

**Interreg  
Europe**



European Union | European Regional Development Fund



*Sharing solutions  
for better regional policies*

# Web admin webinar

**Julie Patenaude, Miia Itanen, Petra Polaskova, Joséphine Mazy & Paolo Cammarota**

Communication team, Interreg Europe

12 September 2019 | Web admin webinar



1. Introduction

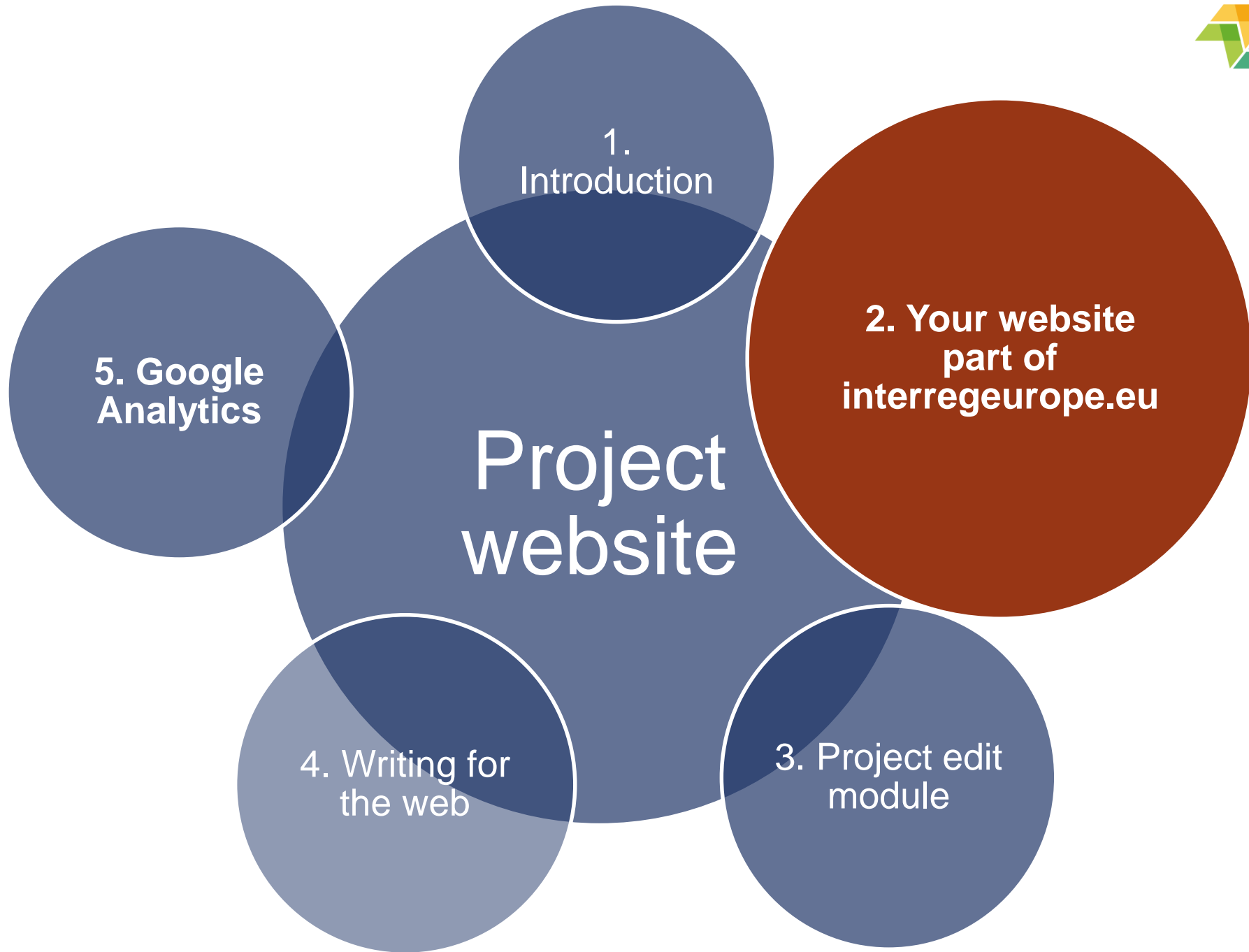
2. Your website as part of [interregeurope.eu](http://interregeurope.eu)

3. Project edit module

4. Writing for the web

5. Google Analytics

Project website





# Project branding

- Harmonised communication
- Communication toolkit: logo, ppt, poster, website

## Approved Projects

Enter the world of interregional cooperation projects. Explore the policy learning and change taking place in each of the four themes.

