# Communication & capitalisation

Rosa Escamilla | Interact | 18.06.2025





## **CAP COM**





Your project will have a wider and more lasting impact



Addressing capitalisation enables you to develop new networks



Working together to reach your impact goal will build stronger bonds and strengthen your partnership



By taking active steps to capitalise on our work, you will build useful skills within communication, networking and persuasion



**Capitalisation creates visibility for** your project and its partners



**Stories of capitalisation empower** you to pitch and achieve funding for new ideas



#### **CAP COM 2025**

# Removing barriers and rethinking communication strategies



"We list projects on the website" isn't that capitalisation?



#### Barrier

Many programmes believe that simply listing projects or having a basic page means they are capitalising results.



#### How to overcome it

- Create a dedicated section for capitalisation that showcases transferable practices, lessons learned, and real-life impact stories.
- Add narrative value: why the results matter and how they can be reused.



#### **Practical example**

Interreg Aurora or Central Europe have strong capitalisation sections that go beyond listing, offering real insight into results.



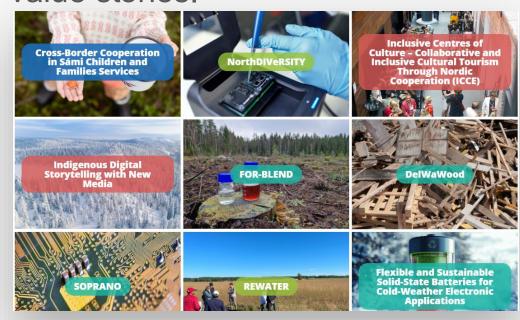
## What we do now

Projects are listed online with titles, budgets, partners - and that's considered "done."

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те сомоны онте	Obras eficiencia energilica Jasa Stanuli	Nejora la eficiencia arregións, del edificio redicir las embienes de gones de efecto inversadera. desnivación de comunica arregiónse, uso de incremento de alterna es geto de comunicamentalista. Decen arrupad empulsicatare en el uso eficiencia de la energia de la Carcunias, que quedo servir de quergio en el ártilito de la eficiencia este giblica.	Migrate de eficiencia mengelios del edificio Mejora de la mosforma, con estudiarea en la solara, factuales, mendioriantes, solare, capitare la vidiar la y cultura de Menoración en las instalaciones, sustituyando descricidad y han inscita, climaticación y ventilación	20/05/2021
HAMERA DE RANGFORMACIÓN GRARIA SA ME NP	Mejora y Cornadidación de la Red de Influente acturas Hidribulicas para el Regul de la Vega Reja, Pian Vega Red taca.	La garecció faco comerte si la Vigo Baja en una consentiente di cambio climatica, come acabato por los enerces climaticas, come acabato por los enerces climaticas de porte de producera enerce del partir que se plamen en sua escalación en la politica en encuração, adeiro de de la Euclimente de politica por expensa de la comercia de del Euclimente de la sucular de descapida ha de exeguidad o las núcleos politicaciones de la como completado su tidos de descapida hacia el encuração.	Martiner y regions of functioners de les influents actures de regioles martiners la operation historiales de les condess, entre le prédiction de la condess de les condess, participar le materiales de les condess, participar le martiners de la condess, participar le martiners de la condess de la condesse del condesse de la condesse del la condesse del condesse de la condesse del la condesse del la condesse de la condesse del la condesse de la condesse de la condesse del la condesse della c	0.07202
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PROCEDE	ACCIONES DE MEJORA Y FORTALECIMENTO DE LA INNOVACIÓN COLABORATIVA EN EL SECTOR AL CUIDADO DE LA CALIDAD DE VIDA	Operaciones solicitades en la accide Frankesimient del solitatro deliminaro de interpretacione en di mancode retrumento por della Resistacione 2 de della della 2022, dei visoperaciones speciales de la Agencia Viseracione dei la frankesimi (AM) per la giur se cominciaro puede en manera de faroldesimiento y plessa milità del Seiserra Viseracione de frankesimi puede por regiona della della produccio puede la servicione 2001 a 2004.	epolium in preside etter apprese del alaterna valendame de innocedité herverado las recontinno de interconsiderate inte à etiblica mentilica. Semblemo de consociente participate de innoceditate de anacionismo desfilos y terrodigios en las empresas es melo del impalso de la hardeno de locacionismo.	01010022
O PROCEDE	DISENÍO Y CREACIÓN, DE UN UNIVERSI DE AGUA GRENTADO A LA RECUPERACIÓN DE RECURSICA Y REUTELEACIÓN DE AGUA RESIDUALES PARA LA PROVICIA DE CASTELLÓN	Operaciones solicitadas en la acida Farabicciones del sistema vilanciario de invocación en el marcola instrumento la ficio Pissala in del Parabicción 200, del corporación ejecución de la Agencia Vilenciario de la Vinencia (VAV) y el 1 que escanación que que que que an maierio de farabiccionente y decargido de Siciento Vilenciación de Introdución para la mejor del malder parabición parabición parabica de periodo 2001 a 2004.	Projekt is strenich ette apräss dif sistema videniare de revosibili fervetedo las moselamis de intercencia ette las bridisa sendinja, sendinja y empresaria, apticia la resposició de conscimiento de filos y terológico en las empresas e breds del impalso de la sendinació de conscimiento.	0101002
io PROCEDIE	RETAILPUTURE*	Operaciones sufuliadas entra acida Forsássimonas de sistema oberaciono de incovación en el manuscio Instrumento jul dos Residon las 7 de abril de 2022, del vicupresidente ajeculario de la Agencia Visitanda de discloración (AVI) por la julia esconocioni pueda en maiera de fandaciónismo y lascentido del Seismo Visitanda de Insección pera la recepto del maior producto que no el personoción 2021 a 2024.	Implies à committe entre agresse del victeme voluntione de innocessiré forvertands les innocessimes de interconnoide entre les territoises actualistes, so empresant patricier le incorpre action del constituients desfilos y terrodigios en les empresas et méte del implies de la hardinativa de construients.	0101000
о РМОСЕОЕ	TECHNOLOGY TRANSFER DAYS ACCIONES DE PROMOCIÓN DE LA TRANSFERENCIA CHTRE GENERAGORES DE CONOCIMIENTO Y DAPRESAS	Operaciones solicitades en la accide l'implecciones del disterna vulenciare de impressione en el manuscle centrumento per los Centrolos de Cele admit de 200, del corpressiones ajeculare, de la Agencia Vilenciarsa de la bracución (AM), per la upue a concessor que puela en materia de faraldecimiente y discursión del Sistema Vilenciarca de brasación para la mejara del materio pradución para los gerondos 2003 a 2004.	Implier à commité entre agréssi del accesse adenciare de resoución ferrestrato ha escatario de intercursolón entre las intribus accessivas y empresaria, passivar las excepacións del conscimiento cientifico y tecnológico en les empresas els existe del impairo de la acestrario de consciences.	01/01/0020
PROCEDE	ACCIONES DE CONSCILIDACIÓN DE LA COMUNIDAD VILLENCIANA COMO EPICENTRO DE GEOMATICA	Operacione substitute en la acolo Parabolimento del cinterro cientra di invocabile en la manuale involumento purido Resolución de 7 de abril de 2005, del compresidente operativo de la Agranda Valenciana de la bisocioción (ARI) que la que se conicioción republica en materia de fazilidación entre y dissemble del Sistema Valenciano de himación para la megan alle materio productivo para la septición 2005 a 2004.	Projulies in consistence agreement assessment intercurse de reseauce de reseau	0101202
ю тоссов	DECURDADE RINDVIACIÓN SOCIAL "CREACTRIA": DEPACIO PADA LA CONTUENCIA, FORMACIÓN Y COOPERACIÓN DE LOS AGENTES INCENCIONO.	Operacións indicitates en la active l'opplactiones del violence allemente de impossible en el manuale bestimente la referencia l'actività de la 200, de la compresione signation de la Aproca Violenciaria de la fraccionale (AVI) par la que se convicion spulha en maleria de farbitationes e disservable del Sisser de Violencia de l'ansacción para la magaz del maleria productiva para los aprocionas 2003 a 2004.	ingular is consist, east agreed as board reproduction interestor of interestor or instruments of	01/01/2022
o PROCEDE	TELEASISTENCIA SENIDORIA. INTERNET DE LAS PERSONAS	Operacione solicitate en la acción Particularione del colorno del mismo del Proposition en il manco di manumento per la los Resolución de 7 de actó de 2005, de integradad en questione algonário de la Agencia Valenciario de la trassación (MII) que la que se como acción para la internación de tradiscimiento y la manco del Sistema Materiación de historio del para la magaz del materio particular que de acciono 2007 a 2004.	Implian la presión entre agresso del sistema unimismo de revuesción forestendo las maseriamo de interconsolón entre las éritimo mendias, a compressión particular la morposción del conscioniento desfilos y tendalgos en las empresas est más del implantario producencia de conscionente.	0101202
ю РМОССОЕ	DISEÑO Y CREACIÓN, DE UN LIVENSUA DE AGUA GRENTADO A LA RECUPERACIÓN DE RECURSOS Y REUTLEZACIÓN DE AGUAS RESIDUALES PARA LA PROVINCIA DE CASTILLON, CASHATERIAS	Operatives solutivate en la solute l'archaniment del solvers silvers solution de invocation de monach industriente juridico Resolution de l'ide attri de 2000, del visopresidente operation de la Agentia l'idérication de la historicación (API) per la que se consciour aquate en malario de fordecimiento y descriptió del Solvers Videricación de historicación per la lamagna del malatio pratatair su partius aprocious 2000 a 2004.	región la transión entre agretas del sistema extenciam de innuación ferrentando las maceriamo de intercensión entre las entresa exemblos, securidaços perspecials, patentes la incorporación del conscioniento de Rifory de sobjetico en las empresas con dels del impalso de la paraferencia de incorporationes.	01/01/2022
o PROCEDE	DINAMIZACIÓN DE LA NACETIGACIÓN E ANOUACIÓN COOPERATIVA EN SALLO, PROSPINIA UNISALUT	Operations solutions and access Particularities and distance deliminate del immodate modernament and immodate	Projubor de comesión entre agress de Sociente viderciante de inspection de restando foi mescalente de intercamente entre de titol exception.  Bendaligos e empresante pulsarciale la incorporación del consolimiento circellito y socializados en las empresas a o cede del impulso de las candimentos de consolimiento.	0101002
o PROCEDE	CHICAMETACON DE UN FORD PROVINCIAL DI SALIDI ABERTTO A LA CULDADINIA "HALCANT CORDICIÓ SILLIT", RISIA CIRCAR ALIMEZAS DISTRE AGENTES CLAVE DE LA PROVINCIA DE ALICANTE VINCULADAS CON EL SECTOR QUE CONDUZOAN A LA RINORACIÓN DIN EL AMISTO DE LA MALID. Y FAVORE	Operations substation on a south Propherometric distriction selection deliminate del impossible en el manso de instrumenta particio Residualini del 19 adrei de 2022, dei suppressibilities ejeculario de la Agressa Nationalina dei de transacción (AMI) par la que se convicuos equalita en malarios de faráldocimiento y descripció del Sistema Visionalismo del increacción pará la magina del malatino particia de sparti se percipios 2020 a 2024.	trigible is consistent extra agreement in contraction on internation for extraction in the contraction of the second contraction of the contractio	01/01/2022
o PROCEDE	METAHERISO RODES ALCOX	Operations substacks on its action furthermore did sinterno situation of invariation and invariation and invariation and invariation and invariation and invariation of the Agencie Videocians do in Invariation (AVI) par in get an convexion epiche on materia de forbins inverse y discounties of the Agencies do invariation epiche on materia de forbins inverse y discounties of the Agencies and a part of the Agencies and Ag	inguidor la universa viene agresso de sociente sear-cuencia in resolución de resolución indicación de consecución de consecuci	01012022
) PROCEDE	DEMOCRATIZANDO LA DIRULGIACIÓN DE INFORMACIÓN NO FINANCIERA POR PARTE DEL ECONSTIDAS RINCUADOR VALDICIANO. WEBAPP-RIMA LA SENERACIÓN DE MEMORINS DE SOSTEMBLIGAD.	One diverse subcludate with another Frankerinness bill instema visioniare del innovación medicane en marco de instrumento particos (inschazionis de Faderi de 2022), de visionamentente ejecución de la Agencia Visionidana del la terrancia (AMI) por la que se conviccioni puedes en materios de fandacionismos y deservición del Sistema Visionida de consociación por actual La mega a del materio predictivo predicti aprovicción 2020 a 2024.	implate is consequently agreed of experim services on interessors to respect to tracelerations as services on etherna and one controlling a very research, potential in incorporation del consolimiento de efficir y basedings on the empresa a tracet, del implato de la positionación de consolimiento.	01/01/2022
PROCEDE	ADATEK ANALISIS, DIAGNIOSTICO Y ACCIONES SORRE LOS RESIDUOS TEXTILES POST-CONSUNIO DE LA COMUNIDAD VALENCIANA	Operations solutivate on the active Fairland rest of solution and income derivative investigation of managed incomercing uniform Residual for \$1 should be 2022. Get incomercing injuries of the Agencies Valencians do in Innovación (AVI) par la que se convention equales on materia de finisferioriente y descriptión del Sistema Valencians de transación para la regiana del materia productiva que indipulsión 2020 à 2004.	trigillar is unesse ears agreem as commonwement in remainin determinant in manatemis as described at the common constitute.  Described as a service de la commonwement de conscienters desfins y excellagación las empresas a broke del implica de la existinación de consciente de	0101002
io PROCEDE	PROGRAMA PARA VISIBILIZAR A LA MULER EN EL AMBITO DEL CONCIGNIENTO Y LA MINOVACIÓN	Operationes saficitades en la acción Fundacionismo del sistema videnciano de innovación en el manquele instrumento pridos Persación de 7 de afecto de 202, del magnetidente ejecutivo de la Agencia Visenciana de la Persación (AVI) qui que se convenir a puede en materia de faridaminimento y desarrallo del Sistema Visenciano de Innovación para la melina del material visenciano de Innovación para la melina del material visenciano de porte electrico (202 a 2024.	Trigular la consolir estre agretie, del sistema estenciare de insulación travespado ha macarione de intercanación estre las destinas consolir. Consolir per prometal, planente la incorporación del consciniento circolifon y terminágico en las empresas a taxele del impulso de la actividación de la constitución.	01/01/2022

