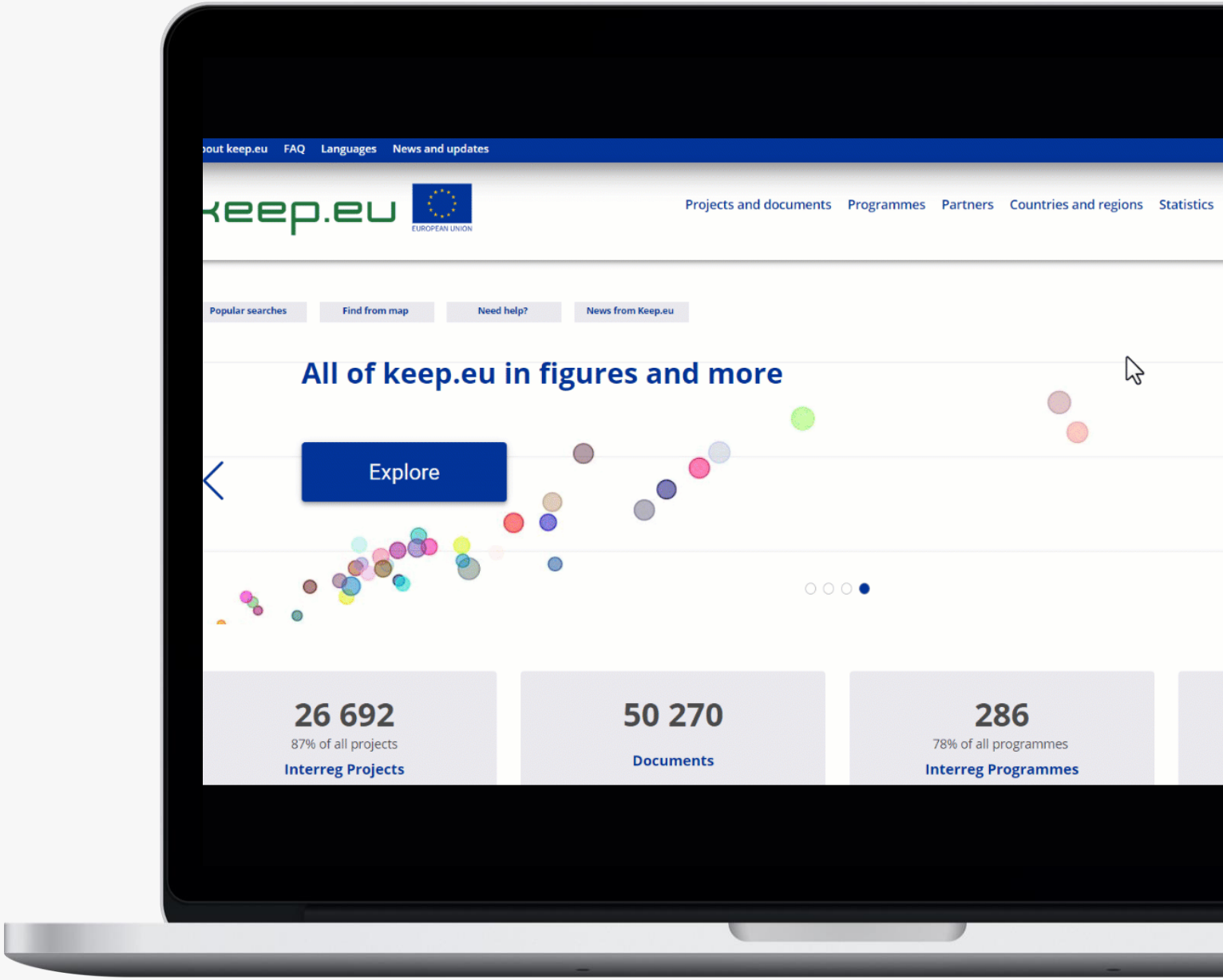


# interreg.eu/podcast



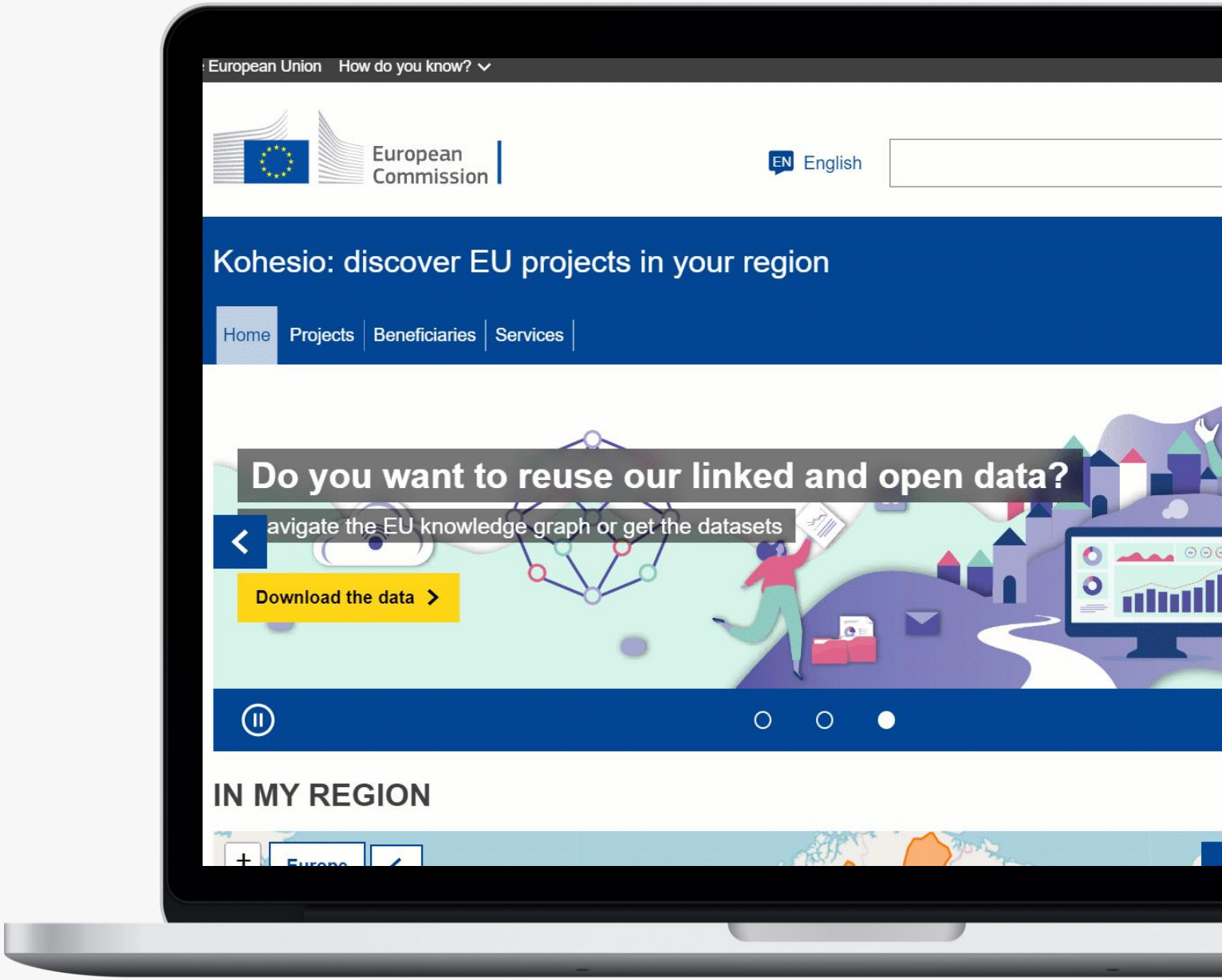
# keep.eu

Interreg data platform



# kohesio

EU data platform

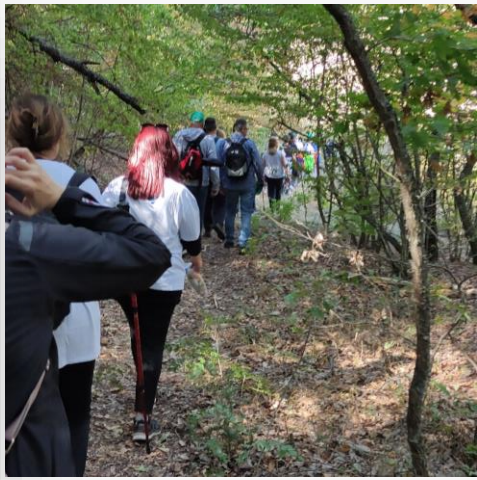


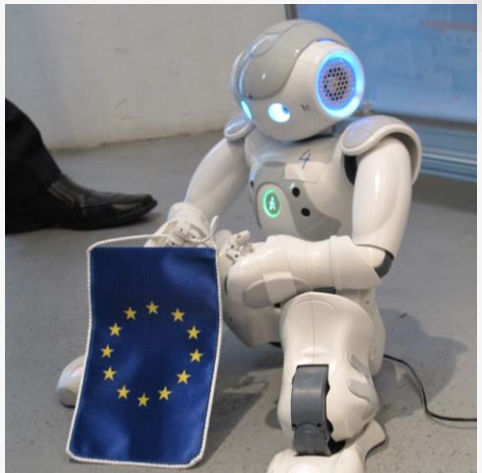
# Visibility campaigns

Interreg

# COOPERATION DAY

*Stronger together*





# Logo Evolution

# European Year of Skills

Interreg COOPERATION DAY
Stronger together

# Interreg Day 2023
# How to get involved

- Check out the Campaign Guide
- Start planning local event and invite projects
- Get awesome templates from the website
- Publish your event on the website
- Joint push on social media

