

Strategic Digital Communication of Interreg

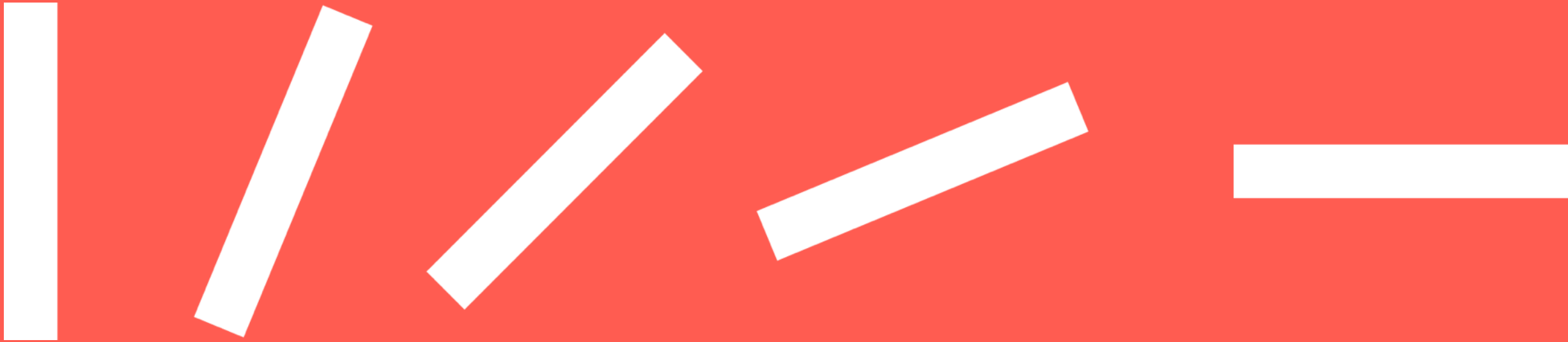
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Contents

1. **Introduction**
2. **Objectives & Niche**
 - Strategic objectives (mission)
 - Website niche
3. **Target Audiences**
 - Identification of target audiences
 - Archetypes and key messages
 - Content and functionality needs

Objectives & Niche



Objectives

Strategic Objectives

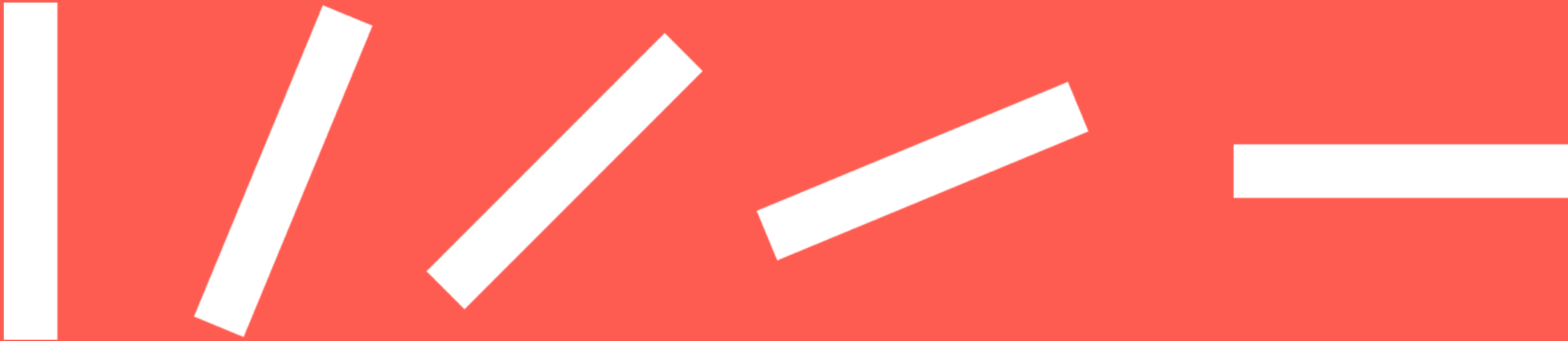
Four strategic objectives to advance Interreg's digital presence:

- 1 **The what, how and why**
- 2 **Relevance and Impact**
- 3 **Programmatic Overview**
- 4 **Engage through Storytelling**



Deep Dive into Strategic Objectives

Strategic Objective	1. The what, how, and why	2. Relevance and impact	3. Programmatic overview	4. Engage through storytelling
What?	Clearly establish the Interreg brand: what Interreg is, what it does and the difference it creates through territorial cooperation.	Highlight the societal relevance of Interreg programmes and projects. Showcasing the impact that projects create on a regional level.	Make it easy for Interreg newcomers and re-visitors to get an overview of programmes, and for potential applicants to identify relevant funding possibilities, as well as understand how and when to apply.	Show how projects create a difference and make an impact through real-life examples. People and impact, before numbers and stats.
User needs as identified by stakeholders	<ul style="list-style-type: none"> What is Interreg? Why Interreg? (vision) What does Interreg do? General basic information Branding of Interreg Show territorial cooperation 	<ul style="list-style-type: none"> Show impact/results Show joint activities Show benefits of Interreg Joint communication Show benefits for regions 	<ul style="list-style-type: none"> Show open calls Serve as portal Enable programme to programme cooperation Provide funding guides Which programmes exist? Show job opportunities 	<ul style="list-style-type: none"> Publish success stories Present practical examples Provide inspiration
Strategic fit with ToR objectives?	Provide easy-to-understand overview of what Interreg is and does.	Showcase Interreg's positive impact on EU citizens and territories.	Enable the communication of Interreg as a community.	Provide easy-to-understand overview of what Interreg is and does.
Fit with Interact IV intervention logic matrix (pers. 3)	<i>Thematic awareness and capturing of Interreg results</i> <i>Visibility and recognition of Interreg in the Cohesion Policy</i>	<i>Communication on Interreg results</i>	Thematic awareness and capturing of Interreg results Communication on Interreg results	<i>Communication on Interreg results</i>



