

Interreg Knowledge Fair 2024

# The ten elements that make a web story worth-reading

Eva Martínez and Laura Belenguer/ Interact / 7.3.2024

**Interact**



**Co-funded by  
the European Union**  
Interreg

# Welcome to the Interreg Knowledge Fair

This is the **second edition** of the Interreg Knowledge Fair, it is still a new approach for us.

The **Conference Support** stand in the Exhibition Room is a one-stop shop for your questions.

At the end of this session, you are asked to rate the **session experience**.

At the end of the event, you will be asked your **overall feedback**.



# Ice-breaker



**WHAT THE  
DUCK?!?**



**Different people understand  
information in different ways.**

**How do we work with that in digital  
communication?**

# Structure of the session

01

**Boosting the  
digital presence  
of Interreg**

02

**Brand  
Storytelling  
2024 digital  
trends**

03

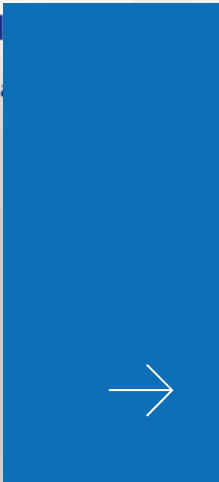
**The 10 elements  
that make  
a web story  
worth-reading**

04

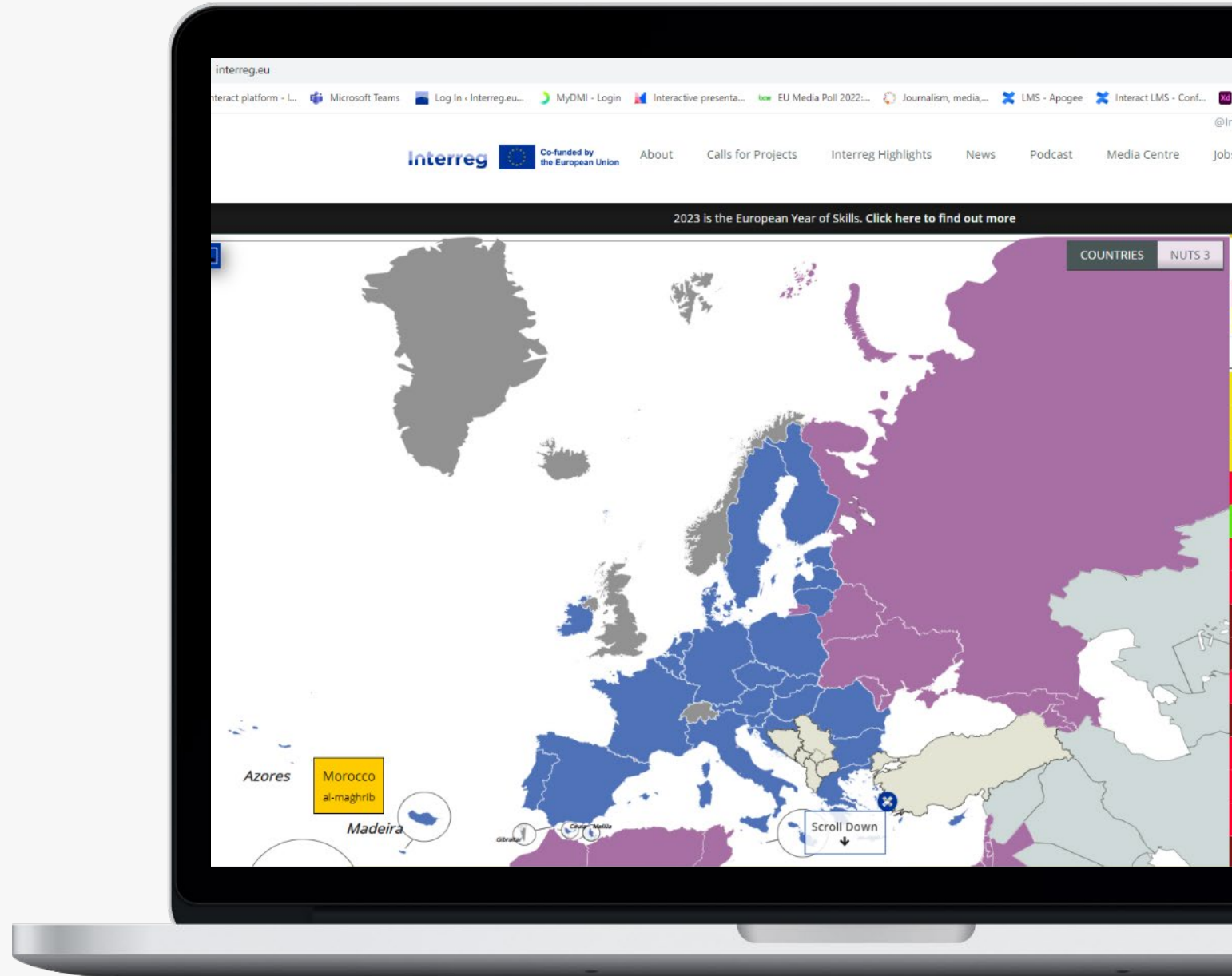
**Let's practice!**

economy clean energy climate change  
climate neutral Europe **cooperation**  
COVID-19 Cross-border crossborder  
cooperation **EU Green**  
**Deal** European Commission  
European Cooperation Day European Parliament  
Finland **France** health **Healthcare** interreg  
**interreg30** Interreg Alpine Space  
**InterregAndMe** Interreg Central  
Baltic Interreg Central Europe Interreg Estonia -  
Latvia interregional **Interreg North-West**  
Europe **Interreg Northern Periphery**  
**and Arctic** Interreg POCTEFA **podcast** project  
results **projects** [RegioStars](#) **Season 1**  
**Season 2** sports Sweden transnational  
**Transnational**

# Boosting the digital presence of Interreg



# Where are we standing with **Interreg.eu** and where do we go?



# Consultation with the Interreg community

## Interviews + Sonar

7

Stakeholder Interviews

## Focus Groups

1

Stakeholder Focus Group  
(7 participants)

## Surveys

120

Stakeholder Respondents

## Follow up interviews

5

Stakeholder Respondents

9

Sonar Stakeholder Interviews

1

Interact Focus Group  
(5 participants)

30

Interact Respondents

2

Interact Respondents



# Consensus to communicate together

90.3% of all stakeholders agree that it is relevant for Interreg programmes to communicate jointly on a new website and social media channels.



## Stakeholder Quotes and Insights:

***“Collaboration between programmes is quite important and will better support joint campaigns”***

- Communication Manager, Programme

***“In general, I consider it relevant for the programmes to communicate jointly. First of all because it reaches a higher number of stakeholders and second of all because when together, Interreg programmes can be more powerful and can actually show what the added value is for the entire Interreg community”***

- Head of Secretariat, Programme

# The niche of Interreg.eu

## An impact hub and portal to the world of Interreg

- **Content to build awareness:** the what, the how, and the why, programmatic overview and high-level guidance for potential applicants.
- **Content to build understanding:** relevance and impact and provide storytelling opportunities.
- Content that is **fit for Interreg outsiders.**
- An **experience that feels integrated with keep.eu.**

# Interreg.eu

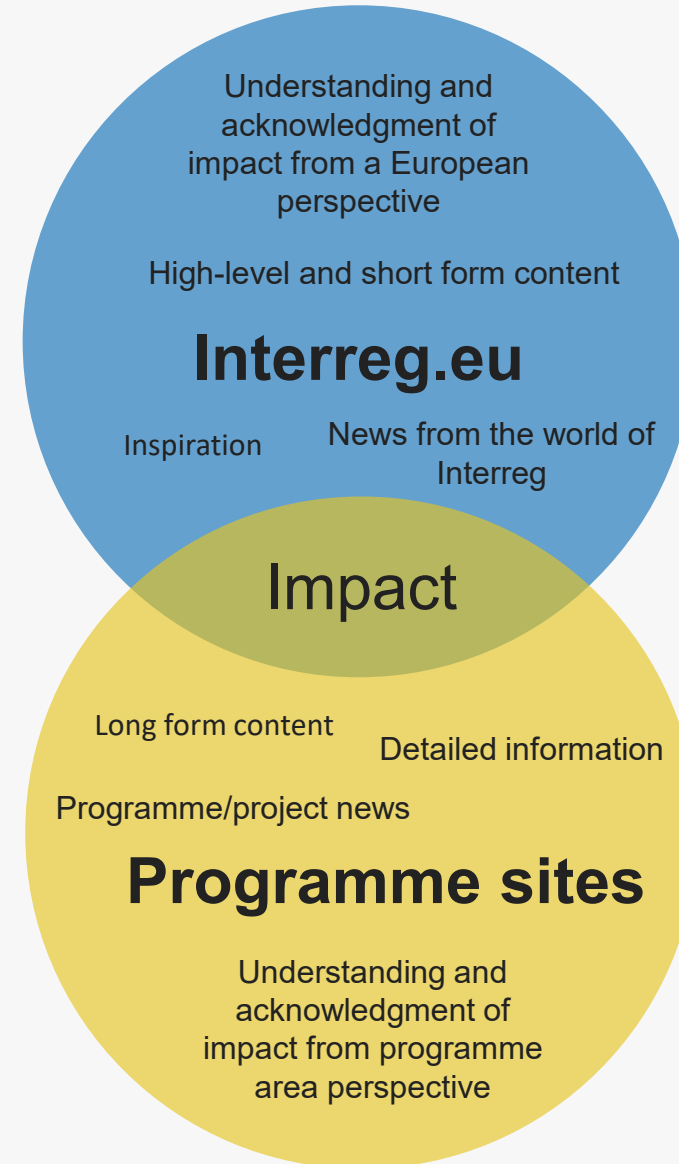
VS

## programme websites

- Partly different target audiences & information needs

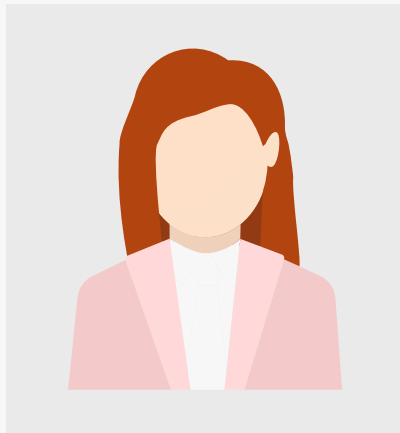


- Different perspective & level of detail



# Target Audience Archetypes

## The Policy maker



### Represents (examples)

- Local, regional & national policy makers
- Committee of the Regions
- EU Parliament members

