

Interreg Knowledge Fair

# Motivating project **to** **communicate**

Rosa Escamilla and Nebojsa Nikolic/ Interact / 23.05.2023

**Interact**



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Interreg

# Welcome to the Interreg Knowledge Fair

This is a **pilot activity** for Interact, testing a new approach to our service delivery – and **whether it works for you!**

While you are here, you will be asked to **rate individual sessions** (in Whova) and to respond to a **4-question survey** at the end of each day.

Please share your feedback with us!



# Plan

01

**Opportunities**

**Best Common Practices**

02

**Opportunities**

**Experiences from programmes**

03

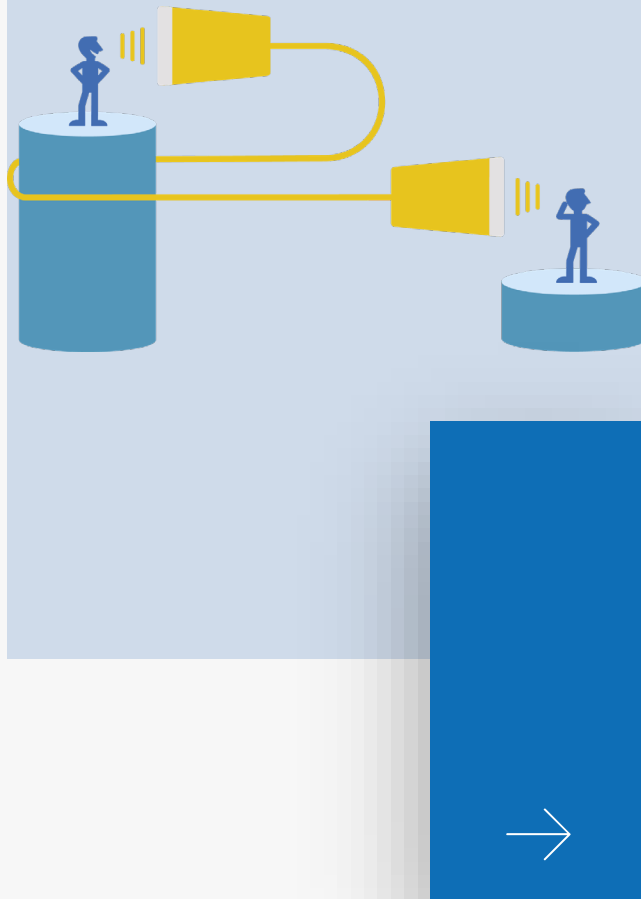
**Current challenges**

**discussion in groups**

04

**Conclusions**

**from the discussion: new horizons in communication**



# Project Communication

- Our projects must send a clear message to the public: their activities and corresponding results are the fruit of the benefits of EU funding
- The transmission of this message must be effective
- We must guide projects in their communication activities and support them throughout the process



**Good communication is **the bridge** between confusion and clarity**

Nat Turner

# Opportunities

## Best common practices

### Guides and manuals

Project implementation manuals, visual identity guides, project communication plans, templates, programme rules in communication, intellectual property rights...

### Trainings

Specific communication trainings

Communication sessions during the project

implementation trainings

### Programme support via communication channels

Social Media, Programme communication community with projects, external communication network

## Inspire and lead by example

Let's show them what we do, how we innovate, what tools we use, our best practices in Social Media, our tips on storytelling and plain language

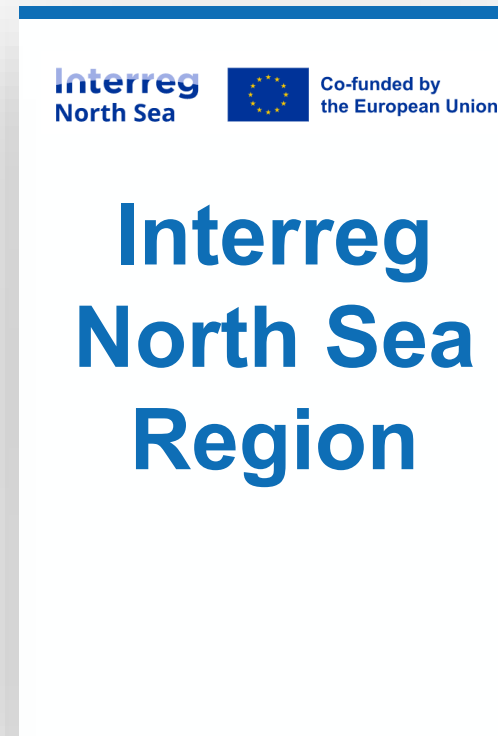
## SLAM, Interreg Cooperation Day, RegioStars

Involve them in initiatives and campaigns!