Niche

The Role of the New Interreg.eu Website

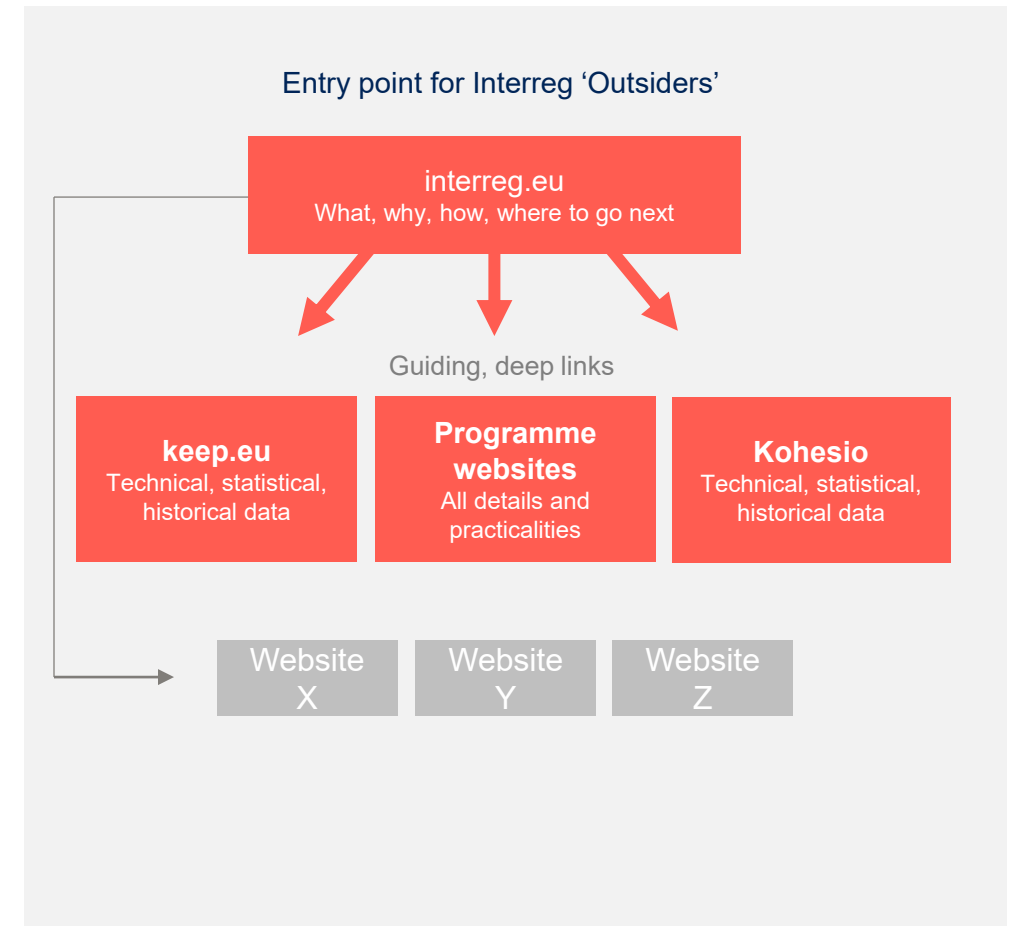
Interreg.eu - an impact hub and portal to the world of Interreg

Interreg.eu will focus on impact story telling; shining a light on the impact and results generated in the programmes and projects.

In relation to the other sites in the Interreg ecosystem, the new version of the Interreg website will focus on acting as an entry point to the world of Interreg and guiding users to other websites as they mature through the funnel. Additionally, it will take a wide perspective on impact (cf. content principle 4), communicate it in such a way that the message is perceived relevant and understandable for “outsiders”.

The different archetypes will typically have different maturity levels in relation to their overall knowledge and understanding of Interreg as a funding scheme, knowledge of which relevant programmes exist, their experience level in answering calls etc.

The new interreg.eu website aims to play a pivotal role in the following funnel stages:



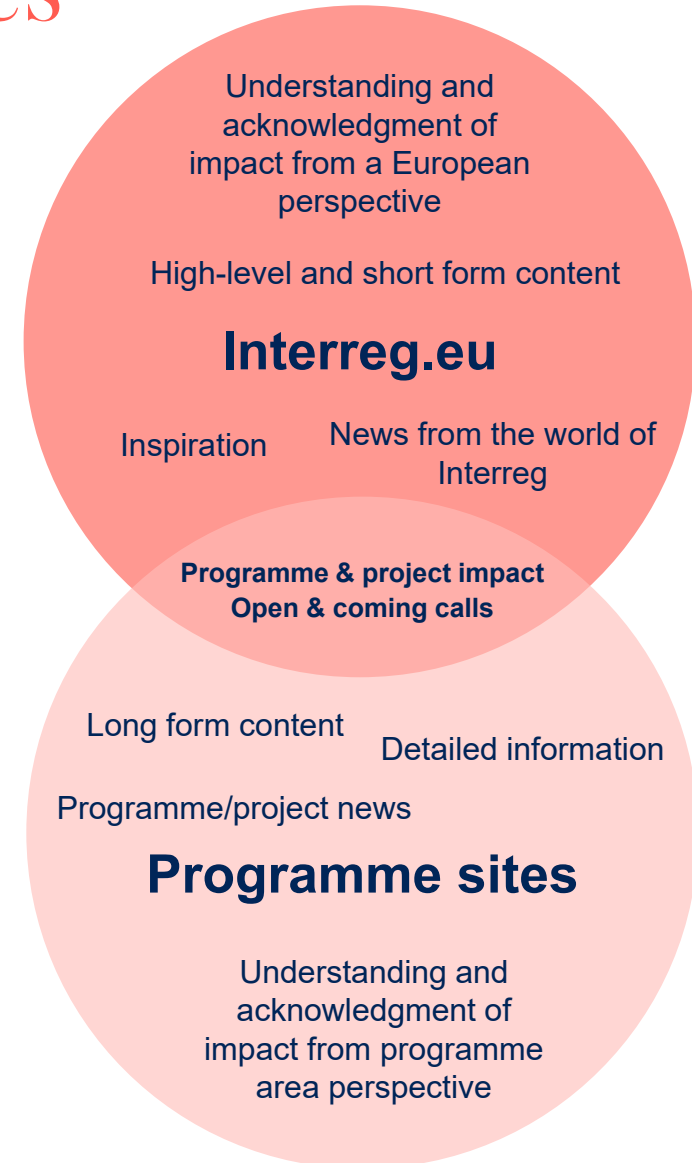
Interreg.eu vs. Programme Sites

Communication from programmes is, unsurprisingly, characterised by a focus on the local context in which they operate. The programmes are close to the projects and thus deeply engaged in the finer details regarding process, progress and impact.