# An indicative timeline – for your reference

**February**
Webinar on preparations

**April**
Website ready

**May**
Campaign guide

**June**
Deliveries of materials

**July +**
**Order custom videos**

**July-September**
**Upload events to website**

**October**
Local events and **evaluation**

**February**

**March**

**April**

**May**

**June**

**July**

**August**

**September**

**October**

**February**
Visual identity ready

**March**
**Order promo materials**

**April-August**
Social media active presence

**July**
Webinar on social media

**August**
Take a break



**September**
Local events and boosting

# Interreg Slam!

A communication competition

to show the impact of INTERREG's programmes and projects

on social media and on stage in Brussels

#Interre
egs

# Timeline - Slam

**Mid May**
Training for applicants

**31 May**
Deadline applications

**July-August**
**Video production for finalists**

**1 September**
Video version 1: testing on FB

**21 September**
Social media winner

**November**
**Video story of the whole Slam**

**May** | **June** | **July** | **August** | **September** | **October** | **November**

**9 May**
Launch of competition

**Mid June**
**Six finalists announced**

**July-August**
Coach training for finalists

**7 September**
Social media competition starts

**October**
**Rehearse final performances**

**October**
Final event in

# Interreg Slam
# What is in it for you?

- Simple application: Usually with a few slides
- Expert storytelling training
- Expert public speaking training
- Trip to Brussels - covered
- Free professional video – we organise
- Reach tens of thousands
- High-level institutional visibility

# EU Regions Week

an annual four-day event during which cities and regions showcase their capacity to create growth and jobs, implement EU cohesion policy, and prove the importance of the local and regional level for good European governance.

Application deadline: Early spring each year

Sessions retained, merged, rejected: May/June

Registration opens: July through to September

# Interreg at EU Regions Week

What you can get out of attending:

- Networking opportunities
- Interactive workshops (learning)
- Get inspiration (best practice sharing)
- Visibility for your programme
    - Your own activities
    - Interact‘s Interreg stand
    - Project Slam

# Other opportunities

| | |
|---|---|
| REGIOSTARS Awards | Given to EU-funded projects which demonstrate excellence and new approaches in regional development. |
| EU in My Region | an EU-wide campaign encouraging citizens to discover EU-funded projects near them. |
| EuroPCom | Annual conference and networking event for communication experts. |

# Calendar: communication milestones

| Event / campaign/milestone | When? | Where? | How can programmes take part? |
|---|---|---|---|
| INFORM EU | 5-7 | Zagreb | Check out MS Teams network |
| Training: Programme communication for beginners | 28-29 June | Belgrade | Training: Programme communication for beginners |
| IPA - CBC Communication Network meeting | 29 June | Belgrade | invitation - only: https://www.interact-eu.net/events/save-date-ipa-cbc-communication-network-meeting |
| Interreg Cooperation Day 2023 preparations - updates and joint social media campaign | 13 June | Online | https://www.interact-eu.net/events/interreg-cooperation-day-2023-preparations-updates-and-joint-social-media-campaign |
| Interreg conundrum: how to reuse and build on results and remain relevant for new ideas | 4 July | Online | https://www.interact-eu.net/events/interreg-conundrum-how-reuse-and-build-results-and-remain-relevant-new-ideas |
| Interreg Cooperation Day celebration - local events | 21 September | Europe - wide | ecday.eu |
| Interreg Slam 2023 | October | Brussels | interact-eu.net |
| EU Regions Week | October | Brussels | Do not miss the session deadlines in first quarter<br>Stay tuned for info from DG Regio |
| Cap&Com | November | France (tbc) | Interact website |
| Interreg Annual Event | 25, 26 October | Santiago de Compostela | |
| Interreg Annual Event: One day of St James Way | 27 October | Santiafo de Compostela | Interreg beneficiaries, decision-makers, staff... walking together the St James Way trail (about 15 km) |
| INFORM EU | Nov - Dec | Ostrava | MS Teams network |

# Questions?

# Cooperation works

All materials will be available on:

**Interact website / Library**