## What we should do

Turn that list into a proper capitalisation section that shows real impact, transferable results, and added value stories.





## Good example Interreg Aurora

### Projects Archive - Interreg Aurora

- Eye-catching photos
- Direct link to project explanations
- Categorised by theme

#### **Interreg Aurora projects**

Get to know our funded projects.

II Smart

Cross-Border Cooperation in Sámi Children and

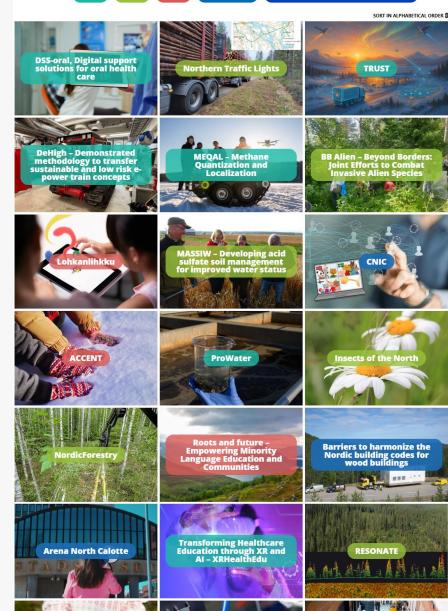








Culture – Collaborative and Inclusive Cultural Tourism



## Good example Central Europe

### **Project Gateway**

- Clear explanation
- Easy to find
- Total number of projects: shows scale and potential for future beneficiaries

#### **Browse our projects**

Interreg

Pilots ①



Hide Filter <







65 Investments ① 175 mg Funding Allocated ① 337







AGRI-DIGITAL GROWTH

#### Reducing social disparities in a joint effort

Social and economic disparities remain evident in central Europe and negatively influence cohesion. Social exclusion and poverty also affect some regions more than others and this needs to change. To do so, the 3P4SSE project goes beyond state-of-the-art social innovation projects. The partners adopt a placebased clustering approach when addressing specific challenges of social and solidarity economies. Amongst others, they create a multilevel network scheme based ..

#### Connecting regions to European transport networks

The trans-European transport networks carry a large share of long-distance freight transport across Europe. But connections between the main nodes of these networks and rural or peripheral regions are rather weak, with negative consequences for transport operators. The ACCESSMILE project improves the accessibility of such regions with the networks. To this end, the partners pilot new strategies and action plans to optimise IT processes ...

#### **Empowering agricultural** innovation

Farmers and food companies are slower in adopting digital technologies in comparison to other sectors. It is therefore necessary to make farms and food industries aware of digitalisation advantages and benefits, in particular by providing them with success stories and testing with them how a technology can concretely be useful. The AGRI-DIGITAL GROWTH project introduces central European farmers and food companies to precision and ...





#### Optimising bridge maintenance

Bridges are critical transport infrastructure and need regular maintenance to be safe. Smart systems help with monitoring and allow to optimise maintenance processes. But they carry a high price tag. The BIM4CE project designs a new bridge management solution that will be effective for less money. The solution will be based on already existing technology and scalable. It will pave the way not only



BIOFCO-UP

#### Boosting the bioeconomy

The bioeconomy concept seeks to replace fossil resources with renewable raw materials in as many areas and applications as possible. The BIOECO-UP project widely establishes this concept across central Europe. The partners will design new circular value chains for the bioeconomy and change consumer behaviour. They will also support the policy level to push ahead with the transformation.



BorderLabs CE

#### Testing new ways to bring border regions closer together

Thanks to EU integration, borders across countries have been softening - but public administration and policies still do not sufficiently address the needs of cross-border communities. The project BorderLabs CE will change this by improving public capacities for participatory cross-border cooperation. Partners from six countries jointly develop and pilot new governance models and solutions for integrated cross-border strategy development. They also investigate new approaches ...



## Tools & Resources to enhance project presentation

Accordion

Blocks / Toggle
Elements
(WordPress,

For turning plain lists into expandable content with details.

→ Use this to include a short intro + "read more" with project highlights and outcomes.

Canva + Embed code

Design custom project summaries with graphics.

→ Make a template for all projects and embed on your website.

Unsplash / Pexels

Free, high-quality photos.

→ Use when your project doesn't have genuine visuals



## Result

An engaging capitalisation section in your website that tells the story, not just the numbers, making project results visible and reusable.



## "Capitalisation happens at the end" Late & disconnected from communication



#### **Barrier**

- Capitalisation is often treated as an afterthought, done at the end of the project or programming period.
- Communication and capitalisation strategies are seen as separate tracks.



#### How to overcome it

- Embed capitalisation actions from the start into the communication strategy.
- Align capitalisation with work packages from the beginning of the project.



#### **Practical example**

Interreg North Sea has built capitalisation into communication strategy and make it a tool for policy impact.

## What you do now

Capitalisation is seen as a final report deliverable - not a part of strategic planning.



## What we should do

Include capitalisation actions from day one, aligned with communication and work packages.



## Long-term visibility of project work



Achievements by topic

North Sea Legacy stories



## Result

Capitalisation isn't an afterthought but part of the **project's DNA** from day one.



"We have a project summary - that's visibility" Confusing visibility with capitalisation



#### **Barrier**

- A final summary or a few social media posts are often seen as enough.
- Outputs are not transformed into usable, shareable, or stakeholderfriendly content.

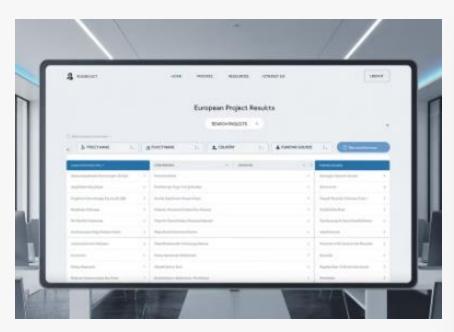


#### How to overcome it

- Turn outputs into real stories and tailored content for specific audiences.
- Use storytelling formats: short videos, case studies, infographics, blog-style stories, etc.

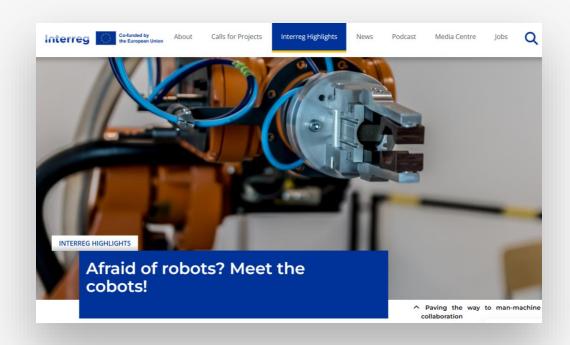
## What you do now

Outputs are published as final summaries or dry reports, often unreadable or inaccessible.



## What we should do

Repurpose outputs into compelling, audience-friendly stories and formats.





Unlock the power of quantum computing with NeQ Project. Harness the synergy of neural networks for unmatched computational agility. Seamlessly integrate with your existing tech stack for quantum supremacy. Embrace the future of IT innovation!

## We assume others understand, but often they don't





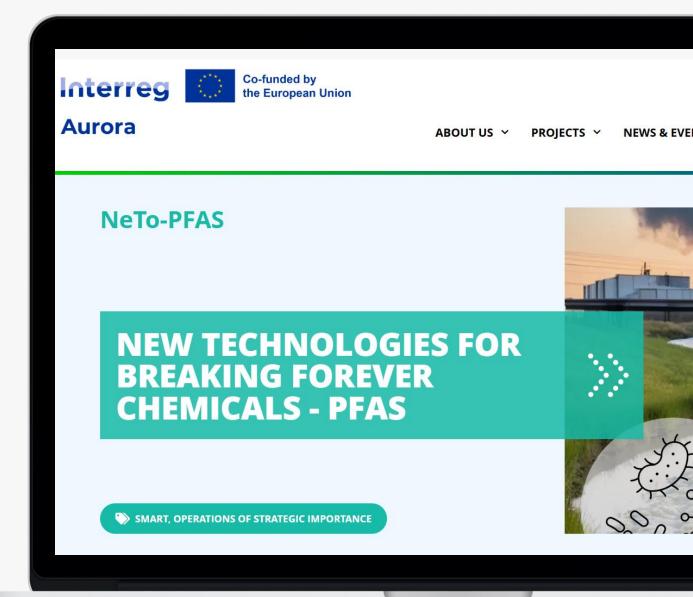
## But we can do better

## **Storytelling and plain language**

- It aids unsderstanding the project and outcomes
- It convinces the interested audience
- It's easy to remember and we want our stories to be retold and our results to be reused



# Catchy style on website description & Social Media



## Website description

## NEW TECHNOLOGIES FOR BREAKING FOREVER CHEMICALS - PFAS

#### **NeTo-PFAS**

The broad use of products containing per- and poly-fluoroalkyl substances (PFAS) has led to the global contamination of the environment, including soil and water. PFAS are synthetic chemicals that are extremely difficult to break down, thus new technologies are needed to eliminate these persistent chemicals in the environment.

The main objective of the Interreg Aurora funded project NeTo-PFAS is to create a sustainable and cost-effective solution for managing PFAS-contaminated groundwater that can be applied on site at the source of contamination. To address this issue, the project will build on earlier achievements and continue developing solutions to break down PFAS in soil and groundwater. The collaborative efforts of researchers in Norway, Sweden, and Finland will be undertaken by combining complementary expertise in organic chemistry, electro-oxidative and biological degradation techniques of environmental pollutants. The project has the potential to lead to the discovery of new microbial species capable of more efficiently biodegrading PFAS.

## **Social Media publications**



■ Did you know? Forever chemicals like **#PFAS** are polluting our environment and are hard to break down.

The NeTo-PFAS project from Interreg Aurora is finding smarter, sustainable ways to clean up contaminated groundwater \*\* Are Researchers in Norway, Sweden, and Finland are teaming up to tackle this challenge!

