Interreg Europe

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World Café

Communication Unit | Interreg Europe Secretariat

26 SEPTEMBER

Communication day training

Follow us on social media:

Let's talk about project communication

In this session... you set the agenda

What communication issues would you like to discuss

?

Follow us on social media:

Next steps

1. Finding **common themes** and grouping ideas, issues and questions

2. Sharing **tips and experiences** in small groups
   - Three rounds, 15 min each
   - Use the available material and take notes

3. Taking stock of **highlights** and key take-aways

Time to discuss!

(Round 1)

Time to discuss!

(Round 2)

Time to discuss!
(Round 3)

Ideas & insights

Your highlights

Summary and main take-aways

Topic 1: Social media

- AI
- Tracking followers?
- Connection
- Engagement
- Networking
- Creative commons
- Good and bad photos, articles, videos
- Dissemination
- Visibility / Transparency
- Promote
- Feelings → "Human"
- Building → Community = Purpose

- Testing → to get feedback
- Fun
- Obligation
- Algorithm
- Quality
- Lots of tagging
- Timing → spaces between meetings and of projects
- Balance in the project between the partners → guiding them
- Targeting your audiences
- Using own accounts
- Fulltime job

Topic 1: Social media

- Discord
- Takes a lot of time
- Waste of time
- Planning (Age/ Topic)
- Creativity
- What SM to use? (different target groups)
- Building community (how?)
- Use of AI
- No choice (everywhere)
- Younger generation
- Applies to the content
- Lack of resources

- Free time/work time
- Agorapulse
- Polls
- Target group
→ Evolution
→ Improve
- Press
- Photos, videos, reporting
- Facebook is dead: groups
- Tiktok is alive → youngers
- Sharing about stakeholders
- Achievements

Topic 2: Communication/collaboration tools

Tools for communication among partners:

- Freedcamp: problematic (rather for storage)
- Google drive: useful, but privacy?
- Whatsapp: when time is important
- Monthly meetings
- Teams

Methods for exchange of ideas:

- Icebreaking to know each other
- Participating in PLP: reminders sent, difficult to monitor
- Reporting: word from LP → summarise
- Gathering different stakeholders together

Topic 2: Communication/collaboration tools

Dealing with non EU partners

→ Interpretation issues

→ Real-time is possible

• Sharepoint (access point) → documents

• Informal meetings (bi-lateral) meetings / lunch /coffee

• Gamification (build relationship)

• How do you manage reporting by PPs?

→ Template

→ Checking

Sum up:

• Online tools

• Getting to know your partners

• Reporting templates

Topic 3: Project events

1. Partners meeting (internal)

→   In person

→   Online meetings (practical discussions)

•   Content / site visits / regional strategies

Challenges: date/time, language barriers, planning programme, interal programme, time limitations (2D), plan B (ext. conditions)

2. Stakeholders meeting (local)

→   Online gatherings with all

Challenges: involvement, engagement

Tools: newsletter, flash news, tagging on social media

Final conference (with all stakeholders + partners + policy + municipalities + regions)

•   Good practices

•   Lessons learnt

Topic 3: Project events

3. Online discussions with other projects (on same topics

Organisation

- How much to travel? Find the right balance

- Meals: host in charge of welcome dinner and lunches

- Time: max 2,5 – 3 days (3 a bit much) // Not before 9 am

- Venues: same or different places?

Stakeholders at local events
- How to get more?

Stakeholders at interregional events
- Prior knowledge on "Europe" or willing to learn

Clear programme/concept – gain interest to participate → mutual learning

Time: to prepare, to learn at events, how long is optimal?

Study visit on last day: relaxed, motivation to stay

Topic 4: Communication with partners

- Emails → constant reminders → also in online meetings
- Choosing the right platform to communicate and exchange materials
- **HUMAN LINK** → get to know each other better? (use online tools)
- **CLEAR LANGUAGE** to understand each other
- Meetings for specific topics (not necessary for everyone)
- Create nice and personal atmosphere in interregional meetings (evening activities etc.)
- Monthly meetings

- Online surveys for getting answers to questions
- Use the meeting time in person for more creative things
- Online coffee meetings without an agenda

Tools/Tips:
- Whatsapp groups for quick and easy communication
- Doodle: find dates
- Specific date for meetings (monthly, bi-monthly)
- Fixed time to start meetings
- Informal but strict connection

Topic 5: Involving stakeholders

How to engage technical stakeholders?

- Use already existing ties
- Give tangible things
- Share results
- Link between European partners and stakeholders
- Invite stakeholders to meetings
- Show good practices
- One to one meetings
- Invite common contacts (ambassadors)
- Update stakeholders list
- LINKS AMONG NEWSLETTERS

- Give official roles (e.g. board)
- Include good practices from their organisations/ networks
- Simplify meetings and link all together
- Solutions for bureaucracy issues?
- Language: project info and study visits (not everybody is native in the language)
- VIPs at meetings

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Thank you!

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