



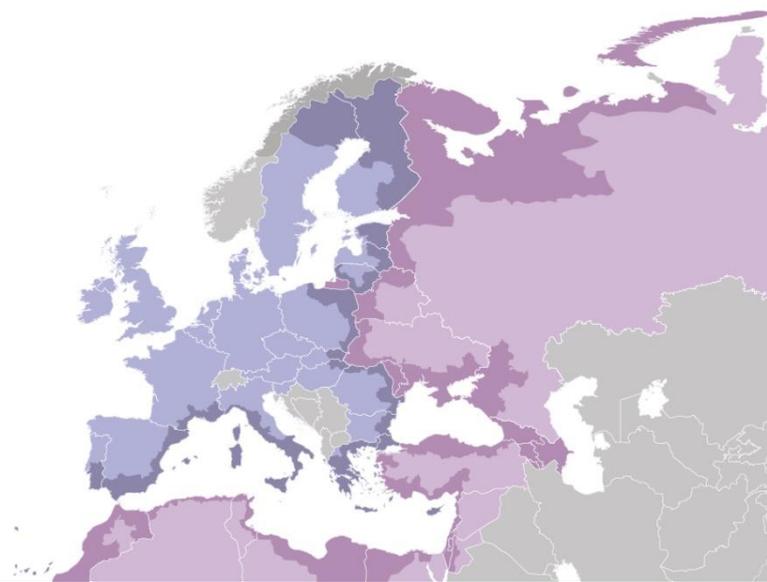
TESIM

Technical support to the implementation
and management of ENI CBC programmes

Network meeting of ENI CBC communication managers

Palermo (Italy), 14-15 May 2019

Concept and agenda



NETWORK MEETING OF ENI CBC COMMUNICATION MANAGERS

14 – 15 MAY, 2019

CONCEPT OF THE EVENT

1. Rationale

In the current programming period, the ENI CBC programmes underline the importance of being known not only as a financing instrument but also as important actors in strengthening cooperation between the European Union and Partner Countries.

During the year 2018 most programmes were busy with the management of calls for proposals, which resulted in hundreds of selected projects, many of which have already started implementation. This brings a new focus to information and communication activities of the programmes, namely **the need to demonstrate the first achievements of cross-border cooperation to stakeholders, decision-makers, local population and wider audiences beyond the programme territories**. In this, guidance and support to project beneficiaries in ensuring proper project visibility, including their social media presence, is essential. The need to support to project communication and capitalisation activities was underlined as well by many ENI CBC programmes during the annual needs assessment carried out by TESIM in November 2018. **This support and guidance should not suggest only what to do but, share practical solutions already used by the programmes as well.**

Moreover, it becomes important to ensure that the results of cross-border cooperation become more visible at another level than the local one. CBC projects may have a wider impact for EU citizens and for citizens of the neighbouring countries. An opportunity to showcase the projects at national or European level would best demonstrate the importance of cooperation between Member States and Partner Countries.

2. Objective of the meeting

The overall purpose of the annual ENI CBC communication managers network meeting is to enhance the capacities of communication managers to effectively implement programme communication and support project communication, through exchange of expertise and good practices.

The specific objectives are:

1. Facilitate exchange of experience, knowledge and good practice in ensuring effective programme-project communication
2. Transfer of programmes' experience and expertise in communication through social media channels to the on-going projects
3. Present opportunities for enhancing visibility of ENI CBC programmes at European level



3. Methodology

The agenda is based on the communication findings of the annual needs assessment carried out in November 2018 and of the annual implementation reports submitted in February 2019. Nevertheless, particular importance will be given to the new context the ENI CBC programmes will face in 2019 and beyond. Thus, the meeting will offer a framework to seize the opportunities existing for that. Moreover, the meeting will give a chance to the communication managers to showcase their first on-going projects in a wider context. The event will combine presentations from TESIM, panels with programme representatives, interactive sessions, a training, practical exercises and a “pitch-your-project” contest. TESIM experts will facilitate the exchange of expertise and approaches among the participants during the panels and group exercises. TESIM will manage preliminary contacts with the communication managers to best ensure the inputs for the panels, the interactive sessions and the contest.

