

Interreg Knowledge Fair session

Future of **Interreg** brand: How we communicate Interreg

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Interact



Co-funded by
the European Union
Interreg

Agenda

two hours

01

The survey
and what was
interesting

02

The logo, and
visibilty rules
for plaques
and billboards

03

Operations of
Strategic
Importance

04

Joint
campaigns

05

Conclusions,
next steps

Welcome to the Interreg Knowledge Fair

This is the **second edition** of the Interreg Knowledge Fair, it is still a new approach for us.

The **Conference Support** stand in the Exhibition Room is a one-stop shop for your questions.

At the end of this session, you are asked to rate the **session experience**.

At the end of the event, you will be asked your **overall feedback**.





Survey results

Future of brand

Responses from 33 programmes

38% response rate

What was interesting

Average 3.9 / 5.0

Survey asked a series of statements and for a rank from 1 – 5. Where there is a difference from the average, this is interesting.

What are we discussing and why

Logo, plaques and billboards

Importance of shared identity (4.7), having Interreg exempt from no fund rules (4.5) and general rules (4.2) all scored well. But retaining existing logo (3.3), and clarity of rules on plaques and billboards (3.0) scored poorly. *Let's look at the practicalities here!*

Operations of strategic importance

New rules on communication chapter scored well (4.1), and the plan is implemented (4.3, but 3.8 budget). OSIs are not well regarded as a tool for promotion (3.2), but the monitoring committees interest in OSIs (4.1) outscored general communication (3.7). *Is it us or them?*

Joint campaigns for Interreg

Again, shared identity is vital (4.7), but collective expression via joint campaigns was average (3.9). Also weak connection to national platforms (3.4), while InformEU (4.2) and ICON and country team meetings (4.0) scored well. *Is this an opportunity for us?*

Four key questions

Don't forget positives!

What is working?

What requires repairing / improvements?

What is missing?

What would be your vision for the future?

What happens next | methodology for part one

Two discussion walls, Logo and use (with Kevin), Plaques and Billboards (with Eva and Rosa). We have the key bit of the regulation. You may have examples of the practical reality.

Two options, depends if we are evenly split or now.
Show of hands, who wants to talk about plaques and billboards

Evenly split: Option A

Uneven: Option B

What happens next | methodology for part one (A)

Two discussion walls, Logo and use (with Kevin), Plaques and Billboards (with Eva and Rosa). We have the key bit of the regulation. You may have examples of the practical reality.

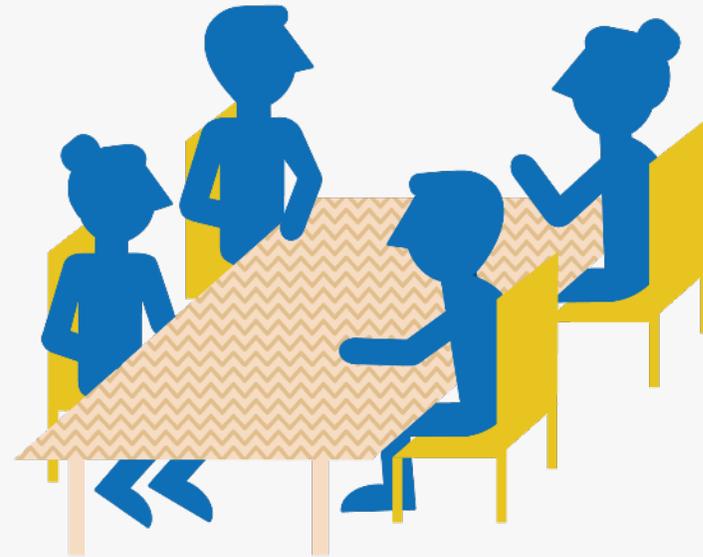
Please stay at one wall for 20 mins, to enable a conversation and discussion to develop. The last 10 minutes are then for you to contribute and see the output from other walls

Interact reports back at the end, a brief overview, and a chance to develop some shared understanding of the core challenges.

It is now time for discussion

20 mins at one wall

10 mins at other



What happens next | methodology for part one (B)

Two discussion walls, Logo and use (with Kevin), Plaques and Billboards (with Eva and Rosa). We have the key bit of the regulation. You may have examples of the practical reality.

