



# A Communication officer's day at work

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Co-funded by  
the European Union

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## Programme communication

- Social media
- Programme website
- Interface with service providers
- Organise events



50%  
*of daily worktime*

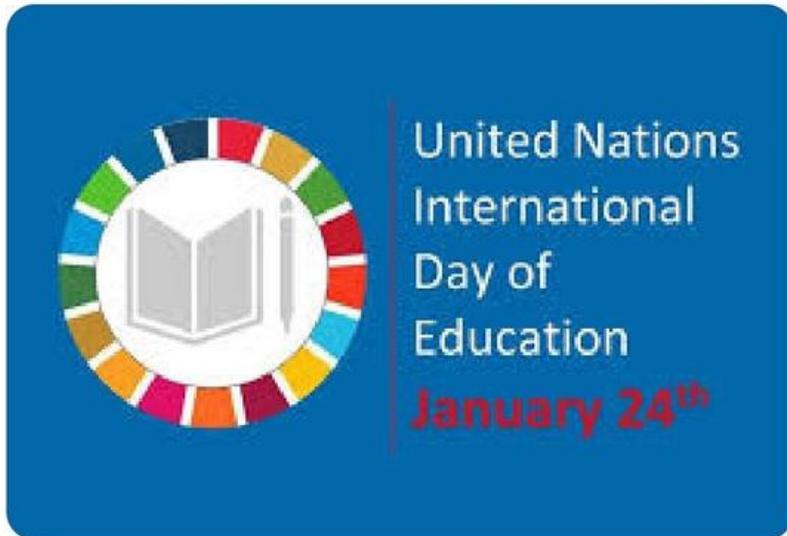


# Develop content for the social media



IPA CBC PROGRAMME @... · 24 Ιαν 20 · 3

Today we celebrate the International Day of Education 🎓🎓. Check out @InterregIPACBC projects #EMPLOYOUTH #IBiSEAIT and #iCBA to find out how they embrace the role of education and lifelong learning [ipa-cbc-programme.eu/approved-proje...](http://ipa-cbc-programme.eu/approved-proje...)



IPA CBC PROGRAMME ... · 03 Δεκ 19 · 3

Today is the International Day of People with Disabilities. #Cross4all project establishes a prototype cloud platform for improving the access of citizens with chronic conditions or disabilities to specialized health & social care services. More at [bit.ly/2Rfqhg1](http://bit.ly/2Rfqhg1)



# Develop content for the social media



**IPA CBC PROGRAMME ...** · 08 Mar 20 ·

Today we celebrate the work of all women involved in developing & delivering better projects for their regions! Without you, cross-border cooperation wouldn't be the same! Thank you !

Where there is a woman, there is a magic

✨ Interreg project! #EU4Women

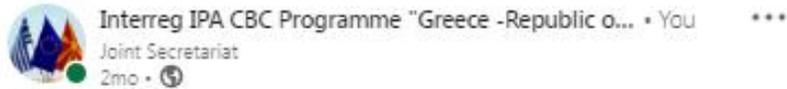
#WomensDay #Interreg 🇪🇺

  
**interreg + IPA CBC**

Greece - Republic of North Macedonia 



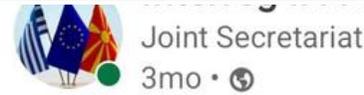
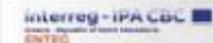
# Identify content in projects to promote



More than 20 companies and more than 100 open job positions were promoted at the Career Day, which took place yesterday, April 25th, 2023, on the plateau in the Officer's House in Bitola, Republic of North Macedonia in the framework of ENTEG project.

The main goal of the event was the transfer of information, motivation and education to over 200 unemployed people from the municipality of Bitola to apply and get a job in companies which offer vacancies.

Read the press release at <https://lnkd.in/dpB-bkTP>  
#ENTEGB #career #IPACBC



Are you between 21-30 years old living in Greece or North Macedonia? The "Be In" project is looking for 20 participants for the Young Leaders Accelerator.

For more information & Application click here:  
<https://lnkd.in/d2kqxe45>

## CALL FOR APPLICATIONS

21

30

Are you between 21-30 years old?