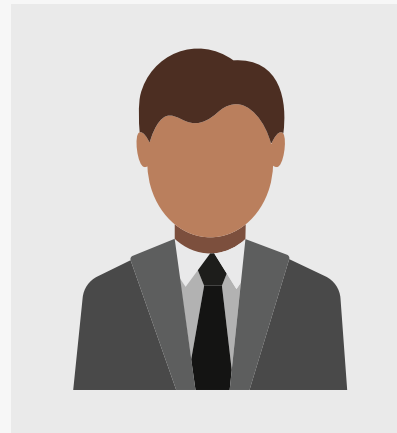
## The Decision maker



### Represents (examples)

- Ministries, national agencies, civil servants etc.
- Regional & national authorities

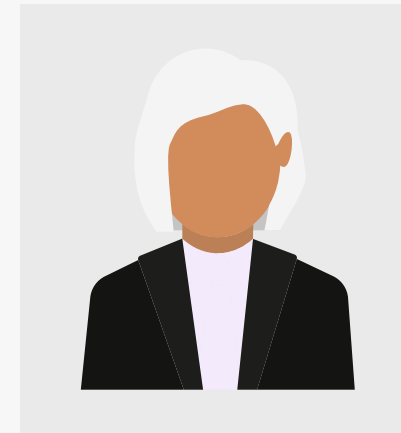
## The Potential applicant



### Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

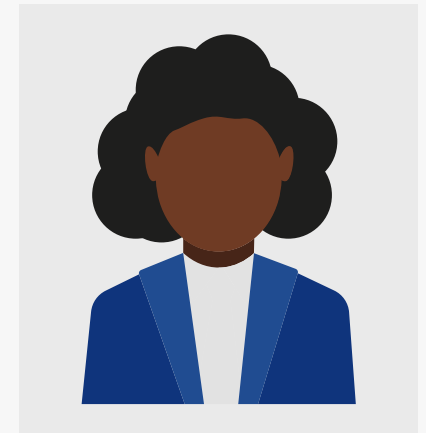
## The Beneficiary



### Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

## Staff working in Programme Joint Secretariats



### Represents (examples)

- Joint Technical Secretariat
- Communication Managers
- Communication Officers
- Head of Joint Secretariat

# Archetype | The Policy maker

Represents: Local, regional & national policy maker, Committee of the Regions, EU Parliament members etc.



## ★ Key needs

- Know that Interreg exists in her region, understand what it is, does, what the vision of Interreg is and how it fits in to the broader scope of EU
- Know programme objectives and what issues are solved in her region
- Know what the projects do and what their impact is in her region
- Know what is being achieved for the funding

## C Pull factors

- Easy-to-understand overview of Interreg and the programmes
- Regional impact stories
- High quality examples of impact made by Interreg, which can support her advocacy for continued funding

## ⚡ Push factors

- Information conveyed in a difficult and technical language
- English at a too difficult level
- Information and examples that don't clearly show the impact of Interreg
- If she is not guided to where to find more in-depth information

# Archetype | The Decision maker

Represents: Regional & national authorities, ministries, national agencies, civil servants etc.



## ★ Key needs

- Know about relevant programmes, their objectives, what issues are solved in his area
- Know what the projects do and what their impacts are
- Know Interreg's impact as a whole and get inspired for the future

## C Pull factors

- Easy access to high quality information that is trustworthy for decision making and policy development
- Being guided to find take-away materials on programme websites to give to colleagues/politicians
- Being guided to additional resources from one central platform
- High quality and understandable examples of impact made by Interreg

## ⚡ Push factors

- The relevant information is difficult to find and access
- Content and user experience that require expert understanding of Interreg
- Lack of high-level, understandable data
- Navigation through the site is not intuitive

# Archetype | The Potential Applicant

Represents: Regions, Business support organisations, Associations, Universities / Knowledge institutions, Local authorities, NGOs, etc.



## Key needs

- Understand what Interreg is, what programmes exist and how to apply
- Easily understand the application process, how to find potential partners, who to contact and how to monitor upcoming calls
- Know programme priorities, what issues are solved in his area and what have projects achieved to be inspired to apply



## Pull factors

- Easy-to-understand information to quickly gain overview of Interreg and the programmes
- Clear guidelines and visuals explaining the application process
- Access to a joint and up-to-date database of relevant open calls
- Enough information to understand the basics of Interreg



## Push factors

- Information that is conveyed in a too technical language and is difficult to access
- Too detailed and complex information about the application process and funding

# Archetype | The Beneficiary

Represents: Regions, Business support organisations, Associations, Universities / Knowledge institutions, Local authorities, NGOs, etc.



## Key needs

- Understand what Interreg does and what impact it has on the European level
- Know about programmes in her region
- Know about access to funding across programmes
- Know about cooperation possibilities and synergies



## Pull factors

- Feeling as a part of something bigger than just one project
- Easy-to-understand information that is simple to access and to filter based on relevancy
- Clear overview of impact of programmes/projects and potential to expand cooperation



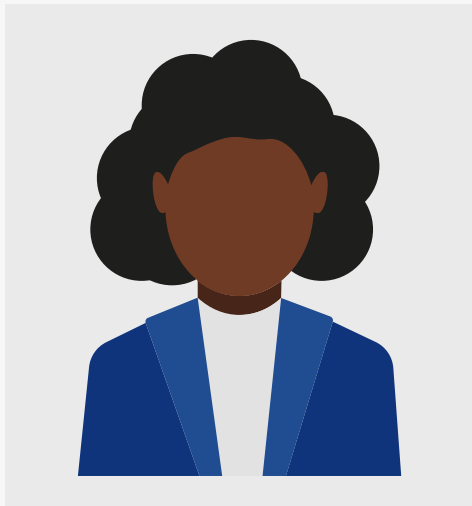
## Push factors

- Too technical EU-language that is difficult to understand & explain to others
- User experience that doesn't give an easy overview of content relevant to regional or thematic focus
- Information overload



# Archetype | Programme JS/MA staff

Represents: Joint Technical Secretariat, Communication Managers, Communication Officers, Head of Joint Secretariat, etc.



## Key needs

- Be aware of cooperation possibilities and synergies between programmes
- Know which programmes are in the same cooperation area, and their priorities
- Know programme themes and examples of impact stories
- Know what job opportunities exist within Interreg



## Pull factors

- Easily accessible and filterable information about relevant programmes
- Well- conveyed examples of the impact of programmes and best practice
- Ability to access and subscribe to news from the world of Interreg through one single platform



## Push factors

- Outdated data, as this would mean she would not be able to trust the information conveyed
- If information about programmes relevant for cooperation is too difficult to find

# Strategic Objectives



## Clearly establish Interreg's brand

Why, what and how



## Relevance and impact

Showcase societal impact of Interreg in the territories



## Overview of programmes

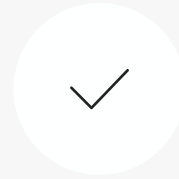
Easy understanding of programmes and access to applicants to funding information.



## Engage through storytelling

People and impact before numbers and stats.

# Content Principles



## Complexity fit for outsiders

Easy to understand, limited jargon.



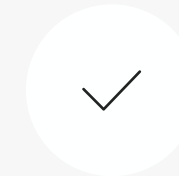
## Impact aspect

All content should contain some evidence of impact.



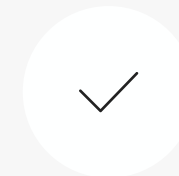
## Humanised

Put a face on impact with testimonials, interviews, images.



## Emotional storytelling

Fewer descriptions and more impactful stories.



## Fit for re-communication

Understandable in 30 secs, enabling re-communication online and offline.

