Ambassadors for Europe: Communicating projects in an efficient way

Ingredients of good project communication
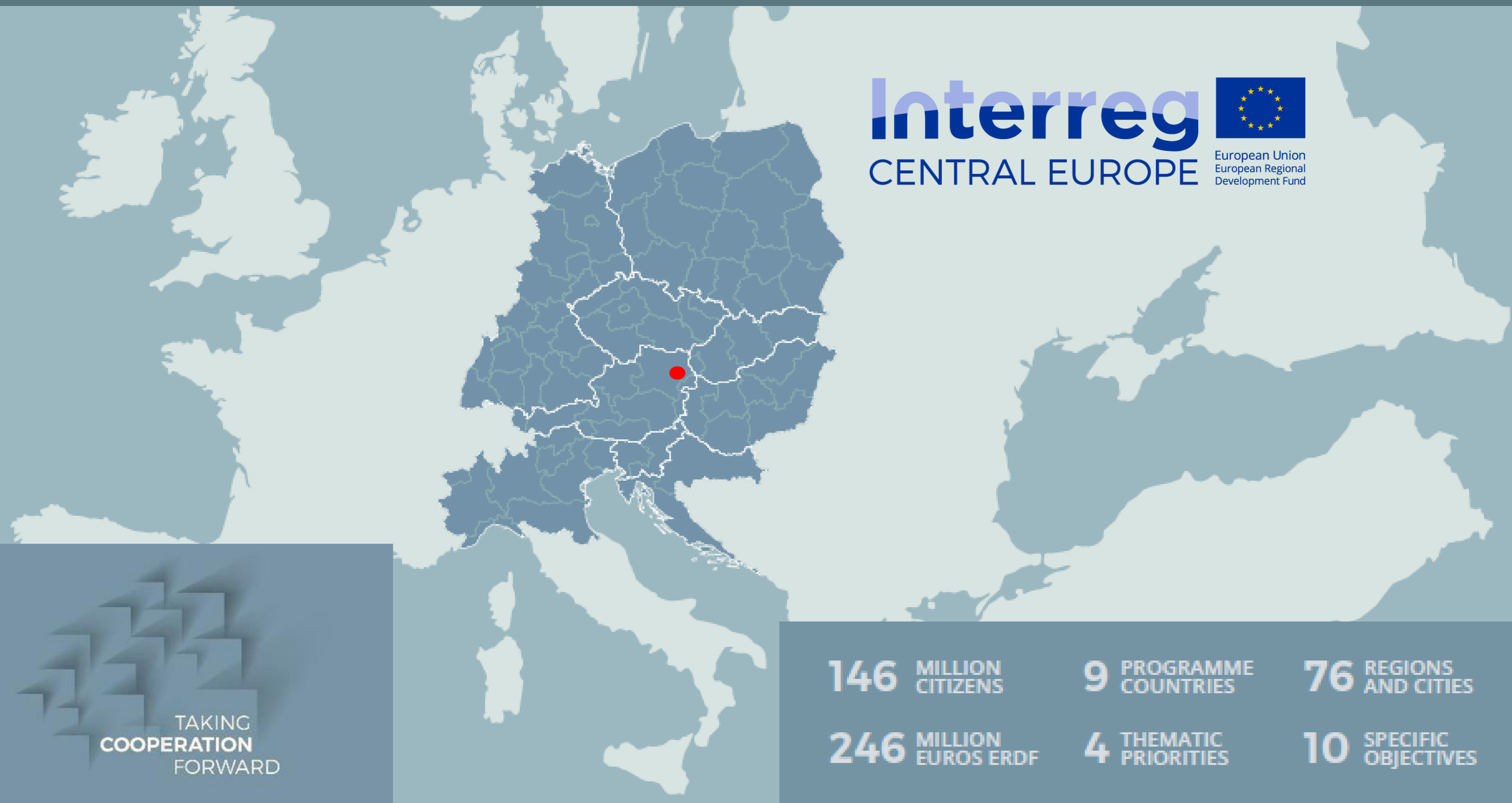
Frank Schneider | Interreg CENTRAL EUROPE