Programme communication also features open calls with all the details around criteria, process etc.

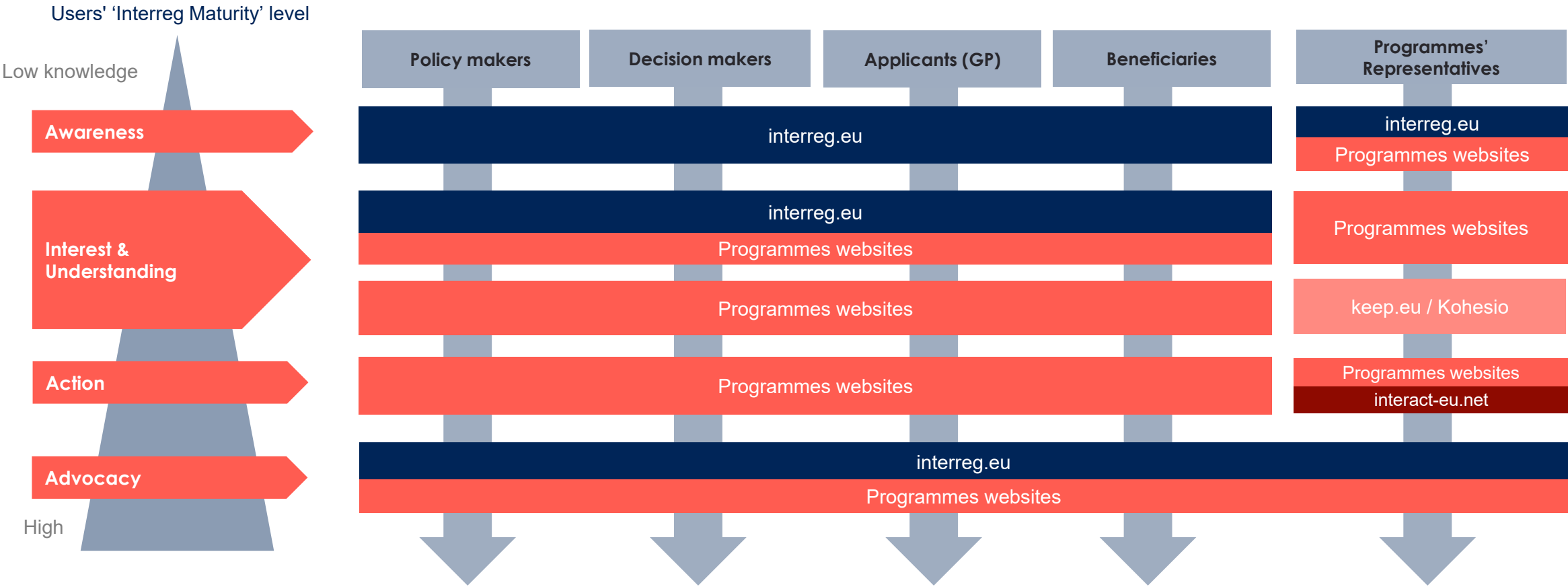
Interreg.eu will focus on engaging audiences that are much further away from the programmes and projects in regards to geography, knowledge, mind set and understanding.

The programme websites and interreg.eu will share the task to communicate about programme and project impact, open and upcoming calls. However, seeing that programmes and interreg.eu partly have different target audiences and serve different information needs, the perspective and level of detail of the content will differ accordingly. As stated on the previously slide, the interreg.eu website focuses on the “What, why, how, where to go next”, whereas programme sites take a deeper dive into the details of the different programmes.



User Maturity and Preferred Channel Choices

The user's information needs, and preferred channel choices changes as they mature through the funnel stages. Interreg.eu will focus on delivering to the users' needs through the awareness, interest and understanding and the advocacy funnel stages.



Niche of the Interreg.eu Website

**An impact hub
and portal to the
world of Interreg**

Featuring

- **Content to build awareness:** the what, the how, and the why, programmatic overview and high-level guidance for potential applicants.
- **Content to build understanding:** relevance and impact and provide storytelling opportunities.
- Content that is fit for Interreg outsiders.
- An experience that feels integrated with keep.eu.



Target Audience Archetypes & Key Messages

What drives the target audience, what are their challenges, expectations and needs and what messages will resonate with them?

Target Audience Archetypes

The Policy maker



Represents (examples)

- Local, regional & national policy makers
- Committee of the Regions
- EU Parliament members

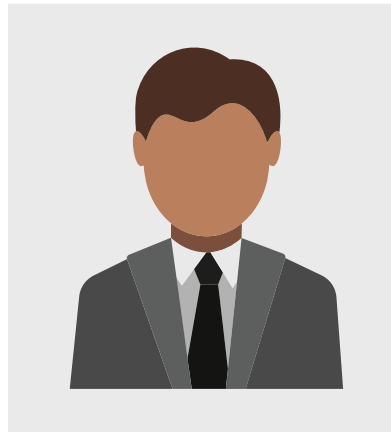
The Decision maker



Represents (examples)

- Ministries, national agencies, civil servants etc.
- Regional & national authorities

