

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**

About Interreg

Why talk about your funding source?

- 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

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

Interreg Baltic Sea @baltic_sea_prog · Jan 31

Trans ... Interreg fosters European integration as a prerequisite for a more competitive Europe. Project ALLIANCE pushes biotechnology product

... Interreg fosters European integration for a more competitive Europe because ...

... set up jointly by design centres from around the ... an Environment Agency showcases successful ... in order to inspire other designers and consumers. ... Interreg project EcoDesign Circle fosters European competitive Europe.



How Programme communication works: Aim & target groups

*AIM: TO MAKE
ACHIEVEMENTS VISIBLE*

*European
Parliamentarians*

*National
ministries*

*Regional & local
authorities*

*Coordinators
of the EUSBSR*

*European
Commission*

How Programme communication works: Approach

Collect input from projects

**Identify
transnational
achievements
(cf. messages)**

**Illustrate
through
stories**

Make accessible

Disseminate actively

© Maack

How Programme communication work:

Project library - an archive for content

projects.interreg-baltic.eu

The screenshot displays the 'PROJECT LIBRARY' section of the website. At the top, there is a search bar with a 'Search' button and radio buttons for 'Projects', 'Project stories', and 'Project outputs'. Below this is an 'Advanced Search' button. The main content area shows '18 projects found' and a 'Sort results by' dropdown menu set to 'Project acronym'. A list of projects is displayed, each with a thumbnail image and a brief description. The projects listed include:

- ALLIANCE Baltic Blue Biotechnology Alliance**: The project will bring together blue Baltic Sea Region to develop innova and services in response to the EU S
- BALTIC BLUE GROWTH**: Baltic Blue Growth - Initiation of One of the most serious challenges the enrichment of ecosystems by ch project is to remove nutrients from
- BALTIC INTEGRID**: Integrated Baltic offshore wind el The project aims to contribute to su further integration of electricity ma Sea Region by optimizing the poten
- BALTIC LINES**: Coherent Linear Infrastructures in The project seeks to increase trans energy corridors in Maritime Spatia will prevent cross border mismatch

On the right side, there is a detailed view of the **EMMA** project. The header includes the Interreg Baltic Sea Region logo and the European Union flag. The main image shows a large cargo ship on a river. The text reads: 'Enhancing freight Mobility and logistics in the BSR by strengthening inland-waterway and river sea transport and proMoting new internAtional shipping services'. Below the image is a navigation bar with links: Information, Stories, Budget, Partners, Media, Contacts. The project details include:


- 3. Transport**
3.1 Interoperability
- EMMA**
- Transport volumes in the Baltic Sea Region are expected to grow significantly in the next decades. The project intends to focus on raising inland waterway and river-sea transport potentials.
- Summary**
In some BSR countries (Germany, Sweden, Poland, Finland, Lithuania) IWT has a

On the right side of the project details, there is a 'Go to project website' button and a timeline showing 'March 2016 - February 2019'. Below this is the 'EUSBSR flagship' section, which lists the 'Priority area: Transport'.

How Programme communication works

Project library – dynamic content


PROJECT STORIES



JOINTLY RESTORING RIVERS

A single river barge can carry more cargo than 100 trucks. This means lower costs for barges than for trucks, which in turn leads to benefits in terms of cost of cargo transport. After the restoration, the river has gained momentum lately and European transport policy is now more focused on the river.

VIDEO



SOCIAL MEDIA

Twitter

EMMA Project @project_emma · 28h

RT @HeliKoukkula: #FWA #FinnishWaterwayAssociation Annual Szczecin, Gdynia and Gdansk....

OUTPUTS

1. Natural resources · 2.1 Clear waters

2. Natural resources · 2.1 Clear waters

DAIMON

Guidelines for Innovative Use of EU Funds for Measures in the Housing Sector and Deprived Urban Areas

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

CONTACTS

<p>Project manager</p> <p>Tallinn University</p> <p>Alessandro Nani</p> <p>+372 619 9913 alessandro.nani@tlu.ee</p>	<p>Legal representative</p> <p>Tallinn University</p> <p>Priit Reiska</p> <p>+372 640 9104 priit.reiska@tlu.ee</p>
<p>Financial manager</p> <p>Vahet pole OÜ</p> <p>Indrek Fridolin</p> <p>+3726409259 indrek.fridolin@gmail.com</p>	<p>Communication manager</p> <p>TLÜ</p> <p>Arko Olesk</p> <p>+372 619 9569 arko.olesk@tlu.ee</p>

SOCIAL MEDIA

Facebook

Like us on Facebook

Together for seniors · NaNs

Article about our exhibition at Stockholm Furniture Fair

Together for seniors · NaNs


After Stockholm Furniture & Light Fair we just got invitation to present BaltSe@nioR during Milan Design Week!!!! 🥳

SHARE PROJECT

<https://projects.interreg-baltic.eu/projects/cm-18.h>

Copy link

ar, Lübeck | 7-8 March 2018



How Programme communication works

Online communication



 2000

 2500

 3200

 10.500

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, ...**



© IB.SH/ Jarek Jaworski

**What you
can do to
communicate
Interreg:
Use the
Interreg
messages in
your project**



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+



© Galyga

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.