The results will take you to individual project websites, maintained and updated by the project partnership directly. You can discover the policies each partner is working on, find out more about the partnership, follow the evolution of the exchange of experience and keep up with project news and events.

You can find a full list of the projects to export in CSV at the end of this page.

[See all projects](#)

Theme	Number of Projects
Research and innovation	65
SME competitiveness	66
Low-carbon economy	60
Environment and resource efficiency	67



# Where is your project visible on the Interreg Europe website?

The screenshot shows a web browser at the URL [interregeurope.eu/discover-projects/](https://interregeurope.eu/discover-projects/). The page features a navigation bar with four themes: Research and innovation, SME competitiveness, Low-carbon economy, and Environment and resource efficiency. Below the navigation bar, the main heading is "Approved Projects". The text below the heading states: "Enter the world of interregional cooperation projects. Explore the policy learning and change taking place in each of the four themes. The results will take you to individual project websites, maintained and updated by the project partnership directly. You can discover the policies each partner is working on, find out more about the partnership, follow the evolution of the exchange of experience and keep up with project news and events. You can find a full list of the projects to export in CSV at the end of this page." A dark blue button labeled "See all projects" is positioned below the text. At the bottom, four hexagonal cards display the number of projects for each theme: Research and innovation (65), SME competitiveness (66), Low-carbon economy (60), and Environment and resource efficiency (67).

Theme	Number of Projects
Research and innovation	65
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# Search tool

Search for

- People
- Project ideas
- Projects
- Good practice
- Library
- News
- Events
- + More options

- Themes

- Research and innovation
- SME competitiveness
- Low-carbon economy
- Environment and resource efficiency



## Destination SMEs - Destination SMEs

**Lead Partner:** Auvergne-Rhône-Alpes Tourism 'until 31/12/2016 Regional Tourist Development...  
Destination strategies for the competitiveness of the local SMEs The aim of Destination SMEs is to assist European territories in designing effective destination management strategies in order to provide tourist



## SET-UP - Smart Energy Transition to Upgrade regional Performance

**Lead Partner:** Bretagne Development Innovation (BDI)  
The project's main objectives: The overall goal of the SET-UP project is to improve energy performance of the 6 partner regions thanks to enhanced policies on smart grids. On a medium to long term, better



## REBUS - Renovation for Energy efficient BUILDings

**Lead Partner:** Florentine Energy Agency  
What is REBUS? In order to meet EU energy efficiency targets, concrete and widespread policy level improvements are needed in all European regions. Buildings are among the main sectors



## BUILD2LC - BOOSTING LOW CARBON INNOVATIVE BUILDING REHABILITATION...

**Lead Partner:** Andalusian Energy Agency, Regional Ministry of Employment, Enterprise and...  
The recent framework strategy of the "Energy Union" of the European Commission indicates that 75% of



# On the homepage

## 1. News and events on homepage

The screenshot shows the homepage of interreg.eu. At the top, there is a navigation bar with four main categories: Research and innovation (yellow), SME competitiveness (teal), Low-carbon economy (green), and Environment and resource efficiency (light green). Below this is the 'Latest News' section, which is described as 'The most recent programme updates along with policy news and other relevant stories'. There are four news items displayed in a row, each with a date, a title, a short description, and a type label. The first item is dated 06/08/2019 and is a Platform. The second is dated 25/07/2019 and is a Programme. The third is dated 20/08/2019 and is a Project. The fourth is dated 19/08/2019 and is a Project. Blue arrows point to the first and fourth news items.

Home | Interreg Europe

interreg.eu

Apps TYPO3 CMS Login: L... Home | Interreg Eur... Webdoc Promotional websites Google Drive iDB Other bookmarks

Research and innovation SME competitiveness Low-carbon economy Environment and resource efficiency

### Latest News

The most recent programme updates along with policy news and other relevant stories

06/08/2019

#### How to foster collaborative spaces in rural areas

Here is how you can foster collaborative spaces in rural areas – Featuring the KIKSTARTER Good Practice

Type: Platform

25/07/2019

#### Interregional cooperation with a Finnish twist

Finland holds the Presidency of the Council of the European Union from 1 July to 31 December 2019. See how the country is involved in Interreg Europe.