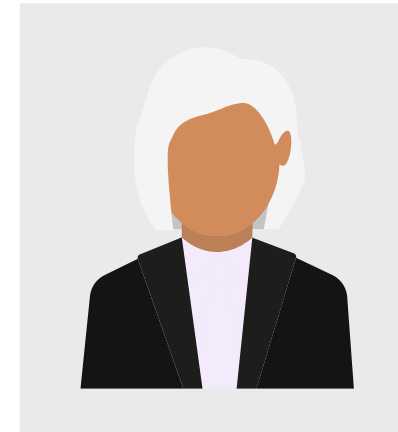
The Potential applicant



Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

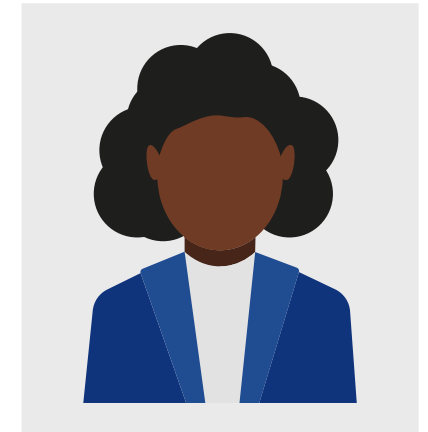
The Beneficiary



Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

Staff working in Programme Joint Secretariats

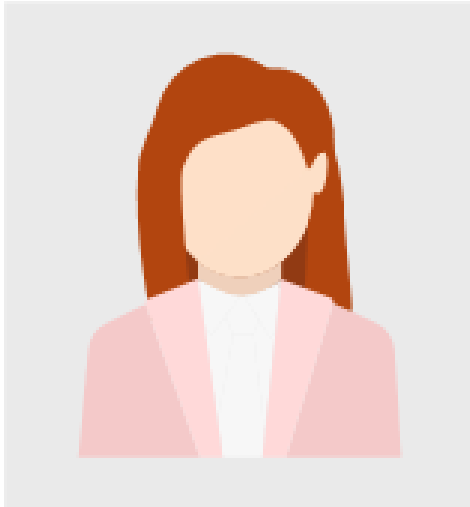


Represents (examples)

- Joint Technical Secretariat
- Communication Managers
- Communication Officers
- Head of Joint Secretariat

Archetype | The Policy maker

Represents: Local, regional & national policy maker, Committee of the Regions, EU Parliament members etc.



In relation to interreg.eu & social media channels



Key needs

- Needs to know that Interreg exists in her region, understand what it is, does, what the vision of Interreg is and how it fits in to the broader scope of EU
- Needs to know programme objectives and what issues are solved in her region
- Needs to know what the projects do and what their impact in her region is
- Needs to know what is being achieved for the funding



Pull factors

- Regional impact stories
- Easy-to-understand information that is simple to access to quickly gain overview of Interreg and the programmes
- High quality examples of impact made by Interreg, which can support her advocacy for continued funding



Push factors

- If the information is conveyed in a difficult and technical language and is difficult to access
- English at a too difficult level
- If the information and examples do not clearly show the impact of Interreg
- If she is not guided to where to find more in-depth information

Background

Context

Julie is a French politician and is very interested in European cooperation across nations to ensure the unity of the EU. She has been made aware that there is an instrument funded by the ERDF called Interreg, which supports projects across borders to tackle common challenges, and she is interested in learning more to potentially include it in her political work.

Key challenges

- 1 Julie wants to know what Interreg is and what the programmes do but finds it difficult to find the relevant information in an easily understandable format. There are so many programmes that France or French regions participate in. She has given up trying to search for the many programme websites.
- 2 Julie is an advocate for more cooperation across borders within the EU but finds it challenging to argue for her position when discussing with colleagues, as she cannot explain, what the funding for cooperation programmes and projects go towards and what the tangible results are at a national, regional and local level.
- 3 Julie has argued that cooperation across borders is the way forward to common challenges but has found it difficult to find data and impact stories supporting this.

Key Messages

- Interreg is creating a substantial impact across EU territories through cooperation
- Interreg is creating a real difference for EU citizens
- Interreg is covering a wide array of topics aligned to the EU Cohesion Policy

Dominant funnel stages:

Awareness

Interest & Understanding

Archetype | The Decision maker

Represents: Regional & national authorities, ministries, national agencies, civil servants etc.



In relation to interreg.eu & social media channels



Key needs

- Needs to know that Interreg exists in his region, how its relevant for him and his organisation, understand what it is, does and fits in to the broader scope of EU, including the difference between Interreg and other EU funding schemes.
- Needs to know about relevant programmes, their objectives, what issues are solved in their regions
- Needs to know what the projects do and what their impacts are
- Needs to know what impacts are achieved from the funding and be inspired for future Interreg programmes



Pull factors

- Easy access to high quality information that is trustworthy for decision making and policy development
- Being guided to find take-away materials on programme websites to give to colleagues/politicians
- Being guided to additional resources from one central platform
- High quality and understandable examples of impact made by Interreg



Push factors

- If the relevant information is difficult to find and access
- If content and user experience requires expert understanding of Interreg to use it
- If there is a lack of high-level understandable data
- If navigation through the site is not intuitive

Background

Context

Uwe is a civil servant working for a politically governed authority in Germany. The politicians have made it their aim to participate in more cooperation across Europe. Uwe is therefore tasked scoping opportunities for cooperation within the framework of the Interreg and help the politicians make informed decisions about cooperation.

Key challenges

- 1 Uwe wants to understand how Interreg fits into the possible cross-cooperation schemes in Europe to qualify the political process but finds that it is difficult to find the information he needs.
- 2 Uwe wants to understand the difference between the various strands that are part of Interreg.
- 3 Uwe believes that European cooperation across borders is a sensible thing to do but has difficulties finding information on the actual impact of cooperation. Such information would help support the advocacy for more cooperation across borders in the decision making processes.

Key Messages

- Interreg is creating a substantial impact across EU territories through cooperation
- Interreg is covering a wide array of topics aligned to the EU Cohesion Policy
- Interreg is relevant to consider for addressing challenges in your region

Dominant funnel stages:

Awareness

Interest & Understanding

Archetype | The Potential Applicant

Represents: Regions, Business support organisations, Associations, Universities / Knowledge institutions, Municipalities (Local authorities), NGOs.



