**Cap-Com Event** 

## Communication toolkit and its applications in capitalisation

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# Agenda

01	02	03	04
Connection Cap-Com	Communication toolkit	Practical applications	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

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## 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

### Try to make it easy for others to use your

Facilitate

output

a

# PRESENTATION

### **Communication** toolkit

Toolkit for programme Communication Officers' inspiration

2024

2018

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

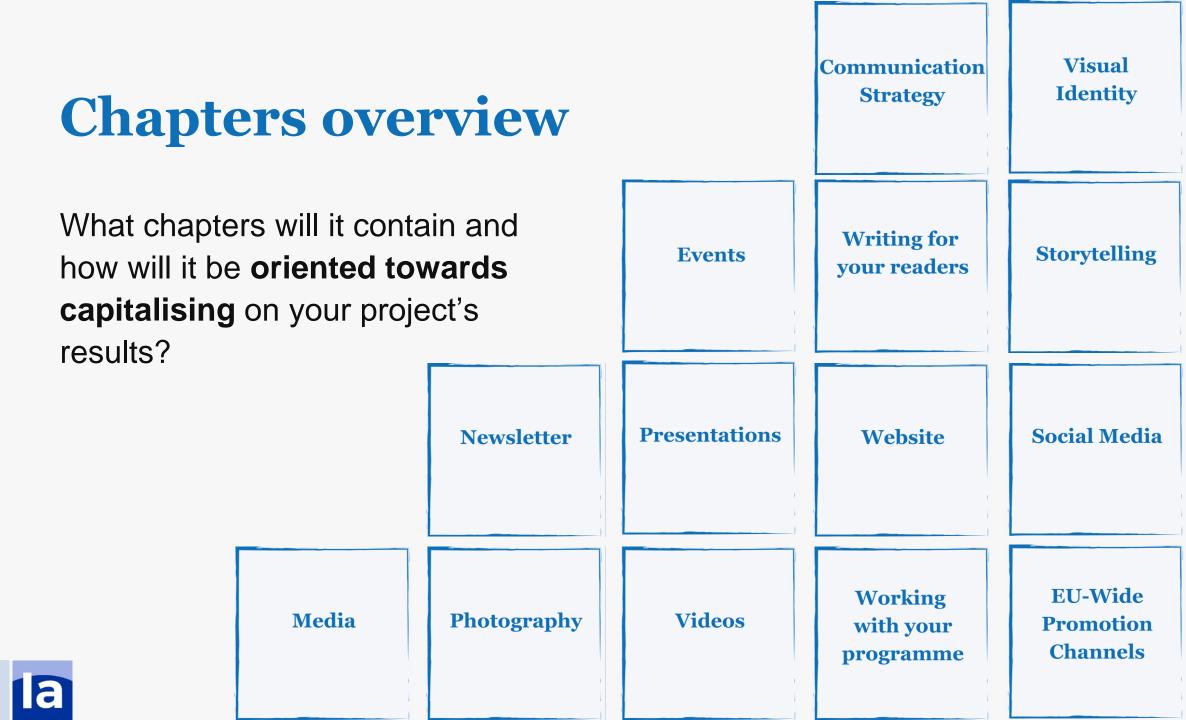


### **Communication** toolkit 2024

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







## **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**



Where to display your content:

Newsletter, Media, Website, Presentations, Social Media channels

## **EU wide Promotion Channels/tools**

- **EURegionsWeek** Interreg.eu
- Interreg Cooperation Day Regio Stars
- **Project Slam**

- - 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** 