Type: Programme

20/08/2019

#### Video courses for healthcare professionals

"Doctrina" is a Slovenian startup which is growing rapidly since its development in 2016. Now, it already has its branches in Slovenia, Croatia, Poland, Romania...

Type: Project

19/08/2019

#### Women in the technological development

FEMINA attended Arendalsuka in Norway- A week where actors in politics, society- and business meet to debate and develop the policy for today and the future.

Type: Project

# Featured project – ‘Approved projects’



## CLUSTERIX 2.0

ClusterIX 2.0 is a project financed under the Interreg Europe programme that addresses the improvement of regional innovation policies by making better use of clusters. Over decades clusters have proven to be efficient policy instruments enabling cooperation between industry, research and policy, but ClusteriX 2.0 looks forward into new ways of facilitating intra and inter regional cooperation....

[Go to project website](#)





# Your project website

- Individual website, same layout
- Public face of the project
- Reflects project's communication plan



## Project summary

iEER is an Interreg Europe funded flagship project bringing together 10 regions around Europe. Initiated by a group of regions awarded with the [European Entrepreneurial Region](#) label, iEER will define smart paths and solutions to boost regional entrepreneurship ecosystems supporting young entrepreneurs.

10 regions, 1 goal.  
Boosting entrepreneurial ecosystems in regions for young entrepreneurs.



### Join the conversation on LinkedIn

What do you think needs to be done to improve services to startups? Join iEER LinkedIn group to discuss and network with others working with



## Project summary

TRAM project is designed to strengthen the urban dimension of regional and local policymaking, contributing to the implementation of EU Transport White Paper, Urban Agenda and the EU 2020 strategy and facilitating the shift to low carbon economy. In this sense, TRAM project contributes to the development of a competitive, resource-efficient and low-carbon oriented European transport system by improving the efficacy of regional and local policies on urban mobility of EU 5 partners which will benefit from cooperation by the exchange of experience and the identification of measures to be included in their urban mobility policies.



Interreg Europe- TRAM  
Europe 1st Stakeholders Meeting of the Agencia de Obras Públicas de la Junta de Andalucía

# Your role as website administrator



**1. Edit your project website**

**2. Approve good practices submitted by the project partners > visible under 'Good Practices'**

**3. Validate people requests to be linked to your project > visible under 'Contacts'**



1.  
Introduction

2. Your  
website part  
of  
[interregeurope.eu](http://interregeurope.eu)

# Project website

5. Google  
Analytics

3. Project edit  
module

4. Writing for  
the web



# Remember

- Misplaced partners on map  
> edit GPS coordinates under 'Contacts'
- Editing contact details  
> directly in iOLF and from there the website will automatically synchronise
- Length of Twitter feed  
> 500 pixels wide at most
- Avoid special characters on document names
- Clear formatting (e.g. notepad) when copying text to editor



# Remember

- Size of photos
  - > News & Events 440 X 450 pixels
  - > Partner logos 250 x 260 pixels
  - > More on [FAQ](#) page
  
- Events vs. news
  
- Photo copyright rules
  
- Save often
  
- Be careful what you delete



# Help and support

<https://www.interregeurope.eu/help/project-admin/>

The screenshot shows a web browser window with the URL [interregeurope.eu/help/project-admin/](https://www.interregeurope.eu/help/project-admin/). The page features a navigation bar with categories: Research and innovation, SME competitiveness, Low-carbon economy, and Environment and resource efficiency. Below this is the Interreg Europe logo and the European Union flag. A user profile section shows 'My Interreg Europe 74%' and a 'Logout' button. A search bar and social media icons (Facebook, Twitter, LinkedIn, YouTube) are also present. The main navigation menu includes 'About us', 'Projects', 'Policy Learning Platform', 'News and events', 'In my country', 'Library', 'Help', and 'Contact us'. The 'Help' menu is expanded, showing sub-links for 'FAQs', 'Glossary', 'Privacy policy', and 'Anti-fraud policy'. The main heading is 'Help for project admins'. A yellow box contains the text 'Still stuck? Contact us' and a link to 'Download PDF documentation'. The page content includes several paragraphs of text providing guidance on project administration.