4. Target group and scope of the event

The event is targeted at **communication managers of the Managing Authorities, Joint Technical Secretariats and branch offices** involved in programme communication and capitalisation of programme/project results. During one and a half day, the participants will work on the following:

- ✓ How to showcase first achievement of CBC
- ✓ How to communicate effectively through social media channels on programme and project levels
- ✓ How to increase visibility of ENI CBC programmes and their achievements



NETWORK MEETING OF ENI CBC COMMUNICATION MANAGERS

14 – 15 MAY, 2019

Location: Grand Hotel Piazza Borsa
 Via Cartari, 18
 Palermo
 Italy

AGENDA Day 1

09:00-09:30	Welcome coffee and registration
09:30-09:45	Introduction to the objectives and contents of the event
09:45-10:15	State of play of ENI CBC communication and visibility: focus and priorities
10:15-11:00	<p>Increasing ENI CBC visibility: Paving the way to new audiences (Presentation and Q&A)</p> <p>Note: TESIM experts will present the opportunities foreseen in the TESIM communication strategy a short overview of what is possible for programmes within the new framework of DG REGIO</p>
11:00-11:30	Coffee-break
11:30-12:15	<p>Let's share good comm ideas</p> <p>Note: representatives of several selected programmes will be invited to share their good communication practices in a panel discussion</p>
12:15-13:00	<p>Workshop: frameworks and tools for communicating ENI CBC projects</p> <p>Three interactive modules involving group discussion, brainstorming and exchange between programmes (moderated by TESIM) on:</p> <ul style="list-style-type: none"> ✓ How to flagship projects for communication purposes (criteria)

	<ul style="list-style-type: none">✓ How to communicate the on-going projects (programme experiences on the approaches, tools etc.)✓ Which opportunities exist for projects to be visible beyond the individual programmes: Regional level / EU level / other initiatives
13:00-14:00	Lunch
14:00-15:30	Workshop: Frameworks and tools for communicating ENI CBC projects (continuation).
15:30-16:00	Coffee-break
16:00-17:30	Pitch your project <i>Note: communication managers from each ENI CBC programme will be invited to pitch one CBC project (on-going or selected/approved for funding) during 3 minutes, using any expressive means (presentations, audio-visuals, performances, etc.</i>
19:30-21:00	Common dinner ¹

¹ The common dinner is at participants' own cost.

AGENDA Day 2

09:00-10:30	Social media challenge <ul style="list-style-type: none">✓ Good solutions for communication of cooperation from a social media expert✓ Q&A
10:30-11:00	Coffee-break
11:00-13:00	How to increase projects' social media presence <ul style="list-style-type: none">✓ Group exercise on developing a guide for social media strategies in projects
13:00-14:00	Farewell lunch

