




TAKING
COOPERATION
FORWARD

 6 February 2018 | Vienna, Austria

 **Communication seminar for first call projects**

 Joint Secretariat | Communication Unit

AGENDA

Get to Know Each
Other

Mid-Term Review:
Before and After

Ingredients of
Good
Communication

Tell Your Story
and Outlook on
Activities

GET TO KNOW EACH OTHER

- ✓ What comes to your mind when you hear **Interreg**?
 - ✓ One word
 - ✓ Why?



TAKING
COOPERATION
FORWARD



Communication seminar for first call projects
6 February 2018 | Vienna, Austria



Capitalisation and Mid-Term Review



Joint Secretariat

WHAT IS MID-TERM REVIEW

- ✓ Reflecting your progress
- ✓ Making realistic forecast



WHAT TO PRESENT AT MID-TERM?

What has been done?



10 meetings



3 newsletters

5 website updates



1000 unique users

50 new newsletter subscriptions



TAKING COOPERATION FORWARD

WHAT TO PRESENT AT MID-TERM?



WHO WE ARE

Partnership between central European countries
Member States: Austria, Czechia, Hungary, Slovakia, Slovenia

Austria
• 100,000,000 €

Czechia
• 100,000,000 €

Hungary
• 100,000,000 €

Slovakia
• 100,000,000 €

Slovenia
• 100,000,000 €

Found
• 100,000,000 €

TAKING COOPERATION FORWARD

OPTIONAL VISUAL ELEMENT

Events and how they are evaluated



interreg CENTRAL EUROPE

NEWSLETTER

Christmas time is here again and we hope you enjoy our last newsletter for 2017. Season's greetings and best wishes for 2018!

Third Call Closes Soon

A new call for proposals was launched on 21 September and will close on 25 January 2018.

Around 60 million EUR ERDF is available for transnational cooperation theme. In other words the call focuses on joint development.

Read more

New networks launched

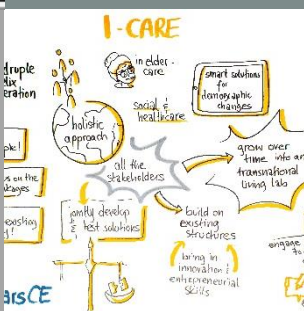


Statistics website and social media

Publications and how they are used



Newsletters & subscriptions



New direct beneficiaries

Published Posts

Posts	Reach	Clicks/likes
Are you stuck with no improvements on energy consumption in your public...	276	1
Do you believe that we can help to reduce costs? In service industry? Or...	855	17
Do you continue to work by car? Maybe there is an option for you to find a way...	714	21
18 closed proposals submitted in our first call! The application forms will no...	1,805	54
Today at ERDF (CPE) we close our 3rd call for project proposals! We are...	760	16
Prevention is better than cure, especially when it comes to our cultural...	685	36
Mid-term to support ERDF to ERDF International Cooperation, CPE, Accoun...	1,900	67
Do you know energy changes or are you one of them? Transition comes...	543	13
Did you know that 2018 is the European Year of Cultural Heritage? ERDF C...	1K	27
It's your time to take part in transnational...	857	20



EXERCISE

*Tell your neighbour about **one communication activity** (pick the most important or most recent one) you have implemented in your project so far.*

The person listening asks:

- *Who was it for?*
- *Do you know what impact your action had?*

Switch the roles.

VISUALISE YOUR CONTENT

And tell others to do so.....



EXCERCISE

You are asked to prepare 1-2 slide for short interview text, use the A4 sheet to scribble what to put on the slide(s).

ce: What are the most important lessons you have learned through the cooperation of rail transport authorities within Germany between 2007-2010 that you want to transfer to partners from other countries involved in your project?

interviewee: In our daily work in Germany, we have seen clearly the benefits of regional rail transport authorities cooperating with each other. On the one hand, the exchange of experience proves to be very helpful for the day-to-day business of each transport authority, as they only have limited resources to organise regional rail transport. On the other hand, we need efficient lobbying in order to support political actions that improve the framework conditions for regional rail transport. The basic idea of our project was to extend this kind of successful cooperation to the level of Central Europe, and to try to find answers to the common problems and joint concerns of rail transport authorities on a European scale.