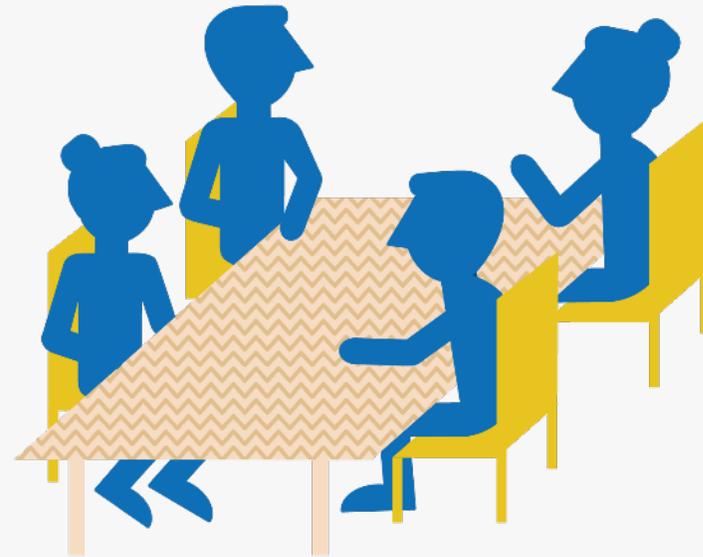
15 minutes per wall, stay to enable a conversation and discussion to develop. Switch after 15 minutes.

Interact reports back at the end, a brief overview, and a chance to develop some shared understanding of the core challenges.

It is now time for discussion

15 mins at one wall

15 mins at other



Reporting back

Quick summary of:

- Logos
- Plaques and Billboards



Part 2 | OSI

Why talk about OSIs

New regulation. Requirement to identify, before programme adopted, operations that will help define the programme.

Replaces previous concepts like strategic initiatives, flagship projects.

Feedback is positive of the Monitoring Committee requirements here.

But anecdotal feedback on them is less engaged.

So, let's openly discuss this.

What are we discussing and why

Identification
and selection
of OSIs

When should they be selected? Would it be better to have a requirement to have a number per POs?

Link to our own
communication
goals

Love, hate or indifference? Will your OSIs help you achieve your objectives, or are they just another task?

Comm. events
for OSIs

A leap into the unknown, or do you have a great idea already?
Can these events support your objectives?

What happens next | methodology for part two

Two discussion walls, Selection and identification (with Kevin), linking to your goals and communication events (with Eva and Rosa).

Please stay at one wall for 10 mins, to enable a conversation and discussion to develop. The last 5 minutes are then for you to contribute and see the output from the other wall

Interact reports back at the end, a very brief overview, and a chance to develop some shared understanding of the core challenges.

What are we discussing and why

Identification
and selection
of OSIs

When should they be selected? Would it be better to have a requirement to have a number per POs?

Link to our own
communication
goals

Love, hate or indifference? Will your OSIs help you achieve your objectives, or are they just another task?

Comm. events
for OSIs

A leap into the unknown, or do you have a great idea already?
Can these events support your objectives?

Reporting back

Quick summary of:

- Identification and selection
- Objectives and events



Part 3

Joint campaigns

Current joint campaigns

Interreg Cooperation Day

Target: Citizens

What: Public events
and engagement

Interreg Project Slam

Target: EU bubble,
SoMe for citizens

What: Poetry-slam
contest for projects

Interreg.eu new campaigns

Faces of Interreg

Regions Profile

**Interreg seen by first
timers**

Interreg Cooperation Day 2024

Europe-wide campaign facilitated by Interact, but led by Interreg programmes who:

- Organise engaging **events** to connect cooperation with **local communities**
- On **21 September** and surrounding weeks
- Theme 2024: **Cooperation overcoming borders**

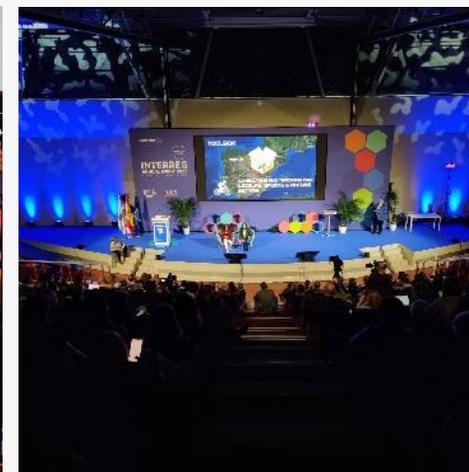
We offer guidance, visibility and daily support



Interreg Slam 2024

Storytelling competition

- Apply and get a free storytelling training
- Finalists get a professional video and the travel
- High reach – over 3 million in 2023



Interreg.eu new campaigns

Faces of Interreg

An ongoing series, in a short form format, presenting a person from within the world of Interreg and what he/she does. Goal: to create a sense of community.