Read more here https://www.interregaurora.eu/approved-projects/neto-pfas/ #Interreg #CohesionPolicy Europe in my region



INTERREGAURORA.EU

#### NeTo-PFAS - Interreg Aurora

The broad use of products containing per- and poly-fluoroalkyl substances (PFAS) has led to t...



## **Tools & Resources**

## The elevator pitch

Short, impactful project summary

→ Use it to spark interest and clearly convey your project's purpose in any setting

## Journalism mini guide

Tips for writing like a journalist.

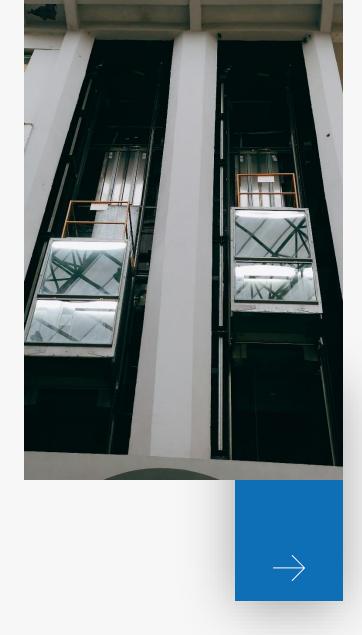
→ Use it to craft engaging, story-driven content for broader audiences

#### Plain language

Clear, accessible communication.

→ Use it to make complex information easy to understand for everyone





## The 'Elevator pitch'

It's an informal term that refers to a quick way to introduce yourself, summarize an idea or project, and connect with someone. This is key nowadays due to all the informational "noise" and our lack of time.

ABCs of effective communication: Accuracy, Brevity and Clarity



# The client always tunes into WIIFM (What's In It For Me?). Everything else is noise.

Steve Woodruff, President Impactiviti/ClarityFuel



#### The elevator pitch template

Also known within the Interreg community as **the 'Charlélie's pattern'**, this short script is a very good way to briefly present your project to someone and get their interest. Be concise and clear, get to the point and use short sentences. Then, you will succeed.

#### INTRO + PROBLEM

The big picture/context

#### **PROBLEM SPECIFICS**

We focus on the problem/challenge

#### SOLUTION

How our project fights the problem

#### **HOW THE SOLUTION WORKS**

Short explanation of the main features of the project (3 max.)

#### **PROOF IT WORKS**

The impact of the project (main results, figures, people reached...)

#### **VISION AND BRAND**

The last "touch", the closing sentence summarizing what Interreg/the project does



## **PROBLEM**

## **SOLUTION**

## **RESULT**







## **PROBLEM**

## **SOLUTION**

## **RESULT**







## **PROBLEM**

### **SOLUTION**

### **RESULT**

### **BRANDING**









# Presenting your project effectively



## The first 90 seconds are crucial

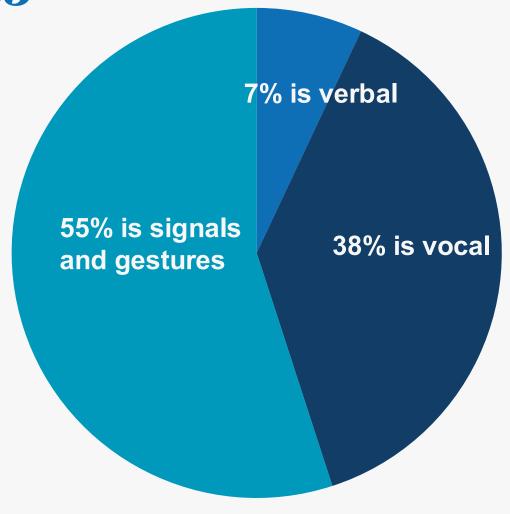
**Talk Like TED** 



Mehrabian's 7-38-55 Communication Model

Researcher Albert Mehrabian broke down the impact of a message into percentages:

7% is verbal, 38% is vocal (tone, nuances, and other characteristics), and 55% is signals and gestures.



## **Tools & Resources**

The elevator pitch

Short, impactful project summary

→ Use it to spark interest and clearly convey your project's purpose in any setting

Journalism mini guide Tips for writing like a journalist.

→ Use it to craft engaging, story-driven content for broader audiences

Plain language

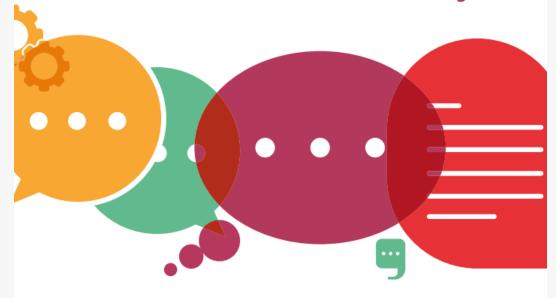
Clear, accessible communication.

→ Use it to make complex information easy to understand for everyone



# THEJOURNALISM MINI-GUIDE

How to communicate effectively?



Are you working in the communication field but did not major in communications? Don't worry. This short guide will give you the key elements you should take into account when communicating an Interreg story.







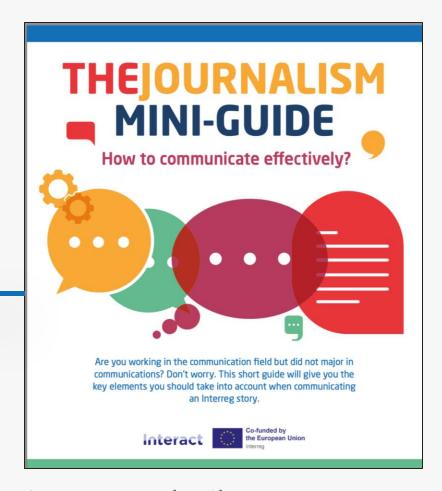
## **Main features**

Practical tool

Very visual mini-guide –communication basics not necessarily for communication people

Main goal: effectiveness.

That Interreg content has an impact according to communication standards and principles





## **Main contents**

Some basic journalism principles

The News Relevance Elements	7
<ul> <li>Key features of an article or press release</li> </ul>	8
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- Regarding the content: the ABC of effective communication
- Regarding the form: Inverted Pyramid
- Regarding the structure: main elements of a press release

02

## How to deal with the media?

<ul> <li>Hi, I am a journalist-Well, nobody is perfect</li> </ul>	
Pitching to the media	
<ul> <li>When the media calls</li> </ul>	
The elevator nitch	

)3

## The reality of media: key figures

• EU Media Poll 2022		
<ul> <li>Digital News Report 2022</li> </ul>		
<ul> <li>Key findings</li> </ul>	25	
<ul> <li>Disconnection with the news</li> </ul>	26	
<ul><li>Less 'paying for news': subscription</li></ul>		
fatigue	27	
<ul> <li>Reading the news or watching videos?</li> </ul>	27	

## 04 What EU media said about communicating Interreg

- General tips when communicating Europe 31
   Lessons learned in Interreg 31
- When communicating a project... 32
- Elements of a good story 32

## Evaluation of your communication activities

14

16

17

18

The GCS Evaluation Framework	34
<ul> <li>When planning your evaluation</li> </ul>	34
The Evaluation Model Implementation	
Matrix	36



## **Tools & Resources**

The elevator pitch

Short, impactful project summary

→ Use it to spark interest and clearly convey your project's purpose in any setting

Journalism mini guide Tips for writing like a journalist.

→ Use it to craft engaging, story-driven content for broader audiences

Plain language

Clear, accessible communication.

→ Use it to make complex information easy to understand for everyone



## **Common Mistakes**

Bureaucratic language



**Excessive** information



**Solution oversell** or mismatch



### **Bureaucratic** language

- Call for proposals
- Beneficiary
- Synergies
- Capitalisation
- Stakeholders
- Capacity-building



### **Practical exercise**

"Target audience" – people

```
"Utilized" -try "used"
"Facilitated" - try helped
"Improved competences" - try "trained"
"Improved knowledge levels" - try "taught" or "learned"
"Held public awareness campaign about the project by..." try we promoted the project by...
"Fostered" – try "helped" or "supported"
"Procured" – try "bought"
"Target area" – just name the city/region
```

### **Excessive** information

Organised two in-person workshops

Facilitated fourteen Zoom meetings

Endured 8 project partner meetings

Printed 10000 brochures

Made synergies for capitalisation

Bought one website (so popular)

Some numbers are more important than the others, and it's not always the highest one.

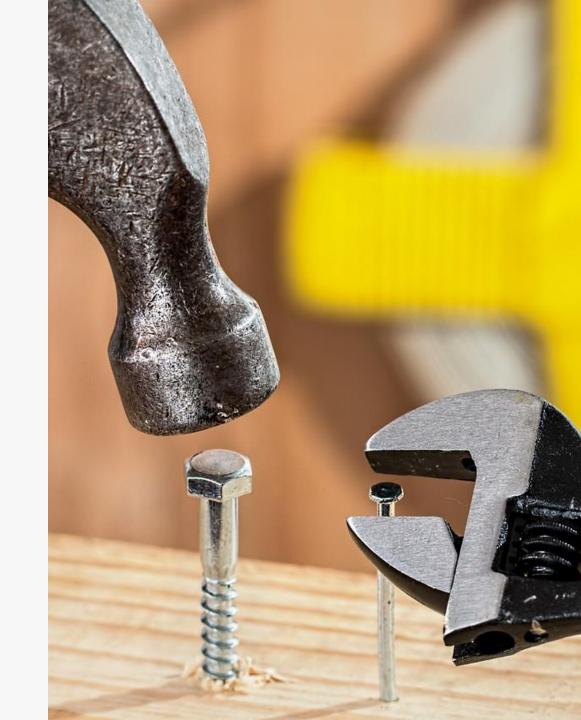


### Overselling the solution

"With our two workshops, 14 Zoom meetings, open days, cross-border synergies on capitalisation and cohesion, a high-level conference with policy makers on the future of post-27 thematic IPA-CBC networks, as well as the internships, we have significantly improved the challenging environment of complex systematic administrative congestions when applying for the initial career progression of young people in the cross-border region."

### What can we try instead?

"We helped 50 young people get their first job."



### Mismatch specific problem and solution

"We wrote a 100-page report that is going to fix climate change."



### Result

Your results are now visible and memorable.

Interreg POCTEP – Project Smart Minho

14 GALICIA

La iniciativa Los Tesoros Humanos del Miño Transfronterizo documenta, para evitar que se pierda, el legado cultural gallegoportugués acumulado durante siglos y que ya solo reside en las cabezas de los mayores. TEXTO Ramón Martinez

### Rescatar la memoria inmaterial que se pierde en la desembocadura lusogalaica del río Miño

As Neves (España) Castro Lameiro (Portugul). El español José Maruel y la portuguesa Isalina son 'tesoros humanos vivos' con habilidades que languidecen y cuya identificación, como la de otras personas como ellos, forma parte del proyecto europeo Smart Minho para transmitir a generaciones futuras.

Nadie aprecia tan bien el valor de la memoria como aquellos que saben que se les va yendo. La memoria, más aún la colectiva, es un patrimonio inmaterial de valor incalculable, un museo vivo cuya conservación requiere de una labor abnegada, muchas veces in-



ET COUNED CYTTERD



manos Vivos del Río Miño Transfronterizo trata de documentar, para evitar que se pierda, la memoria cultural gallegoportuguesa acumulada durante siglos y que ya sólo reside en las cabezas de unos pocos ancianos.

Esta iniciativa ha encontrado un aliado en Xavier, quien no sólo ha renunciado a seguir los pasos de muchos otros que buscaron en la emigración una válvula de escape al desempleo y la falta de horizonte vital, sino que frecuenta a los "leseros humamos vivos" con la esperanza de acabar convirtiéndose en uno de ellos.

"Me parece una riqueza y no quiero que se eche a perder", asegura Xavier, que a estas alturas es ya un libro abierto sobre la pesca de lamprea con "musoira" y sobre las "pesqueiras" o "pestos" sobre las que se lleva a cabo.

Las "pesqueiras", explica de

### Result

Your results are now visible and memorable.