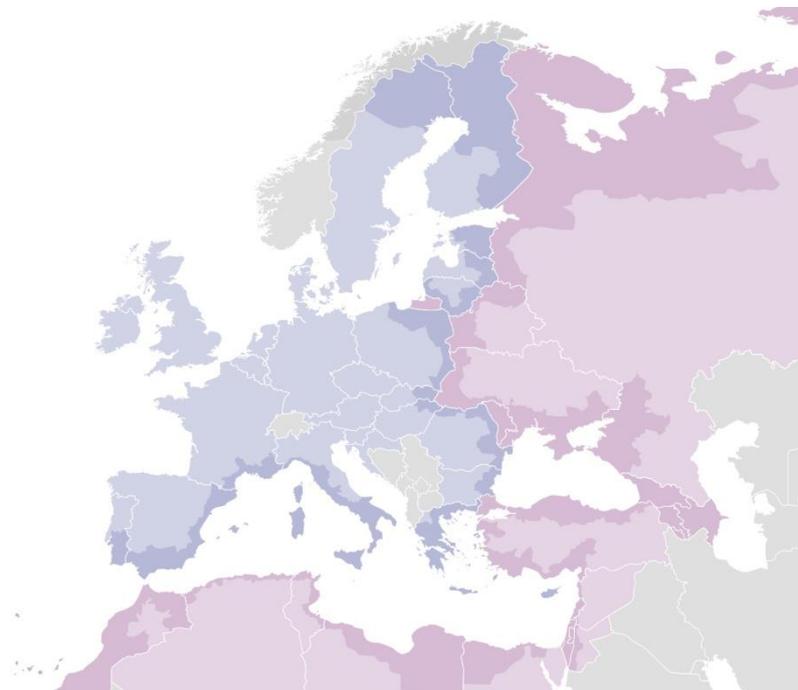


TESIM

Technical support to the implementation and management of ENI CBC programmes

Notes from the network meeting of ENI CBC communication managers

Palermo, Italy
14– 15 May, 2019



DAY 1

Introduction to the event

22 participants from 12 ENI CBC programmes were present at the event. They represented a mix of communication managers from different programme bodies: 6 from Managing Authorities (MAs), 11 from Joint Technical Secretariats and 5 from Branch offices (BO). In order to facilitate the discussions during the workshop sessions, they were grouped per programme.

Session 1 – State of play of ENI CBC communication activities

After the welcoming words from the representatives of the Sicilian Region, the TESIM Team leader - Carlos Bolaños - provided an update on TESIM's extension and on the project's communication priorities for the coming period.

This was followed by an introduction of the agenda and the first morning session on the main milestones reached by the ENI CBC programmes in their communication activities (**Annex I**). The contents of the session were based on the findings from the programmes' annual implementation reports and annual communication plans submitted in February 2019. The analysis of the annual communication reports identified some areas for improvement, such as the need for a more harmonised structure in planning communication activities. For this purpose, the structure of the proposal for an ENI CBC annual communication plan template was introduced by Carlos Bolaños; in addition to its value for each single programme in terms of planning communication activities based on a results-oriented approach, the existence of a common tool would allow for aggregation and better communication about the achievements of the ENI CBC instrument as a whole. This template still has to undergo endorsement by the European Commission.

Agnese Marnauza (Latvia-Russia) queried on the coherence of this template to the reporting documents used in eMS by Interreg programmes, taking into account the transfer of the ENI CBC programmes to DG REGIO. Olga Klisheva from Arkhangelsk BO (Kolarctic) asked whether there will be a set of common indicators endorsed as compulsory for all programmes. Concerning the first issue, TESIM acknowledged the need to put on the table a tool meant to last. On the second, the template provides examples of indicators, but does not include compulsory ones; such possibility should be ascertained, considering that programmes have already identified their indicators for this programming periods. All these elements should be consulted with the European Commission, whom should also be alerted that not necessarily all programmes are acquainted with the tools used by DG REGIO, notably SFC¹.

¹ System for Fund management in the European Union (<https://ec.europa.eu/sfc/en>).



Session 2 – Panel discussion “Let’s share good communication practices!”

One of the findings from the annual implementation reports was an increased number in the programmes’ external events, targeting different audiences which go beyond potential applicants, such as programme stakeholders, local and regional public authorities, decision-makers, citizens, etc.



The panel discussion following the SoP presentation gave an opportunity for three programmes – Latvia-Lithuania-Belarus, Italy-Tunisia and Poland-Belarus-Ukraine – to showcase the results and impact of their external events carried out in the reporting period. Communication managers shared their experience and answered the questions from the participants on the following:

- 1) **Olena Zubrytska**, PBU (BO in Ukraine) explained the concept of their “Educational Campaign for Schools” and the impact of the initiative upon school children; in particular, she explained why it is important to involve young people in CBC and how to make CBC interesting to them. The success of the event was measured through a positive feedback from the school children, as well as through the event’s multiplier effect: it instigated exchanges between Polish, Ukrainian and Belarusian schools, the submission of project proposals to the Programme, and increased personal contacts between peers on both sides of the border.
- 2) **Valerija Machnorylova**, LLB (JTS) described the programme experience of organising a special episode dedicated to CBC of the most popular TV intellectual game in Lithuania, “Golden Minds”. The show counted with the involvement of local authorities (mayors) as participants. The initiative proved really successful, with a considerable outreach of 300.000 viewers, meaning that every 5th person in the country watched the show. Valerija explained how they managed to talk about such an important and complicated topic as CBC in an interesting way as to attract citizens.