## Help for project admins

[Still stuck? Contact us](#)

[Download PDF documentation](#)

In this section you can find further guidance on how to administer your project webpages.

We try to guide you with short hints popping up from a question mark icon (?) next to each editable field in the edit mode of your pages.

We have a printable manual on how to edit your pages ready for you. Just download it [here](#).

If you have a specific question, please have a look below at the questions and answers sorted by topics directly linked to editing your project pages. Just select a topic you are interested in from the list below.

If you do not find the answer to your question here or in the manual, please send us an email.



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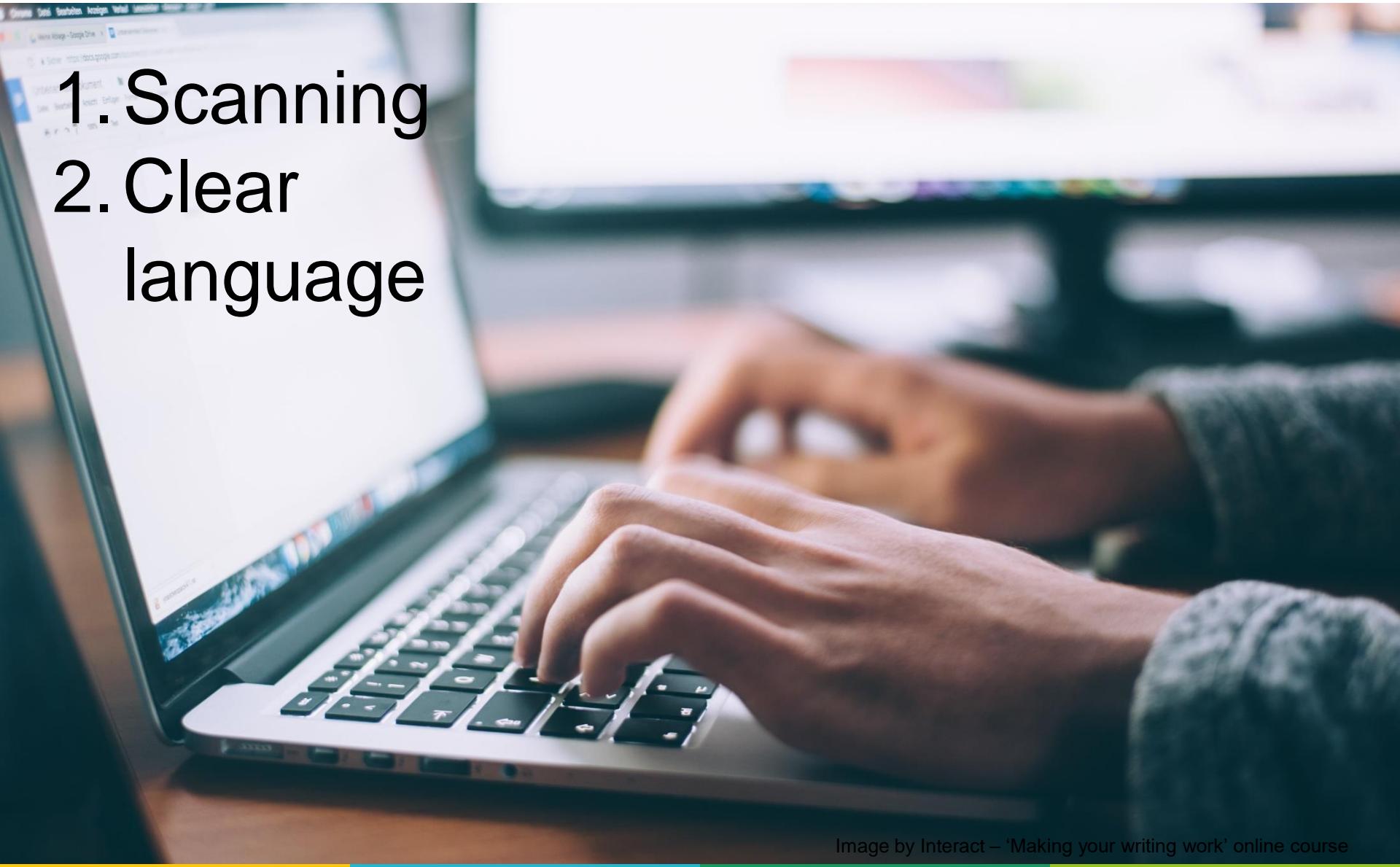
5. Google Analytics





