

ANNEX 06 – Extended version of chapter 5 “Approach to communication and visibility for the Interreg programme”

1. Objectives

Communication is not just a matter of visibility, communication is the thread that unites people and territories, which gives value to actions, and creates a culture of cooperation.

Communication is everywhere. Communication is everybody's business. This is why it will address both internal and external targets, and will be strongly linked to programme objectives, so as to create a cross-border South-Adriatic community. Overall objectives are:

**1
Informing**

**2
Stimulating**

**3
Supporting**

**4
Promoting**

- 1) To inform citizens about the role of the EU in promoting cooperation across the maritime border, cohesion, and sustainable development;
- 2) To raise awareness about the programme funding opportunities, and stimulate wide participation;
- 3) To give support to beneficiaries, communicate projects results, and their impact on territories;
- 4) To improve the programme reputation towards EU institutions and Partner States, and assist candidate countries to align with EU standards.

2. Target audiences and approach

All the communication actions will reach out to a large audience from the programme area:



- **(Potential) beneficiaries** (*private/public organizations*); Objective: to inform about funding opportunities, share knowledge and best practices, and create a sense of community.

- **Community** (*general public, economic/social partners, decision makers, influencers*); objective: to inform about the role of the European Union in supporting the sustainable growth of territories, disseminate results, and create consensus.

- **Multipliers** (*media, Public Authorities, NIPs, EU institutions/networks, other Programmes*); objective: to spread the information about programme opportunities and results through intermediaries and transnational networks.

- **Governance** (*Partner States, DG Regio, MA, Programme staff*); objective: to inform about results, and influence the administrative action for smart, inclusive and sustainable development of the involved territories.

Considering the challenges of cross-border communication, the strategy will be based on:

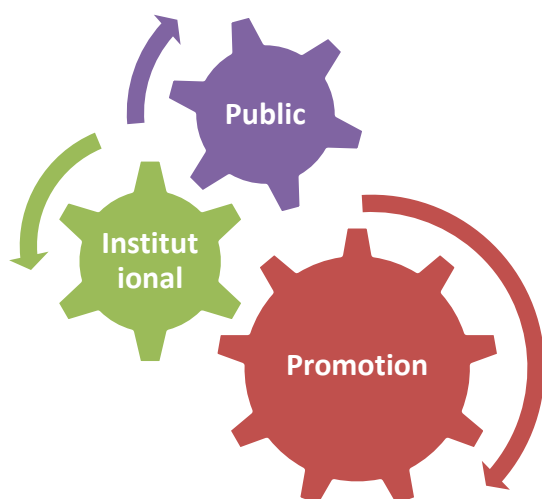
- tailor-made approach, dialogue with stakeholders;
- plain language, key-messages respectful of differences;
- transparency, interactivity, authenticity;
- creative, tangible online & off-line actions;
- innovative communication channels;
- cross-border integrated, synergic actions;
- widespread dissemination of results.

Messages will be targeted to specific audiences, and will relate to EU Cohesion & Interreg Policy: simplification and result orientation. The final goal is to spread visibility of the programme achievements across the border.

English, as programme language, will be used, but targeted communication in National languages may be needed.

3. Channels and tools

Programme communication follows three lines of action:



1) Institutional communication

- Harmonised Programme/Projects branding
- Information and communication materials
- Audio-visuals, podcasts, digital publications
- Web portal (Programme / projects websites)
- Online communication (Social media, EU platforms)
- Internal communication (training, team building)

2) Public Relations

- Media relations (press releases, press conferences)
- PR activities (dialogue with stakeholders, students, citizens)
- Events (meetings, info-days, workshops, exhibitions)
- Networks (Regional/National/EU & Joint Interreg events)

3) Promotion

- Integrated communication campaigns (online/offline)
- Promotional materials (eco-friendly items)

As for social media, the following channels will be used:



FACEBOOK



INSTAGRAM



TWITTER



YOUTUBE



LINKEDIN

This, with dedicated actions for each target group: FACEBOOK (general public / storytelling); INSTAGRAM (youth / photo-stories); TWITTER (media, professionals / live blogging); YOUTUBE (general public / video communications); LINKEDIN (professionals / group discussions).

“Green communication” will be the leitmotif of all initiatives, which means selecting energy-efficient communications & networking technologies, and minimizing resource use whenever possible (paperless communication, e-publications, recycled materials, green events).

The Managing Authority will appoint a Communication Officer, who will be in charge of all communication & visibility actions, and will work closely with the National Communication Coordinator, under the supervision of the JMC.

Operations of strategic importance financed through the programme, will benefit from special communication measures, carried out jointly by project partners, programme staff, national and regional authorities and relevant stakeholders, in order to create a cross communication network and give maximum visibility to their support.

The programme website and all the documents provided will be accessible to persons with disabilities (availability of easy to read, sign language audio description of audio-visual material).

In compliance with art. 46 (b) of the CPR Regulation, the Programme Managing Authorities will provide data, related to all financed operations, to the Italian Ministry of Finance, in order to feed into the web platform <https://opencoesione.gov.it/it/>, where all programmes are included. In addition, the programme website will include a link to the web platform providing access to all programmes of the partner Member States.

In addition, as European Cooperation Programme, information and data will be included in the INTERACT web platforms keep.eu and interreg.eu.

4. Budget, monitoring and evaluation

A budget corresponding to approx. 1 % of the programme budget i.e. 810 000 € (external 460 000 € + staff 350 000 €) is dedicated to communication activities. The resources will be spread for the duration of the programme, with a peak in the initial, intermediate and final phases.

All communication & visibility actions will be evaluated on a regular basis, using external & internal evaluators. Data will come from monitoring system, surveys, focus groups, interviews, website analytics, social media metrics, press monitoring, desk analysis. A detailed set of quantitative & qualitative indicators will be defined, to evaluate all communication actions and improve their performance (these set of indicators will be specified in the Programme Communication Strategy & Plan and in the Monitoring and Evaluation Plan). Evaluation of the communication strategy will be part of the programme evaluation