Interreg
CENTRAL EUROPE

European Union
European Regional
Development Fund

TAKING
COOPERATION
FORWARD

146 MILLION CITIZENS

9 PROGRAMME COUNTRIES

76 REGIONS AND CITIES

246 MILLION EUROS ERDF

4 THEMATIC PRIORITIES

10 SPECIFIC OBJECTIVES

2

Ingredients of good project communication
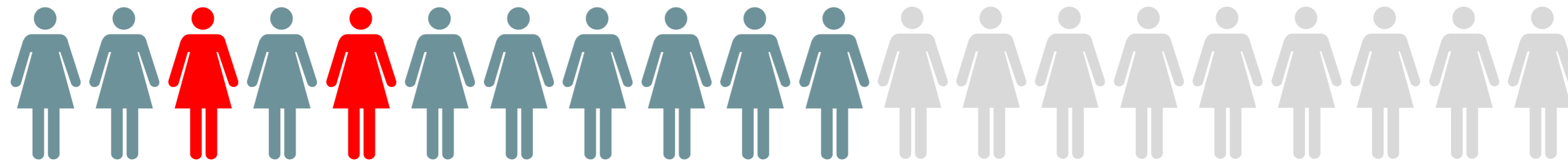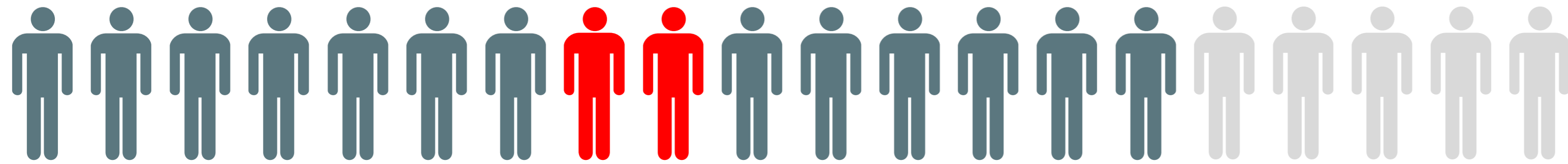
Research

Strategy

Creativity

Research

Why do we communicate
and who do we communicate to?

1. Know **why** you communicate

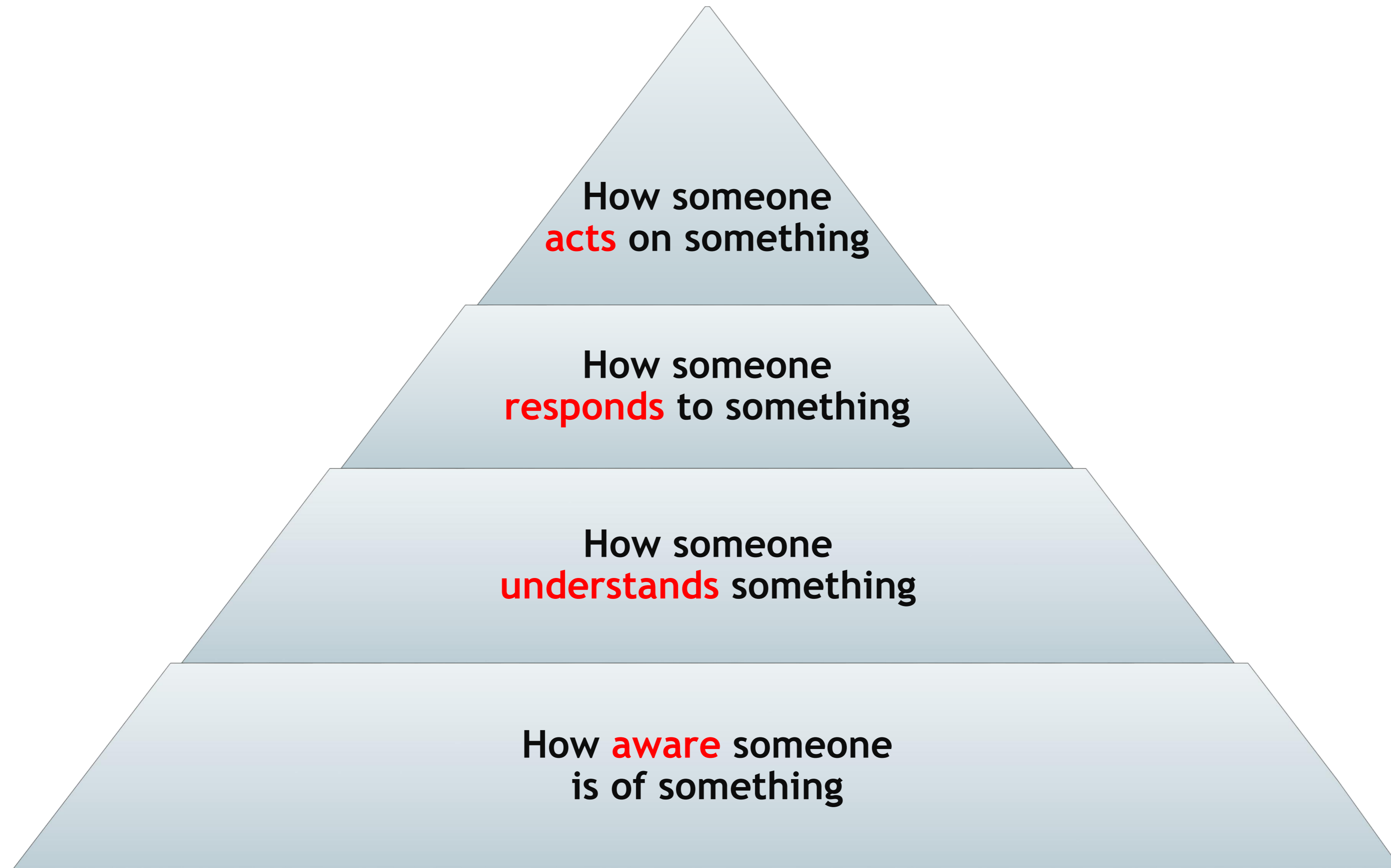...and you will know how to do it in the best way

We always communicate with someone specific...

...and we do it for a reason.

We communicate to influence

Why do projects communicate?