In relation to interreg.eu & social media channels



Key needs

- Needs to understand what Interreg is, what programmes exist and how to apply
- Needs to easily get an understanding about the conceptual application process, funding opportunities, how to find potential partners, who to contact and be able to monitor upcoming calls for proposals
- Needs to know programme priorities, what issues are solved in their regions and what the projects achieve to be inspired to apply



Pull factors

- Information that is easy-to-understand to quickly gain overview of Interreg and the programmes
- Clear guidelines and visuals explaining the process for applying to an Interreg programme
- Access to a joint and up-to-date database of relevant open calls
- Enough information to understand the basics of Interreg



Push factors

- Information that is conveyed in a too technical language and is difficult to access
- Too detailed and complex information about the application process and funding

Background

Context

Martin works for a region in Sweden which has detected severe issues with its marine life and has thus decided to focus on improving the marine life in the coming years. The region is interested in collaborating with private, public and political institutions. Martin has been made aware that there is an EU scheme called Interreg, which facilitates cooperation between European countries and regions, and he is curious to investigate it further for the opportunity to potentially become part of such a scheme.

Key challenges

- 1 Martin is interested in Interreg and whether his organisation would be eligible to take part in a programme, however he has never visited the website and is unsure about how and if they are eligible to participate.
- 2 Martin has never applied for an EU project and is unsure about the process: how to begin, what to prepare, who to consult etc. He needs an overview of which funding possibilities exists in his region across programmes.
- 3 Martin has not seen any examples of the impact that can be achieved through participating in Interreg and thus finds it difficult to prepare materials for the regional politicians and stakeholders.

Key Messages

- Interreg is creating a substantial impact across EU territories through cooperation
- Interreg is covering a wide array of topics aligned to the EU Cohesion Policy
- Interreg is about cooperation and welcomes new partners

Dominant funnel stages:

Awareness

Interest & Understanding

Action

Archetype | The Beneficiary

Represents: Regions, Business support organisations, Associations, Universities / Knowledge institutions, Municipalities (Local authorities), NGOs.



In relation to interreg.eu & social media channels



Key needs

- Needs to understand what Interreg does and what impact Interreg has on a European level
- Needs to know about other programmes in their region and how they fit into the overall scope of Interreg
- Needs to know about access to funding across programmes
- Needs to know about cooperation possibilities and synergies between their own project and other programmes/projects



Pull factors

- Easy-to-understand information that is simple to access, and filter based on relevancy
- Clear overview of impact of programmes/projects and potential to expand cooperation
- Feeling as a part of something bigger than just one project



Push factors

- If the information is conveyed in a too technical and EU proprietary language that would be difficult to understand & explain to others
- If the user experience is not accommodating to easily gain an overview of content relevant to regional or thematic focus
- If the website is overloaded with information

Background

Context

Sophie works for a municipality in the Netherlands, which is in a region bordering Germany. The municipality is a partner in a project aiming to have better digital solutions for small and medium sized companies operating in the border area. Sophie is the municipality's point of contact for the project and is involved with the municipality's cooperation projects in general. She is thus interested in finding out what projects and programmes exist in her area, as well as understanding the impact of the current Interreg projects.

Key challenges

- 1 Sophie and the municipality she works for want to know how their project can become better by learning from other projects but finds it challenging to identify relevant projects and programmes within the 100+ Interreg programmes.
- 2 Sophie wants to highlight the impact the project is making to relevant policy and decision makers but finds it difficult to do so as just one project alone.
- 3 Sophie feels that it is hard for her to explain to others what Interreg is and why it is an important funding scheme both at the European, national, regional & local level.

Key Messages

- Interreg is creating a substantial impact across EU territories through cooperation
- Projects play an integral part in creating a real difference for EU citizens
- Programmes and projects can learn from each other and improve through cooperation

Dominant funnel stages:

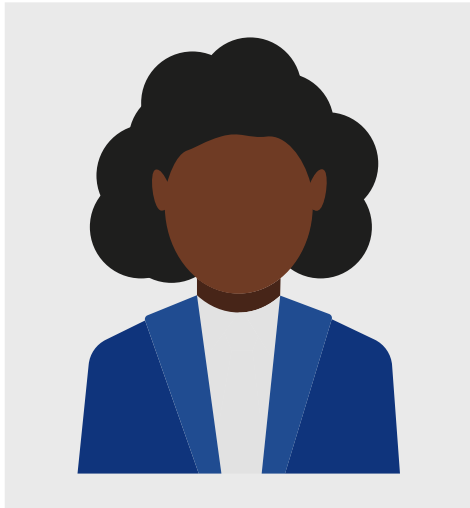
Awareness

Interest & Understanding

Advocacy

Archetype | Staff working in Programme Joint Secretariats

Represents: Joint Technical Secretariat, Communication Managers, Communication Officers, Head of Joint Secretariat



Key needs

- Needs to be aware of cooperation possibilities and synergies between programmes e.g. within joint communication, similar open calls etc.
- Needs to know which programmes are in the same cooperation areas, their priorities and focus areas
- Needs to know programme themes and examples of impact stories
- Needs to know what job opportunities exist within Interreg

In relation to interreg.eu & social media channels



Pull factors

- Easily accessible and filterable information about relevant (thematically, regional etc.) programmes
- Well conveyed examples of the impact of programmes and best practice
- That she is able to access and subscribe to news from the world of Interreg through one single platform



Push factors

- If data is not kept up-to-date and maintained, as this would mean she would not be able to trust the information conveyed
- If it is too difficult to find and access the required information about programmes relevant for cooperation

Background

Context

Stephanie is a communication officer in a cross-border programme. She has worked for the programme for the past seven years and is well-versed in the different elements of Interreg programmes. She is interested in developing the programme further and is constantly looking for new opportunities for collaboration. She is very proud to work in an Interreg Programme and wants to be inspired by what goes on and what wider impacts the world of Interreg is achieving.

Key challenges

- 1 Stephanie wants to cooperate with other Interreg programmes but does not have an overview of similar programmes or other relevant programmes in her region.
- 2 Stephanie would like to know which vacancies exist in Interreg and the programmes as she sometimes meets people or is contacted by people who could be interested in working for Interreg.
- 3 Stephanie wants to do more joint communication with the other Interreg programmes but is unsure which programmes have similar focus areas and results.