Do you want to develop your soft and technical skills?

then  
**APPLY NOW!**

open until  
10/04



**Interreg - IPA CBC**  
Greece - Republic of North Macedonia  
**Be In**

The project is co-funded by the European Union and by National Funds of the participating countries in the INTERREG-GC Cross-Border Cooperation

# Programme website

- Programme news & events
- Project news & events
- Approved projects - List of operations
- Procurement notices
- Calls for proposals & timetable of planned Calls
- Partner search tool
- Programme main documents & annual reports
- Documents for project implementation
- Legal framework
- Evaluations
- MC decisions

# Typical problems with external contractor - website developer

- Not always easily accessible or responsive
- Lack of domain knowledge
- Quality and consistency issues
- Lack of long-term support



Be involved in the selection process of the contractor

*The level of your involvement may depend on your organization's procurement policies, regulations, and delegation of authority. Some MAs may have a dedicated procurement team responsible for managing the procurement process, while others may require direct involvement from JS COM officers.*

# Challenges when organising Programme events (eg. Interreg Cooperation Day 2023)

- Coordination among different stakeholders
- Ensuring widespread participation
- Logistics
- Budget constraints
- Evaluation & impact assessment



- involve dedicated project partners
- share responsibilities with JS Antenna officer
- share costs with other Programmes - co-organisation
- extensive use of INTERACT's tools & support

## Project communication

- Projects' COM plans
- Visibility requirements
- Capacity building
- Identify potential award winning projects



25%  
*of daily worktime*

# Project communication

- Support in implementing their COM plans
- Inform about and ensure that visibility requirements are met (in procurement notices, deliverables, videos, billboards)
- Capacity building - organising & delivering COM training seminars
- Identify potential award winning projects for various competitions (eg. Regiostars awards, Project Slam)

## Internal communication

- JS internal group meeting
- JS - NA meetings
- MA COM officer - all Programmes' COM officers (Greece -North Macedonia, Greece- Italy, Greece-Cyprus, Greece - Bulgaria & Greece- Albania)



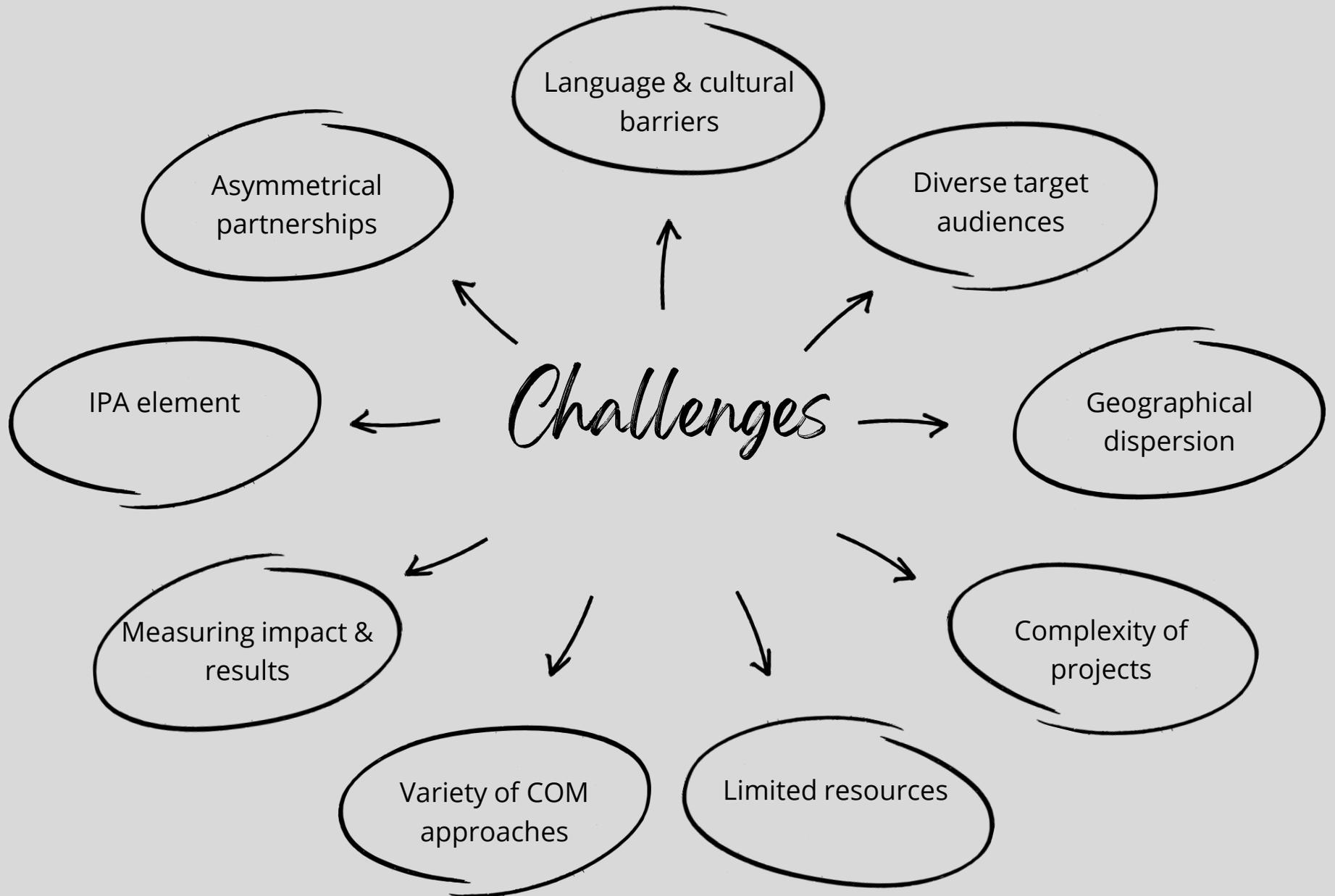
## Admin tasks & obligations for 3rd parties