Motivate and **engage** the partnership

Involve people in project activities

Create interest in and **transfer** outputs

2. Know who you communicate to
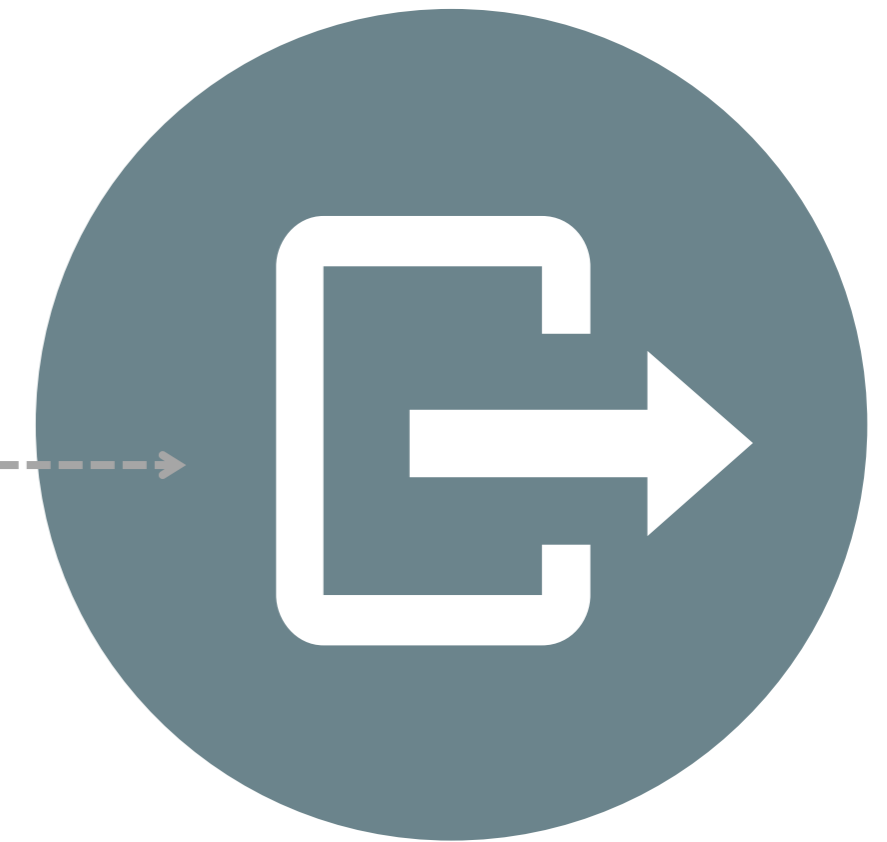
...and you will know how to do it in the best way

Who do projects communicate with?

Motivate and engage the partnership

Involve people in project activities

Create interest in and transfer outputs

Project partners

Thematic experts and policy makers

Citizens, policy makers, thematic experts, media, …
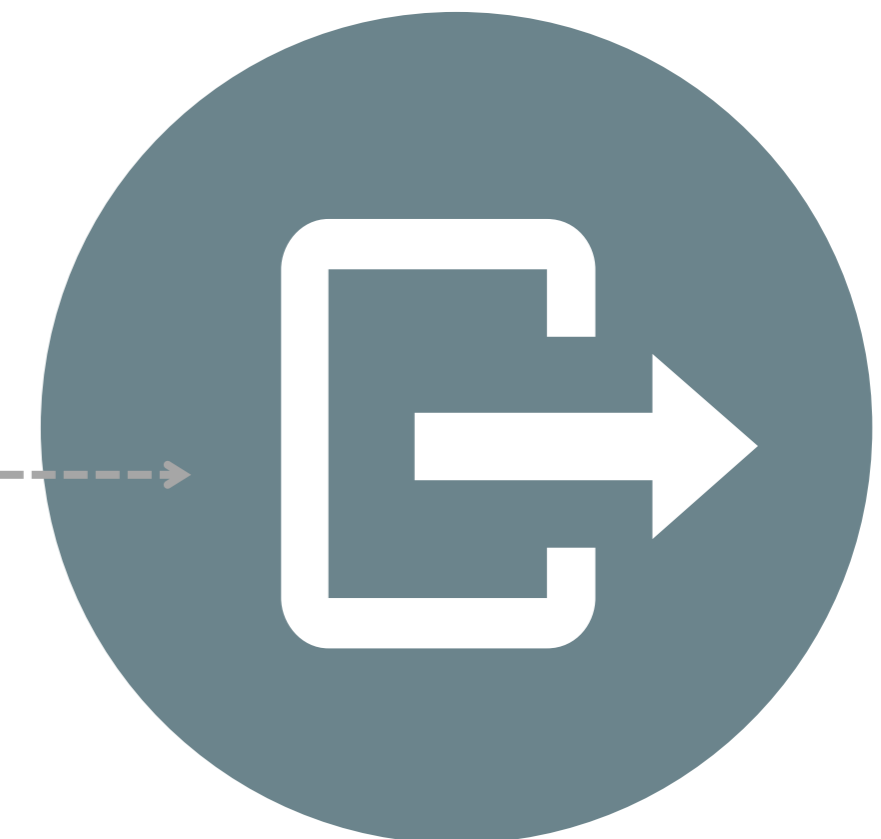
How much do people know about what you do?