- 3) **Maria Rita Rocca**, IT-TU (JTS) explained the added value of the programme participation in the macro-regional initiative “Blue Sea Land Expo” which gathers fishery, tourism and culture sectoral actors across the Mediterranean, Africa and the Middle East. She explained the advantages of targeting sectoral audiences and the positive impact of the programme conference during the Expo: coverage by the local TV and newspapers, 200 direct participants to the event, including ambassadors from the Mediterranean, high officials, sectoral actors, etc.

- 4) **Lolita Cepurnaja**, LLB (BO in Latvia) shared the programme experience of organisation and promotion of the travelling exhibition “Painting our future together”, launched in frame of the EC Day 2018. Ten young artists created artworks dedicated to CBC, which were then exhibited in four countries: Lithuania (Vilnius), Latvia (Riga), Belarus (Minsk) and Belgium (Brussels). All four exhibitions reached out to more than 10.400 visitors and attracted the attention of national media. Lolita explained how the artists managed to transmit the concept of CBC in an artistic way, receiving a positive feedback from the exhibition visitors.

Session 2 – TESIM communication strategy

The second half of the morning was dedicated to the presentation of TESIM's communication strategy. This new working framework foresees a redirection of efforts towards communicating **activities** and **results**, with the overall objective to highlight achievements of ENI CBC Instruments and explicit benefits to populations from both



sides of the borders. The added value of working together for the ENI CBC community was emphasised: using a culinary metaphor, it was stressed that if each Programme is cooking its own delicious cake, TESIM role is to bring all cakes together, to set up an attractive table and to invite different people to share the good things that ENI CBC programmes are preparing....

It was highlighted that there are many actions that TESIM is ready to put in place to favour a joint impact of communication activities: from the production of information materials (infographics, videoclips, articles, stories, and pictures), to the launching of common campaigns (like “Environment knows no borders”), to the direct assistance to project beneficiaries in the form of workshops or capacity building event). The main point is that this relationship TESIM-Programmes could and should be tightened. On their side, the participants stressed the need for a light communication mechanism - like a Facebook closed group - able to favour the exchange of products, information, advice. **(Annex II)**

Workshop – frameworks and tools in communicating about projects

The presentations were followed by a workshop on communication techniques. The analysis of the annual communication reports of the ENI CBC programmes outlined their new objectives for 2019-2020, in particular the support to projects' implementation (communication on the projects start, projects activities, CBC results) as well as enhancing the capacities of project beneficiaries.



The **first afternoon session** was dedicated to communication practices about CBC **projects (Annex III)**. In the workshop conducted by Daniela Cavini, the necessity to put **on top of any communication WHAT is more important** was stressed as the basis for press releases (title, lead, body, quotes, data) but also for most communication tools like reports, messages, social media posts, publications, and stories. The storytelling structure for cooperation projects was also explained: participants were shown how to build their story around the **solutions offered by any project to solve the specific problem** at the roots of interventions. And if it is true that all projects carry a story because they all yield results, it is also true that not all stories are

equally easy to tell. After learning how to divide projects by 'com type' (average, data-driven, human-touch story, infrastructural) the last part of the workshop aimed at identifying **the different criteria to make a project worth telling**. The presentation was followed by a group exercise: participants were invited to find their own title and lead - therefore the story – hidden in two project factsheets downloaded from KEEP. At the end, they were presented with the 'real' stories published by the ENPI Info Centre and by local media.