# Tips for good online content

1. Scanning
2. Clear language





# Tips for good online content

1. Paragraphs

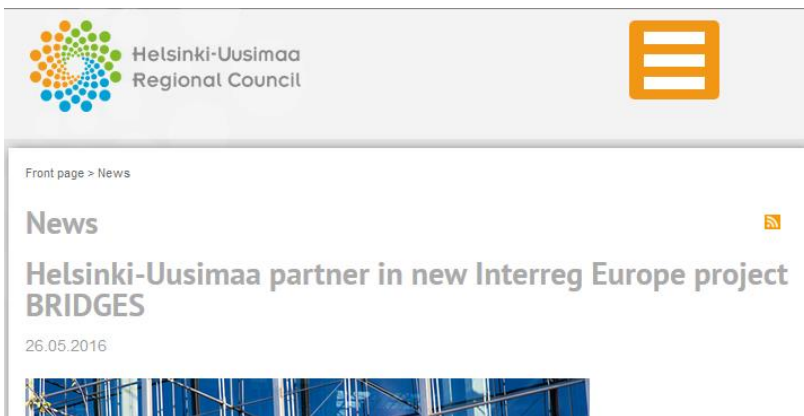
2. Headers



# Spread your content to get more visitors



- Always have a direct link
- Tell people about your website
- Share your news




Julie PATENAUDE  
Communications Officer – Digital  
Tel: +33 328 144 129 |

Interreg Europe secretariat  
Les Arcuriales, Entrée D, 5e étage  
45 rue de Tournai, 59000 Lille, France

   interregeurope  
[www.interregeurope.eu](http://www.interregeurope.eu)

Join us for [#EURegionsWeek](https://twitter.com/EURegionsWeek) 2019!

An interregional cooperation project for improving low-carbon economy policies

 [@ITHACA\\_health](https://twitter.com/ITHACA_health) · Feb 7  
Our brand new website [interregeurope.eu/ithaca/](http://interregeurope.eu/ithaca/) is live. You are welcome to visit us as many times as you like.



ITHACA

Nine regions from the EU share experiences and good practices on smart health and care innovation, to improve active and healthy ageing of the p...  
[interregeurope.eu](http://interregeurope.eu)

[www.interregeurope.eu/regio-mob](http://www.interregeurope.eu/regio-mob)

NewsLetter

## Osiris Interreg

@Osiris\_Interreg FOLLOWS YOU

The OSIRIS-project improves design, rapid delivery and implementation of open and social innovation policies and action plans.

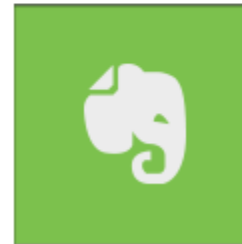
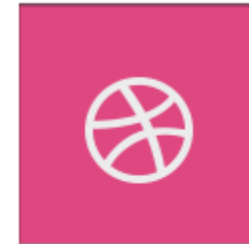
 [interregeurope.eu/osiris/](http://interregeurope.eu/osiris/)

 Joined August 2016



# Social media

- You don't have to be on every channel
- Think of your target audience
- Reserve time and resources







# What can you learn?



Do you reach your targets?



Who visits your website?



What is interesting for your visitors?



How do people find you?