And why is it important?

The more someone knows about my subject, the more specific my messages can be.

Messages should reflect the knowledge of an audience.

Prize money 2017
31 million GBP in total

Expert

Singles winners 2017
Garbine Muguruzu
Roger Federer

Good knowledge

Dress rule
All white

Medium knowledge

Surface
Gras

Basic knowledge

Have heard about it

Game
Tennis

What do you know about Wimbledon?

12

Communicate in a way
that your audience understands.

Adjust content and language to your audience.

Where do you reach your audience?

Opportunities for communication are endless

Where do you reach your audience?

And that's only the social media options...

Where do you reach your audience?
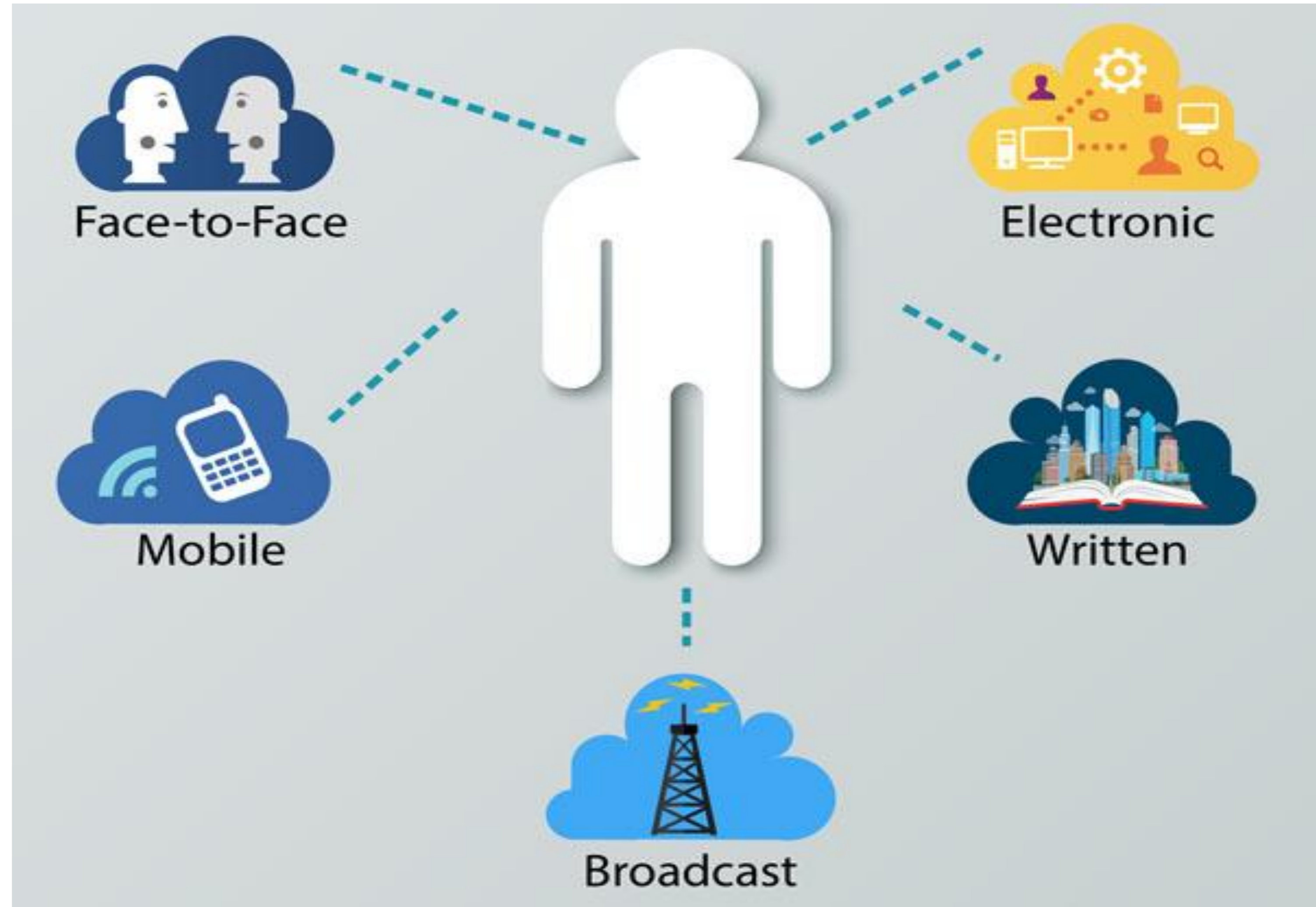
Where will you reach your audience best?

Example: Social media channels

Age distribution of active social media users worldwide as of 3rd quarter 2014, by platform

Platform	16-24	25-34	35-44	45-54	55-64
Tumblr	38%	32%	18%	9%	4%
Instagram	37%	34%	18%	8%	3%
YouTube	31%	30%	20%	13%	7%
Twitter	30%	31%	21%	12%	6%
Pinterest	29%	34%	20%	11%	6%
Google+	29%	31%	20%	13%	7%
LinkedIn	26%	32%	21%	14%	7%
Facebook	25%	29%	22%	15%	9%

Share of users

Source
GlobalWebIndex
© Statista 2017

Additional Information:
Worldwide; GlobalWebIndex; 3rd quarter 2014; 16-64 years;
Active social network and active app users, excluding China

statista

Where do you reach your audience?

