



TAKING
COOPERATION
FORWARD



Communication seminar for second call projects
12-13 July 2018 | Krems, Austria



Storytelling and multichannel strategy



Joint Secretariat | Communication Unit

TWO KINDS OF PROJECT STORIES

Generic project story

(most often not a “story“, rather an “elevator pitch“)



MAKING MUSEUMS MORE ACCESSIBLE

Interreg
CENTRAL EUROPE
COME-IN!

Smaller museums often lack the knowledge and financial means needed to improve accessibility for people with disabilities. The COME-IN project creates a network of museums, disability associations, policy makers and other stakeholders who pool innovative ideas and provide training to support development of better accessibility. The result will be more accessible exhibitions that are more attractive to all the public.


www.interreg-central.eu/culture

AUSTRIA	Oberösterreich Wien	PROJECT BUDGET 2.72 MILLION €
CROATIA	Jadranka Hrvatska	
GERMANY	Thüringen	ERDF FUNDING 2.21 MILLION €
ITALY	Friuli-Venezia Giulia	
POLAND	Meklejskie	
SLOVENIA	Zahodna Slovenija	

IT'Servnet/en based on app./cahier form | July 2017

Concrete story to illustrate a message

(respecting all story essentials as follow)



MUSEUM ARBEITSWELT

Interreg
CENTRAL EUROPE
COME-IN!

European Union
European Regional
Development Fund

COME-IN!

IT

STORY ESSENTIALS (1)

Purpose

STRATEGY

WHAT IS OUR STRATEGIC VALUE?

Transnational cooperation underpins EU Cohesion Policy and contributes to strategic EU priority areas, including innovation, environment, energy, transport and social issues.

Interreg CENTRAL EUROPE also helps macro-regional strategies to succeed. We bring together stakeholders from geographically and culturally similar areas and help them to jointly address shared challenges and opportunities.

WE REDUCE REGIONAL DISPARITIES



Transnational cooperation helps reduce regional disparities and increases cohesion in specific territories.

[READ OUR STORY](#)

WE BUILD TRUST BEYOND NATIONAL BORDERS



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

[READ OUR STORY](#)

WE ADDRESS STRATEGICALLY IMPORTANT ISSUES



Transnational cooperation helps stakeholders in macro-regional strategies to work together in projects.

[READ OUR STORY](#)

IMPACT

WHAT ARE OUR IMPACTS?

Transnational cooperation improves capacities for regional development related to innovation, CO₂ reduction, natural and cultural resources as well as transport and mobility.

Interreg CENTRAL EUROPE supports cooperation like yeast supports baking. We are the small but important ingredient that helps ideas grow: into jointly developed, tested and accepted solutions.

WE DEVELOP NEW IDEAS BY SHARING EXPERIENCES



We deliver territorial cohesion. Our most important results are rooted in shared experiences. We develop new solutions and enhance capacities.

[READ OUR STORY](#)

WE HELP TO MAKE BETTER USE OF LIMITED RESOURCES



We enable our regions and cities to make better use of their limited resources.

[READ OUR STORY](#)

WE SOLVE CHALLENGES BEYOND BORDERS



We help regions and cities to jointly work on challenges that go beyond borders.

[READ OUR STORY](#)

WE HELP REGIONS TO OFFER BETTER SERVICES FOR ALL



We help public authorities to offer better services for citizens and companies.

[READ OUR STORY](#)

WE DELIVER ATTRACTIVE RESULTS FOR CITIES



Through working closely together, our projects deliver visible results for cities and regions across central Europe.

[READ OUR STORY](#)

WE TRIGGER BIG INVESTMENTS INTO OUR FUTURE



We are an innovative catalyst that triggers further public and private investment and accelerates urban and regional development.

[READ OUR STORY](#)

WE HELP IMPROVE POLICY MAKING IN REGIONS AND CITIES



We improve policy making and initiate change in regions and cities. We therefore have a long-term impact.

[READ OUR STORY](#)

Stories need a reason to be told. So, why do you tell it? Most often to illustrate a specific message. Stories makes it easier to understand what you want to bring across.

STORY ESSENTIALS (2)

Audience



Don't create content for content's sake. **Understand who you are going to tell a story to.** You need to work on your story to fit your specific audience.