# Key tactics to support user needs

## Overall Understanding

### Functional

- FAQ about Interreg

### Content

- About Interreg section including mission and vision
- Interreg in 2 mins - animation
- Who is part of Interreg
- History of Interreg
- Strands explained
- Difference between Interreg funding and other EU funding schemes
- Why regional cooperation is valuable

## Acknowledgement

### Functional

- Programme level results
- Joint campaign module

### Content

- What difference does Interreg make in EU, territories and for citizens
- Long term impact of Interreg
- Impact vs cost
- Infographics on results and impact
- Emotional storytelling and impact stories

## Programme Level Understanding

### Functional

- Programme overview (database)
- Link to programme websites
- High-level contact details

### Content

- Themes of programmes
- Examples of high impact of programmes
- Regional impact data
- Success stories of programmes
- Get inspired for programme co-op

## Funding and Application

### Functional

- Self-assessment – eligibility for funding
- See open and upcoming calls
- Filter calls based on XYZ
- Subscribe to news about calls
- Subscribe to updates on themes

### Content

- Explain generic application process
- Relatable example projects within themes/programmes

## Guidance and Inspiration

### Functional

- Modular front-page that teases for subpage content
- Cross inspiration modules on all pages
- Subscribe to newsletter
- Subscribe to updates on programmes, SoMe channels
- Onsite call to action to follow Interreg SoMe channels

### Content

- Content complexity fit for outsiders

## Being in the Loop

### Functional

- Subscribe to newsletter
- Subscribe to updates on programmes, regions, theme level
- Onsite call to action to follow Interreg SoMe channels

### Content

- Monthly newsletter content
- Website newsroom

## Search, Find and Filter

### Functional

- Modern search function
- Filter by themes and territory
- Modular based front-page that teases for subpage content
- Cross inspiration modules on 'all' pages

### Content

- Content tagging to allow for advanced search and filter

## Engaging and relatable content

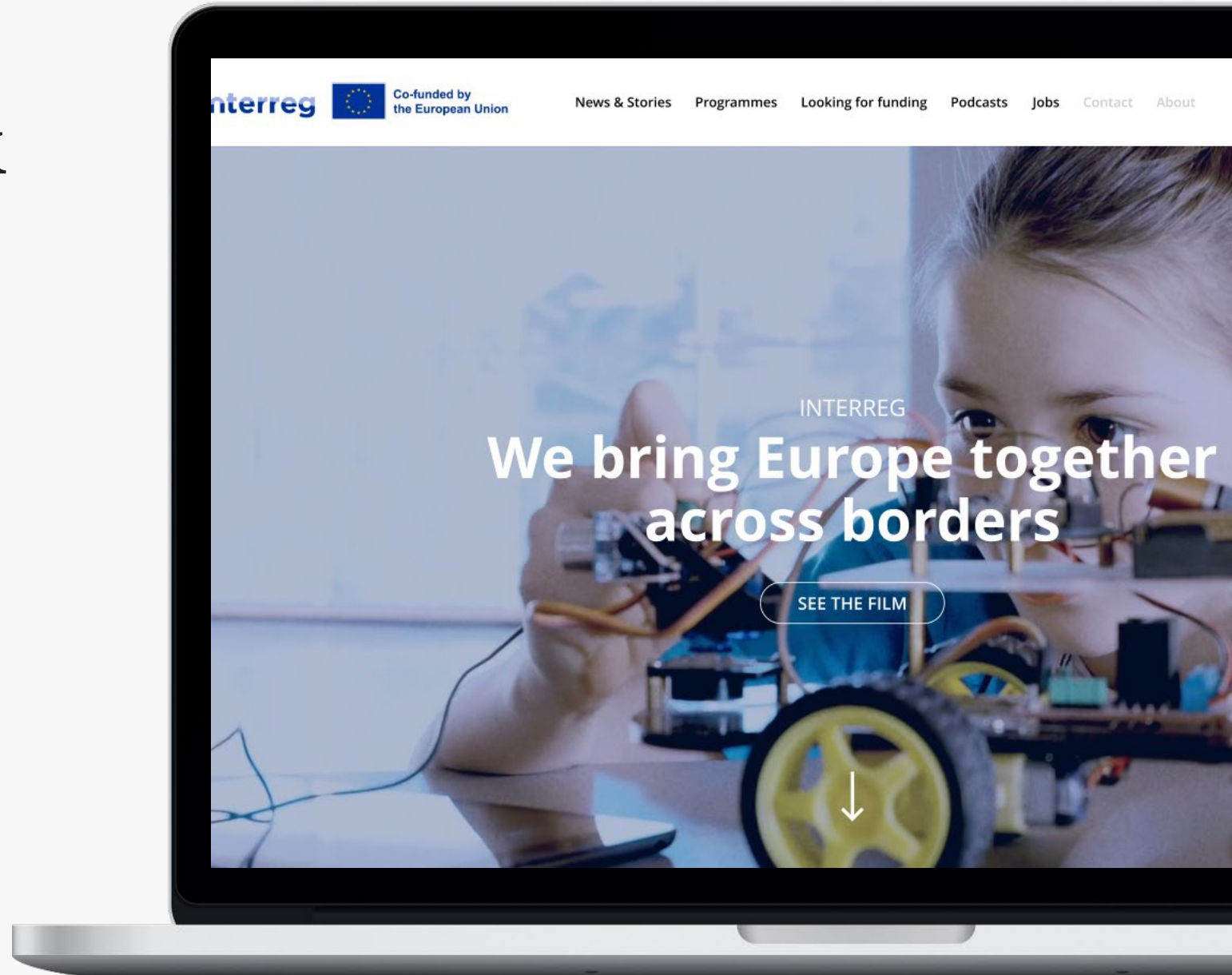
### Functional

- Personalisation
- Modular based front-page that teases for subpage content
- Cross inspiration modules on all pages

### Content

- Content complexity to embrace Interreg newcomers
- Human stories
- Executive summaries for re-communicating

# Sneak peek on the new website



**Write  
to us**

[interregonline@interact.eu](mailto:interregonline@interact.eu)



# STORYTELLING



## The evolution of Brand Storytelling & 2024 digital trends

We are 7 billion humans. No one cares about what we do.

Our job is to make people care.



# Always part of human culture



Stories → a vital means of communication, education and entertainment



# Brands see the power of storytelling



Creation of deep, emotional connections with audience



# But then...

- ✓ Rise of mass media in the 20<sup>th</sup> century. More channels, more messages
- ✓ Promotional messages through storytelling
- ✓ Saturation –fatigue and skepticism among the audiences

# The revolution of the digital media

1

Many channels  
at our disposal

2

Social media  
platforms – sense  
of community

3

Specific content  
for specific  
segments

4

Democratization  
of content  
creation

## Brand Storytelling

Memorable and impactful campaigns by **shifting the focus** from products features to narratives that evoke **emotion**, capture the **imagination** and reflect the organization's **core values**.

# Digital media: trends 2024

Social media trends

Digital content and web trends

Digital storytelling trends

## Social media trends

### ‘Threads’ on the rise

Threads landed in Europe. A rival and alternative to X.  
Focus: debates, real discussions and public conversations.  
Ask questions, make people reflect on something... but don't promote yourself!

### Retention rate is the key indicator

Retention rate is the new engagement rate.  
Attention is now the world's most valuable commodity so we don't fight now to attract / engage our audience; we fight to KEEP it, to make them stay.  
Tip: Entertain your audience through education → Edutainment

### LinkedIn

It has hit a billion members worldwide.  
The platform which provides the biggest organic (not paid) opportunities.  
Not purely professional CVs / posts; now: life skills, talent advice, leadership, tips...

### Social listening becomes key

Everyday, our stakeholders are discussing about us or themes that affect / matter to us. We must listen to know what their sentiments/interests are.

# Digital content and web trends

## AI growing & improving fast

AI has been there for a long time but now it can improve by itself exponentially. However, it sucks at soft skills and reasoning skills. Therefore: let's focus on those aspects and co-create content with AI (collaboration). Quality content that's worth reading & sharing. Also, good videos.

## Include the 'experience' in your content

Google searches are based on: EAT (expertise, authority and trustworthiness). Now → EEAT: inclusion of an extra E (experience). AI cannot generate real-world experience like people can. This gives human content and advantage (testimonials, first-hand stories...)

## Video and podcasts

Video is still the king. Shorter and shorter. Edutainment videos, with sense of humor. Engaging podcasts are exploring the possibility of being filmed.

# Digital storytelling trends

## Use of interactive & immersive elements

The audience can participate and experience our story.

Tools: quizzes, polls, opinion, surveys, games, call-to action sentences...

## Use of data & visuals

Data & figures are very powerful when it comes to supporting our story. They make it more believable, relevant, compelling. However, data alone can be boring & abstract.

Tip: use nice visuals (infographics, charts, maps...) Don't forget that data supports the story, so we need a nice story that people can relate to 😊

## Personalization & customization

Tailor your story to the needs, preferences and interests of your audience.

Include facts or info that are meaningful to this specific audience.

Adapt the content to their behavior, language and demographics.

## Collaboration & co-creation

Involve other actors in the process of making your stories: stakeholders, beneficiaries, experts in the field, programmes with similar challenges...

Tips: interviews, real people stories, guest posts.





# The 10 elements that make a web story worth-reading

The era of the over-information. We need our readers to be interested in our story. So interested that they want to stay.

