Making achievements of Interreg and other EU funds more visible –

Programme expectations to platforms

Kick-off meeting with project platforms
Riga | 17 October 2018
Elena Kolosova & Stefanie Maack, Managing Authority/Joint Secretariat
Content

Making achievements visible:

• **Taking projects results further**
  1. Results from projects
  2. Engaging your target groups

• **Promoting benefits of EU Interreg funding**
  1. About Interreg
  2. How we promote
  3. What you can do
Making achievements visible means:

**Taking project results further**

Your target groups know the results and use them (incl. thematic experts, end-users, decision makers). Results come from different EU funded programmes.

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**Promoting benefits of EU Interreg funding**

People know good results and that these good results come from EU/Interreg funded platforms (and projects), and thus consider the EU/Interreg funding as useful.

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What you do!  

How you talk about it!
Content

Making achievements visible:

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• Promoting benefits of EU Interreg funding
  1. About Interreg
  2. How we promote it
  3. What you can do
Capitalise achievements!

Regular projects ➔ Platform
Capitalisation: regular projects

- **Synthesise** project achievements
  - Work and structure **outputs from regular projects** covered by the platforms
  - Check **new projects and include them** (e.g. projects of third call of IBSR or from other CBC or TN programmes)
  - Highlight **combination of different funding sources**
  - Be aware of **other processes** in your field: e.g. in the EU Strategy for the BSR

! Feed the results of the platform work into implementation of single projects
Capitalisation: platform

• Make project results work
  ✓ Engage and educate your target groups - go above and beyond your partnership
  ✓ Trigger implementation: trials, tests and spin-offs
  ✓ Mainstream project results into policies and action plans (e.g. EUSBSR, HELCOM, EU, national and regional level)

• Ensure viability of your recommendations for future
  ✓ Discuss with your target groups and ask for feedback
  ✓ Receive endorsement from your target groups
Capitalise achievements with your target groups!
Content

Making achievements visible:
• Taking projects results further
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  2. How we promote it
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About Interreg

Why talk about your funding source?

- We are spending EU money – not our own
- We are trusted to spend funds wisely – high hopes for platforms to increase impact
- We need to **make visible** the achievements of Interreg - together
About Interreg:
Speaking about Interreg with one voice

<table>
<thead>
<tr>
<th>#MadeWithInterreg</th>
<th>#MadeWithInterreg</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 We help to reduce regional disparities</td>
<td>6 We solve challenges beyond borders</td>
</tr>
<tr>
<td>2 We build trust across borders</td>
<td>7 We help regions to offer better services</td>
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<tr>
<td>3 We enable macro-regional strategies to work</td>
<td>8 We deliver attractive results for regions &amp; cities</td>
</tr>
<tr>
<td>4 We develop new ideas by sharing experiences</td>
<td>9 We trigger investments into our future</td>
</tr>
<tr>
<td>5 We help to make better use of limited resources</td>
<td>10 We help improve policy making in regions &amp; cities</td>
</tr>
</tbody>
</table>

interreg-baltic.eu/interreg-benefits

- Use message by routine in communication
- Pick message(s)
- Find achievements to illustrate the message(s)
About Interreg:
Speaking about Interreg with one voice

Transnational cooperation builds trust across borders and fosters European integration for a more competitive Europe.

Interreg Baltic Sea

... Interreg fosters European integration for a more competitive Europe because ...
How we promote benefits of EU Interreg: Programme’s target groups

- European Parliamentarians
- National ministries
- Regional & local authorities
- Coordinators of the EUSBSR
- European Commission
How we promote benefits of EU Interreg: Approach

- Collect input from projects
- Identify transnational achievements/Interreg benefits
- Illustrate through stories, proof points
- Make accessible
- Disseminate actively

Kick-off meeting with project platforms, Riga, 17 October 2018
How we promote benefits of EU Interreg: Project library – dynamic content

projects.interreg-baltic.eu
What you can do to promote EU Interreg:
Cooperate in communication

Fill the project library with meaningful content

Set-up informative workshop at the Programme conference

Be a radar for long-term effects of projects

Project contacts
Summary
Facebook/ Twitter
Video

Identify achievements
Motivate partners
Draft convincing story
Illustrate benefits

interreg-baltic.eu/tell_your_project_story
What you can do to promote EU Interreg:
Speak about your Interreg cooperation
Making achievements of EU Interreg funding more visible – Programme expectations to platforms

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