

Cooperation actions: Shared knowledge towards greater impact

Targeted communication

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Interact



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„We are offering incredible **opportunities,
why are people **not using** them?“**

We wait for them to come to us

Administration

- Internal logic structure
- Administrative language
- A list of unnecessary facts, outputs, abbreviations, procedures
- Intimidating complexity
- Reporting
- Associated with boring
- Targeting “general public”

Brands

- Problem → solution
- Plain language
- Relatable emotions and examples: problems, dreams, aspirations
- Simple and memorable
- Storytelling
- Associated with creative
- Targeting “communication persona”

Target audience

Making a “communication persona”

- A **profile** of a typical audience member, representing **people who might care** about your initiative
- “**Audience profiling**” within a larger process: “**audience segmentation**”
- Profile should include details such as age, education, income, hobbies, work problems, preferred communication channels, etc.
- Write for them



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How to use AI tools for targeting

1. Prep

Collect all the information about the initiative and give AI the context - **grounding**

2. Clarify

Clarify what is the **problem** and what is the **sollution** that you offer

3. Target

Prompt AI to draft **target audiences** and make profiles for each

4. Content

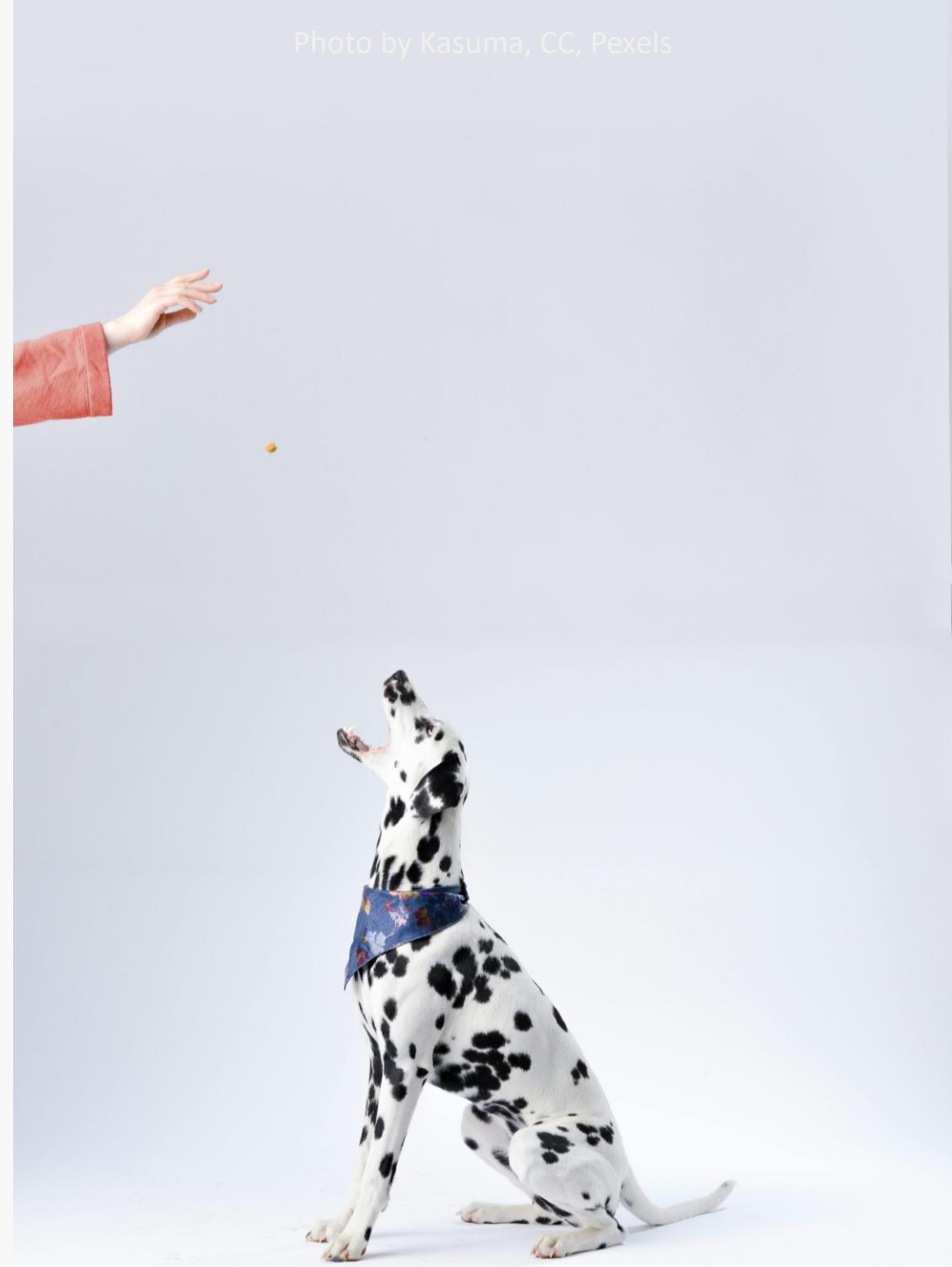
For each target group you can use AI to help you **draft** content

Step 1: Grounding

Feed the AI with:

- All the publications, PDFs
- Links to the online tools, website
- Ask AI what more it needs

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Step 2: Clarify

Problem:

“Let’s be honest—most of us are already juggling 27 things. Managing one fund is hard enough. Now we’re being told we need to ‘cooperate across borders’ and ‘create synergies between funds’...But with who? On what topic? Using what process? No wonder it feels vague, complicated, and a bit overwhelming.”