Interreg Italy-Croatia – Project InnovaMare

GLAS PARTNERA

STRATEŠKI PROJEKT HGK INNOVAMARI

### Snažan ekosustav za održivo plavo gospodarstvo na Jadranu

Usklopu konferencije o podvodnoj robotici "Breaking the Surface" HGK organizirala radionicu kako bi inovativne startup tvrtke povezala s mogućnostima financiranja projekata u svakoj fazi razvoja

ugtalizacija je aiat koji ubrzava održive transci mora, katao je Mateo Ivanac, predstavnik Hrvatske gaspodarske konore, na otveenju međunarodne radionace "Tehnologije" i uslage vračenja i zaktile oceana u Jadrzaru", koja se Alopu konferencje o podvećenje rodošci

Prehmologie i usługe pračenja i zaktnie oceana u Jadranu. Koja se u sklopu konferencije o podvodnog robotici. Pitraskimg the Surface" od 25. rujna do 2. listopatda održava u Biogradu na Moru. - Radionica je organizirana u sklopu. aktivnosti israteskiog projekta InnovaMare, koji sklopu.

achtmont group of gaussians a success a achtmont strateding projekta Innova Mare, kogi se provodi so loviru Interreg programa Italija I-Irvatska, Iza su sorganizatori konferencije od Europake Investicijske banke dobili smo prilikat i megurinost da organizarno radionizalogia startup tvrthe podučava raznim mačinimapovlačenje filanacijskih verdatva; kako bi razvili svoje ideje i prozavode, istaknimo je lvanac, sjedno i voditel projekta Innova Mare, dodajudi da je krus prijekti proporasta potreba za okuvanjem Jadranskog mora, što uključuje ekonustavi denista i imultiducijnimari pristup.

Cilj radionice je stvaranje matnog chousustav za održivo plavo gospodarstvo na Jadranu, poticanje nove tržitne prilihe kroz inovativne trknologije i pćelenja, podizanje svijesti o Jadranu koa temeljomo resumu te razviganju modela održivog razu plavog gospodarstva za Jadranu u slakatu s žiuropakom zelenim planom i digitalnom transicijom. Radjenov su su vožano otvorili bezin listikove državni tajnik u Ministarstva mora, prometa i infrastrukture te Sladjana Cossé, voditeljica ureda EIB Grupe za Hrvatsku. Jedan od strateških projekata Ministarstva

more, premeta i infrastrukture jest osigurati oliver koja pomake razimi unicipitevima i projektima koji podiopiri moraki olabiri ostrivi razi, cumankoji o oliviri rimimo, vrijedan okoliš Jadranskog mora. Uloženi naspori za stviranjem odriživog rasta pomicenke ekonomeje trebaju biti uskladeni i kooselinirani s navvigem modernih jernih službi pomorabe ekonomeje trebaju biti uskladeni i kooselinirani s navvigem modernih jernih službi pomorabe sigurnosti, kajo visoidim standardina u pomorakoj mdustriji: kazao je državati sjajisi, dodajora da Etraska, odnosio resorno ministanstvo, od uliako u Europsku uniju značujan sredstva ulaku e diginalizaciju pomorakog sektora, kao i u zastitu morakog ološila.

#### INOVATIVNA RJEŠENJA

Rama digitalna dostignuda su konkretan doprinos possorskoj sigurnosti i saštiti okoliša gdje Ministarstvo, uz pomoć modernih tehnologija, omogućava uslage javne sigurnosti - rekao je Blaver, ističaći da inovativna zješenja u posnorskom sektoru

RAZNA DIGITALNA DOSTIGNUĆA SU KONKRETAN DOPRINOS POMORSKOJ SIGURNOSTI I ZAŠTITI OKOLIŠA, TVRDI JOSIP BILAVER. DRŽAVNI TAJNIK mogu spriječití onečiščenja na moru, ali i reagirati kada onečiščenje nastupi, što je ujedno i cilj koji resorno ministarstvo želi postiči u nadolazečem vremenu.

Sladjana Čosič, voditeljica hrvatskog ureda EIII-a, naglasila je da su startup tvrtike ključne za pomoć pri sprječavanju osociščenja mogu pomoći pri nadovu i zaštiti okoliša mora. Antonella Calvia Gorer, vseoka

Antonetia Calvia Goeta, visodia predstavnica EEB-a, zajedno a Miguelom Alvesom predstavnikom Europskog investicijskog fonda, sudionicima radionice prikazala je mogučnosti financiranja i investiranja u plavo gospodaratvo.

Uz europske stručnjake za podvodnu robotilus i nove tehnologije te stručnjake za financiznje, na radionici su se predstavili hrvatski i talijamki startupovi koji su nositelji novih tehnologija i mihove primjene.

Hevisiko verbis Sed. Fra. Jung sspecialistimas a principianje i analinu satelinskih podataka u svitu pračenja kvalitete voda i septianogo (e EE) Mario Spatina. Ova nagradivana tvrba moli podariga, Jedan je od polspednia Sastrup Petrovyja 2021. a vosu su godne bih finalisti postatinog Bindrinest programa 2022.

Ekspa okupljena u SeaCrasu pokrenula je startup koji se u konkurenciji od njih tisuću probio u finale ektnog programa u Bruzeliesu - Blacinvest 2022. Startup tvrtke





Bilaver, državni tajnik u Ministarstvu prometa, a na njoj govorilo se o tome kako pametna rješenja mogu pomoči u nadzoru i zaštiti mora

Oceaner vecturino, Josep Bustavitta, olgasmo pe da prudaju nakujen į įsieriap vikaricima imovinie i osobami odgovornima za njentino održavaju. Čimiat vytvia obalino podružie pližie vode, temeljenu na sunjeni podružie pližie vode, temeljenu na sunjeni unterligenciji, lioja uveližie olališava posanuparvikajaja imurėvinomi pod vodem jer omoguvijae realam prikaz stanja u svokom terenatiku.

#### DVA ROBOTA

#### Korkyra, SWAMP i pametne plutače u Bruxellesu

Europika komisija odabrala je projekt HSK Innovalkare za prezertačiju bi utveslesa na godinjemi događanju projema interneg Better Together knjemi istopada, gdje ce predstaviti innivacijski ekoustav i robotskoenzorska jedejenija nastala kao rezultat suradnje portinera na projektu. Rijek je odva robota – Korky ka olije namierijem za nadzo ribogojilišta i SWAMP za praćenje okoličini parametrata močyvama – te sustavu pametrski pilotača koje će praštit kvalištetu pametrski pilotača koje če praštit kvalištetu pametrski pilotača koje će praštit kvalištetu pametrski pilotača koje će praštit kvalištetu pametrski pilotača koje če praštit kvalištetu pametrski pilotača koje koje koje praštit kvalištetu pametrski pilotača koje koje praštiti kvalištetu pametrski pilotača koje koje pračiti kvalištetu pametrski pilotača koje koje praštiti kvalištetu pametrski pilotača koje koje pračiti kvalištetu pametrski pilotača koje koje praštiti kvalištetu pametrak praštiti koje k

adefinanti, a SeaCras te fedini hevatski starturi

iz tog područja koji je odabran u društvo 16

informacije krajnjim korisnicima, koje će im

Razvili su skalabilna digitalna riešenja s niskim

omogućiti stvaranje dodatnih vrijednosti.

emisijama ugljika kojima se prati kvaliteta.

Direktor rijecke tyrtke koja "issolioje

naibolish. Cili im je pružiti pravovremene

"Heterogeni pomorski robotski sustav sastoji se od modularnog autonomnog katamarana Korkyra i tržišno dostupne Blueye PRO ronilice. Cilja riješiti probleme nadrora riblijth menža i kiwaza v irotogogilištima, a virime se ronicore oslobadka obavijamia drugotrajnog, a ponekanž tak i poparang posla, kuliderna plustaža grinkupila, obraduje i pothamiule mijerenia razlištih pokazatelja i sološida pomobu seronova, kažin Nikola Mišković, S FEF-a, jednoga od partnera projekta, o jedenijema rijihovog Laboratorija, za podvodne sustave i tehnologije. Treći robotskih pomos za dekologije nazavan SWAMP dolazi iz talijanskog CNP-a, a rijeći je omodušanom katamarana koji mišed polizi u svega nekoliko centimetara vode, što ga čini idealnim za parteenje doklištih parametara u iznimno plititim vodama, poput moti veram područja.



PROJEKTI 2022.

### "We don't have the resources" Time, money, or staff constraints



#### **Barrier**

Small teams, tight budgets, no dedicated staff for capitalisation or communication.



#### How to overcome it

 Use AI tools to summarise, translate, create visuals, and draft text faster.



### **Practical example**

Interact campaigns on communication and Interact network services



### What you do now

Skip capitalisation because "we don't have time or staff"



### What we should do

Connect with the existing support system



### **Tools & Resources**

Interreg Slam

Storytelling contest for Interreg projects

→ Use it to showcase your project through creative formats and reach wider audiences

**Interreg Day** 

Annual celebration of cooperation.

→ Use it to engage citizens and partners with local events highlighting your project's impact

Interreg.eu

The official Interreg website

→ Use it to share your project and discover others across the Interreg community

Thematic Communities

Networks around shared challenges

→ Use them to connect with peers, share knowledge, and amplify thematic visibility

### With storytelling

### **Interreg Slam reach**

- **1.5 million** in 2022
- **3 million** in 2023
- 6 million in 2024-2025















Justice without Borders | Interreg Rhin Supérieur -...

SMALL | Interreg North Sea

Programme



heritage sites across the Austria-Hungary border,



Pallium | Interreg Italia

Prosper BSR | Interreg Baltic

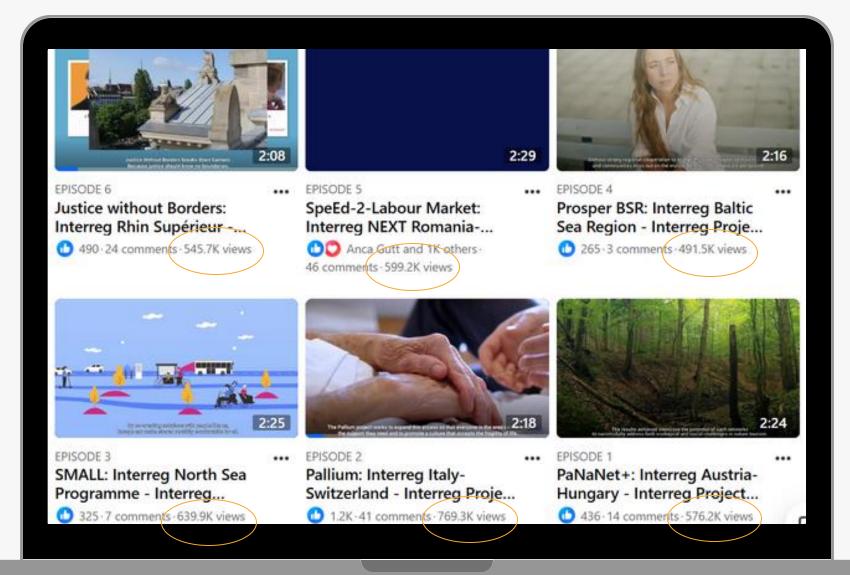
SpeEd-2-Labour Market | Interreg NEXT Romania-...