Where will you reach your audience best?

Example: Social media channels

Reasons for Facebook usage according to users worldwide as of 2nd quarter 2015

Reason	Share of respondents
To stay in touch with what my friends are doing	59%
To stay up-to-date with news and current events	47%
To share photos or videos with others	46%
To fill up spare time	46%
Because a lot of my friends are on it	45%
To find funny or entertaining content (i.e. articles, videos)	44%
General networking with other people	44%
To share my opinion	38%
To meet new people	31%
To research/find products to buy	27%

Source
GlobalWebIndex
© Statista 2017

Additional Information:
Worldwide; GlobalWebIndex; 2nd quarter 2015; 16 to 64 years;
active Facebook users

statista

Focus your communication
on channels where your audience is anyway.

Use data to find out where your audience is.

Good practice: STREFOWA

www.interreg-central.eu/strefowa

STREFOWA aims to **reduce and manage food waste** in central Europe. The participating countries are Austria, Czech Republic, Italy, Hungary and Poland. Together they report the current knowledge on food waste amounts in the five selected countries as well as the quantities of food waste that are prevented by the currently existing **best practices in food waste prevention** activities/initiatives.

Target audience: Bloggers

Blogging contest promoted on **social media** and **award subsite**

Non-technical content and language style

Target audience: Experts

Studies promoted through **newsletter** and offered on **project website**

Technical wording and language style
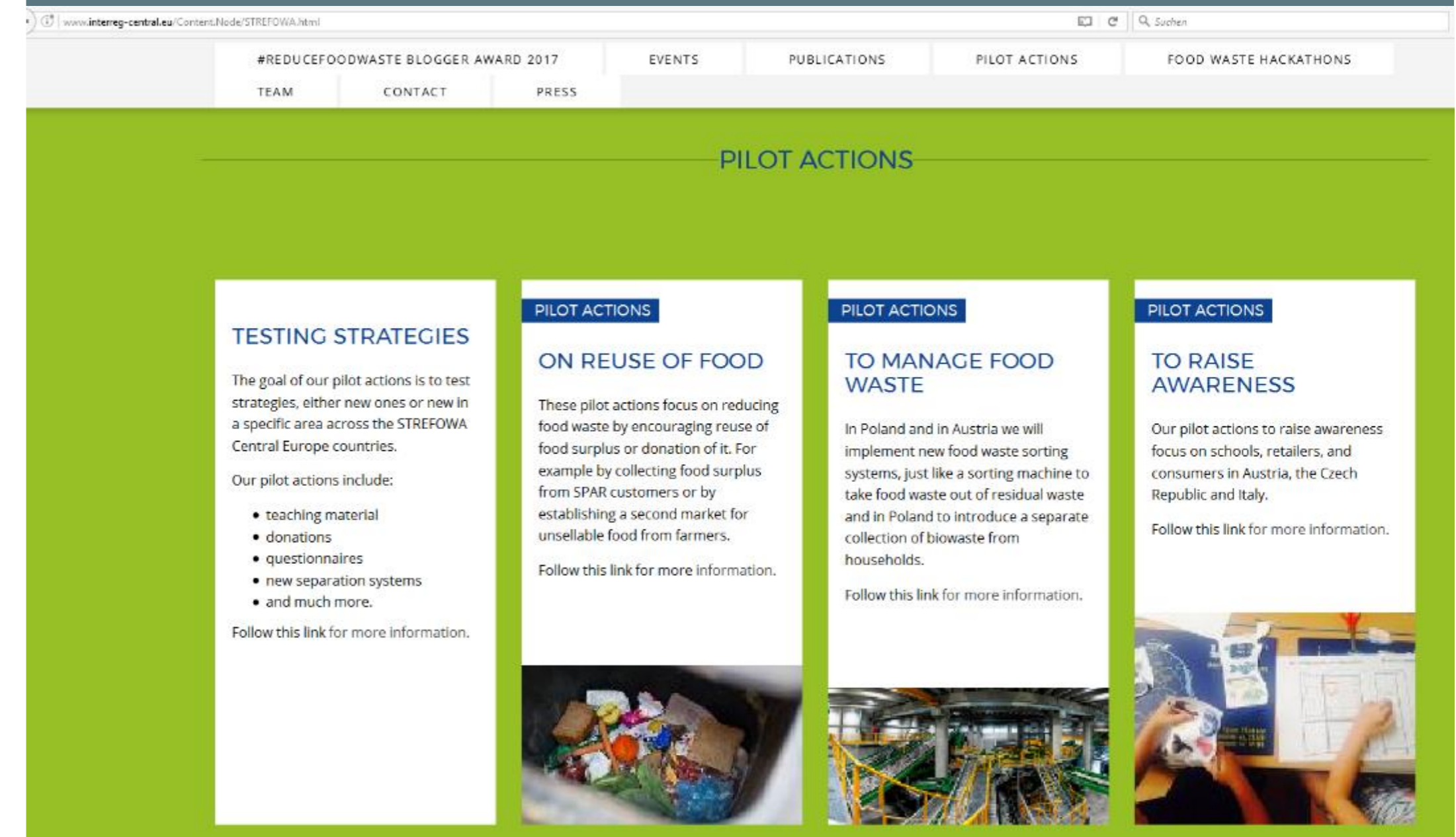
Strategy

How to plan communication

Plan your tactics
for each audience

...and your communication will be more successful

Before you choose your tactics...