**1**

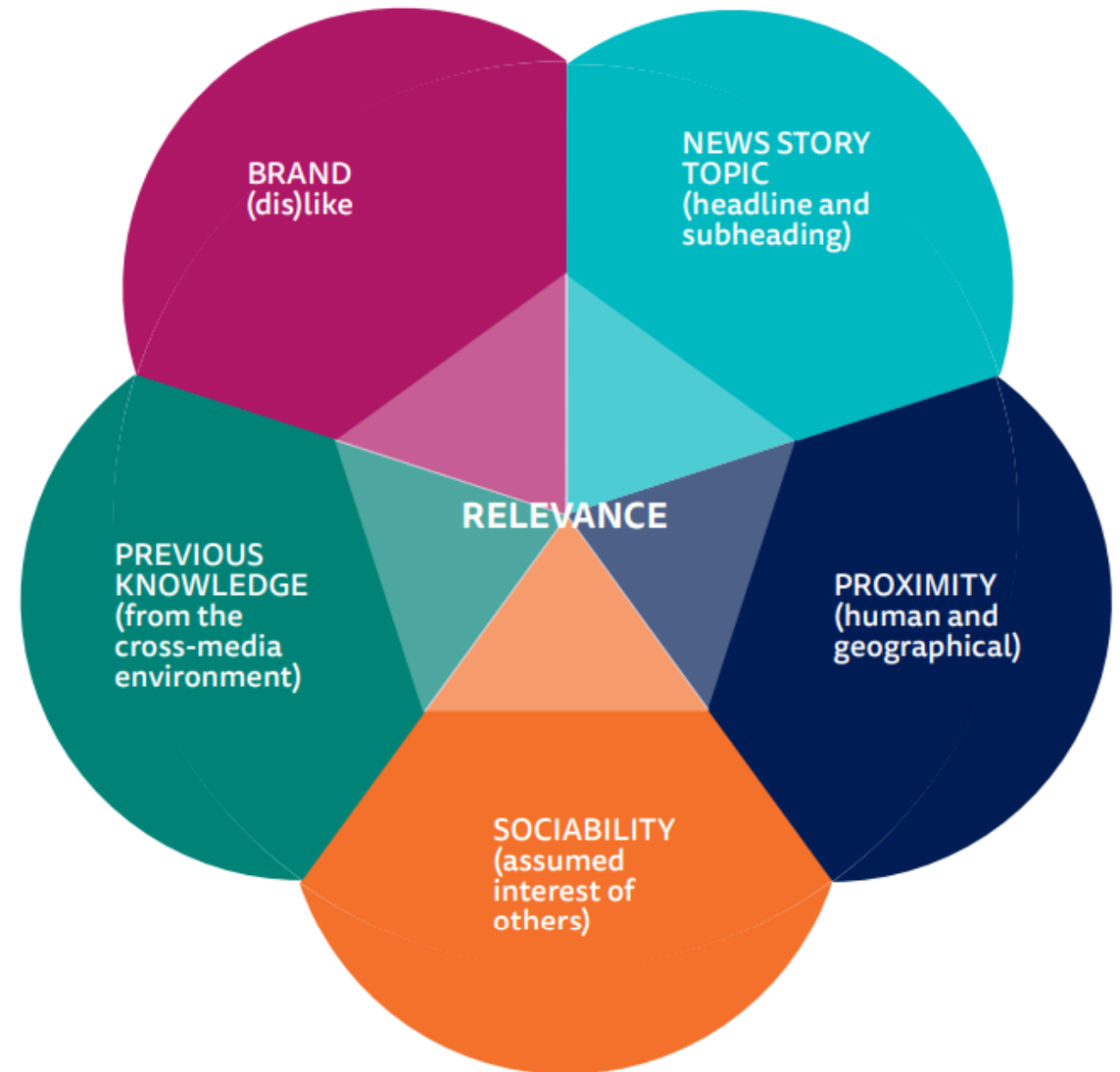
**Relevance. Content made for your target audience**



# Factors of relevance

From the study “What do News Readers Really Want to Read about?”, by Kim Christian Schrøder. Reuters Institute for the study of Journalism.

Figure 3 The factors that drive and define news relevance



2

## Hot / breaking news

- Novelty
- Unknown facts

[« See all news articles](#)

## Group of High Level Experts calls for a stronger Cohesion Policy post 2027

THE NEWS AT INTERREG.EU

*21 February 2024*

The Group of High-Level Specialists on the Future of Cohesion Policy has published its final report yesterday. The document emphasizes the key role of Cohesion Policy to redress the EU's structural economic problems. For that, "it must enable all its people to use their full potential, wherever they live", they write.

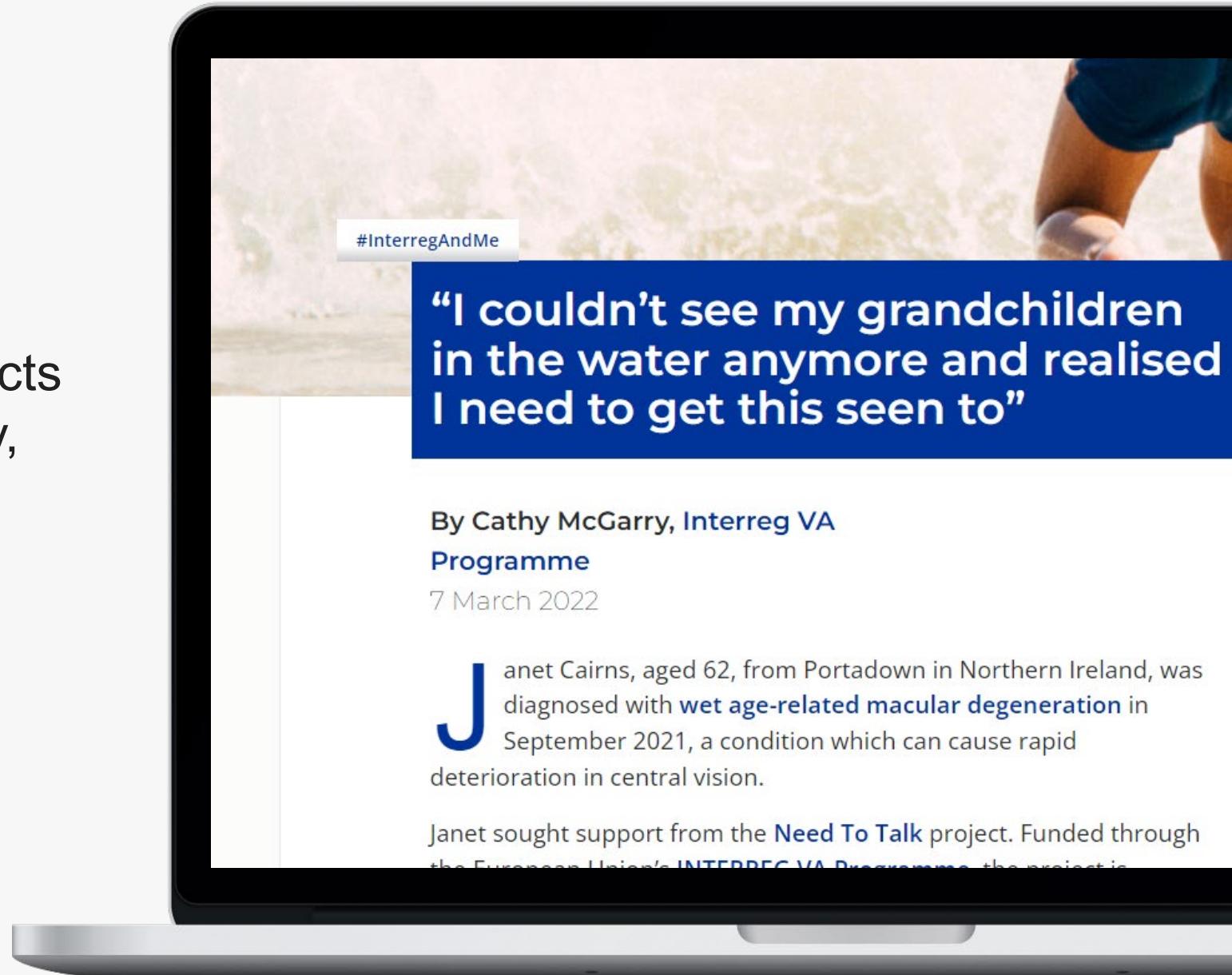




# Proximity

# Human proximity

- Something that affects your life, your family, your work





# Geographic proximity

- Local is relevant



# 4

## Curiosity / peculiar fact

- Something rare
- Unusual facts
- Difficult to see or encounter

# PACAM

## Amazonian – Caribbean Dance and Circus Passport

### Project overview

The Amazonian – Caribbean basin is a rich area in cultural and artistic terms in the sphere of live performance, which is made up of as many numerous micro-markets as territories located in this large area. Nevertheless, the limited exchanges among artists, among the diverse artistic teams and cultural structures hinder the transmission capacities of skills and innovation, along with the production of live performances. Emerging young artists also find it difficult to access high-quality art trainings in the territory of the Amazonian – Caribbean region whereas established artists are often forced to immigrate to other territories (Europe, Canada, United States...) since the chances of employment at home are low.