LESSONS LEARNED

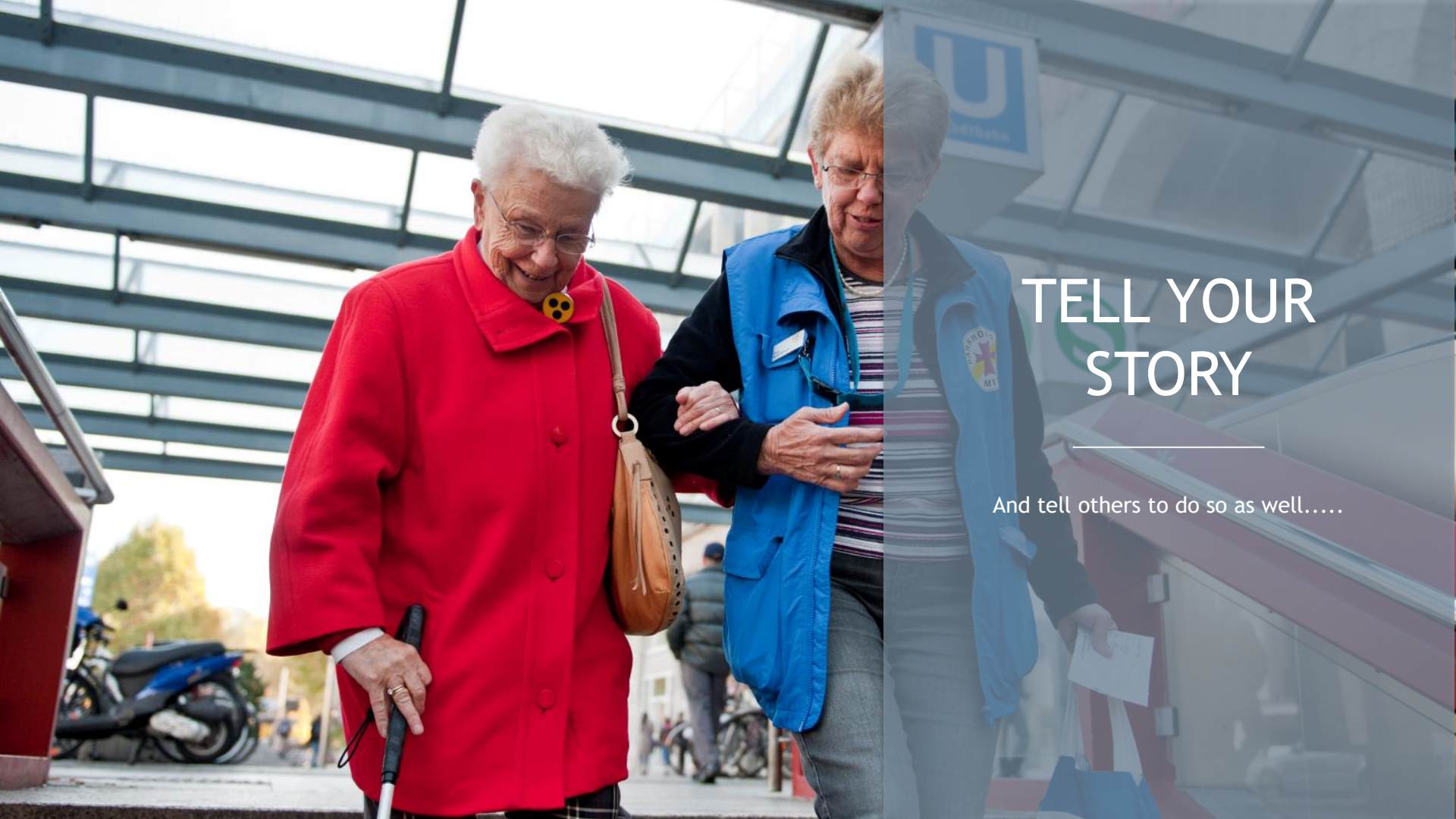


2007

2008

2009

2010



TELL YOUR STORY

And tell others to do so as well.....