Key Messages

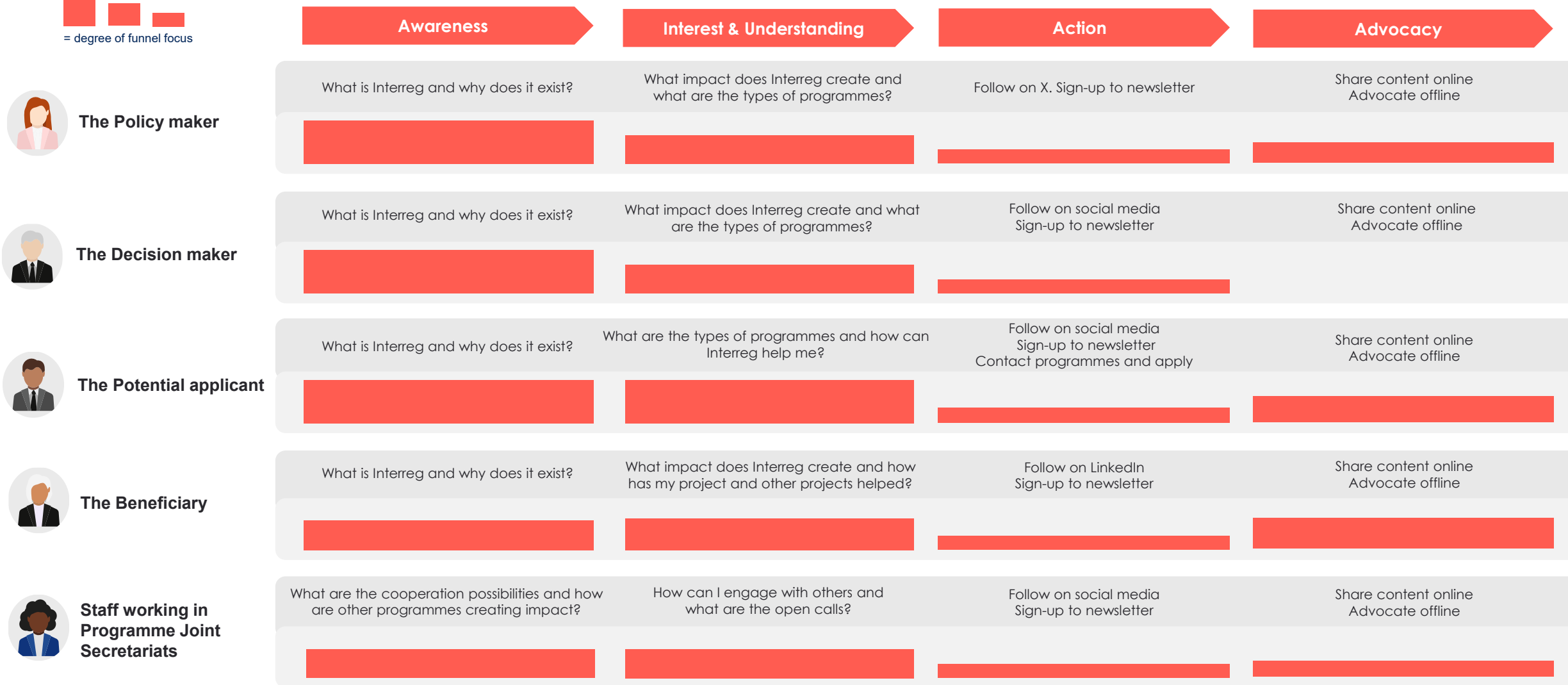
- Interreg wants to increase the perceived relevance and awareness around programmes and projects across the EU
- Interreg wants to enable more joint communication between programmes
- Interreg is making it easier for programmes to share knowledge and cooperate to increase their impact

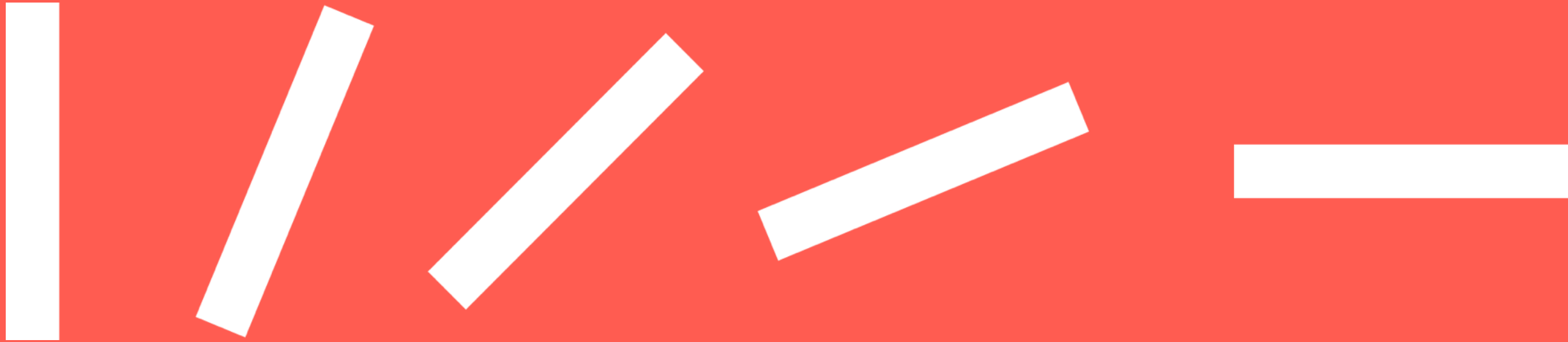
Dominant funnel stages:

Awareness

Interest & Understanding

Target Audience Funnel Focus Overview





Identified Insights & Needs Related to Target Audiences

Understanding the needs of the selected target audiences and the identified strategic needs.

Identified Themes Driven by User Needs

Overall Understanding

The users need to easily understand what Interreg is, the vision of Interreg, what it does to pursue it, where it is 'coming from' and where it is going. This includes giving them an understanding of how Interreg fits in the context of other funding schemes.