STORY ESSENTIALS (3)

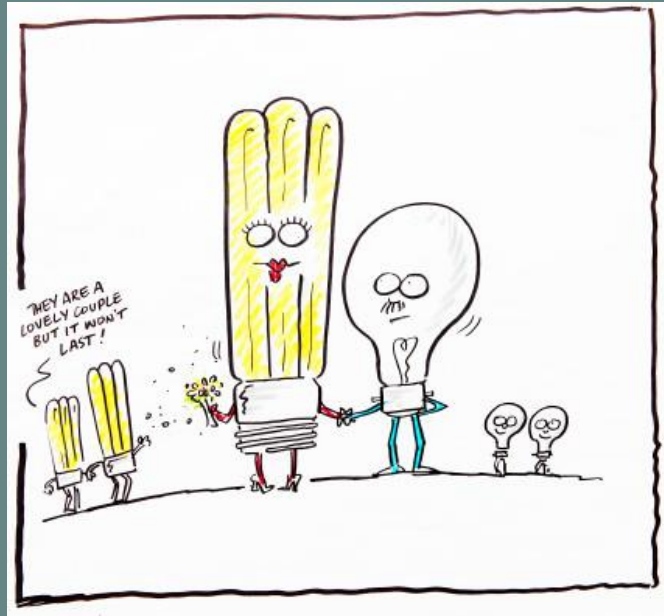
Truth



Business storytelling is not about making things up. It is non-fictional. It needs to be **backed up by solid reasoning and facts.**

STORY ESSENTIALS (4)

Emotion



Stories appeal to the heart, not the mind.
Add passion to make a story interesting. **Be personal and use emotion.**

MULTICHANNEL STRATEGY



Quartermaster



Mr Bond

© GDFL

TAKING COOPERATION FORWARD



OUR TYPICAL CHANNELS



'To reach your target audience, you must be adaptive to their channel of choice.'

finally...

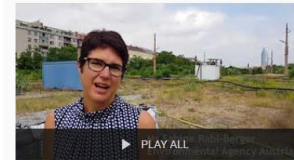
'..you're making someone to stop scrolling through their feed and watch it... '





No blockbusters...

*We try to convert
or delight (no need to be
serious to pass on a
serious message) or
surprise
or impress or educate on a
much smaller scale. ..
...it is a 90 second moment,
not a 3 hour movie.*











#cooperationiscentral: Project stories from central Europe

9 videos • 190 views • Updated 3 days ago



Interreg CENTRAL EUROPE

Regions and cities become more efficient through working together in our projects. In this playlist we collect videos about their activities. More on <http://www.interreg-central.eu/cooper...>

-  **GreenerSites: Vienna as best practice for regeneration of brownfields**
Interreg CENTRAL EUROPE 1:42
-  **ProtecHt2save: Protection of our cultural heritage**
Interreg CENTRAL EUROPE 1:38
-  **GeoplasmaCE: geology knows no borders**
Interreg CENTRAL EUROPE 1:38
-  **Fabtalk #2, RogLab, Ljubljana - Kreaton 2017**
FabLabNet 2:20
-  **CERIECON FINALS STUTTGART 2018**
CERIEcon 4:23
-  **CE51 TOGETHER D.C.4.7 Infographic video tutorial on SMS; English version**
Interreg CE Project TOGETHER 2:14
-  **Together Tutorial video**
Interreg CE Project TOGETHER 1:33
-  **Progetto Craft - Intervista ai maestri artigiani della laguna di Venezia**
il CISET 4:17

#cooperationiscentral YouTube playlist

OUR MULTI-CHANNEL STRATEGY

Stories

Story blog on programme website

PROTECT & SAVE

Training together to better protect cultural heritage

Natural disasters are becoming more and more common in central Europe. They put people at risk but also our cultural heritage. They have almost come to Central Europe's most valued cultural attractions in recent years and thousands of historic city centres. While professional rescue teams are perfectly trained to save people, they often do not know just how to protect heritage. This is changing through cooperation in the ProCH2Zave project. Protection workers and army rescue teams train together: they learn to save one language and ensure that our heritage will not be lost.

Watch our film about the **SAVING OF AINIA FOREST AND HISTORIC MONASTERY**

Project website: www.interreg-central.eu/ProCH2Zave

CONNECTICE

Connecting Carinthian Alps with Adriatic "Amore"

More than 300 rail links exist across country borders in Europe. Unfortunately, not all of them are fully exploited and people in border regions often suffer from bad connections. Partners in the CONNECTICE are working together to improve these underused rail lines in central Europe. The other cooperation can achieve better: clear only results: in June 2018 the project launched an experimental extension of the Itz-Groden cross-border train to Co. Tri. Over summer, passengers can now enjoy train journeys all the way from the Austrian Alps to the Italian coast. On the other way round of course.