Regions profile

Fulfill the need of policymakers to know what the projects do and what their impact on her region is; and the need of potential applicants what issues are solved in their regions and what the projects achieve to be inspired to apply.

Interreg seen by first timers

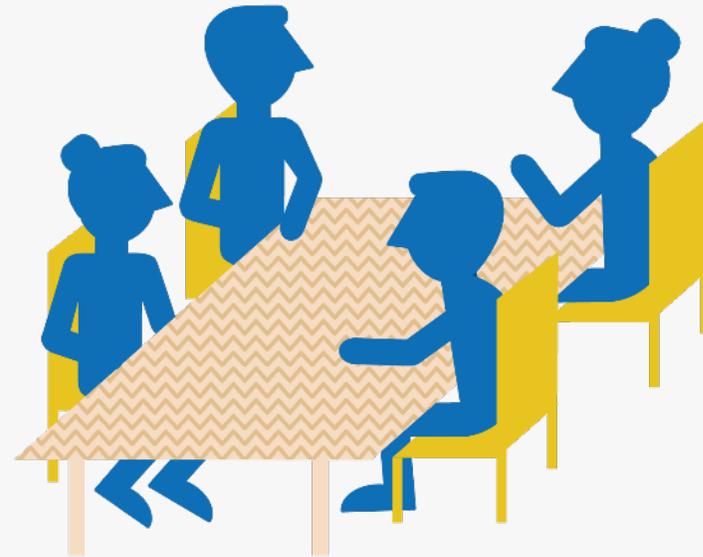
Going 'outside our bubble'.

Section portraying the experience of outsiders (IVYs, for instance) who had not idea of what Interreg is and now they see the impact of programmes & projects.

It is now time for discussion

At your tables, what
campaign we can create
to reach 5.0?

15 minutes



Reporting back

Share your ideas with us!



**Almost time to
say goodbye**

Thank you for being here!

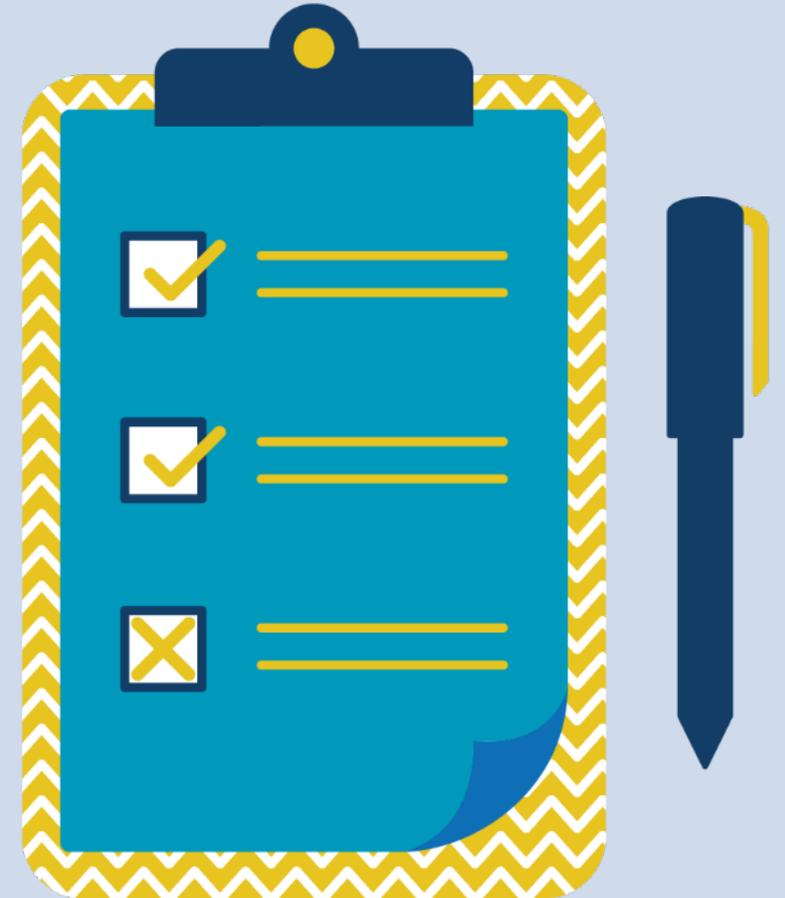
Your opinion matters to us.

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

Log into the **Whova app** and tell us what you think in the **session Q&A, from 1 (bad) to 5 (amazing)**

Please check which session you are in!

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 \(5-7 March 2024\)](#)