Acknowledgement

The users need to be able to quickly and intuitively understand the overall impact Interreg has across the EU, as well as see aggregated simple and non-technical data that in combination with storytelling, outlines story of both the short and long-term impact of Interreg.

Program Level Understanding

The users need to be able to easily gain an overview over which programmes exist in their selected geographies and/or within themes that are relevant to them. Focus should be on the impact, results, and on concrete and relatable national and region success stories.

Funding and Application

The users need to be able to understand which funding possibilities exist within Interreg, both on a conceptual as well as a practical level. They need to identify which programmes, projects, and beneficiaries are relevant and be able to do a high-level assessment of whether they are eligible to apply for funding.

Guiding and Inspiration

The users need to be able to quickly gain an overview of what interreg.eu can offer and be inspired by engaging content that both answers the initial questions the user has, but also generates new questions and creates curiosity and engagement. Users need to be guided to "where to go next" and have a reason to come back for more.

Being in the Loop

The users need to feel updated and informed on what goes on in the world of Interreg. Being in the "know" about recent developments, results and opportunities within themes and/or geographies. Users need to be continuously encouraged and inspired to engage. The user wants content with a high degree of relevancy and that is tapping in to current trending topics and themes.

Search, Find and Filter

The users need to feel empowered to intuitively find, filter, and search for content that is relevant to their specific needs. The different contexts of the users shall be acknowledged and supported. Users need to feel supported regardless of English language proficiency and technical skills.

Engaging and Relatable Content

The users need to experience that the content and narrative formats are engaging, relatable, and understandable without being an "Interreg insider". The users need to be able to intuitively understand, evaluate, and most importantly re-communicate the essence of the content. Content needs to be professional, concrete, and based on storytelling and not just "stating facts".

Identification of Themes Driven by Strategic Needs

Branding of Interreg

Programmes have a shared need to communicate the high-level impact of Interreg as a whole. Emphasising and exemplifying the true value that comes from cooperation. Ensuring that policy makers on all levels understand and acknowledge that Interreg has a tangible and unique impact at EU, national, regional, and local level.

Attracting “New” Applicants

The programmes have a strong need to attract new and relevant applicants and project partners. New partners may not even be aware that Interreg exists, what it is, and what it can do for them. There is as strong need to create simple yet engaging and understandable content and functionalities that do not only “preach to the converted” but are tailored to what has been referred to as the newcomers to Interreg.

Capitalisation and Reach

The programmes have a clear ambition to use communication to further the reach of results and impacts of the programmes and projects. Interreg.eu and social media channels will act as catalysts and launch platforms for selected results, which are communicated in a form that engages and attracts the target audience. Interreg will be the entry point and the ‘igniter of interest’, that subsequently guides visitors to the programme websites for further technical and scientific information.

Joint Campaigns and Communication Efforts

The programmes have a strong desire to communicate jointly, both through larger joint campaigns efforts and on a more continuous basis. Programmes should work together to produce content and spread their “news” while speaking in one voice, as this will help increase reach.

Governance and Collaboration

There is a need to make cooperation easy and understandable.

Flexibility

The website shall be built to accommodate current unknowns, be structured and designed to be flexible and accommodating for potential future re-design of content, structures and taxonomies.

Needs Related to ‘Overall Understanding’

Description

The users need to easily understand what Interreg is, what it does, where it is ‘coming from’ and where it is going. This includes giving them an understanding of how Interreg fits in the context of other funding schemes.



User Needs

- Need to understand what Interreg is and its vision
- Need to understand how Interreg fits into the context of other funding schemes
- Need to be able to explain Interreg to others



Strategic Needs

- Branding of Interreg
- Attract “new” applicants
- To ensure that relevant target audiences understand what Interreg is
- To ensure that relevant target audiences understand the value of cooperation



User Quotes and Insights

“The main issue is probably awareness and information about the presence and opportunities related to Interreg as well as the general funding requirements”

- Communication Manager, Programme

“They all could use a simplified explanation of Interreg, what it does, where it does it and how to get involved”

- Team Member, Interact



Primary Target Audience



The Policy maker



The Decision maker



The Potential applicant



The Beneficiary



The Programme

Needs Related to ‘Acknowledgement’

Description

The users need to be able to quickly and intuitively understand the overall impact Interreg has in the EU. They need to see aggregated, simple and non-technical data that in combination with storytelling replays the story of short and long-term impact.



User Needs

- Need to understand the impact of Interreg
- Need to justify Interreg
- Need to see aggregated data on results and impact
- Need to see success stories on multiple levels
- Need to see tangible, emotional, and relatable examples



Strategic Needs

- Branding of Interreg impact + joint campaigning
- Getting more reach of Interreg high level results
- That Interreg is acknowledged as a relevant and valuable funding scheme



User Quotes and Insights

“The programmes should also know what is financed in other regions, the activities shall be complementary and the knowledge should be reused and capitalised”

- Head of Secretariat, Programme

“If we want the EU to survive, we foremost most prove it works.”

- Project Partner

***“What is the purpose of Interreg in general?
How Interreg fits in the EU Master plan”***

- Programme Director



Primary Target Audience



The Policy maker



The Decision maker



The Potential applicant



The Beneficiary



The Programme

Needs Related to ‘Programme Level Understanding’

Description

The users need to be able to easily gain an overview over which programmes exist in their selected geographies and/or within themes that are relevant to them. They need to understand the impact, results, and on concrete and relatable examples of national and regional impact success stories.



User Needs

- Need to have an easy and understandable overview over programmes
- Need to have quick access to further information on programme websites
- Need to understand the high-level impact of programmes and projects
- Need examples of programme impact
- Need to see success stories of programmes/projects
- Need to see tangible, emotional, and relatable examples
- Need to understand who to reach out to and for what
- Need inspiration for programme or project cooperation



Strategic needs

- Attracting more and “new” applicants
- Brand Interreg & programmes by showing regional / programmatic level impact



User Quotes and Insights

“Getting that basic information, what it is, how programmes are visible in the region, what programmes are actually there”

- Communication Manager, Programme

“[Need to know] what programmes’ objectives are, what kind of problems are solved in the regions, what projects do”

- Head of Secretariat, Programme



Primary Target Audience



The Policy maker



The Decision maker



The Potential applicant



The Beneficiary



The Programme

Needs Related to ‘Funding and Application’

Description

The users need to be able to understand which funding possibilities exist within Interreg, both on a conceptual as well as a practical level. They need to identify which programmes, projects, and beneficiaries are relevant for them, as well as be able to do a high-level assessment of whether they could be eligible for funding.