### Video stories with thousands of organic views and interactions



### **Tools & Resources**

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## **Interreg Cooperation Day**



















Citizens'
commitment to the
EU project



### People engagement since the beginning



1497

266 706

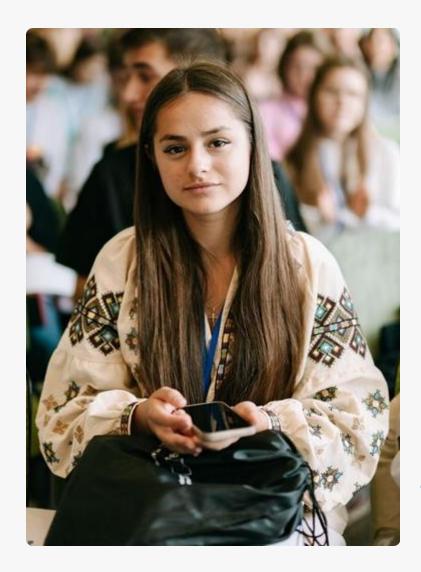
**Participants** 

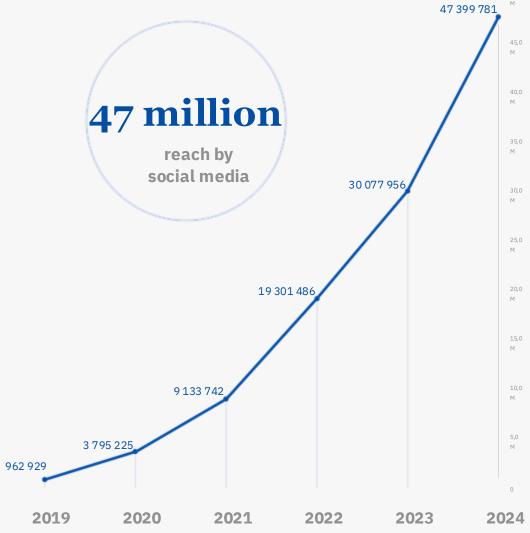
266 706

242 411

### The power of collective action

### Million people reached





### Services offered by Interact

### Official Identity and Branding

Logos, banners and theme

### Website & social media visibility

Featured on Interreg.eu portal and social media channels

### Paid promotional campaign

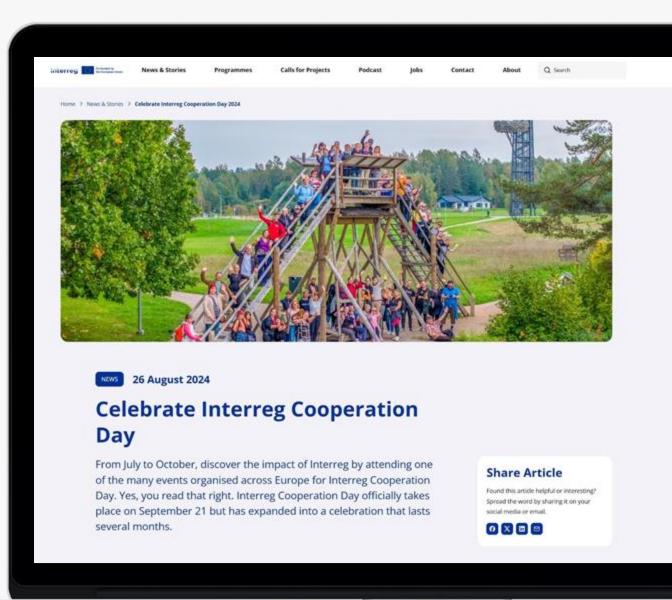
Of programmes publications

#### Promo video

Promotional video customized with your event

#### Guidance

Official guide and factsheet



# Involving projects for successful Interreg events













#### Best project engagement: Interreg Spain-Portugal (POCTEP), with 13 local events involving projects.

Union means strength. Creating synergies with and between your projects can be put into practice through Interreg Cooperation Day. Call your projects, propose joint events, invite the population to get to know and enjoy the results!

We suggest organizing a **festival with activities for participants** – games, cooking, handicraft workshops. You can combine a variety of small activities that would otherwise not attract enough attention by themselves and promote a variety of different projects at the same time. For example, you can combine a workshop on the traditional dances of the region and an exhibition, cooking shows/workshops on how to prepare local delicacies and awareness-raising workshops for children and adults (climate change, social inclusion, health, etc.).





### **Tools & Resources**

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Storytelling contest for Interreg projects

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Thematic Communities

Networks around shared challenges

→ Use them to connect with peers, share knowledge, and amplify thematic visibility Interreg Co-funded by

**News & Stories** 

Programmes

Calls for projects

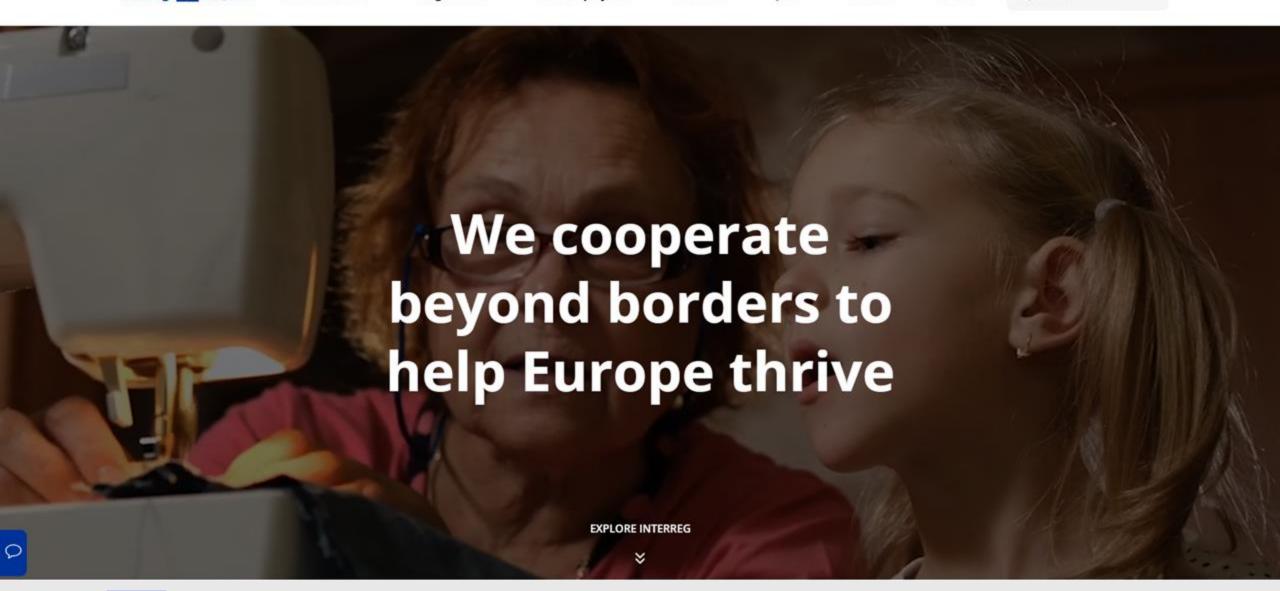
Podcasts

Jobs

Contact

About

Q Search

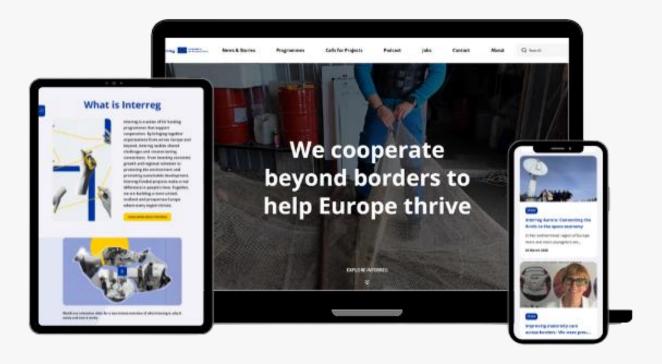




# We do this together



# Integrated approach



### **Benefits** of integration



### Increased visibility

Across Europe



**Unified branding** 

and stronger recognition



One single entry point

for everything Interreg

One of the key challenges we face is that communication within Interreg is fragmented. The interreg.eu helps ensure that our Interreg programmes and projects are perceived by the public as coherent and meaningful actions, rather than as fragmented or opaque initiatives.

**DG REGIO – European Commission** 

### You can send us anytime

- Success stories
- News
- Jobs
- Calls for projects



### countries

ebrecen ting their

### Farming the future

Meet Joris Wisser, a Dutch apple farmer turning his soil into a climate ally, boosting fertility and fighting climate change by capturing CO2.

WATCH THE VIDEO



### **Send**your content to:

interregonline@interact.eu



### **Tools & Resources**

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Networks around shared challenges

→ Use them to connect with peers, share knowledge, and amplify thematic visibility

- Thematic Community for a Smarter Europe
- Thematic Community for a Greener Europe
- 3. Thematic Community for a **More Social Europe**
- 4. Thematic Community for a **Better Cooperation Governance**



### Join forces on promotion

- Representation at external events
- Joint Social media campaign
- Articles
- Promo videos







UNITED NATIONS CLIMATE CHANGE CONFERENCE, COP25 7 DECEMBER 2019













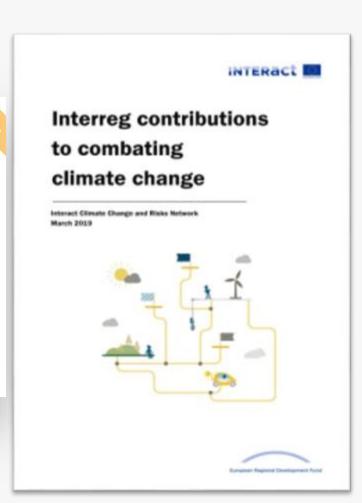
#EnvironmentDay **Interreg** Climate Change and Risk network

### Gain and share knowledge

**Publications** 







### Facilitate the exchange

Network meetings

Project visits

Webinars

Trainings







### Recomendations

### **Interreg Cooperation Day**

- •Always mark the date plan in advance, every year (21 September)
- •Leverage ongoing project events align existing activities to boost visibility.
- •Use the day strategically to highlight results, stories, and connections.
- •Involve your projects let them take part in shaping or running the event.

### Interreg Slam

- •Watch for the call it's usually thematic and announced early.
- •Only apply if it fits go for it when you have a compelling, relevant project.
- •Think creatively great for storytelling, video, and reaching broader audiences.
- •Involve your projects they're the stars; let them present, narrate or feature.



### Recomendations

### **Thematic Communities**

Join the right groups – based on your topics or challenges.

Engage selectively – participate when something matches your interest or

goals.

Look for simple contributions - e.g., EU Green Week.

### Interreg.eu

**Send us your content** – already-made stories, articles, or outcomes from your projects.

**Use what's already there** – explore other projects, stories, or trends to connect or get inspired.

**Don't overthink** – if it's useful and done, just share it!



### Questions & Answers



# Communicating with what we have



# "Capitalisation is a programme task, not a project one" No collaboration across levels



- Projects expect the programme to handle capitalisation; no ownership at project level.
- Programmes don't always give clear expectations or support.

#### How to overcome it

- Include capitalisation in project guidance and contracts from the start.
- Support projects with templates, trainings, and practical examples.

#### / Practical example

 RO-HU programme: example of strong programme—project collaboration on storytelling and results use.



#### What you do now

Projects think capitalisation is "someone else's job" - the programme's.



#### What we should do

Make capitalisation a shared responsibility with clear roles and tools from day one.







# **Project**Communication

In today's context, it refers to the programmes' communication support to project beneficiaries.

#### **Two Complementary Dimensions**



#### **Orientation Function**

Ensures that communication meets EU requirements. It goes beyond regulatory compliance.

- Improving communication skills
- Facilitates available tools
- Set clear expectations



#### **Promotion Function**

Uses project content strategically. Builds momentum for future initiatives.

- Highlights achievements at programme le
- Identifies flagship projectsAmplify key messages



# CAPITALISATION

Livia V.E. Banu



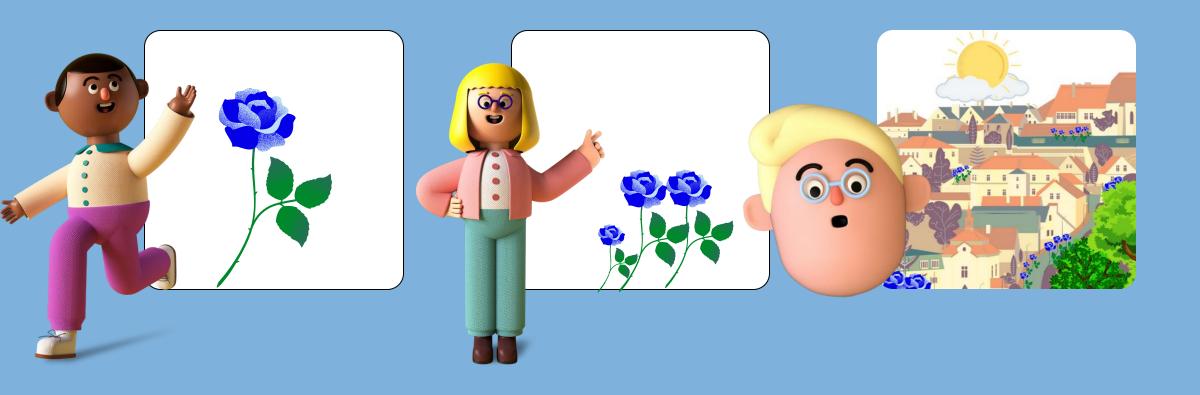
### WHAT

Capital is that part of wealth which is devoted to obtaining further wealth.