Solution:

“Cooperation Actions aren’t about extra work. They’re about making the work you already do go further.”



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Step 3: Target example “rural mobility”

General info

- Thomas, from Saxony-Anhalt, Germany, senior officer at a regional development agency

Goals:

- Find practical models to improve rural transport
- Use EU funds for visible, citizen-focused projects
- Avoid reinventing solutions: learn from others

Frustrations:

- Doesn't know where to find tested solutions/partners.
- Lacks capacity for writing new proposals from scratch.
- Often left out of high-level conversations/networks

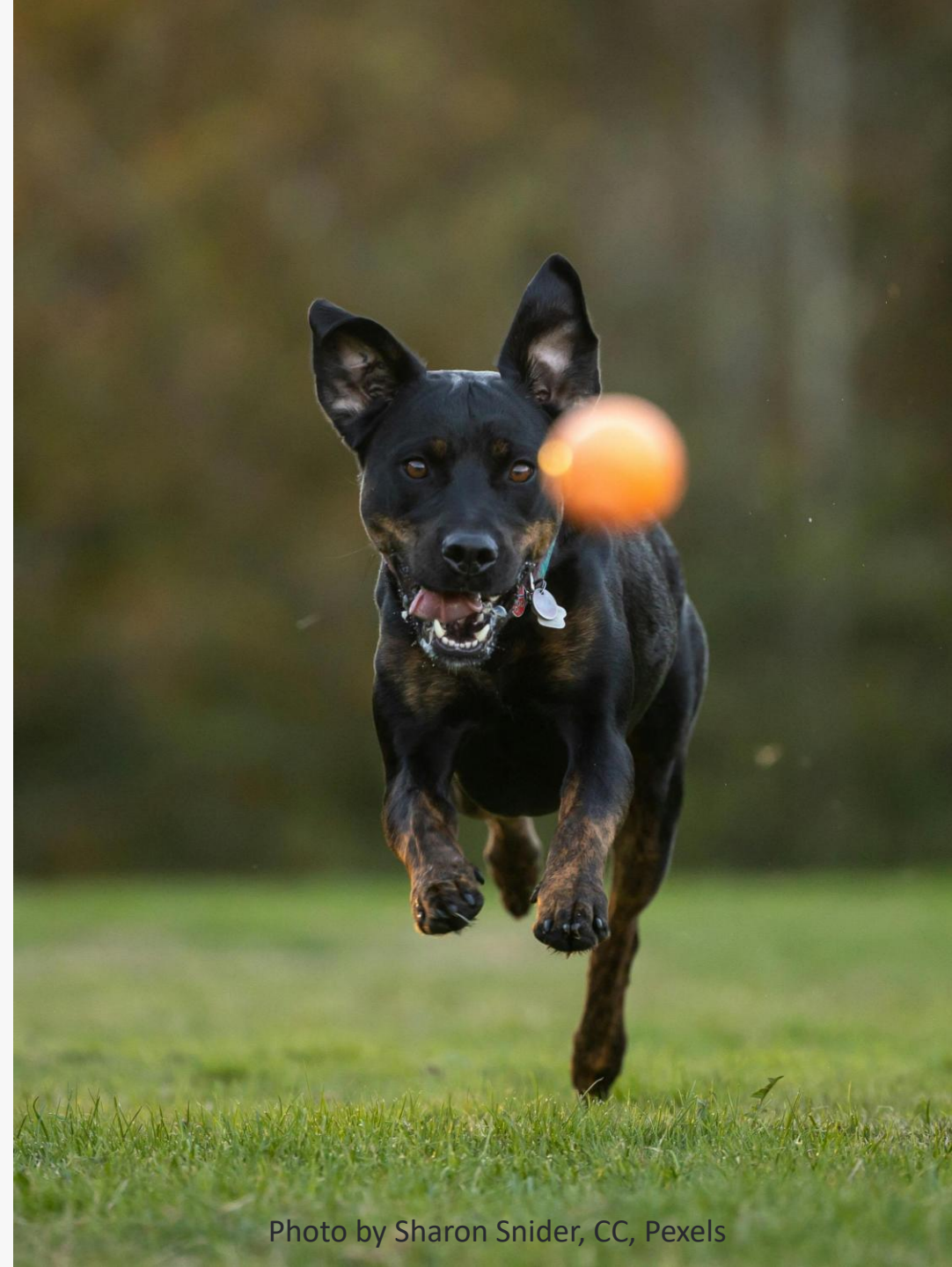


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Step 4: Content

Reaching out to Thomas

Hi Thomas,

I've been working with programmes that are dealing with the topic of rural mobility. A lot of them say the same thing: "We'd love to learn from others, but we don't have the time to dig through EU websites or chase vague cooperation ideas." That's exactly what we're trying to fix through something called Cooperation Actions. If you're ever up for comparing notes (or frustrations), I'd be happy to share what I've seen work in similar regions, from bus-on-demand systems to shared procurement. If that sounds interesting, you can...



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**„We are offering incredible opportunities,
here’s how you can benefit:“**

We need to go to them

Cooperation **works**

Thank you for your attention!

Nebojsa Nikolic