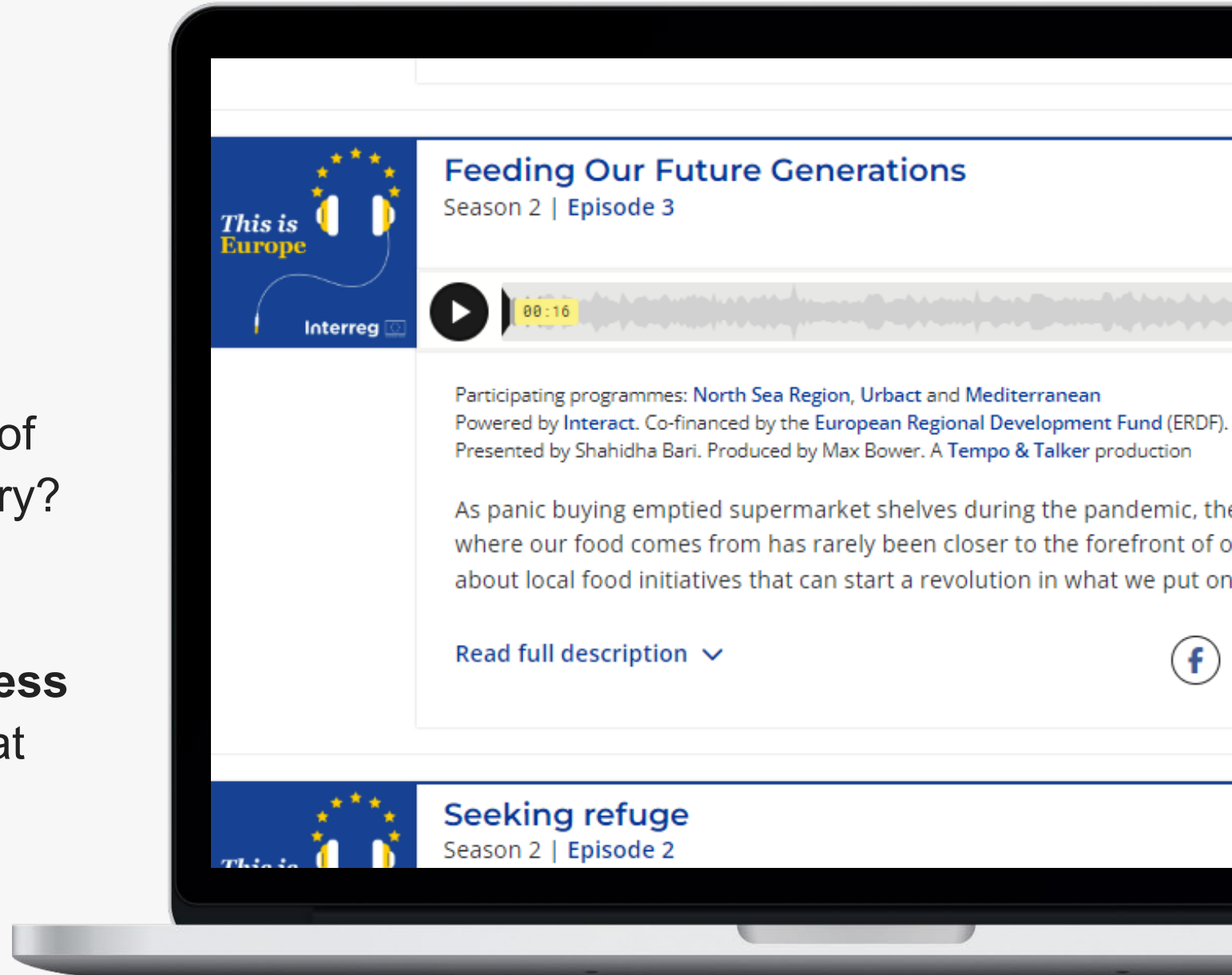
*During the healthcare crisis, we have proposed a “Circus in all its phases”. The idea is to promote exchanges allowing completely different audiences to come together in order to create living postcards.”*



5

# Every good story has conflict

- Is there an element of **struggle** in your story?
- Is what you're describing helping a stakeholder to **address a real challenge** that significantly impacts their lives or jobs/businesses?





## **Emotion / human interest**

Stories that somehow touch our heart or move us



# People

## WHEN THE GOING GETS TOUGH, THE TOUGH GET GOING

Would you go on stage and perform in a comedy show or an acting sketch, having never done so before? Would you scale UK's highest mountain, Ben Nevis, just to prove to yourself that you can? Would you have the courage to take yourself out of your comfort zone and go gliding? These are the stories of everyday people who live with sensory loss and with the support of SEP have successfully overcome these challenges.

managed by the Special EU Programmes Body, has brought together four of Northern Ireland and Republic of Ireland's largest organisations- RNIB NI, Action on Hearing Loss, NCBI and DeafHear-providing support and advocacy services to those with sight and hearing loss.

Already a host of inspiring stories can be told after just three years of this cross-border cooperation. One such case is that of Eileen Clarke, a registered blind woman in her 60s, and Tony McFadden, a young man in his late twenties, who is profoundly deaf. Both were forced to confront the trauma of losing one of their senses. Nevertheless, they decided to overcome their pain and frustration and come to terms with their new situation. They are the living proof of human strength and perseverance and also of the saying 'when the going gets tough, the tough get going'.

## with sensory loss

On 10 September 2012, seven blind and eight partially sighted people, accompanied by their guides, climbed to the summit of Ben Nevis, a peak over 3,000 feet above sea level. This feat was realised thanks to the Sensory Engagement Programme (SEP), an innovative cross-border project that has bettered the lives of hundreds of people with auditory and visual loss.

**I** had hearing for most of my life, so when I lost it, as a result of neurofibromatosis, I had a very difficult time', explains Tony. **I** can honestly say that I took my hearing for granted. To go from hearing birds singing, water running and listening to TV and music, to losing the ability to hear those things, was world changing. I withdrew from society and this had a very negative impact on my mental health, as I became a very angry person. It felt very lonely.'

# Education and Social Inclusion



## OVERCOMING PREJUDICE... DISCOVERING THE ROMA IN DIFFERENT EUROPEAN CITIES!

Roma people are still facing discrimination and social exclusion throughout Europe today. Their educational levels are lower than that of the majority population and illiteracy and unemployment are more frequent. An innovative cooperation project between nine European cities tried to overcome these differences by fostering best Roma inclusion practices at a local level.

InclusiveArt - Access to Culture  
for Disadvantaged Children and Youth



*As an artist,  
I turned my life  
into a work of art.*

**Arthur Rusznak**

**Interreg - IPA CBC**  
Romania - Serbia



RORS - 22

**Interreg-IPA Romania-Serbia Programme fo-  
cuses on youth with the help of projects de-  
veloped in cross-border region**



7

## **Consequences / impact**

Does the subject of the story you are telling have an impact on people's lives?



## “We can’t manage a crisis without knowledge”, Henri Lewalle

Henri Lewalle, Coordinator of the European Observatory of Cross-border Health tells how hospitals in the Grande Région are cooperating with each other on both sides of the border and about his project COSAN.

By Eva Martínez

[Interact programme](#)

8 April 2020

**T**he cooperation zones between Belgium and France are one of the most developed in the EU. Are they still sufficient to tackle COVID-19?

Yes, they are largely sufficient and the European Commission has recently highlighted their importance in a communication that encourages cross-border cooperation to fight the COVID-19 crisis. It is in the best interest of Member States to ensure that patients can be taken care of in the hospital that is closest to them, in some cases on the other side of the border. Some 120 patients have already been transferred from the Grand Est region in France to the nearest hospitals in Germany (110), Switzerland (10) and Luxembourg (11). There are currently all the mechanisms to ensure this can be done

need 1  
page?

## “We need to adopt a more regional approach to the COVID-19 pandemic”, Prof. Liam Glynn

The wildest lands of Europe lie in the Northern-Periphery and Arctic area. They are also the least populated and most rugged, with landscapes that are as dramatically beautiful as they are challenging.

By Eva Martínez

Interact programme

8 May 2020

**T**he Northern-Periphery and Arctic area is also home to Prof. Liam Glynn, a rural GP in Ballyvaughan, a village on the West Coast of Ireland. He works as a Professor of General Practice at the Graduate Entry Medical, University of Limerick.

He leads the clinical theme of the **NPA COVID-19 Response Group**, a newly formed group of experts who quickly got together to find a common answer to the pandemic, and who know each other because of previous experience in **Northern Periphery and Arctic (NPA)** projects.

