



Communicating Interreg

Interreg Communication Seminar

Lübeck | 7-8 March 2018

Stefanie Maack | Managing Authority/ Joint Secretariat

Content

- 1. About Interreg
- 2. How Programme communication works
- 3. What you can do to communicate Interreg



- We are spending EU money not our own
- We are trusted to spend funds wisely
- We need to make visible
 the achievements of Interreg
 together





About Interreg:

Talking about Interreg with one voice



- Use message by routine in communication
- Pick message(s)
- Find achievements to illustrate the message(s)



About Interreg:

Talking about Interreg with one voice

Transnational cooperation builds trust across borders and fosters European integration for a more competitive Europe



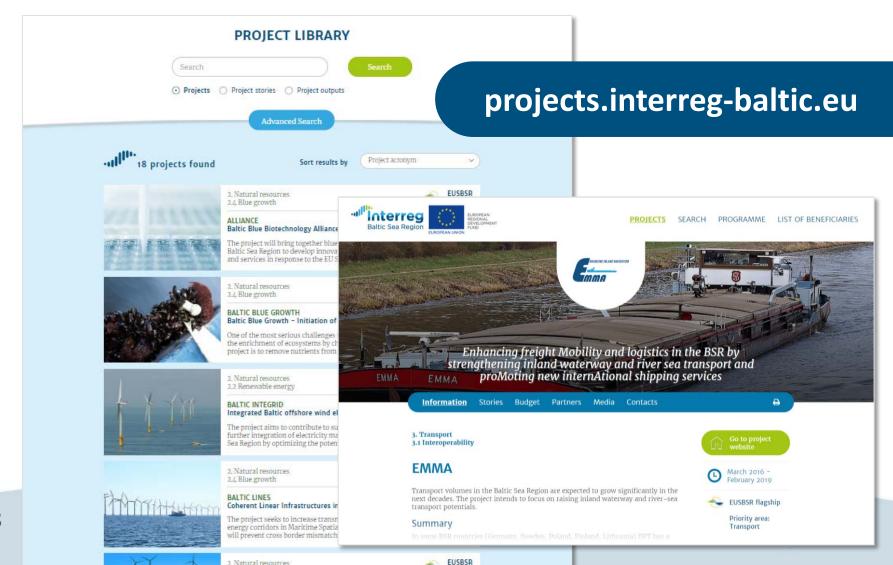




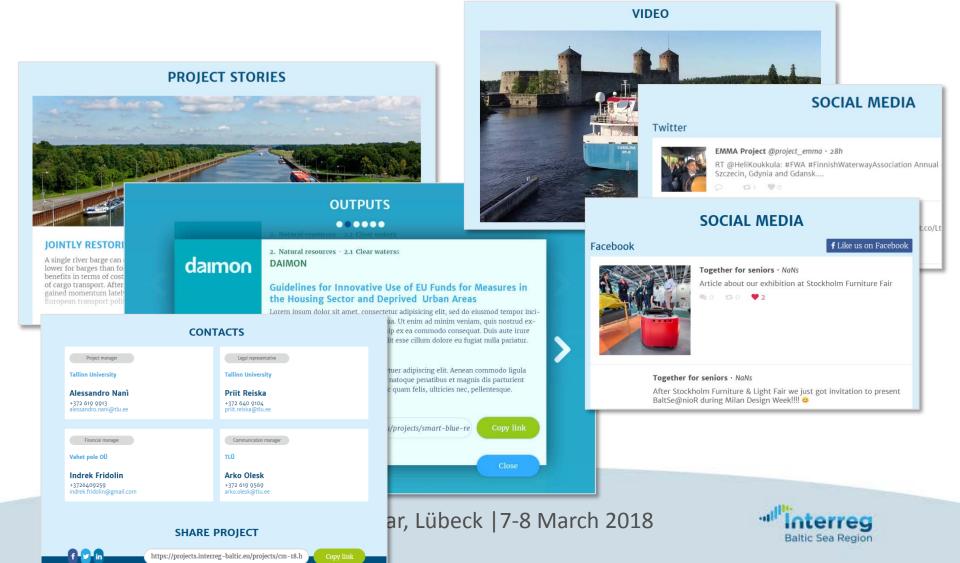




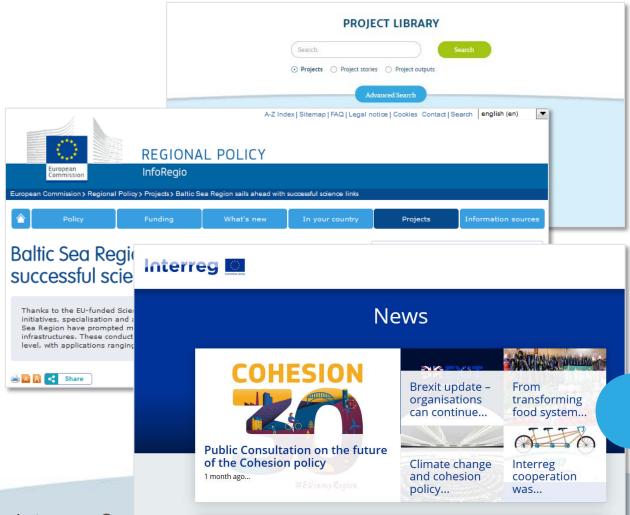
How Programme communication work: Project library - an archive for content



How Programme communication works Project library – dynamic content



How Programme communication works Online communication











interreg.eu



How Programme communication works: Offline communication

 We use your project to design programme events & publications



• We connect your project with events, publications, campaigns and awards of the European Commission & of other Programmes, ...









What you can do to communicate Interreg Provide input to a story

- Select one Interreg message for your comms. strategy
- Identify an illustrative example in project work
- Send us a text you've written or connect us with interview partners

Who did what with whom, where, why and what for?

- Let's find real issues
 - not check marked activities
- Let's write stories not reports
- Let's use image/video as support



What you can do to communicate Interreg Present your project @ Programme conference

When & where? 9-10 April 2019, media docks, Lübeck

Who? 350 people from the "Interreg family"

What for? To update each other on achievements & Interreg 2020+





Communicating Interreg

Be in touch with

- ... with the MA/JS
- ... with your project officer
- ... with communication officers

Stefanie Maack
Communication officer
stefanie.maack@interreg-baltic.eu
+49 / 381 / 4545 84 5288
Managing Authority/Joint Secretariat
www.interreg-baltic.eu







Terms of use

This presentation has been developed exclusively for the purposes of the EU funding programme Interreg Baltic Sea Region managed by Investitionsbank Schleswig-Holstein (IB.SH). You are allowed to use the texts, diagrams and flow charts for developing, managing and promoting Interreg Baltic Sea Region and its projects.

Please note that the images and photographs contained in this presentation are copyrighted and subject to the rights of third parties as mentioned in the respective reference below the image. If you plan to use these images/photographs you have the sole responsibility for obtaining appropriate licenses from the respective right holder.