- Administrative tasks
- Databases/ INTERACT



# Administrative tasks & obligations to 3rd parties

- Documentation & database management
- Budget monitoring
- Procurement and contracting
- Reporting and documentation
- Travel arrangements
- Internal communication support
  
- Updating information for databases such as KEEP or responding to 3rd parties, like INTERACT.



Language & cultural barriers

Asymmetrical partnerships

Diverse target audiences

IPA element

Challenges

Geographical dispersion

Measuring impact & results

Complexity of projects

Variety of COM approaches

Limited resources

## Language & cultural barriers

*Interreg programs often involve collaboration between regions or countries with different languages and cultural backgrounds.*

*Translating materials, adapting messages to different cultural contexts, and finding common ground for understanding can be challenging.*

## Diverse target audiences

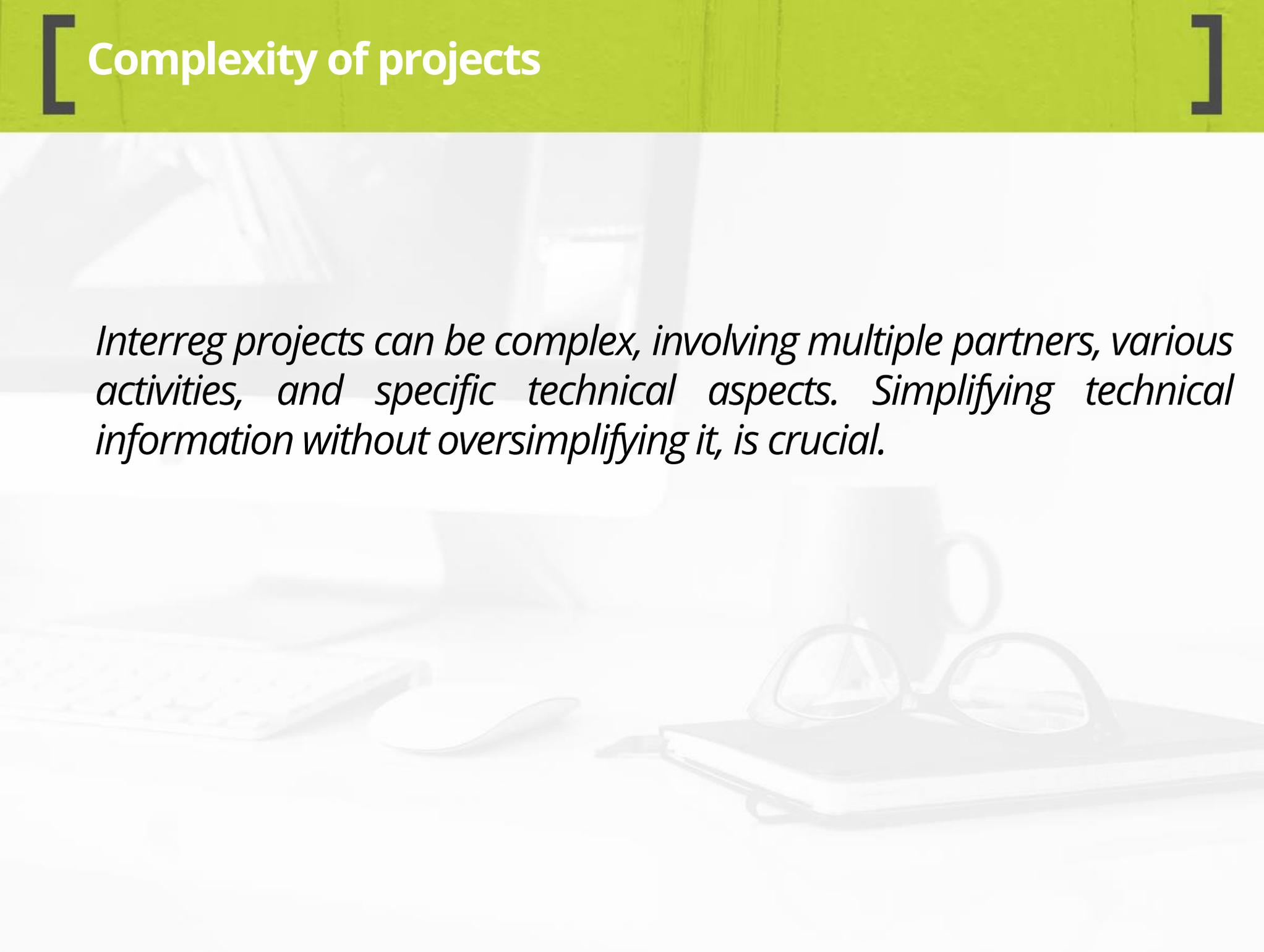
*Interreg programs have diverse target audiences, including (potential) project partners, local and regional authorities, media and press, EU institutions, and the general public.*

# Geographical dispersion

*Interreg programs cover large geographical areas, often spanning multiple regions or countries. Ensuring consistent messaging and coordinating communication activities across borders can be logistically demanding.*

# [ Complexity of projects ]

*Interreg projects can be complex, involving multiple partners, various activities, and specific technical aspects. Simplifying technical information without oversimplifying it, is crucial.*



## [ Limited resources ]

*Communication within Interreg programs often operates with limited resources, including budget constraints and staffing limitations. We often need to find creative and cost-effective ways to maximize the impact of our communication activities.*