...let's take a brief look
at how we take decisions.

Short exercise:
How many colours are in this painting?

ARTIST	Mark Rothko
	1903–1970
MEDIUM	Oil paint on canvas
DIMENSIONS	Support: 2306 x 1527 x 38 mm
COLLECTION	Tate
ACQUISITION	Purchased 1959

Summary | Display caption | Catalogue entry

Light Red Over Black is a large oil painting on a rectangular, vertically oriented canvas. As is suggested by the work's title, the painting consists of two large black rectangles enclosed by a thick, vivid scarlet border, recalling the structure of a window. The unmodulated paint of the scarlet section contrasts with the blurred rectangles it surrounds. These areas of black paint have been sparsely applied and blended with blue pigment, creating pulsating, hazy forms that give the canvas a sense of movement and depth.

And how many colours are in this one?

Which painting do you like more?

Which painting do you know more about?

Two decision-making systems: Emotion and reason
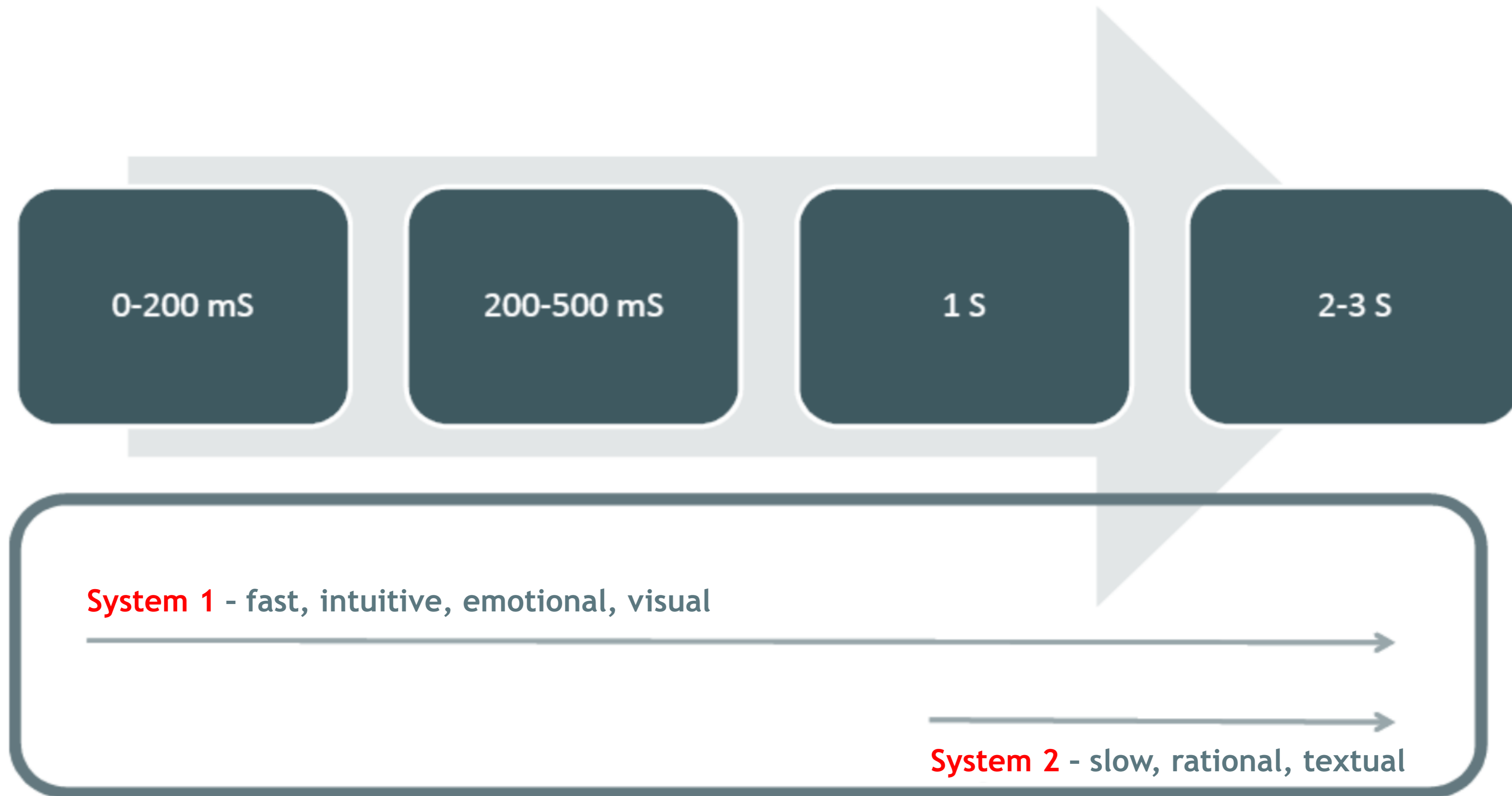
| 0-200 mS | 200-500 mS | 1 S | 2-3 S |

System 1 – fast, intuitive, emotional, visual

System 2 – slow, rational, textual

Two decision-making systems: Emotion and reason

Address the right system at the right time

System 1 is about **emotion**. It hits you much faster than reason.