Check connections and travel on www.itz-tri.it

Project website: www.interreg-central.eu/CONNECTICE

Interreg CENTRAL EUROPE Programme
400 followers
6m

Regeneration of **#brownfields** helps to make our **#cities** cleaner and healthier places to live-in, using our land sustainably. Our **#GreenerSites Project** believes that **#cooperationiscentral** to improve environmental management of un- or underused industrial areas. **Umweltbundesamt - Environment Agency Austria** invited **#Interreg** partners and **Interreg CENTRAL EUROPE Programme** to learn more about **#sustainabledevelopment** in **#Vienna**.

WHY #COOPERATIONISCENTRAL FOR REGENERATION OF BROWNFIELDS

in LinkedIn

Interreg Central Europe shared Peripheral Access's post.
Published by Dana Kasckova [?] · June 21 at 1:31 PM · 🌐

#cooperationiscentral to achieve greater impact! Sometimes though you only have a simpler goal, like to get from point A to point B... Elsa is Interreg Volunteer Youth - IVY reporting about our Peripheral Access project and travels 10 days across central Europe to meet with partners and to explore cross-border, peripheral connections 🚆🇦🇹🇮🇹. To get from Slovenian to Italian border by train seems to be a challenge. Luckily cooperation among #Interreg connects and proves indeed to be useful. 🙌



Facebook



735 Views

Peripheral Access is at Sežana.
June 21 at 8:43 AM · 🌐



What happens when you travel by train between Ljubljana and Trieste? Unfortunately, the train stops at the border and does not continue for the last 16 km to Tr...
See More

Interreg CE @InterregCE · Jun 13

'More than 300 **#crossborder** rail links 🚆 under-exploited' claims recent @EU_Regional study. Our **#transport #CEprojects** confirm: **#cooperationiscentral** to make traveling in **#EU** possible. Thanks to our @CONNECTICE passengers get direct train to Trieste 🇮🇹 seaside from Villach 🇦🇹

18 December 2018

Interreg CENTRAL EUROPE CONNECTICE

TRANSF Mi.Co. VILLACH - B

See details at www.interreg-central.eu



Instagram

interregce

Interregce Planning the communication seminar for our 50 second call projects in summer... #cooperationiscentral #takingcommunicationforward #stoniestobold #moreinfocommingsoon #interreg #forevertgether



62 Aufreufe
27. MÄRZ



European Cooperation Day

21 September



EUROPEAN COOPERATION DAY





EURegionsWeek

8-11 October 2018



EUROPEAN WEEK OF REGIONS AND CITIES

8-11 October: Exhibition

9 October: 10.30- 11.00 EURegionsTalk

#Cooperationiscentral: Why central Europe needs transnational cooperation more than ever

10 October: 16.30 - 18.00 Participatory session

Idea lab on the future of transnational Interreg cooperation



PROJECT EXAMPLE

Facebook interviews



What else can be done?

Aim?

Transforming old crafts into creative businesses and opening new perspectives for talented youth

Who?

Youth, public authorities formulating and adopting appropriate measures, businesses

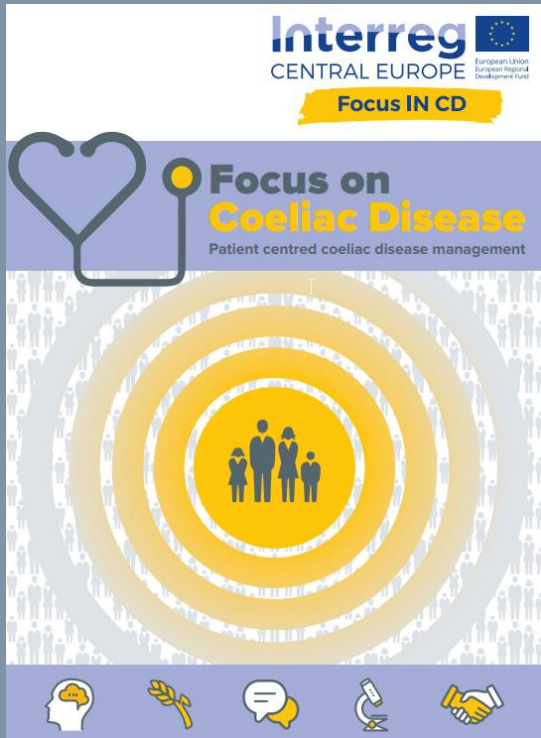
How?

Multi-channel approach?

Using other occasions; EYCH18?

PROJECT EXAMPLE

E-tools for practitioners



What can be done?

Aim?

Keeping doctors up-to-date on the knowledge about management of coeliac disease patients

Who?

Doctors, health-care practitioners

How?

Multi-channel approach?

Multiplier's involvement, platforms used by thematic associations?

CONTACT

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