Plenary Session

Communication and Capitalisation: it is everyone's business!
COMMUNICATION AND CAPITALISATION

Dana SPINANT

Director, Budget, Communication and General Affairs, DG Regional and Urban Policy
European Commission
Communication and capitalisation

Pitch your communication best practice!
3 Key Audiences

Applicants & beneficiaries

Policy makers

Citizens & end users
3 Types of Landing Pages

Information mainly for:
- Applicants & beneficiaries
- Policy makers
- Citizens & end users
Content for citizens & end users

Please visit

www.interreg-central.eu/cooperationiscentral
Inspiration

Please visit

www.interreg-central.eu/discover/citizenssummary
COMMUNICATION AND CAPITALISATION

Candice VANHACHT

External expert on social media
Central Europe
Category « Website »
✓ Accessibility
✓ The first impression

5-8 sec
WHO

WE ARE

We are an EU cohesion policy programme that encourages cooperation beyond borders.

NEW TOOL TO FIND POTENTIAL RESEARCH PARTNERS

The European Commission has provided information on research projects that are or were funded in topics that are open in the Interreg CENTRAL EUROPE capitalisation and coordination call. The

MATCHMAKING WITH RESEARCH PARTNERS

On 7 May, European Commission organised info day to support lead applicants in their matchmaking with partners from H2020/FP7. The event was an important milestone in taking

HOW

TO GET FUNDED

Our current call opened on 4 March and will close on 5 July 2019. This call for transnational

Interreg
ANNUAL MEETING
2019
22-23 May, Bucharest
WHO
WE ARE

We are an EU cohesion policy programme that encourages cooperation beyond borders.

25.04.2019
CALL SUPPORT

NEW TOOL TO FIND POTENTIAL RESEARCH PARTNERS

The European Commission has provided information on research projects that are or were funded in topics that are open in the Interreg CENTRAL EUROPE capitalisation and coordination call. The

10.05.2019
APPLICANT EVENTS

MATCHMAKING WITH RESEARCH PARTNERS

On 7 May, European Commission organised info day to support lead applicants in their matchmaking with partners from H2020/FP7. The event was an important milestone in taking

HOW
TO GET FUNDED

Our current call opened on 4 March and will close on 5 July 2019. This call for transnational
WHO
WE ARE
We are an EU cohesion policy programme that encourages cooperation beyond borders.

NEW TOOL TO FIND POTENTIAL RESEARCH PARTNERS
The European Commission has provided information on research projects that are or were funded in topics that are open in the Interreg CENTRAL EUROPE capitalisation and coordination call. The

25.04.2019 CALL SUPPORT

MATCHMAKING WITH RESEARCH PARTNERS
On 7 May, European Commission organised info day to support lead applicants in their matchmaking with partners from H2020/FP7. The event was an important milestone in taking

10.05.2019 APPLICANT EVENTS

HOW
TO GET FUNDED
Our current call opened on 4 March and will close on 5 July 2019. This call for transnational
WHO
WE ARE

We are an EU cohesion policy programme that encourages cooperation beyond borders.
WHO
WE ARE
We are an EU cohesion policy programme that encourages cooperation beyond borders.

HOW TO GET FUNDED
Our current call opened on 4 March and will close on 5 July 2019. This call for transnational...
WHO

WE ARE

We are an EU cohesion policy programme that encourages cooperation beyond borders.

NEW TOOL TO FIND POTENTIAL RESEARCH PARTNERS

The European Commission has provided information on research projects that are or were funded in topics that are open in the Interreg CENTRAL EUROPE capitalisation and coordination call. The

MATCHMAKING WITH RESEARCH PARTNERS

On 7 May, European Commission organised info day to support lead applicants in their matchmaking with partners from H2020/FP7. The event was an important milestone in taking

HOW

TO GET FUNDED

Our current call opened on 4 March and will close on 5 July 2019. This call for transnational
WHO
WE ARE

We are an EU cohesion policy programme that encourages cooperation beyond borders.

25.04.2019
CALL SUPPORT

NEW TOOL TO FIND POTENTIAL RESEARCH PARTNERS

The European Commission has provided information on research projects that are or were funded in topics that are open in the Interreg CENTRAL EUROPE capitalisation and coordination call. The

10.05.2019
APPLICANT EVENTS

MATCHMAKING WITH RESEARCH PARTNERS

On 7 May, European Commission organised info day to support lead applicants in their matchmaking with partners from H2020/FP7. The event was an important milestone in taking

HOW
TO GET FUNDED

Our current call opened on 4 March and will close on 5 July 2019. This call for transnational
✓ Think visuals
✓ The Customer Journey

- Awareness
- Consideration
- Action
- Loyalty
Search Engine Optimization
Search Engine Optimization
✔ Search Engine Optimization

- Structure (H1, H2, H3)
- Keywords and metatags
- Backlinks
- Freshness
- URL
- ...

Interreg
ANNUAL MEETING
2019
22-23 May, Bucharest
Search Engine Optimization

RURES - Interreg
A rapidly growing world population and increasing energy consumption are leading to a continuous rise of greenhouse gas emissions. Resulting climate change ...