This system is best addressed when your audience knows very little or nothing about what you do.

Create experiences - visual, personal and story-driven content to **raise awareness** and interest or to **change short-term attitudes**.

Two decision-making systems: Emotion and reason

Address the right system at the right time

System 2 is about **reason**. It follows emotion logically.

This system is best addressed when people have shown initial interest and sympathy. They are then ready to think further about what you do.

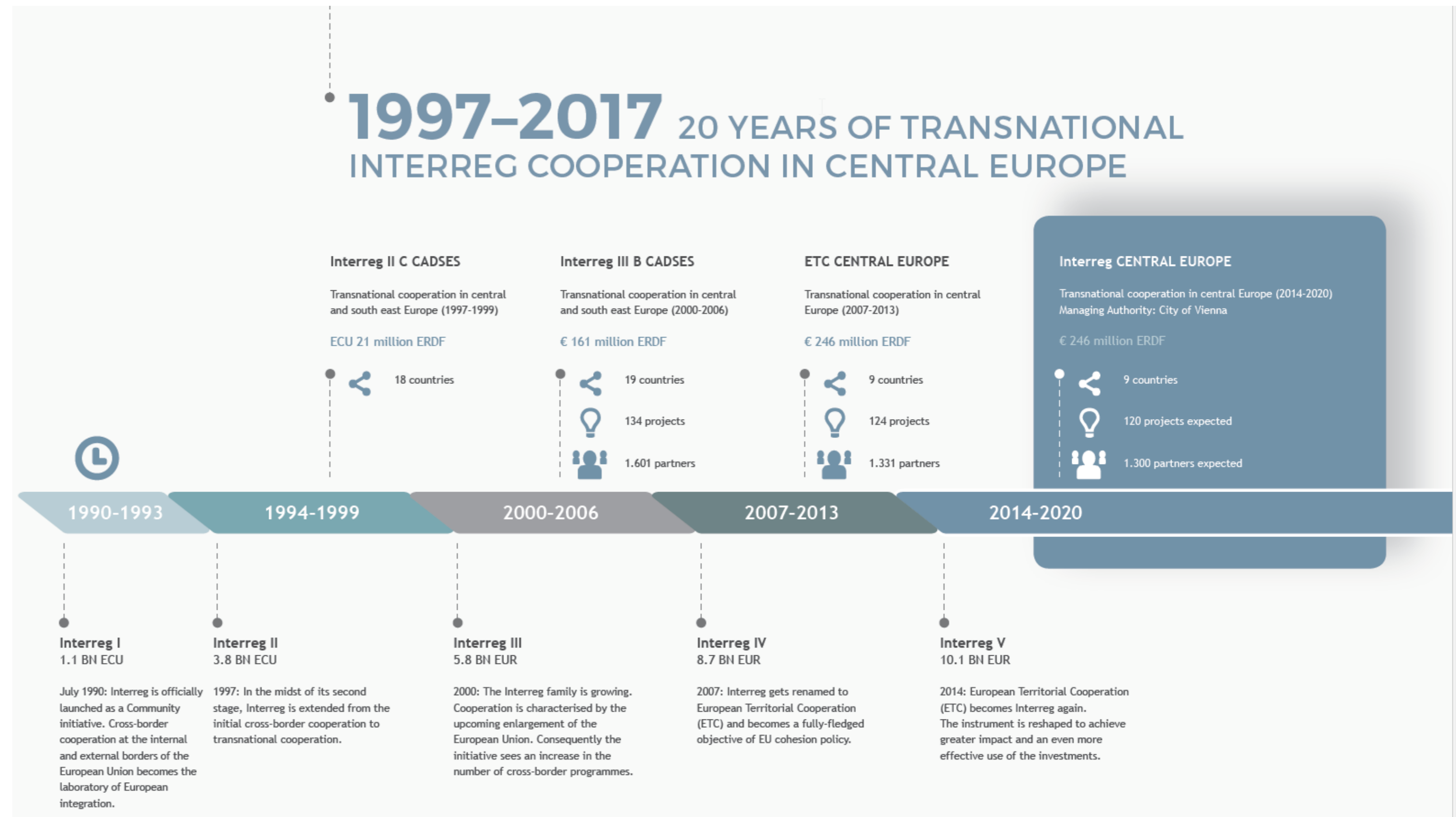**Provide facts** – textual, informative, data-based content to **increase knowledge and change attitudes in the long-term.**

1997–2017 20 YEARS OF TRANSNATIONAL INTERREG COOPERATION IN CENTRAL EUROPE

Interreg II C CADSES
Transnational cooperation in central and south east Europe (1997-1999)
ECU 21 million ERDF
18 countries

Interreg III B CADSES
Transnational cooperation in central and south east Europe (2000-2006)
€ 161 million ERDF
19 countries
134 projects
1.601 partners

ETC CENTRAL EUROPE
Transnational cooperation in central Europe (2007-2013)
€ 246 million ERDF
9 countries
124 projects
1.331 partners

Interreg CENTRAL EUROPE
Transnational cooperation in central Europe (2014-2020)
Managing Authority: City of Vienna
€ 246 million ERDF
9 countries
120 projects expected
1.300 partners expected

1990-1993 | 1994-1999 | 2000-2006 | 2007-2013 | 2014-2020

Interreg I
1.1 BN ECU
July 1990: Interreg is officially launched as a Community initiative. Cross-border cooperation at the internal and external borders of the European Union becomes the laboratory of European integration.

