

Cap-Com Event

Communication toolkit and its applications in capitalisation

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Agenda

01

**Connection
Cap-Com**

02

**Communication
toolkit**

03

**Practical
applications**

04

Exercise

Connection Cap - Com



Select

The results that are relevant for others to use



Assemble

The information about an output so it becomes accessible and attractive



Disseminate

The compiled outputs to the specific target groups



Implement

Capitalisation of results is useless as long as there is no re-use of them

When assembling and sharing keep in mind

Pick

Choose the proper channels and tools to communicate

Raise awareness

Inform of your results

Demonstrate

Convince about the benefits, feasibility, impacts

Facilitate

Try to make it easy for others to use your output

Communication toolkit

2018

Toolkit for programme Communication Officers' inspiration

2024

Tool that programme Communication Officers can update with their own info and send it to the project beneficiaries

Communication toolkit 2024

- A tool rather than a fixed publication
- Editable
- Publication in inDesign and Word formats
- You can add your own programme-specific guidance to project beneficiaries
- You will be able to download the publication in March, edit in April, and release it as your own



Chapters overview

What chapters will it contain and how will it be **oriented towards capitalising** on your project's results?



Communication Strategy

Step 1: Identify and analyse your target groups.

Step 2: Define your communication objectives and key messages.

Step 3: Define your communication channels.

Try to adapt your communication strategy to certain target groups and be selective with the key messages you want to convey in the proper channels.

Visual Identity

- Joint Branding
- Graphic design tips
- Easy design tools

By creating a joint branding for the project, you are able to generate a lot of vibes around the concept: it gives it more strength and scope.

Events

- How to organise a succesful event
- Be part of:
 - Programme bodies events
 - Local/regional/national events
 - EU wide events
 - National contact points (if this is the case)

*If a project took place but nobody talked about it, did it really happen?
Focus the message and show your outcomes to certain target groups and
make them the guests at your events*

Crafting content: channeling your focus to the right avenue

Writing for your readers

Storytelling

Social Media Posts

Videos

Photography

Where to display your content:

Newsletter, Media, Website, Presentations, Social Media channels

EU wide **Promotion Channels/tools**

- Interreg.eu
- Interreg Cooperation Day
- Project Slam
- EURegionsWeek
- Regio Stars
- Other possibilities

Let us help you capitalise on the results of your projects

Practical applications



- What do you think about the toolkit?
- What are your concerns about these chapters?
- Do you think it will be useful for your communication-capitalisation work with the projects?
- Do you believe having this tool available in two formats (Word and InDesign) suffices, or would individual chapters better serve your needs?
- Any other suggestions?

Exercise

What are the main barriers to obtaining high-quality communication from the projects that facilitate authentic capitalisation within the programme?



Obstacles



Potential solutions



Ideas about the toolkit



Cooperation works

All materials will be available on:

[Interact Website/ Interact connections](#)