He tells me about this initiative from his practice. The volume of work



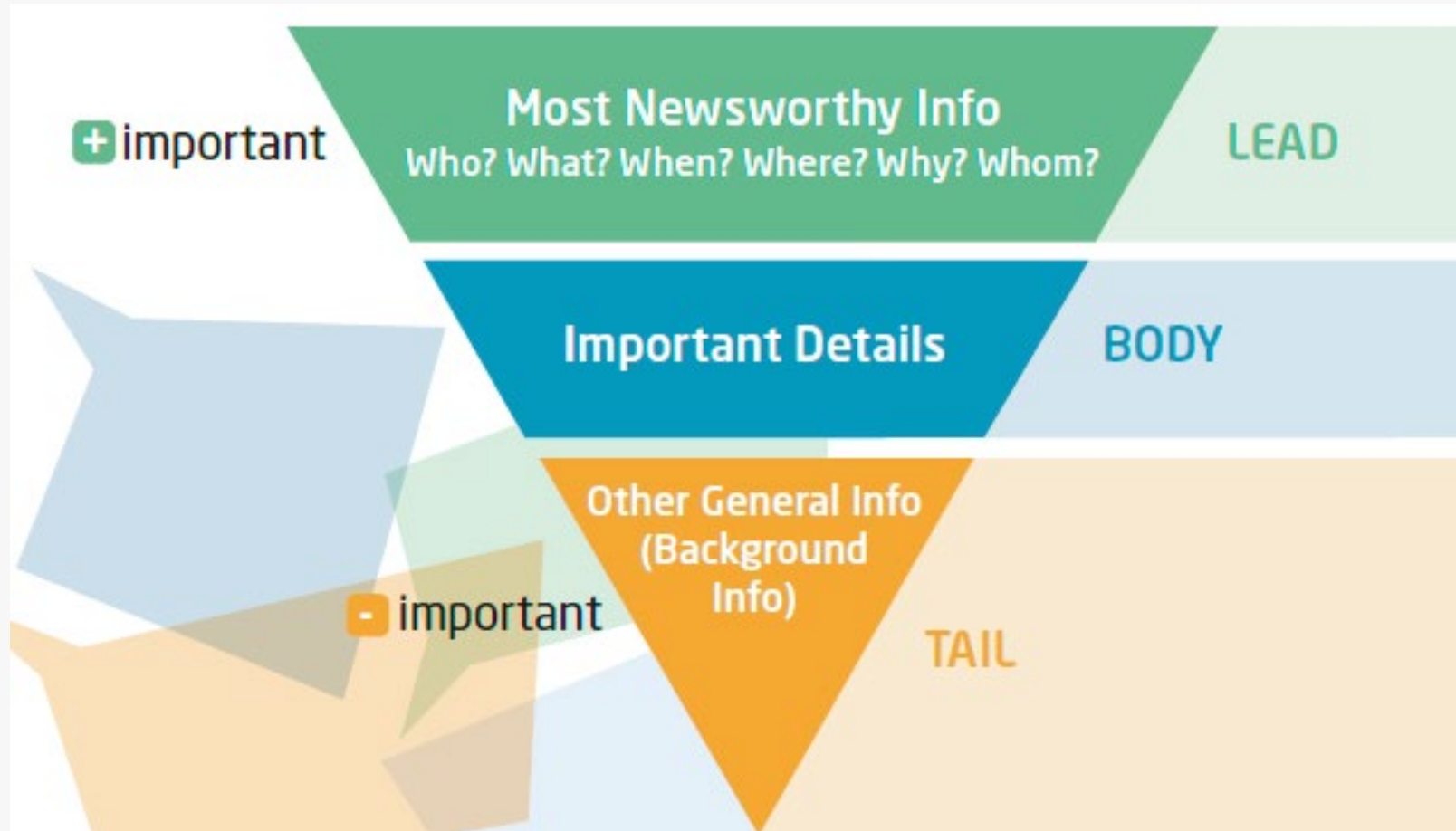
# 8

## **Interesting, well-crafted narrative**

The way we write is key! Some tips...

- 1) The inverted pyramid (most important message first!)
- 2) The importance of a clear, concise, catchy headline
- 3) Accuracy, Brevity and Clarity
- 4) Plain language principles

# 1) The inverted pyramid (most important message first!)



## 2) The importance of a clear, concise, catchy headline

- 4 out of 5 readers don't read an article if the headline hasn't been interesting for them.
- The average time spent on a website is only 15 seconds (and if you don't spark interest in that time, then you probably aren't going to).

### MAGIC FORMULA

Witty, pithy (concise), pretty and hitty (sometimes the headline is better than the story it sits upon. *\*The Guardian*)

# **Man has bacon and eggs for breakfast but the bacon is made from human flesh**

Thomas Harris' popular novels about the serial killer  
Hannibal Lecter



# So how to write a headline?

MAGIC FORMULA 'The Guardian'

- **Witty:** original, creative, different
- **Pithy:** short (70-80 characters), simple sentence (who & what)
- **Pretty:** attractive, engaging
- **Hitty:** focus on the readers' benefit
- Self-explanatory (I can extract it from the article). Who and what
- Recommended structure: subject, verb and predicate



### 3) Accuracy, Brevity and Clarity (ABC of effective communication)

**A**ccuracy: language must be precise in order to express only what is intended to be said and not leave room for misinterpretation.  
For instance, we must avoid, whenever possible, vague expressions regarding quantity, such as: several, some...

**B**revity, shortness: the most effective way to convey an idea is short and direct sentences in an active voice.  
For instance: 'many good ideas were presented in the seminar...' can be replaced by 'the speakers presented many good ideas during the seminar'.

**C**larity, simplicity: simplicity in the message. What we say must be understood by anybody, also outside the Interreg world, so we should use easy, simple sentences, no jargon, not too much technical language.

## 4) Plain language principles



Avoid **jargon** and **technical terminology**. Use everyday words



Short, direct sentences in an active voice – **No more than 15-20 words**



No fluff! Say only what has **real added value**. Remove unnecessary things

9

# Good multimedia material

5 reasons to include images in your digital content



vs dog



**1. They quickly  
attract attention**



**2. They convey a concept simply**



**3. They make the content more memorable**



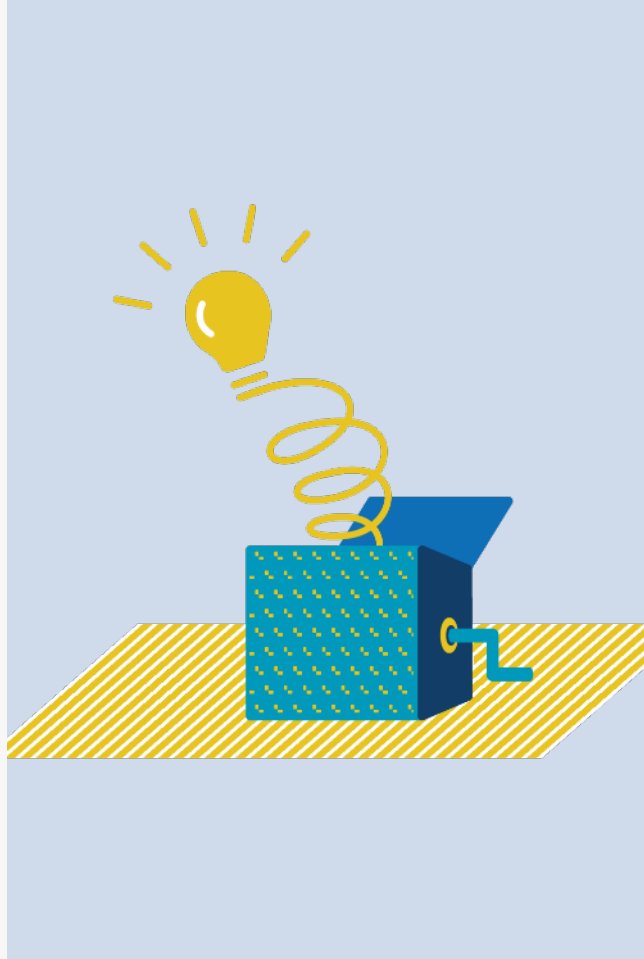
**4. They are more likely to be shared**



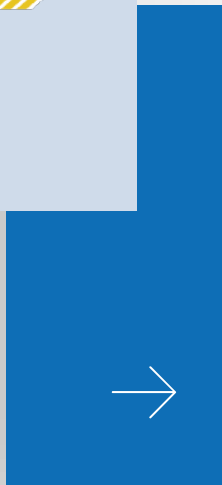


## 5. Most people are visual learners

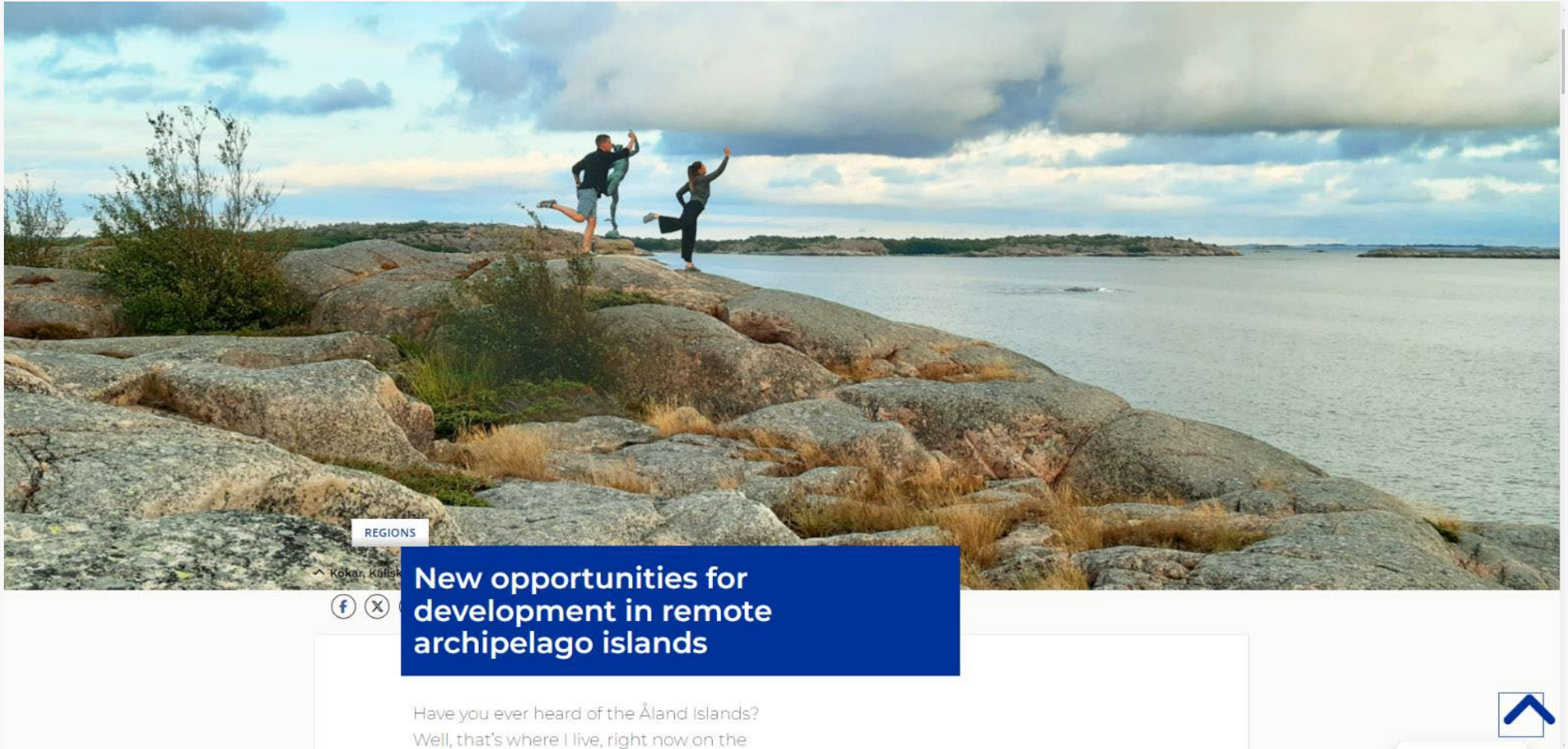
Readers are likely to remember **65%** of the content if it contains images.