Interreg II
3.8 BN ECU
1997: In the midst of its second stage, Interreg is extended from the initial cross-border cooperation to transnational cooperation.

Interreg III
5.8 BN EUR
2000: The Interreg family is growing. Cooperation is characterised by the upcoming enlargement of the European Union. Consequently the initiative sees an increase in the number of cross-border programmes.

Interreg IV
8.7 BN EUR
2007: Interreg gets renamed to European Territorial Cooperation (ETC) and becomes a fully-fledged objective of EU cohesion policy.

Interreg V
10.1 BN EUR
2014: European Territorial Cooperation (ETC) becomes Interreg again. The instrument is reshaped to achieve greater impact and an even more effective use of the investments.

Bring it all together in your strategy

...and your communication will be more logical

The strategy logic

Choose the **subject**
about which to communicate

Decide on an **objective**
in view of a specific **audience**

Choose **tactics** per audience
and create **messages**

Design **activities**
per audience

A project output

**To inform policy
makers about the
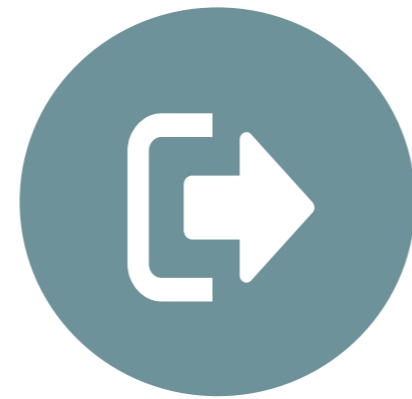project output
so that they know
more about it**

**Disseminate the
output and engage
in dialogue**

Publications
Infographic, layouted
document etc.

Digital activities
Social media campaign,
direct mailings etc.

Meetings
Presentation of policy
recommendations etc.

How to structure

ID	Subject	Audience	Status quo	Objective	Tactics	Messages	Activities
1.1	Policy recommendations	Policy makers	Know nothing about them	Are aware of them	Broad-scale dissemination and dialogue	Our project developed recommendations that deal with… to improve… in cities that…	Infographics Social media Newsletter Roadshow
1.2	Policy recommendations	Policy makers	Are aware of them	Changed behaviour (e.g. take them into account in their work)	Small-scale dialogue Experience of potential benefits	In your city, the recommendations will specifically allow you to improve…	Pilot site visits Focus groups Bilateral meetings

How to evaluate

ID	Indicator	Unit	Baseline value (if applicable)	Target value (201x)	Source of data	Reporting
1.1	Positive feedback on events and meetings organised by project

Positive defined as: Participants scoring "very good" or "good" on a scale from 1-4 | Percentage | - | At least 75% | Electronic feedback survey on satisfaction | After each event |

Good practice: TROLLEY

Selected output	Selected objectives and audiences	Selected tactics and messages	Selected activities
Policy recommendations on Trolleybuses as a modern eMobility solution	Change attitude of policy makers Raise awareness of citizens and win them over as ambassadors	Reshape the image of trolleybuses "Trolleybuses are a ready-to-use technology for urban electric mobility." Engage citizens to put public pressure on policy makers "Trolleybuses are an underused sustainable public transport option that could improve the quality of life in your city."	European Trolleybus Day The Trolleybus Movie Trolleybus marketing award Campaign "eBus - the smart way"

Creativity

04 ✉

02 ▭

How to design
communication activities

You always design for a purpose and that's the objective you defined in your strategy.

Form follows function.

Commercial break

14.00h – Creative and visual communication

Charlelie Jourdan

Co-Founder and Creative Consultant

Old Continent Agency

Know what makes news

...and you will create better stories for journalists

News Values

Timing

The word news means exactly that - things which are new. Journalists are used to receiving the latest updates, and there is so much news that old news is quickly discarded.

Significance

The scale of impact or the number of people affected by your project is important. Something that will save millions of EUR is more significant than what saves only a few thousand EUR.

Proximity

Stories which happen near us have more significance. The closer the story to home, the more newsworthy it is. That's why every partner in a project has to be a communicator. And an ambassador of the project.

Human interest

Personalised storytelling will work better than trying to present the complete picture. Offer stories of individuals profiting from what your projects does.

Surprise

Stories work best when they counter expectation and have an element of surprise. Present the change your project wants to achieve in an interesting way.

Prominence ✔

Famous people get more coverage just because they are famous. Find testimonials that support your project and ask them to open a new site etc.

Contact and connect with me

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