European Cultural Route of Reformation - Interreg
The INTERREG project: ECRR, aims to establish a European Cultural Route of Reformation by identifying, selecting, and connecting existing ...

HICAPS - Interreg
Why HICAPS? Walking around the park, have you ever wondered why some of the parks and their buildings get to be so neglected? Why so beautiful places do ...

RUMOBIL - Interreg
Google Analytics

- Audience: Who are my visitors?
- Acquisition: Where do they come from?
- Behavior: What do they do?
- Conversions: Do they fulfill my goals?
So... How is your website?
COMMUNICATION AND CAPITALISATION

Andrea RODRIGUEZ PEREZ

Communication officer
Interreg SUDOE
“If you’re not on Twitter, you’re nowhere”

My friend Bruno
(he’s not famous but most part of the time is right...)
I’m also on Facebook and the Twitter.
human brain processes images 60,000 times faster than text
just setting up my twttr
3:50 PM - 21 Mar 2006

22,880 RETWEETS  21,024 FAVORITES
3000000 of contaminated sites in Europe due to industrial activity... 😞 😞 Are U as afraid as we are? 🙊 Join @SoilTakeCare final event on 20-24/05 in Antwerp & discover more on how to manage those sites & how to prevent #contamination!

aquaconsoil.org

Sudoe Facts And Figures

Today, more than 3 000 000 sites are polluted in European Union, mainly because of industrial activities.
Best team ever 😊😊😊 @ClimACT_SUDOE team, finalist at #RegioStars & @InteractEU slam!!!!
The kids of ClimACT have a message for you... WATCH IT!

Vote here: http://ec.europa.eu/.../regio-stars-.../finalists_2018/cat2_fin3
COMMUNICATION AND CAPITALISATION

Candice VANHACHT

External expert on social media
Interreg SUDOE
Category « Social Media »
Tell people!
✔ The first impression

5-8 sec
We enable regions and cities to jointly tackle challenges that go beyond borders.
We enable regions and cities to jointly tackle challenges that go beyond borders.
Interreg Sudoe Programme manages ERDF funds to support transnational projects involving the regions of Southwest Europe. It aims at improving citizens quality of life and the priorities for 2014-2020 are competitiveness and sustainability.
Interreg Sudoe Programme manages ERDF funds to support transnational projects involving the regions of Southwest Europe. It aims at improving citizens quality of life and the priorities for 2014-2020 are competitiveness and sustainability.
Sudoe Facts And Figures

In 20 years, the size of the eels population has been divided by 10. Eels are on the red list of the IUCN.
Interreg Sudoe Programme

This is Sara, she is from Italy, rt & she is a real adventurer who lived in Hong Kong for one year (31) and walked the "St James Camino" alone & till il & We're SO HAPPY to welcome her as our new & great Interreg Volunteer! Follow all her adventures here...

Voir la traduction

Visit Life
Interreg SUDOE
@SudoeEU

Interreg South West Programme (called Interreg SUDOE) manages ERDF funds to co-finance key transnational projects within Southwestern Europe.

Santander, Cantabria • interreg-sudoe.eu • Rejoins Twitter en août 2015

1 474 abonnements • 1 028 abonnés

Suivi par une grande partie de personnes que vous suivez.

Tweets

Promobiomasse SUDOE @promobiomasse • 17 mai

El proyecto @promobiomasse estudia buenas prácticas para promover el uso local de #biomasa forestal. ¿Quieres conocer algunas? Visita nuestra web promobiomassasudoe/buenas-practicas...

Tendances : Belgique

1. Tendance
#gtand
RTBF Sport tweete à ce propos

2. Tendance
#CluAnt
Use #hashtags

• Helps to be found
• #regiostarsawards or #RegioStarsAwards?
• Check if official/existing/popular
• Create your own
• Think SEO and keywords too
✅ Use #hashtags

Interreg Sudoe Programme

Are you between 18-30 years old? Do you want to travel & live new A-MA-ZING experiences?
Do not waste time & apply to #Youth4Regions
+info
https://lnkd.in/gmZI-dH

Voir la traduction

Youth4Regions – the programme for aspiring journalists

ec.europa.eu
✅ Use @mentions

- Helps for engagement and visibility
- Check if correct
- Tag pictures (new in LinkedIn)
✅ Use @mentions

- Helps for engagement and visibility
- Check if correct
- Tag pictures (new in LinkedIn)
Use visuals

- Gives more visibility
- Pay attention to format
- Show real people
- Show real smiling people
✅ Use emojis

• Helps to structure your message
• Gives colours
• Engages more
✔️ Use call to actions

- Every post has an objective (traffic, awareness, engagement...)
Content

• Less formal
• Authentic
• Human/emotional
• Leave « Egoland »
• Give context
Design of a post

• Goal
• Text content: keywords, hashtags, mentions, call to actions
• Visual content: emojis, pictures, videos, GIF
• Spaces and structure
Interact with people

- Positive or negative
- Never delete
- As reaction but also proactively
✓ Check analytics

• What worked?
• What didn’t?
• Analyse & improve
COMMUNICATION AND CAPITALISATION

Sabrina CURZI

Managing authority
Programme Interreg Flandres, France, Wallonie
PITCH YOUR COMMUNICATION
BEST PRACTICE!