# Ten tips to work with images



# 1. Position images to break up text



# 1. Position images to break up text

island of Kökar with only 230 inhabitants. Åland Islands lie between Finland and Sweden and consist of nearly 7000 islands of which only about 60 are inhabited. It is a spectacular place to see how cooperation can reach out to very small and remote places and yet make a positive change to the lives of the local people.

**By Ester Laurell, Interreg Central Baltic Programme**

Central Baltic programme

19 April 2021

The landscape here was formed by ice age 10 000 years ago (that's why we don't have any alps. They were all grinded away by up to 3-kilometre thick and heavy ice). It is a fascinating and challenging environment: the open horizon, thousands of small low islands, the vast, unspoilt nature, exposed to sea, wind, sun, and storms. People have survived here by fishing, sailing, farming, constructing, transporting, – and nowadays also by tourism, municipality services and distance work. But often you must be a "Jack of all trades".



 need translation with this page?

## 2. Ensure the image is accurate, appropriate, and appealing



Police use batons on crowd in  
Barcelona  
Europe

### 3. Ensure the link between the image and text is clear

Oct 31, 2022

## 8 Ways To Promote Corporate Social Responsibility On Social Media

Articles • Digital Strategy •  
Digital Management and Leadership

Written by Clodagh O'Brien



Main image from DMI blog post on Social Media CSR

## 4. Check image quality



## 5. Balance **quality** and **file size**





## 6. Check image **permissions**

**Free resources:**

<https://pixabay.com>

<https://unsplash.com>

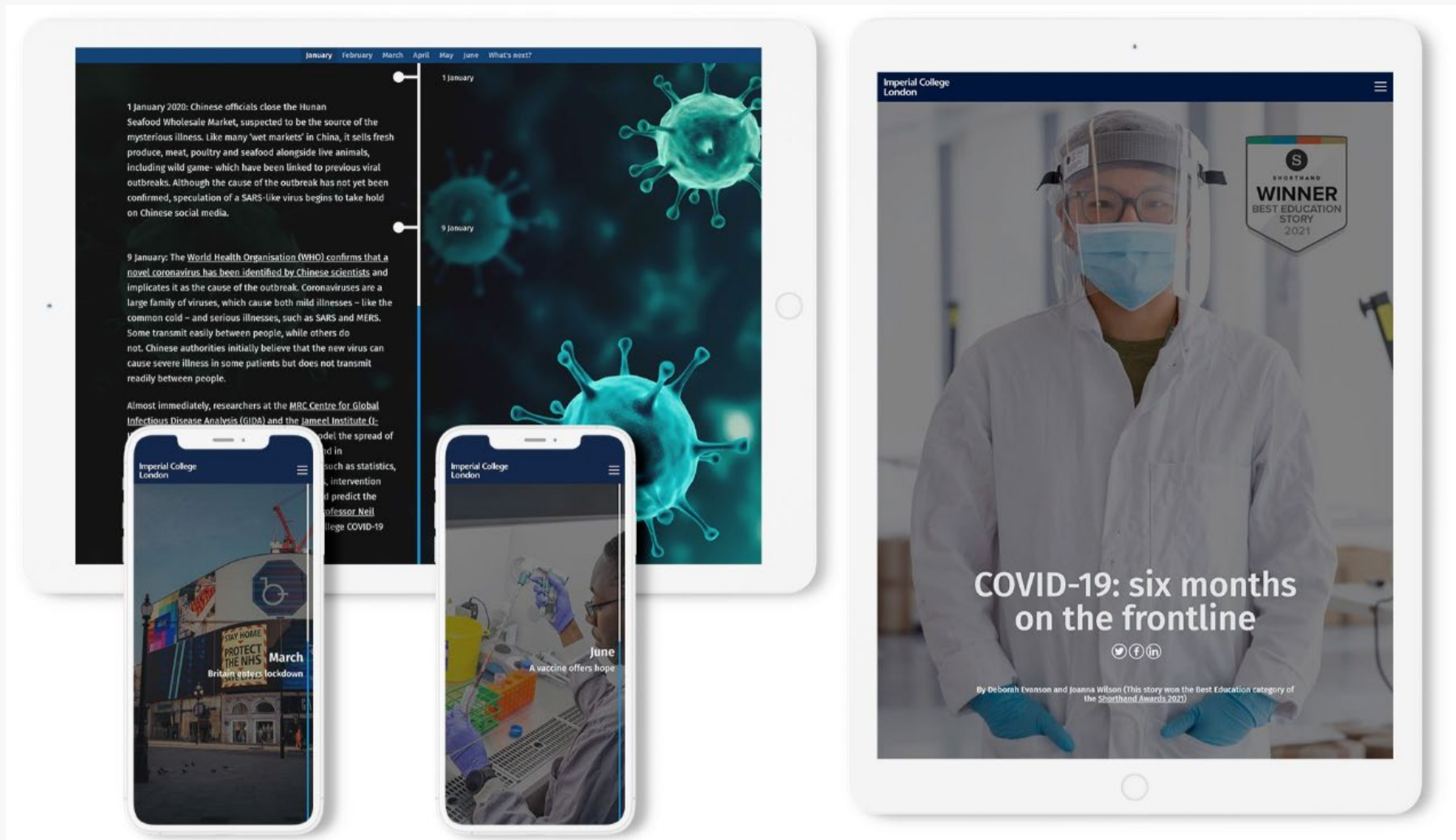
**Search for "Creative commons" images on  
Google**