ACHIEVEMENT

CHALLENGE

SECRET

OBSTACLE

CONCLUSION

BACKGROUND



STORYTELLING...

...is a technique, suitable for all your communication activities, no matter if online or offline.



“Marketing is no longer about the stuff that you make, but about the stories you tell.”

- Seth Godin

STORYTELLING...

...opens doors. It helps people to emotionally relate to what you do or what you want to achieve.



*Sometimes reality is
too complex.
Stories give it form.”*

- Jean Luc Godard

STORYTELLING...

...is non-fictional. It has to be genuine and needs to be backed up by data and more technical information.



“Storytelling isn't about making things up.”

— Jennifer McMahon

STORYTELLING IN THE TED Style=

3 UNBREAKABLE LAWS OF COMMUNICATION

CARMINE GALLO, AUTHOR

your selling
DREAMS NOT PRODUCTS

COMMUNICATE
ME!

WOW! THAT'S
UNEXPECTED!

emotional

NOVEL

MEMORABLE

HELLO MY
NAME IS JOHN
BIG IDEA

YOU'VE GOT TO
TOUCH THE
HEART BEFORE
YOU TOUCH
THE HEAD

EMOTIONALLY
CHARGED EVENT

SHOCK
FEAR

STORIES

SPARK

MOVEMENTS!

PATHOS!

TRANSFER IT
THROUGH THE

ART of
Storytelling



ONE
PICTURE
= 1000
WORDS

THINK LIKE
twitter

PASSION

YOU GOTTA HAVE IT

GET

VISUAL

RULE
OF
3

KV SUMMIT



Image Think

STORYTELLING GROUP EXERCISE

Scenario



Who?



Why?



How?

EXERCISE

*Put slogan **Cooperation is central!** into stories*

Step 1 (individual work, 15 minutes):

- Develop a story illustrating this message. The story should reflect your project's perspective and the specific reason what makes you/your institution cooperate beyond borders.

Step 2 (group work, 30 minutes):

- Get together in groups of up to 5 people
- Present all developed stories to each other
- Vote for the best story to be presented to all
- Discuss what worked best at the story that won

Step 3 (group work, 20 minutes):

- Presentation of the best stories from the group and feedback discussion

POTENTIAL ACTIVITIES 2018



2018 Year of Cultural Heritage

EU Green Week

EUSEW: Stand for energy projects



European Cooperation Day

European Mobility Week



European SME Week

EUWRC



National events

Thematic conferences and networks



EU GREEN WEEK

21-25 May 2018



04 – 08 JUNE 2018

EU SUSTAINABLE ENERGY WEEK
LEAD THE CLEAN ENERGY TRANSITION



#EUSEW18

SECRET



European Cooperation Day

21 September



EUROPEAN COOPERATION DAY

Sharing borders, growing closer





EUWRC

8-12 October 2018



European Week
Brussels 8-11 October 2018

European Week of
Regions and Cities 2018

You can become a partner:
apply until 30 March!



CONTACT

TAKING
COOPERATION
FORWARD



Joint Secretariat
Interreg CENTRAL EUROPE Programme



www.interreg-central.eu



info@interreg-central.eu



+43 1 8908088-2403



facebook.com/InterregCE



twitter.com/InterregCE



LinkedIn.com/in/interregce



Youtube.com/c/interregcentraleurope



Instagram.com/interregce