Sabrina Curzi – Managing Authority
Wallonie-Bruxelles International

23.05.2019
WHAT DO YOU DO?
AGROFORESTRY

SPECTROSCOPIC CHARACTERISATION

CIRCULAR ECONOMY
PITCH IT!
AND THE WINNERS ARE...
COMMUNICATION AND CAPITALISATION

Candice VANHACHT

External expert on social media
France-Wallonie-Vlaanderen

Category « Events »
Great engaging potential

• Events are about gathering people
• Easy storytelling possibilities by communicating before/during/after
• Play with Facebook/Instagram stories
• Review Social Media tips regarding design of a post
✅ Before

• Define global key moments in content calendar (from months in advance to weeks after)

  ➔ Announce of the event, early birds...
  ➔ Focus on the speakers
  ➔ Focus on the content
  ➔ Focus on the behind the scenes
Before

- Define and communicate official hashtag of the event (in every post, offline too)
- [#MP180] Your message
- Tease, show preparation
- Prepare content for « during »
During

- Use what you have prepared
- Stay flexible for unplanned
- Quality pictures Vs. Moment
- Follow event hashtag and engage
During

- Use what you have prepared
- Stay flexible for unplanned
- Quality pictures Vs. Moment
- Follow event hashtag and engage
After

• Thank participants
• Share summary/best moments/photo albums
• Announce next event
• Reuse content when relevant
Examples

• Hashtags
• Image
• Date
Il est encore temps de s'inscrire pour assister à l'événement annuel @InterregFWVL ! Nos pitchers ont besoin de vos encouragements, venez les soutenir le 13 décembre ! 🎉🎉 Il y aura un petit mot de la @EU_Commission et de beaux cadeaux ! 🎁 🍾 🌈 interreg-fwvl.eu/fr/evenement-a...
✓ Examples

• Hashtag
• Context and more info
Digital strategy checklist

- Objectives & KPIs
- Target audience
- Monitoring: competitors/partners/relevant topics
- Content
- Channels
- Tone of voice & frequency
- Resources
- Analytics
Thank you!
COMMUNICATION AND CAPITALISATION

Dana SPINANT

Director, Budget, Communication and General Affairs, DG Regional and Urban Policy
European Commission
Communication and capitalisation

How to increase the impact of communication
COMMUNICATION AND CAPITALISATION

Kevin FULCHER

Communication officer

INTERACT
Promote your work with Interact

1. Where is my programme promoted by Interact?
2. What other opportunities does Interact offer?
3. What Interact tools support communication?
Making the most of keep.eu
Making the most of keep.eu

Keep.eu

The source of data on Interreg, Interreg IPA CBC and ENI CBC

Over 66% of all programme data is now in keep.eu (March 19)

More than a database
Making the most of keep.eu

Over 15 identified uses, including finding out about you!

More activity on site to see what is being done – and by whom

Used to find out about partners, projects and programmes
Making the most of keep.eu

Every programme has a page in the database.

www.keep.eu/data-programme

More important than ever to have good programme information
Interreg.eu: the portal to Interreg
Interreg.eu: the portal to Interreg

The portal to all Interreg news in one single location

Programmes and programme pages are front and centre

Focus is to provide you with visibility and support whole Interreg community
Interreg.eu: the portal to Interreg

Programme pages share key information on your programme
Provide links to all social media accounts of your programme
Each programme has access to edit your own page
What you can do: Interreg.eu

Publish
• News
• Calls for projects
• Job vacancies

Secure Interact support for programme communication
• Highlights
Interreg.eu/Highlights

Storytelling is a very effective way to convey your message.
Reach audiences outside your programme area.
Support available from Interact team to develop your story.
The North Sea Region prepares for climate change

How to stop the Rhine-Alpine transport corridor from collapsing again

Cleaning up our oceans – one video game at a time

Medicine knows no borders

INTERact
Showcase events: Project Slam!

#EURegionsWeek
Showcase events: Project Slam!

Attached to EU Regions week
Social media campaign running through the summer
Performance by the Project at Regions week
Programmes featured throughout
Showcase events: Project Slam!

Successes of 2018:
• 200 in-room participants
• 30,000 online votes (likes)
• 100,000 reached

This year is twice as popular!
Next applications April 2020
Showcase events: Cooperation Day
Showcase events: Cooperation Day

Celebrate cooperation with public events on or around 21 September

Achievements in 2018

120 events in 30 countries

26,000 participants, celebrating cooperation
Cooperation Day 2019

Even easier to celebrate this year
Joint event materials to support your existing event or inspire your first event
Experience part of the ‘Interactive exhibition’ at the Interact stand
Programme communication

Two further tools exist to support programme communication, and communication officers in particular:

Live: Communication toolkit v3
Coming soon: Interact online communication course
Want to know more?

Key information and key contacts available at
www.interact-eu.net