<https://www.google.com.au/imghp>

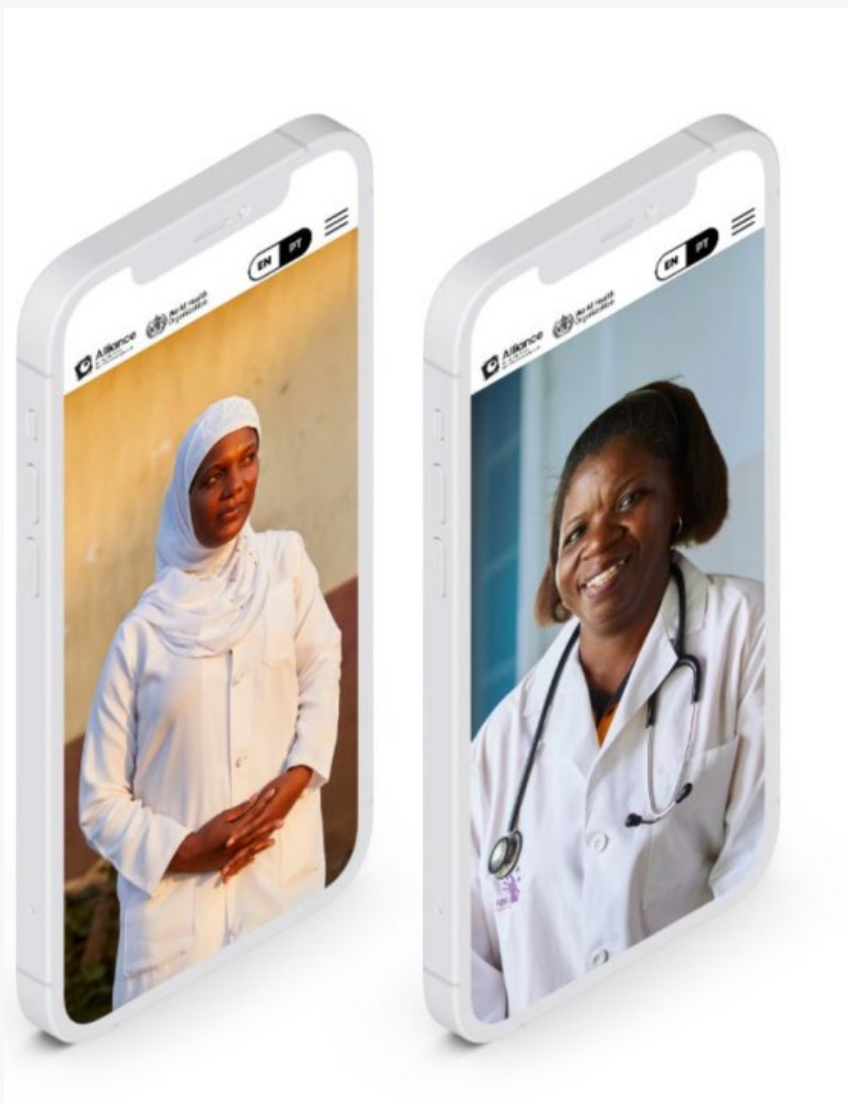
# 7. Use people and faces



# 7. Use people and faces



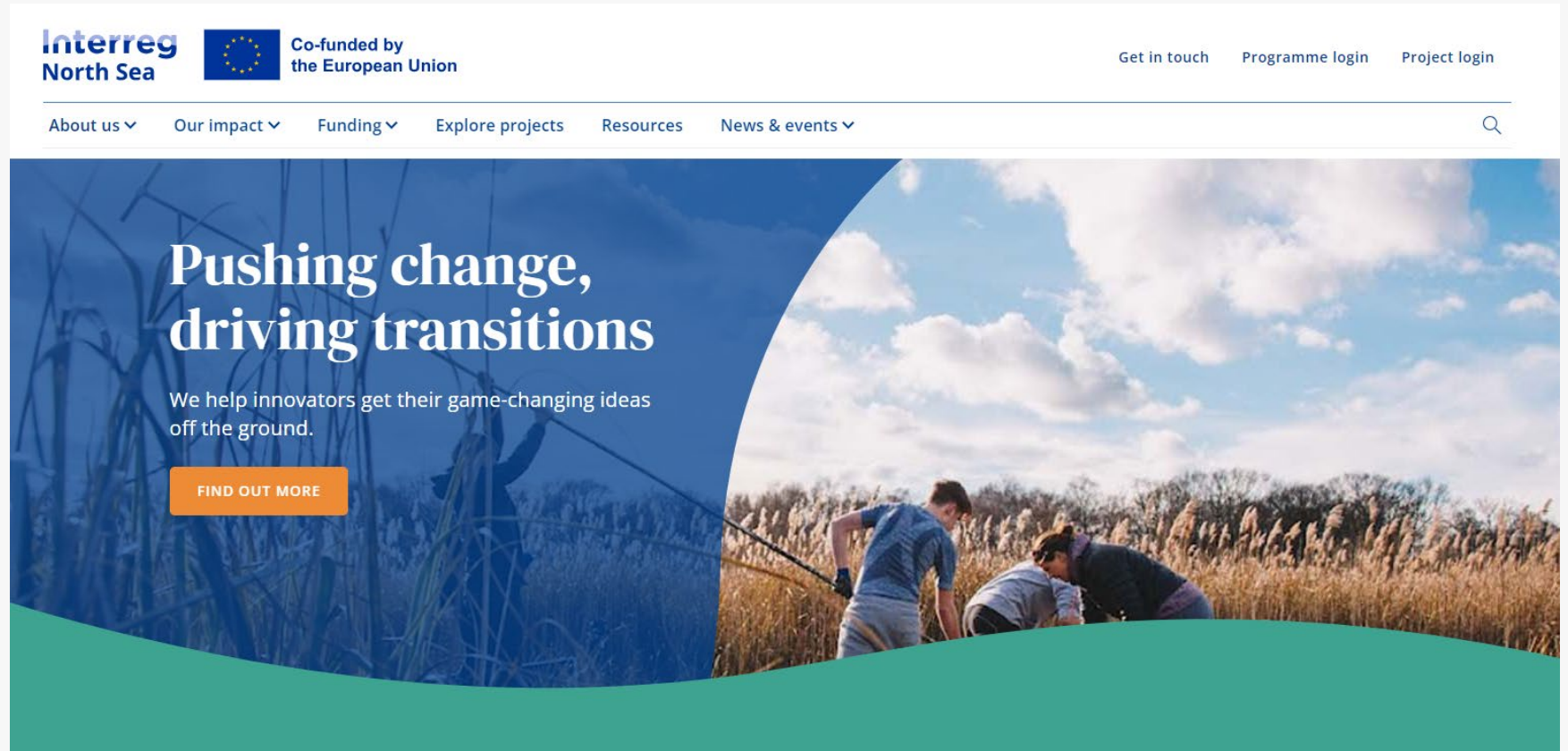
## 7. Use people and faces



“Pillars of strength:  
How embedded research  
supports resilient health  
systems”

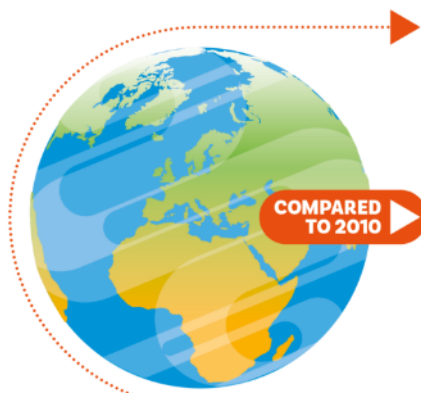
**Interactive report** from the  
Association for Health Policy  
and Systems Research and  
the World Health Organisation

# 8. Use text on images for instant impact

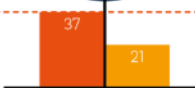


## 8. Use charts, graphs, and infographics to summarize key points

- Particularly popular on social media
- Remember your audience: how much detail do they need?

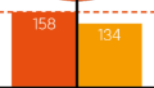


Humans are having more successful births



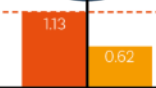
Global infant mortality rate per 1,000 live births

We're less likely to catch TB



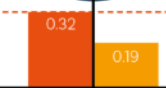
Incidence of tuberculosis per 100,000 people

Fewer people are dying of malaria



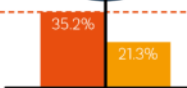
Global deaths from malaria in millions

HIV infection rates are falling



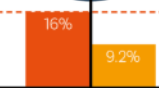
Estimated new HIV infections, per 1,000 uninfected population

We're less likely to be bankrupted by medical bills



Global population at risk of catastrophic expenditure for surgical care

There's less extreme poverty



Global population living below the poverty line (\$1.90 or less a day in 2010, \$2.15 a day in 2023)

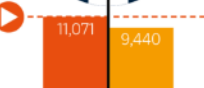
## Reasons to be cheerful

Blue Monday, deemed the most depressing day of the year by marketeers, has been widely dismissed as pseudoscience. But in a time of soaring inflation, conflict and division it can feel as though causes for optimism about the world are limited. In an attempt to redress the balance, here are some things that have got objectively better in recent years

Research: Marcus Webb | Illustration: Christian Tate

How it works: We've looked at key indicators in 2010 and compared them with the latest available data  
Sources: Amnesty, Cranfield School of Management Female FTSE Index, Pew Research Center, Sipi, UN, World Bank, WHO

There are fewer nuclear weapons around



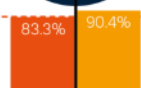
Estimated global number of stockpiled nuclear warheads

More of us have access to the internet



Individuals using the internet, proportion of the global population

More of us have electricity



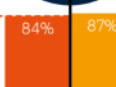
Global proportion of people with access to electricity

We're producing much more clean energy



Wind and solar photovoltaic power global capacity in gigawatts

More adults can read



Global proportion of literate people aged 15 and above

More countries allow gay marriage



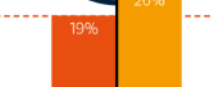
Countries where gay marriage is legal

There are more women working at the top in big business in the west



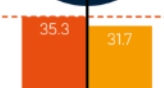
Female-held directorships of FTSE 100 companies

There are more women in politics



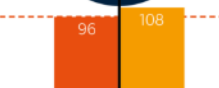
Proportion of seats held by women in national parliaments worldwide

We're breathing slightly cleaner air



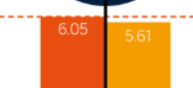
Average concentrations of fine particulate matter in global metropolitan areas (PM2.5)

There are fewer countries where you can legally be executed



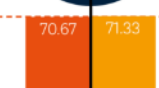
Countries which have abolished the death penalty

We're less likely to be murdered



Intentional homicides per 100,000 of population

We're living a little bit longer



Global life expectancy

## 8. Use **alt text**

- Essential for accessibility
- Summarise the key information in the image



10

## Scannable content

Text and images formatted

A layout that users can easily read as they scan the page

## This is scannable...

- Short paragraphs
- Sentences also short (max. 16 words)
- Words with no more than 4 syllables
- Subheaders
- Bullet points
- Images, videos
- Links to external sources

# To summarize...

- 1 Relevance. Content made for your target audience
- 2 Hot / breaking news
- 3 Proximity
- 4 Curiosity / peculiar fact
- 5 Every good story has conflict
- 6 Emotion / human interest
- 7 Consequences / impact
- 8 Interesting, well-crafted narrative
- 9 Good multimedia material
- 10 Scannable content

# Let's practice! 😊

IN GROUPS

**Task A)** Write a headline and a subtitle for the piece of news

**Task B)** Organize the pieces of the puzzle so that the article looks as it should

**Task C)** Check if the article meets the criteria listed on the 'Web Content Checklist'

**Task D) OPTIONAL:** Write the first paragraph of the article

## PLENARY

Share tasks A, B and C with all the participants

# Thank you for being here!

Your opinion matters to us.

Please take a few minutes to provide us with feedback to help us improve our services.

Log into the **Whova app** and tell us what you think in the **session Q&A, from 1 (bad) to 5 (amazing)**  
Please check which session you are in!

You can also talk to us at the Conference Support stand in the networking area.



# Cooperation works

All materials will be available on:

[Interact / Events / Interreg Knowledge Fair \(5-7 March 2024\)](#)