The **second afternoon session** was dedicated to gathering the inputs from the programmes on the tools deployed/planned by them regarding communication at project level in the following three groups:

PRODUCTS/CHANNELS/EVENTS

During 15 minutes the communication managers (grouped per programme) discussed and showed on flip charts the results of their exchange:



Programme/ Tool	Comm product	Channel	Event
BSB	<ul style="list-style-type: none"> • Project factsheets in one brochure • Newsletters • E-banner with the logos of all contracted projects 	<ul style="list-style-type: none"> • Programme website • Press releases on the websites of National Authorities • Facebook 	<ul style="list-style-type: none"> • EC Day to promote projects – organisation of clean-up activities on the beach • External events
EE-RU	<ul style="list-style-type: none"> • Project portfolio • Q newsletter • Announcement of signing grant contracts • Press articles 	<ul style="list-style-type: none"> • Website/social media • Direct mailing • Regional newspapers 	<ul style="list-style-type: none"> • Relevant regional events dedicated to various topics (SMEs, ecology, etc.)
LV-RU	<ul style="list-style-type: none"> • Articles • Newsletters • Facebook posts • Photo • Video • Press-releases 	<ul style="list-style-type: none"> • Local newspapers • National press • Website • Facebook, Twitter 	<ul style="list-style-type: none"> • Photo exhibition "Before-after" • EC Day • Programme events
HSRU			<ul style="list-style-type: none"> • Project signature ceremony with the media
IT-TU	<ul style="list-style-type: none"> • Project brochures • Infographics summarizing the projects • Graphic panels 	<ul style="list-style-type: none"> • Website • Facebook, Twitter • Direct mailing 	<ul style="list-style-type: none"> • Programme events • EC Day • Relevant international events • Events of other CBC programmes • Europe Day • Regional and national institutional events
PL-RU	<ul style="list-style-type: none"> • Thematic leaflets with interviews from beneficiaries and stories • Exhibition of project photos 	<ul style="list-style-type: none"> • Newsletter • Facebook • Website (project tab) 	<ul style="list-style-type: none"> • Panel session with beneficiaries during the Annual event of the programme • EC Day event (cycle ride) with participation of project beneficiaries

			<ul style="list-style-type: none"> • Thematic events with attendance of selected beneficiaries (e.g. TO Heritage)
RO-MD/RO-UA	Online campaigns with paid articles for news websites	<ul style="list-style-type: none"> • News • Websites • Facebook 	<ul style="list-style-type: none"> • External events in Romania (linked to Romanian Presidency of the Council of the EU)
Kolarctic	<ul style="list-style-type: none"> • Posters and roll-ups • "Project of the month" 	<ul style="list-style-type: none"> • Programme website/social media • CBC portal: cbcprojects.eu (a joint portal containing projects financed by CBC programmes between Finland and Russia, and also Sweden and Norway) • Partners' websites 	<ul style="list-style-type: none"> • Joint events for projects contracted • Joint exhibition at Arctic cooperation conference • Side-events (organised by others) where the programme will present its projects
PBU	<ul style="list-style-type: none"> • "Before-after" photo bank • Project cards • "Project of the week" • Project stories in a newsletter • Project description (e-portfolio) through Insider • Thematic brochures • Movie spot contest • Press-releases • Presentation of project 	<ul style="list-style-type: none"> • Website • Newsletter • Facebook • Traditional media • Broadcasting 	<ul style="list-style-type: none"> • Photo exhibition (end of programme) • Panel discussions • Nations and international events (conferences, fairs, fora) with presentation of projects • "East of Culture" festival with a spot on a national TV • EC Day (promotion of 2007-2013 projects related to health)

Alongside with the traditional tools, such as websites, press-releases and social media, a tendency towards the diversification of communication products was noted (e.g., project stories, movie spots, photo banks, project cards) as well as the development of new initiatives (e.g., “Project of the week” social media campaign).

Following this group work, **Sergiu Zamari** (HSRU) made a short presentation of the latest programme publication “*Stories of cooperation*”, which was issued (hard and e-version) in December 2018 before the closing conference of the HSRU ENPI CBC Programme. 28 project stories, including quotes by project practitioners and visuals, were gathered in this book. The main challenge of producing this publication related to time constraints and the fact that the projects had been finalised quite a time ago (around 3 years had passed) which made it difficult to collect information.