Alfred Marshall

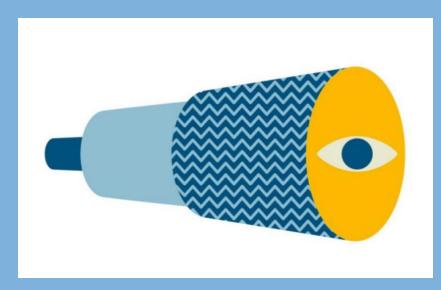


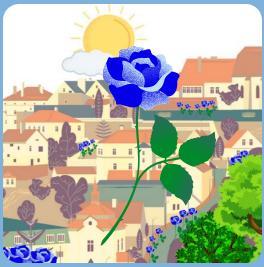
# IT'S STORY TIME





### WHAT





INTERREG
Re-use of knowledge, results,
good practices, even experiences



### WHAT NOT

Communication is the starting point of Capitalization, but is NOT IT.



WHY

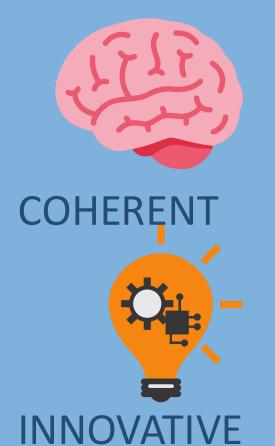
Increase expertise in specific fields
Allow results to be shared and knowledge exchanged

Improve quality content of operations

Promote evidence of Interreg contribution

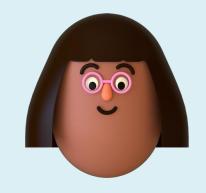
Create synergies with other EU initiatives

Influence the decision-makers



RESOURCEFUL













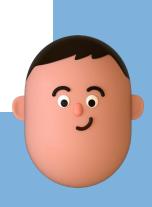


EVERYBODY FACILITATES A

DEMAND-DRIVEN APPROACH



### HOW



#### **MANY**

DETAILED SPECIFICATION OF GOOD PRACTICE: PROJECT'S LIBRARY, PROJECT'S RESULT DATABASE THEMATIC ANALYSIS OF PROJECTS RESULTS OBTAINED IDENTIFICATION AND CLASSIFICATION OF PROJECT'S CAPITALISATION AND KNOWLEDGE TRANSFER POTENTIAL



#### **SOME**

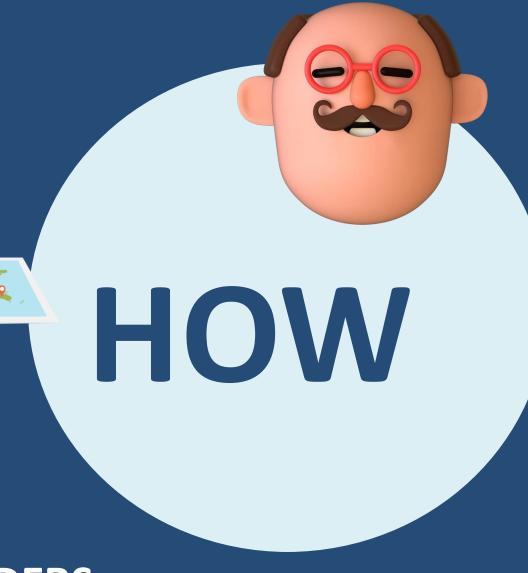
- THEMATIC SEMINARS
- COMMON EVENTS
- NETWORKS
- CLUSTERS OF PROJECTS

#### **A FEW**

**DECISION MAKERS ON-SITE VISITS** 

COMMUNITIES OF PRACTICE GIVERS AND TAKERS

DIRECT INTERACTION
WITH BENEFICIARIES/STAKEHOLDERS



# HR + BUDGET



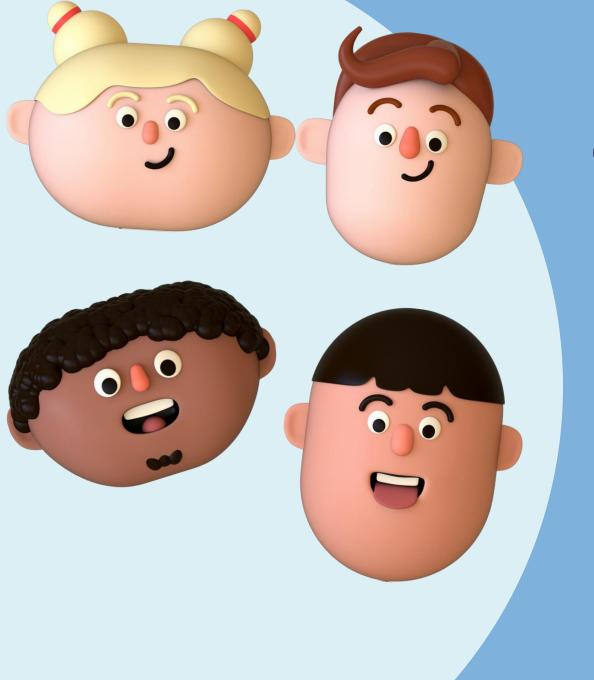
THEMATIC OR PROFESSIONAL
 NETWORKS

ANALYSIS AND STUDIES

THEMATIC EVENTS AND TRAININGS

PLATFORMS FOR EXCHANGE

STRATEGY FOR CAPITALIZATION



### TAKE HOME

RE-USED RESULTS

 STRATEGY AND RESOURCES ARE NEEDED

#### THANK YOU FOR YOUR ATTENTION!



# Questions & Answers



# Making the most out of your project results & within your resources



# "We don't know who we're talking to" Unclear stakeholders and poor targeting



#### Barrier

- Lack of stakeholder mapping or knowledge of potential "takers" of the results.
- Messages are generic, not adapted to different audiences.

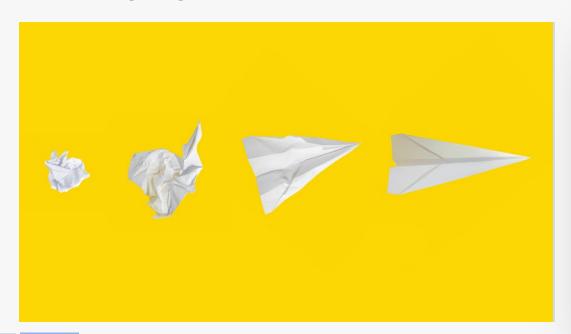


#### How to overcome it

- Map and prioritise stakeholders early in the project.
- Tailor content formats and channels to each group (e.g., policymakers vs service providers).

#### What you do now

Messages are generic and not aligned with audience needs or language.



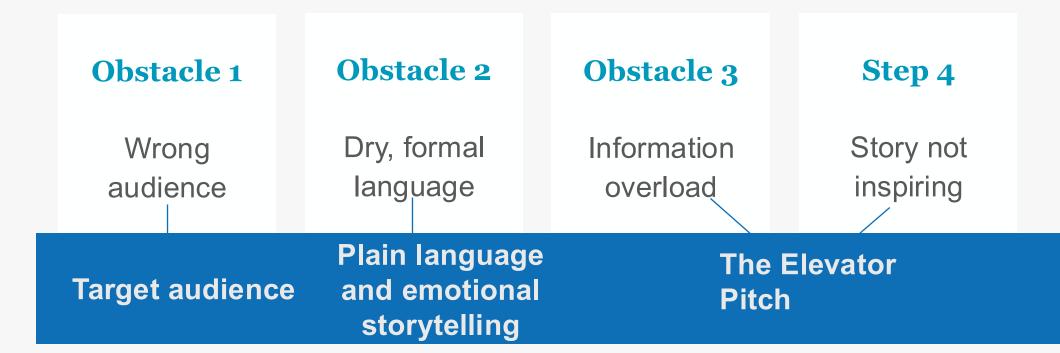
#### What we should do

Map stakeholders and create segmented, tailored messages using simple tools.





# Obstacles & how to overcome them



# So, who should I appeal to?

# We think about the audience first

VIPs, people from Interreg programmes, journalists, etc.

We need their 100% of attention



#### How do we make our story relatable?

#### We write for that ONE audience representative

- A setting THEY can see themselves in
- A problem THEY would understand and relate
- Would THEY understand how it works?
- What kind of proof would THEY appreciate
- How detailed and technical would THEY want the story to be
- Give THEM examples and testimonials



The Policy maker

The Decision maker

The potential applicant

The beneficiary

Staff working in programme JS or MA



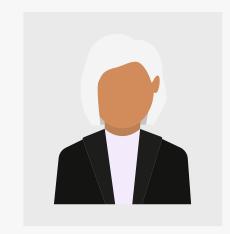
1



2



3



4



5

#### The Policy maker



YES: Easy-to-understand overview of Interreg and programmes; regional impact stories; examples of impact made by Interreg

NO: technical language; English at a too difficult level; unclarity on where to find more in-depth information

#### The Decision maker



YES: Easy access to high quality info that is trustworthy for decision-making; high quality examples of impact made by Interreg

NO: relevant info that is difficult to find; content that require expert understanding of Interreg; non-intuitive navigation

Represents local, regional & national policy makers, CoR, EU Parliament members...



#### The potential applicant



YES: Clear guidelines and visuals explaining the application process; access to a joint and updated database of open calls; info to understand Interreg

NO: too technical language; complex info about the application process and funding

Represents regions, trade/industry associations, universities, knowledge institutions, municipalities, NGOs...

#### The beneficiary



YES: Feeling as a part of something bigger than just one project; understandable info that can be filtered according to relevancy; overview of impact of programmes and projects

NO: too technical language; content that does not offer regional or thematic focus

Represents regions, trade/industry associations, universities, knowledge institutions, municipalities, NGOs...

#### Staff working in programme Joint Secretariats or Managing Authorities



**YES**: Accessible and filterable info about relevant programmes; well-conveyed examples of the impact of programmes and best practices; access to news from the world of Interreg in one single platform (through subscription).

**NO:** outdated data (not trustworthy then!), info about programmes relevant for cooperation but too difficult to find

Represents Joint Secretariat, communications managers & officers, head of the Joint Secretariat...



### Quick exercise! ©

# Who do you think is the target audience for these articles?

- 1.Policy maker
- 2. Decision maker
- 3. Potential applicant
- 4.Beneficiary
- 5.Staff in JS and MA



# European Commission launches call for local climate actions: Interreg projects welcome

#### THE NEWS AT INTERREG.EU

26 March 2024

The European Commission has launched the call "Communities for Climate". It aims to support local citizens' actions to respond to climate change. Interreg project partners are encouraged to seize this opportunity for additional support.



Climate change is no longer a distant threat but a pressing reality. Floods, fires, droughts, and the loss of biodiversity are impacting people worldwide. In response to these climate, ecological and related socio-economic challenges, the European Commission has launched **Communities for Climate (C4C)**, a call that aims at supporting local citizens' actions to respond to climate change.

Objectives and details of the call

- 1.Policy maker
- 2. Decision maker
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Objectives and details of the call

They want guidelines and visuals explaining the application process; and news, calls and jobs from the world of Interreg

- 1.Policy maker
- 2.Decision maker
- 3.Potential applicant
- 4.Beneficiary
- 5.Staff in JS and MA



#### **European Week of Regions and Cities**



### Interreg, an example of cooperation beyond EU that can make regions thriving and Europe stronger

Regions and cities play a fundamental part in how the EU works. That's why cohesion amongst each other is essential and why the EU Cohesion Policy is vital in promoting such bonds.

The European Week of Regions and Cities is an annual four-day event promoting regional and local development. The core focus of this week is the EU Cohesion Policy that we mentioned above, and the impact this has on regions and towns across the member states.

Interreg Europe is a series of programmes aimed at stimulating international regional cooperation and growth.

- 1.Policy maker
- 2. Decision maker
- 3. Potential applicant
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Interreg Europe is a series of programmes aimed at stimulating international regional cooperation and growth.