User Needs

- Need to identify and understand the overall funding possibilities
- Need to have access to relevant open and upcoming calls
- Need to be able to identify relevant calls for “me”
- Need a high-level understanding of the application process
- Need a high-level understanding of eligibility to apply
- Need to be alerted about new calls based on their preferences
- Need to get inspiration for developing new projects
- Need to see success stories of programmes/projects
- Need to see tangible and **relatable** examples
- Need to understand who to reach out to



Strategic needs

- Programmes receive more qualified applications, also from “new” applicants
- Branding of the Interreg band and subsequently of programmes



User Quotes and Insights

“People who know about Interreg but have never used it, don't know how it works, but are looking for funding and want to find out if Interreg is the right scheme for them”

- Programme Director

“To have one place where people without any experience whatsoever can find some information and could be helped and guided through the various steps”

- Programme Director



Primary Target Audience



The Policy maker



The Decision maker



The Potential applicant



The Beneficiary



The Programme

Needs Related to ‘Guiding and Inspiration’

Description

The users need to be able to quickly gain an overview of what interreg.eu can offer them and be inspired by engaging content that answers initial questions the user may have, but also generates new questions and creates curiosity and engagement. Users need to be guided to “where to go next” and have a reason to come back for more.



User Needs

- Need to quickly gain an overview over what the site offers them
- Need to quickly understand that this website is relevant for them
- Need to be inspired and introduced to relevant content
- Need to quickly find answers to their high-level questions
- Need to be guided through the Interreg digital ecosystem
- Need to understand that there is a reason to come back



Strategic Needs

- Provide inspiration for users, opening their eyes to the world of Interreg
- Programmes receive more qualified applications, also from “new” applicants



User Quotes and Insights

“[interreg.eu] is not intuitive, takes time to understand how it works and where to find information”

- Team Member, Interact

“Having a platform where people, who are only just starting their history with Interreg, are able to find all the necessary information to help them understand Interreg”

- Programme Director



Primary Target Audience



The Policy maker



The Decision maker



The Potential applicant



The Beneficiary



The Programme

Needs Related to ‘Being in the Loop’

Description

The users need to feel updated and informed on what happens in the world of Interreg. Being in the “know” about recent developments, results and opportunities within themes or geographies is important to them. Users need to be continuously encouraged and inspired to engage. The users want content with a high degree of relevancy and want to tap into current trending topics and themes.



User Needs

- Need to follow what happens in the world of Interreg on a high-level
- Need content that is relevant and accurate for them
- Need to be inspired with relevant content and updates on a regular basis
- Need to follow current themes and trends
- Need to be able to “follow” Interreg via their preferred channels



Strategic Needs

- Gain more visits and returning users
- Underline that there is a lot of activity and impact in the world of Interreg



User Quotes and Insights

“[Need] Up-to-date and credible information. Dynamic and appealing ways of accessing information.”

- Civil Servant, Region

“Maybe the latest news should be what is seen first when arriving on the homepage”

- Team Member, Interact



Primary Target Audience



The Policy maker



The Decision maker



The potential applicant



The Beneficiary



The Programme

Needs Related to ‘Search, Find & Filter’

Description

The users need to feel empowered to intuitively find, filter, and search for content that is relevant to their specific needs. The different contexts of the users should be acknowledged and supported. Users need to feel supported regardless of English language proficiency and technical skills.



User Needs

- Need to be able to easily find content that is relevant to them
- Need to be able to search, find, and filter content by themes
- Need to be able to search, find, and filter content by geography
- Need to be able to search, find, and filter for relevant job opportunities
- Need to be understood and supported even as an “Interreg Novice”
- Need to be guided to the most relevant and current content



Strategic Needs

- Exposing users to more relevant content, matching the roles of the users
- Gain reach and capitalisation by communicating about current themes and subjects



User Quotes and Insights

”[Improve] by giving clear and easy access to all the projects’ database and their results”

- Staff, National Authority

”To help them identify based on their geography what kind of programme they could apply to e.g. a list of all the programmes covering their geography vaguely in the remit of the topics they want”

- Programme Director

”I reckon it is useful to have the calls and also the job opportunities”

- Communication Officer, Programme



Primary Target Audience



The Policy maker



The Decision maker



The Potential applicant



The Beneficiary



The Programme

Needs Related to ‘Engaging and Relatable Content’

Description

The users need to experience that the content and narrative formats are engaging, relatable, and understandable without being an “Interreg insider”. The users need to be able to intuitively understand, evaluate, and most importantly re-communicate the essence of the content. Users need content that is professional, concrete, and based on storytelling and not just “stating facts”.



User Needs

- Need content to be understandable as a “Interreg Novice”
- Need content to be relatable and to communicate emotionally
- Need to be inspired and introduced to relevant content
- Need storytelling around the content that puts projects into perspective
- Need to be able to re-communicate the content



Strategic Needs

- Gain reach and visibility by also communicating for the “Interreg outsider”
- Have a larger voice and more reach when communicating jointly



User Quotes and Insights

“Everyone has one language in common that stems from empathy and being humans. The Interreg programmes touch all those important issues – make them visible from the human perspective.”

- Project Partner, Programme

”[even if] there are miles between us, we see that there are some important topics for cooperation projects [...] and it will be very important to see how other programmes treat these problematics.”

- Communication Officer, Programme

”We do miss photos and proofs from the projects on what is achieved.”

- Communication Manager, Programme



Primary Target Audience



The Policy maker



The Decision maker



The Potential applicant



The Beneficiary



The Programme