# Monthly report



## Sessions

**532**

% of Total: 0.90% (58,822)



## Users

**802**

% of Total: 2.30% (34,814)

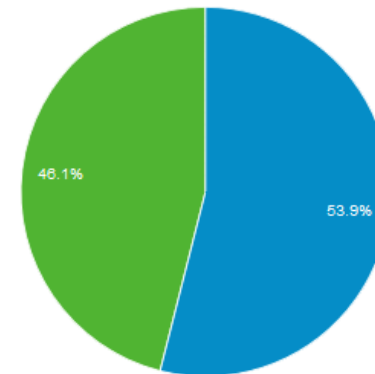


## Users by Country

Country	Users
Spain	181
Italy	123
France	57
Romania	45
Belgium	43
Germany	41
United Kingdom	32
Greece	30
Portugal	27
Poland	22

## Audience behaviour: New vs Returning

■ New Visitor ■ Returning Visitor



## Pageviews

**2,018**

% of Total: 0.89% (227,414)



## Avg. Session Duration

**00:03:23**

Avg for View: 00:03:49 (-11.32%)



**Session:** a user is actively engaged with a website



Top Channels	
<b>Default Channel Grouping</b>	<b>Sessions</b>
Organic Search	251
Social	126
Direct	99
Referral	41
(Other)	10
Email	5

Sessions by Landing Page	
<b>Landing Page</b>	<b>Sessions</b>
/	209
/events/event/435/kick-off-meeting/	82
/impact/news/news-article/568/interreg-europe-kick-off-meeting-takes-place/	75
/library/	31
/news/news-article/533/destimed-a-project-to-foster-sustainable-tourism/	28
/news/news-article/530/2017-international-year-of-sustainable-tourism/	20
/news/news-article/264/2017-wttc-tourism-for-tomorrow-awards/	18
/news/news-article/92/19-protected-areas-to-become-sustainable-destination/	17
/contacts/	13

Most visited pages (page views)	
<b>Page</b>	<b>Pageviews</b>
/	884
/events/event/435/kick-off-meeting/	168
/library/	162
/news/news-article/568/interreg-europe-kick-off-meeting-takes-place/	155
/news/	121
/events/	92
/protected-areas/	78
/contacts/	74
/news/news-article/530/2017-international-year-of-sustainable-tourism/	71
/news/news-article/533/destimed-a-project-to-foster-sustainable-tourism/	64

Bounces and Pageviews by Page Title		
<b>Page Title</b>	<b>Bounces</b>	<b>Pageviews</b>
Interreg Europe	103	884
Kick-off meeting   Interreg Europe	57	168
Interreg Europe kick-off meeting takes place   Interreg Europe	53	158
Library   Interreg Europe	19	162
A project to foster sustainable tourism   Interreg Europe	18	64
2017 WTTTC Tourism for Tomorrow Awards   Interreg Europe	17	26

**Top channels:** How did the users find your website

**Bounce:** A bounce is a visit in which the person left your site from the entrance page without interacting with the page. Together with “pageviews” can give you an accurate feeling on how relevant is a page content for the user





# How to report sessions?

See this overview of all project sessions per each reporting period:

[https://drive.google.com/drive/u/2/folders/0B\\_2u8LvpD\\_IzTnFvOUVwLWxiYjQ](https://drive.google.com/drive/u/2/folders/0B_2u8LvpD_IzTnFvOUVwLWxiYjQ)

(PDF for 4<sup>th</sup> call project not created yet)



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# Contact us for help

- Website related questions
- For LPs and project communication managers
- Keep lead partner + project and finance officers in copy



**Petra Polášková**  
Coordinator - Communication  
and Contact Points



**Julie Patenaude**  
Communication Officer



**Miia Itänen**  
Communication Officer



**Joséphine Mazy**  
Communication Assistant and  
Officer



**Paolo Cammarota**  
Communication assistant



# Next steps

1. Invite your project partners to connect to your project
2. LPs will receive project posters for display
3. First Google Analytics report in September
4. Project seminars on 21-23 January 2020 (3 days, finance, activity reporting and communication)

Subscribe to our newsletter for any future updates:  
<https://www.interregeurope.eu/#newsletter-signup>



# Useful links

- Project communication tools  
<http://www.interregeurope.eu/library/#folder=16>
- Help page for web admins  
<https://www.interregeurope.eu/help/project-admin/>
- Project resources  
[https://drive.google.com/drive/u/0/folders/0B\\_2u8LvpD\\_IzQndsY19rUFFzSFk](https://drive.google.com/drive/u/0/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk)
- Implement a project -page  
<http://www.interregeurope.eu/projects/implement-a-project/>

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*Sharing solutions  
for better regional policies*

**Thank you!**



**Interregeurope**