By means of conclusion the participants were asked to identify the areas – in working with project communication – where they might need **TESIM support**. The following areas were identified:

Support to projects

1. Capacity building for project beneficiaries regarding communication (e.g. how to communicate a project)
2. Attendance to projects promo tours
3. Tailored trainings “How to make a good photo/ a video/a story”
4. Handouts for communication training of beneficiaries (case studies, etc.)

TESIM suggested a training-of-trainers approach which makes the programmes independent in the approaches to training projects. However, the possibility of TESIM experts supporting trainings for project beneficiaries (targeting communication) was confirmed.

Session 3 – Pitch your project contest

The last session of the 1st day was dedicated to short (3 min.) project pitches from programmes. 11 representatives took the floor with passion:

1. Bogdan Tanasa (RO-UA): “**Cross-Border Health Infrastructure**”
2. Olga Klisheva (Kolarctic) **Eco efficient Arctic Technologies**
3. Katarzyna Wantoch-Rekowska (PL-RU): “**Gizycko and SoVeTSk – cooperation for the development of preservation of the historical, cultural and natural heritage of the cross-border area**”
4. Monika Kozłowska (PBU) “**B(L)ike Roztocze together in spite of borders**”
5. Marjaana Laanderahtha (Kolarctic): **Agroforestry in Barents region/Reindeer Meat – Quality High**
6. Daniela Surdeanu (RO-MD): “**Your safety is our emergency**” (SMURD)



7. Sergey Balanev (EE-RU): **Development of measures for improving the quality of diagnosis and prevention of type 2 diabetes**
8. Svetlana Korniuskina (LT-RU): **LiveHistory – Reconstruction a common History – thousand years ago**
9. Valerija Machnorylova (LLB): **The Dukes Radziwills’ heritage preservation and adaptation for tourism in Kedainiai and Nesvizh**
10. Jessica Papusa (BSB): **Zewsges- Zero Waste Strategy For Good Environmental Status**
11. Maria Rita Rocca (IT-TU): **Great music in Ancient Mediterranean theatres**

The winner of the pitch was selected by open voting and announced during the joint dinner.



DAY 2

The participants were welcomed and introduced to the agenda of the second day.

Session 1 – Communicating about projects beyond programmes

The morning session started with a presentation by Carole Souville on DG REGIO's communication initiatives (**Annex IV**).

In particular, it was explained to the ENI CBC community that interesting communication campaigns and events are taking place every year coordinated by DG REGIO. The campaigns and events have great impacts and are worth considering to target wider/other audiences, while one should ensure that the "Neighbourhood" identity is always stressed as a specificity. The idea of the session was to provide a first overview of what exists. Further possible involvement of ENI CBC should be discussed once the transfer from DG REGIO to DG NEAR actually takes place. TESIM introduced in this short session what is going on in 2019 and what to possibly expect for 2020.

1) European Regions Week #EURegionsweek (Brussels, from 7 to 10 October 2019).

Why participate? This event is the largest of the kind organised in Brussels. Every year at this period, more than 6000 participants coming from regions and cities of Europe will attend workshops, discussions and will visit exhibitions. Among the topics, one can note a *Greener Europe* and a *Europe closer to citizens*.



This year, DG NEAR and TESIM will coordinate a participatory Lab and an exhibition. The selected topic is environment, with a focus on the implication of citizens across borders in environmental actions. TESIM is looking for ENI CBC projects that could be invited for this purpose. At a later stage, receiving an overview of the ENI CBC projects already selected under TO 6 would be most welcome. In

addition to the Lab, an exhibition including panels and short films around the actions that are concretely supported by ENPI / ENI CBC will be presented to the visitors. TESIM will consult the different programmes in the coming weeks to make the event as successful as possible, with the objective to represent the ENI CBC community as a whole.

In the framework of the WEEK, other initiatives are worth mentioning:

- every year, DG REGIO launches the **REGIO Stars** awards to identify “good” examples of projects in specific fields; even if the deadline for this year had passed, programmes can note it for 2020. The winners are invited to present their projects during the WEEK. More info can be found here regiostarsawards.eu
- **Youth4Regions** is a programme addressed to young journalist and students in journalism, which is open until 15 July 2019. TESIM explained that ENI CBC citizens are eligible for the first time this year. The programmes are therefore encouraged to make publicity to the local young journalist of their regions. These journalists should send ENPI/ ENI CBC stories to DG REGIO. The journalists selected would then be invited to the WEEK for special mentorship and trainings. TESIM will also make the information visible if an “ENI CBC” journalist is on board.