## Other competitions

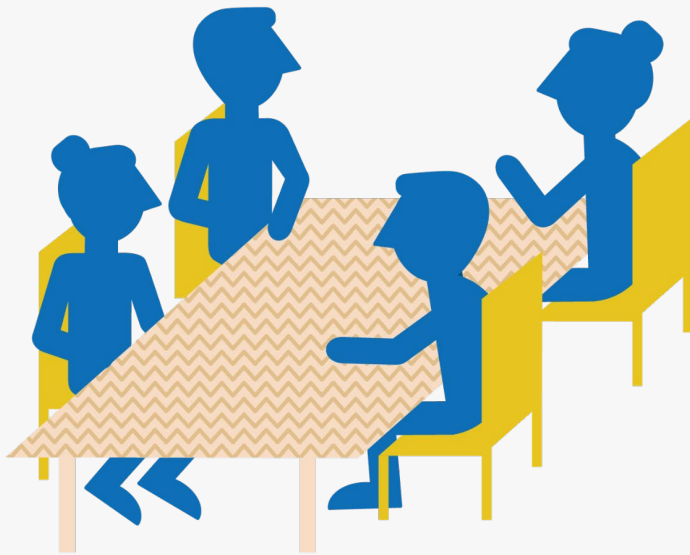
Recognise the efforts of your projects: create a competition between them and reward the best communicator

# Opportunities Experiences from programmes





# Current Challenges



## Budget and resources

What new solutions can emerge with the limited budget and resources?

Free software, accessible education, social media (organic vs. paid growth)



## Social Media

Are they actually on the right platforms?

With the new regulation, what are they obliged to publish? Where?

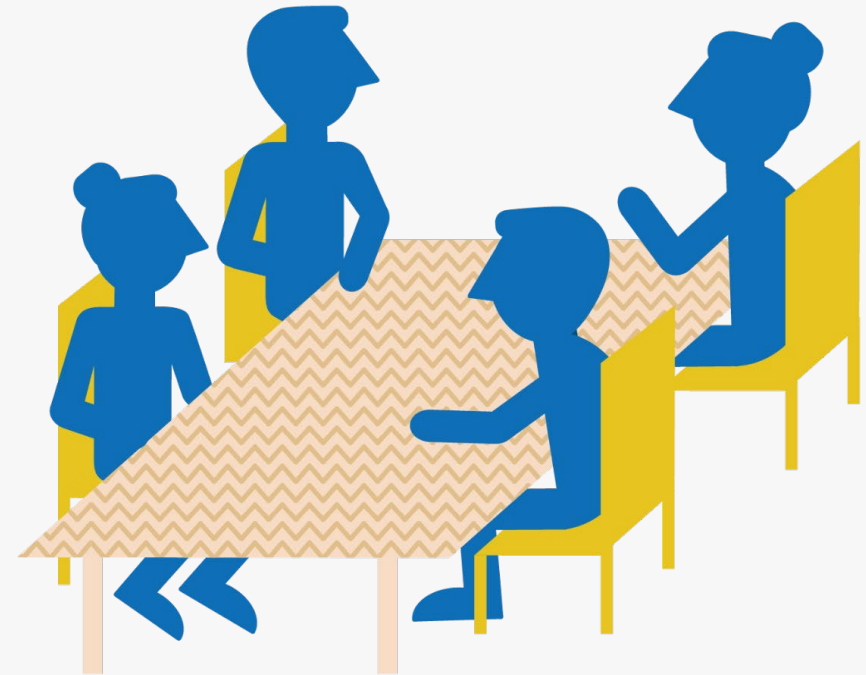


## Plain language

Do they know how to really reach the public? How can we help them?

# New horizons in communication

## Conclusions



# Thank you for being here!

Your opinion matters to us.

Please take a few minutes to provide us with feedback to help us improve our services.

Log into the **Whova app**, go to the **relevant session**, and tell us what you think in the **session Q&A**.

You can also talk to us at the Conference Support stand in the networking area.



# Cooperation works

All materials will be available on:

[Interact / Events / Interreg Knowledge Fair \(23-25 May 2023\)](#)