## Aligning different COM approaches

*Interreg programs involve partners from different regions and countries, each with their own communication practices and approaches. Communication officers need to align these diverse approaches and ensure consistent messaging and branding across the Program.*

## Measuring impact & results

*Evaluating the impact and effectiveness of the Programme communication can be challenging and requires robust monitoring and evaluation systems.*

*\*One of the most important direction and priority for Interreg communication during the 2021-2027 period is the **results-oriented communication**.*

*Interreg IPA (Instrument for Pre-accession Assistance) programs are a specific category of Interreg programs that involve countries that are candidates or potential candidates for EU membership. These programs have some particularities. We need to emphasize the benefits of cross-border collaboration, alignment with EU policies, and the positive impact of our funded projects on the path to integration.*

# [ Asymmetrical partnerships ]

*Asymmetrical partnerships in Interreg projects refer to collaborations where there is an imbalance or disparity between the partners in terms of resources, capacities, or expertise. In the communication context, this means that a partner may be substantially more committed than the other.*





IPA CBC PROGRAMME ... · 14 Φεβ 20 ∴

The Perfect Matchmakers 🇪🇺❤️

#ValentinesDay2020 #interregfunding

#IPACBC #MadeWithLove



Has your life  
partner recently  
dumped you?



0:50

**despite the  
challenges,  
stay  
creative!**

**Has your life  
partner recently  
dumped you?**





THANK YOU