They want easy-tounderstand overview of Interreg; impact stories; examples of impact made by Interreg

#### 1.Policy maker 2.Decision maker

- 3. Potential applicant
- 4.Beneficiary
- 5. Staff in JS and MA





About Interact & our service

Programme management

Project life cycle and more

Communication & visibility

Finance &

∝ control Synergies

cooperation



#### Join our team, we are hiring!

Jobs and tenders

09 February 23 3 min read

We currently have four open positions.

Are you experienced and professionally interested in budgeting, cash flows, management verifications, simplified cost options, decommitment and eligibility of costs? Then one of the positions as Specialist in Interreg financial management in our Turku or Viborg office might be interesting for you.

Is Interreg programme & project management more your field of work? Then apply for one of the two open positions for specialists in this field in our Viborg office.

You can find more information about these four positions and how to apply here

The deadline for applying for the positions in Viborg is 19 February 2023 at 13.00 CET. The deadline for applying for the position in Turku is 28 February 2023 at 16.15 EET



- 1.Policy maker
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Possible opportunities to disseminate among their networks

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- 2.Decision maker
- 3.Potential applicant
- 4.Beneficiary
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### Are there Interreg cooperation hubs in Europe?

For more than thirty years, Interreg has been enabling regions to work with each other across borders. Some have been cooperating more intensely than others. What makes them special and how can we see the effects of cooperation in the long run? We will be exploring these questions in a series of articles.

#### Measuring the intensity of cooperation

What would an Interreg cooperation hub look like? In this series, will consider as Interreg cooperation hubs the regions that have participating in more Interreg projects over the years. The more projects the organisations of a given region take part in, the more project partners from other regions they need to cooperate with, and the more their region moves to connect many different networks whose touching points might otherwise not even exist or exist elsewhere.

Fifteen major Interreg hubs, by number of projects (2000-2023)

NUTS2 region	No. of projects	% of all projects	
Latvia	1 110	4.1	
Central and Western Lithuania	1 101	4.1	
Southwest Czechia	1 075	4.0	
Estonia	1 040	3.9	
Northern and Eastern Finland	1 037	3.9	
Western Slovenia	1 023	3.8	

- 1.Policy maker
- 2. Decision maker
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#### Are there Interreg cooperation hubs in Europe?











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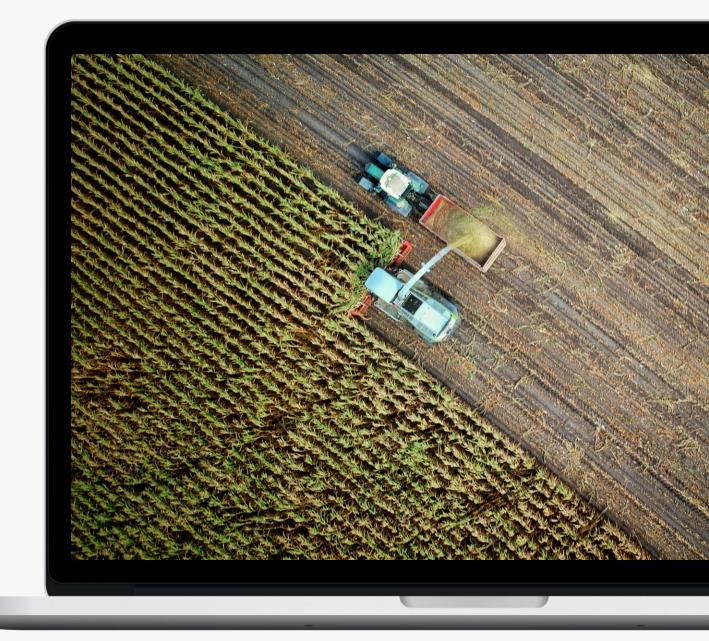
Overview of impact of programmes and projects; strong regional focus (this is a series of articles focused on specific areas)

- 1.Policy maker
- 2. Decision maker
- 3. Potential applicant
- 4.Beneficiary
- 5. Staff in JS and MA



#### Result

You're speaking their language, not yours, and they're more likely to engage with your results.



# "We don't know the tools out there" Limited awareness of capitalisation resources



#### **Barrier**

- Lack of awareness of existing tools that support capitalisation.
- Limited training or guidance on how to use specific resources.



#### How to overcome it

- KEEP
- Interreg.eu portal and social media
- Interact Academy
- Interreg Match



#### What you do now

Many teams aren't aware of the tools that already exist to help them communicate and capitalise. They often start from scratch or reinvent the wheel.



#### What we should do

Use curated platforms, templates, and learning resources that already exist - no need to build from zero.



#### **Tools & Resources**

Some easy AI tools

Let's explore them!

Keep.eu

Database of Interreg project results from all over Europe.

→ Use it to find success stories, identify transferable outputs, and link your own results to others

Interact Academy Interact platform with short online training courses.

→ Use it to learn more about Interreg capitalisatoin and communication



#### The tools and process

#### 1. Script:

Resoomer



ChatGPT





Pexels



Pixabay

pixabay

Unsplash



**Audio Library** 



123 Apps



Lightroom



ScreenPal





#### 3. Create:

Canva



Adobe Express



Piktochart



YouTube Studio



DaVinci Resolve



PowerPoint video





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Don't KEEP your stories for yourself

## Data visualization on Social Media





Visual elements such as charts and infographics enhance the interpretation of information and increases user engagement on social media platforms.

ResearchGate



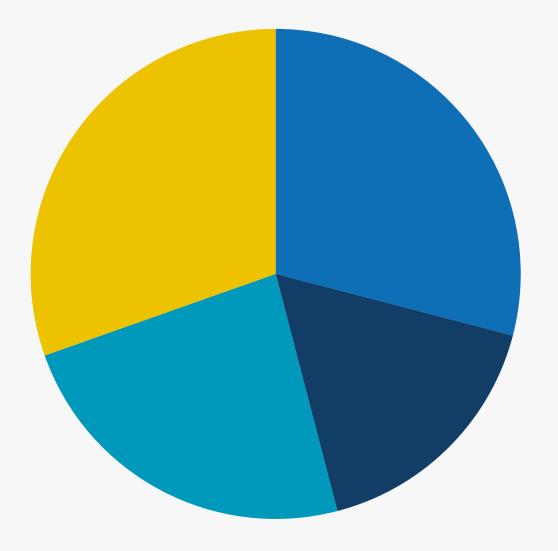


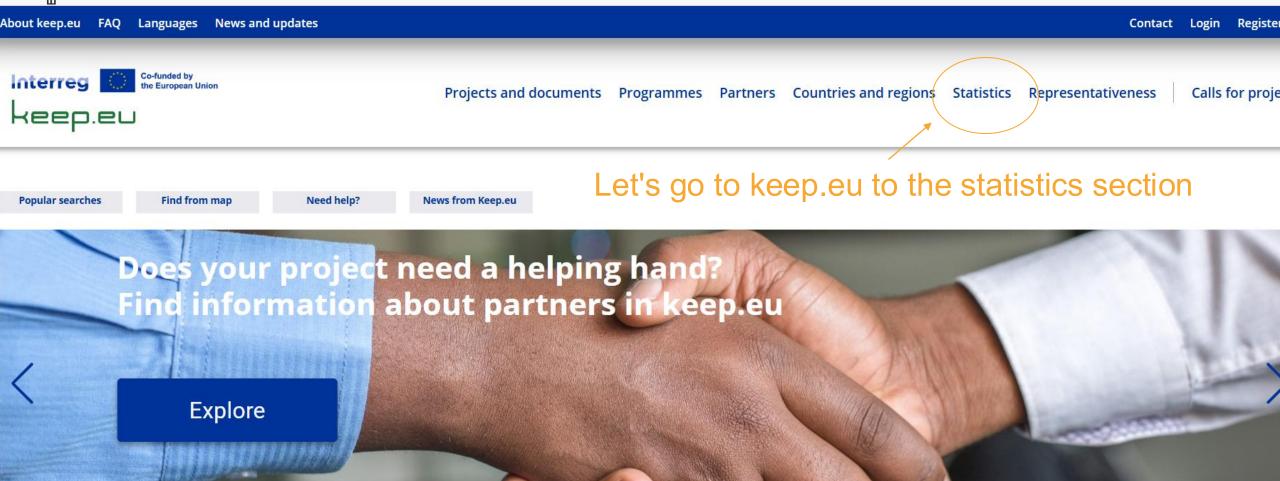
## Infographics can improve engagement on Twitter by up to 150%.

**Sprout Social** 

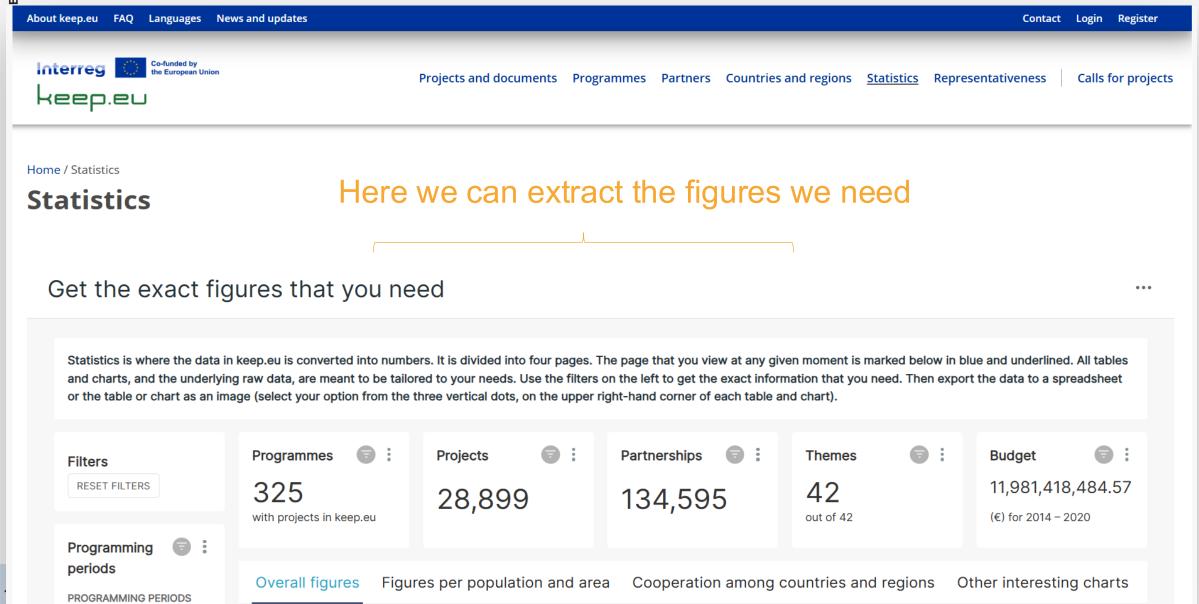


## And what if we leverage our resources for that?



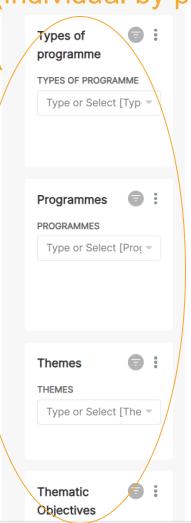


20 000 62 606 201 124 505



We look for the filters. For example, we can go to the programmes filter and select ours (individual by programming period).

NUTS 2



You can export the chart to CSV to get a hold of the figures or save the image for your use. Use the filters on the left to get the figures adjusted to your interest. The use of the following filters will result in an 'Incompatible' warning since the data is not part of the underlying dataset used to build the chart: Programming period (if any other than "2014-2020").

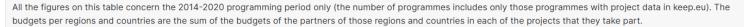
The keep.eu main database updates the Statistics data once a day, after business hours in Europe (all time zones). To understand how representative the data in keep.eu is versus the actual project figures, please refer to keep.eu/representativeness. To learn more about any concept used in this table, please refer to keep.eu/faq.