2) #EUinmyRegion

Why participate? This campaign is one of the main opportunities in communication activities to highlight specific projects close to citizens. The facebook page www.facebook.com/EUinmyregion, is liked by more than 45 000 people and it is worth considering the different means that are at the disposal of programmes to increase their visibility overall. All EU-funded programmes are eligible.



One can note different ways of applying:

- You can propose specific open days for projects on the **Event Map**.
- Your **best pictures of projects** can be transformed in **postcard** and advertised on different social media
- You may send footage of a project and win a **short video** made by a professional
- Your project may be part of **stories telling**

For more information, please consult the relevant website
https://ec.europa.eu/regional_policy/en/policy/communication/euinmyregion

3) REGIO initiatives targeting youth

Why participate? Targeting young generations is now a real priority of the EU and of the European Commission in particular. DG REGIO, Communication Unit, is really keen in addressing young generations overall. In this context, DG REGIO initiated two programmes which may become eligible to ENI CBC programme in 2020.



- Interreg Volunteer Youth (IVY):

The programme is now eligible for all EU Member States. Thanks to this programme, youngsters from EU Member States can have a first working experience in Interreg projects / programmes. Most of their activities are related to communication issues. Having such a youngster on board will represent an added value for the programmes / projects involved. For the moment, ENI CBC programmes / projects cannot host IVYs. The idea is to extend the programme 's eligibility to the EU's external borders programmes in 2020. More info can be found here www.interregyouth.com

- **Road trip project:** this initiative involves 8 youngsters between 18 and 25, who are travelling all around the EU to visit projects, meet influencers of their age, live experiences that can then be posted on social media (mainly Instagram). The first edition of this project had a very important impact. 8750 followers are on Instagram. ENPI / ENI projects may be selected for the roads (two in total) of this coming edition, without guarantee. The idea is to include the EU's external borders in 2020. For that, programmes are invited to already identify good projects (high communication value), youngsters that could explain their realities etc. Even if of course all depends on the roads selected by DG REGIO. But the will of DG REGIO is to include ENI CBC as far as possible in these actions from 1st January 2020. More information on the initiative is available here: www.roadtripproject.eu

4) Other

TESIM asked for the interest of programmes to be federated by TESIM in other events / projects such as **“Next Generation Please!”**, as was the case in 2017-2018. The next call for NGP closes on 15 July 2019, and the selected proposals would be implemented in 2020. The idea would be to work with to have youngsters from Brussels (and why not from ENI Countries), with “politicians / EU experts” and an artist. The results of NGP would then be shown in BOZAR and can be replicated in other places (like the WEEK 2020). Possibilities for this edition must be explored by TESIM and with the interested programmes.

As a take-home task, the programmes were asked to discuss within their teams which initiatives would be most beneficial for them to join. TESIM may launch a survey later on to gather the programmes' opinions.

Session 2 – “Social media challenge”

The session was conducted by Kwinten Lambrecht, expert in digital communication and advertising. His presentation was dedicated to the creation and promotion of content through social media, with the use of various free online graphic design and video-making tools (**Annex V**). The presentation first introduced the findings of the analysis carried out by the expert before the event on the programmes' Facebook pages and Twitter accounts, including the identification of good practices and areas for improvement. The session continued concentrating on the main blocks for building a social media strategy (main features of various platforms, type of content, native platform tools and other graphic design and video-making tools, frequency of use, tracing the performance). During the session the trainer answered the participants' questions and demonstrated the practical use of several graphic design tools.

Wrap up of the event

Carlos Bolaños summarised the 1,5 day work during the meeting and TESIM experts asked the participants to fill in the evaluation forms. After that, the communication managers registered to INFORM/INIO network meeting proceeded to the venue of the event (proceedings of the INFORM/INIO network meeting attached – **Annex VII**)