	Number of Projects	Number of Partnerships	Number of Programmes	Number of Themes	Aggregated Partnership Budgets (€)
NUTS 0	<b>\$</b>	☆	\$	<b>\$</b>	\$
[BLR] - Belarus	101	133	2	24	57.9M
[CA] - Canada	11	11	1	12	1.03M
[CH] - Switzerland	140	280	6	39	50.8M
[CY] - Cyprus	156	233	6	37	60.4M
[CZ] - Czech Republic	561	857	7	41	251M
[DE] - Germany	1.44k	3.65k	22	42	956M
[DK] - Denmark	299	600	8	41	149M
[EE] - Estonia	412	720	7	40	120M ▼

#### Number of programmes, projects, partnerships, themes and aggregated partner budgets per NUTS2 region, 2014-2020

Number of

**Proiects** 



Please note that any project and programme repeats at least in two different countries, as we are exclusively dealing with international programmes, hence please do not sum up the number of projects and programmes to obtain their European total, instead visit page Representativeness.

You can export the chart to CSV to get a hold of the figures or save the image for your use. Use the filters on the left to get the figures adjusted to your interest. The use of the following filters will result in an 'Incompatible' warning since the data is not part of the underlying dataset used to build the chart: Programming period (if any other than "2014-2020").

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Number of

Partnerships

Number of

Number of

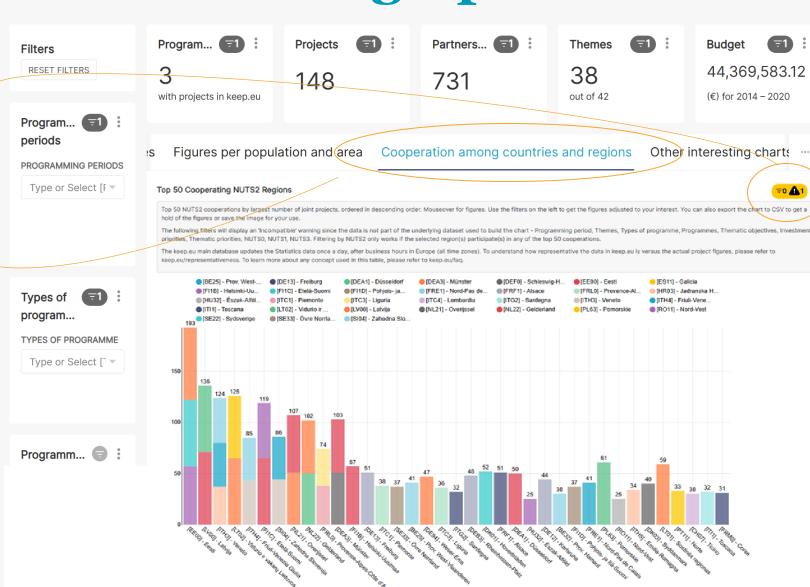
**Themes** 

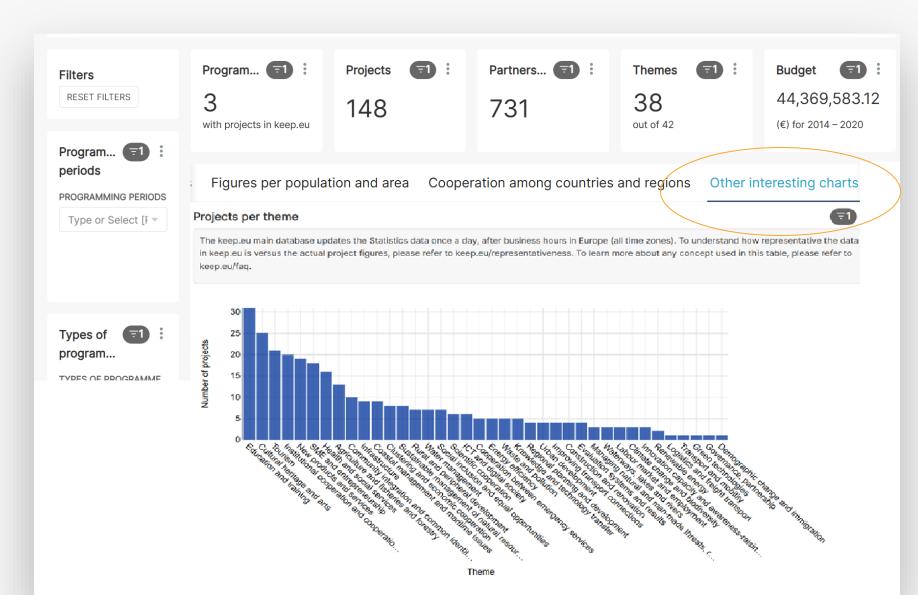
Aggregated Partnership

Budaets (€)

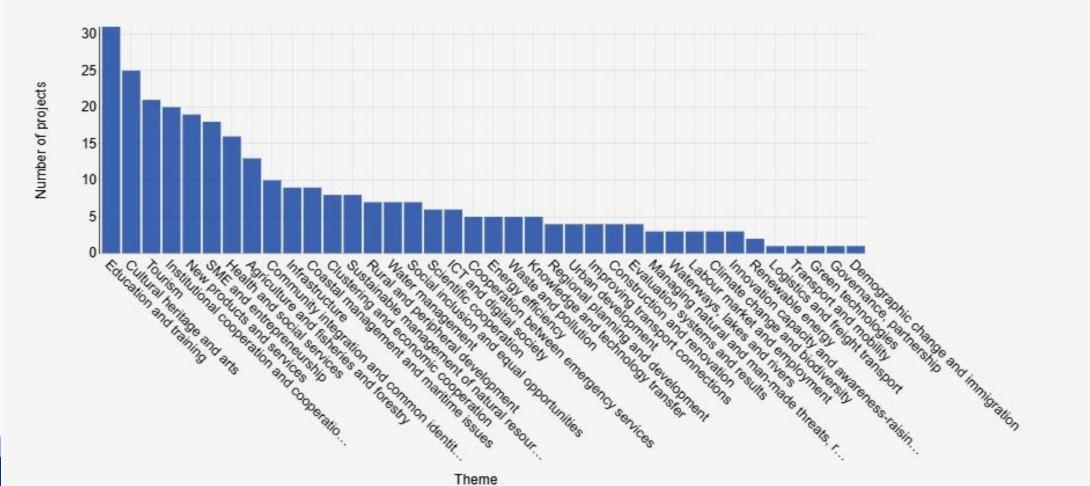
With the results at hand, you can download all the infographics

Explore the different sections and charts.

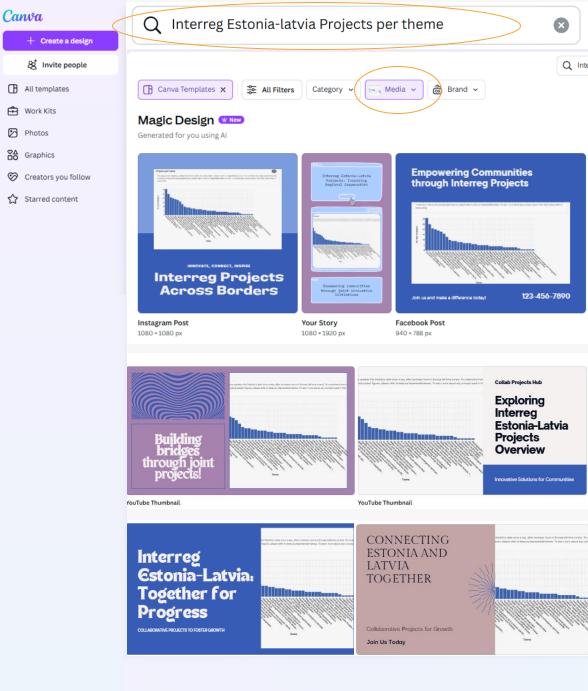




### Projects per theme... And how do we quickly translate this into a social media post?



#### Magic Design Canva





**a** 

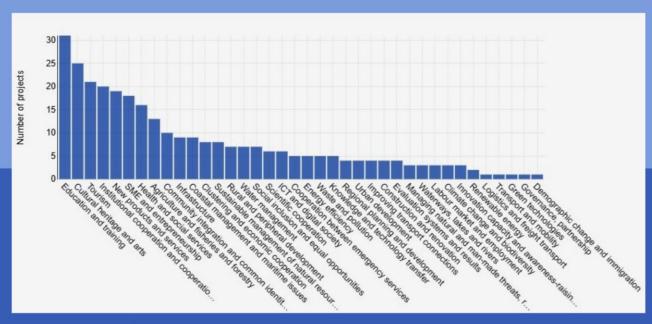
 $\Box$ 

Dream Lab

#### A source of inspiration to create your final product

#### 148 Interreg projects in the last 18 years | **Estonia-Latvia**

WHICH THEMES MADE THE BIGGEST IMPACT?





Education & training



Cultural heritage & arts

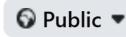








#### Interreg



148 projects have fostered cross-border cooperation between Estonia and Latvia for the past 18 years! The chart says it all - #Interreg projects from Estonia-Latvia Programme have tackled a wide range of themes in both countries. Among them, some stand out:

- Education & training leads the way
- Followed by cultural heritage & arts
- And tourism

Want to explore them all? Check out the full list here 👉



### 148 Interreg projects in the last 18 years | Estonia-Latvia WHICH THEMES MADE THE BIGGEST IMPACT?



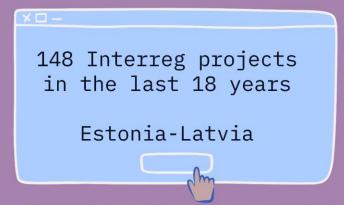


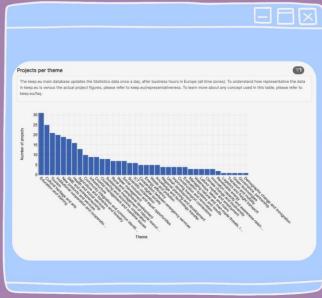






#### A source of inspiration to create your final product







### And if you already have that data (or similar) at your disposal, make use of free AI tools

#### Visme

Chart and interactive dashboard generator. Al suggests suitable visualizations based on your data. Free version with limited options.

#### **Datawrapper**

Creates interactive charts and maps.Al optimizes data presentation. Export in PNG, SVG, and HTML.

#### Canva

Offers templates for bar, line, pie charts, etc.Al suggests designs and improvements.



#### Grouping the hubs

Intense cooperation in the Baltic Sea Region

#### 4 hubs of cooperation

#### **Central and Western Lithuania**

• Projects: 1,231

Partnerships: 1,895

#### Northern and Eastern Finland

• Projects: 1,113

Partnerships: 1,778

#### **Estonia**

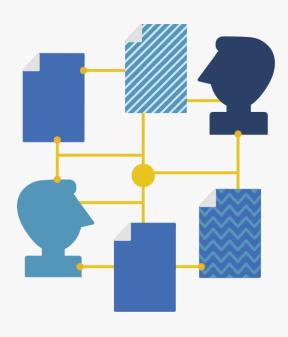
• Projects: 1,176

Partnerships: 2,088

#### Latvia

Projects: 1,290

• Partnerships: 2,563



### Cooperation summed together

**Projects**: 3,517

Partnerships: 8,324



#### AI designer in Visme: flyers and onepagers

#### Interreg **Cooperation Hub** in the Baltic Sea



#### **Key Statistics**









Estonia

1,895

Northern and Eastern Finland

#### **Tools & Resources**

Some easy AI tools

Let's explore them!

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#### Interact Academy Calendar 2025 Certified Trainings

Туре	Title	September	October	November	December	
Online	Interreg programme introduction	02/09 - 26/09				
	Interreg management verifications	22/09	- 20/10			
	Storytelling in Interreg		01/10 - 31/10			
	Interreg project management			07/11 - 05/12		
	Interreg evaluation foundations			13/11 - 12/12		
Online+ in-person training	SCOs for practitioners		15/09 - 28/	11	26,27/11	

Get more information at academy.interact.eu



#### **Final reflections**

# How can you support from your position in this process?

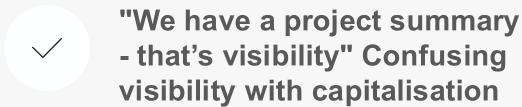


### **CAP**





"Capitalisation happens at the end" Late & disconnected from communication





"We don't know who we're talking to". Unclear stakeholders and poor targeting

"We don't know the tools out there" Limited awareness of capitalisation resources



#### Thanks, any doubts, contact me!



Rosa Escamilla

Communication Manager at Interact Valencia

rosa.escamilla@interact.eu

### Questions & Answers



#### **Cooperation works**

All materials will be available on:

**Interact Website**