

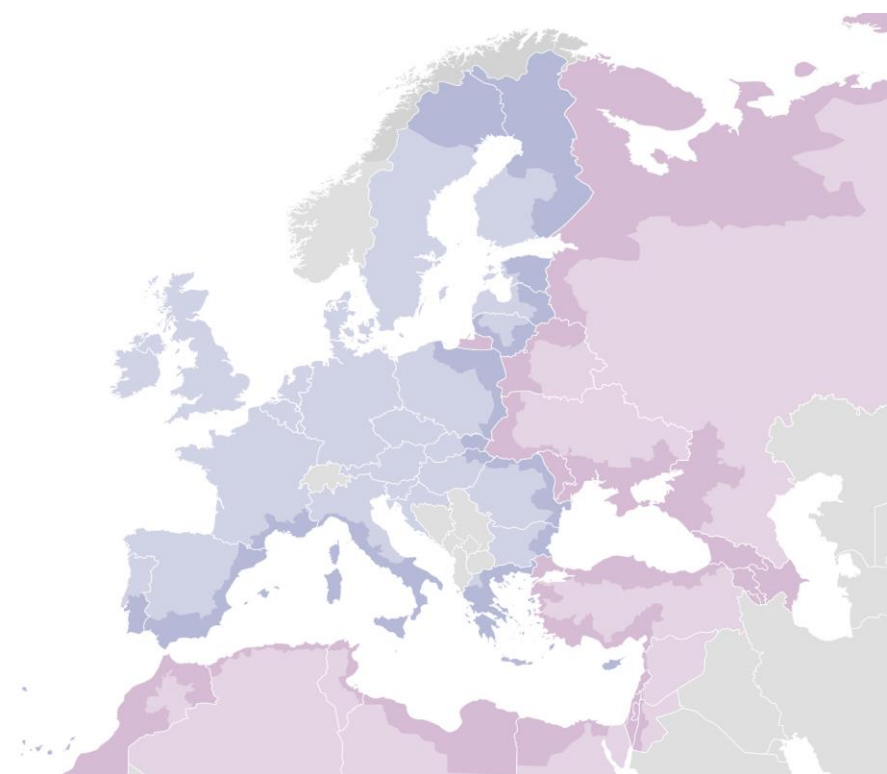


# TESIM

Technical support to the implementation  
and management of ENI CBC programmes

## Communicating the **results** of ENI CBC programmes

Palermo, 14-15 May 2019

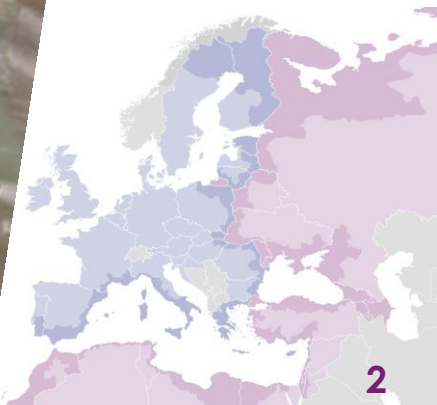


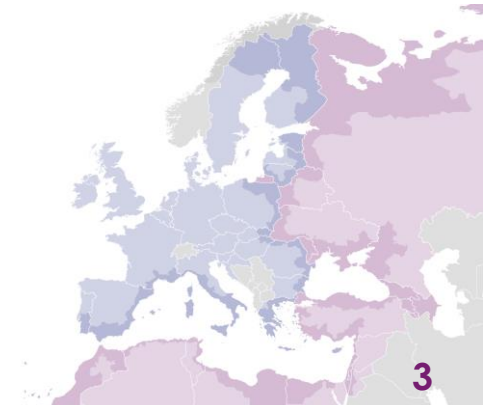
A project funded by the European Union



Implemented by a consortium led by



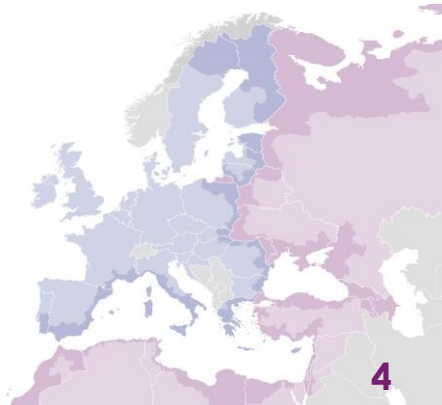






In the next 36 months TESIM's task is to:

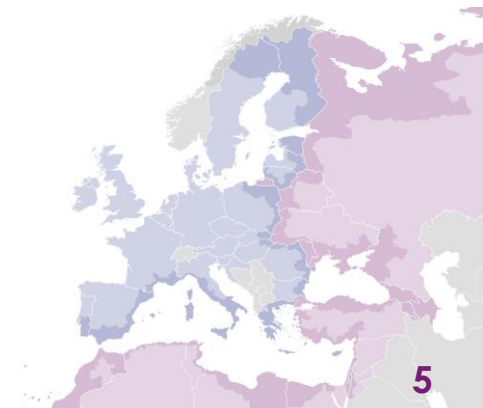
- ☐ bring all these nice **cakes together**
- ☐ set an attractive **table**
- ☐ invite many **friends to share** all these good things



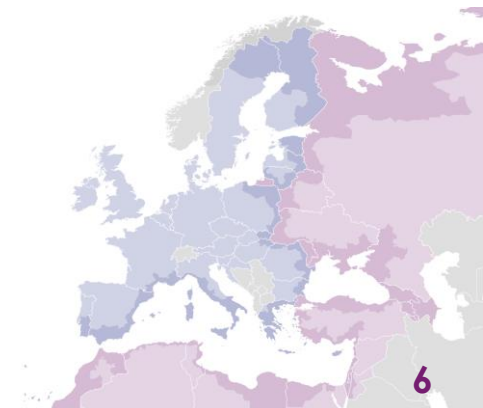
In the next **36 months**, achievements in cross-border cooperation – both in terms of **activities** and **results** - are brought to the attention of different public audiences both in Member States and Partner Countries and their knowledge of the ENI CBC **Instrument** is increased.

Particularly, awareness of the **specificity** of the external cooperation within the cross-border community is raised.

The **explicit benefits** for **European and non European** countries/populations are highlighted.



- ❑ **decision makers** (national, regional and local government officials in Member States and Partner Countries)
- ❑ **EU Delegations** in Partner Countries
- ❑ **Regional and local media** in border areas
- ❑ **Citizens** of border areas (final beneficiaries, associations, NGOs, Universities, local communities, local media)
- ❑ **Youth**



□ To highlight **ACTIVITIES**

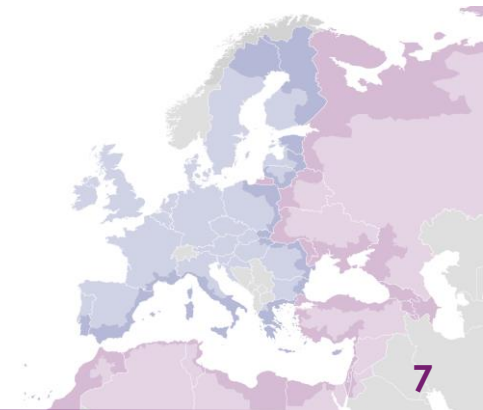
pictures, Social Media, news-flash, videoclips, events

□ To highlight **RESULTS**

stories, pictures, Social Media, video, events, thematic papers



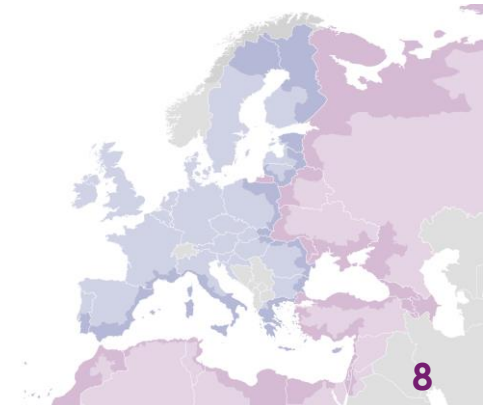
**capitalisation**



Which are the  
concrete  
**results**  
achieved?

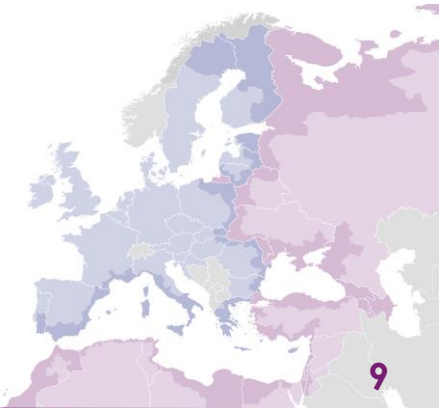
What **benefit**  
did they bring  
in your  
territories?

Who will  
benefit from  
those results?





**To highlight the achievements of the ENI CBC Instrument**  
And share this knowledge with our audiences

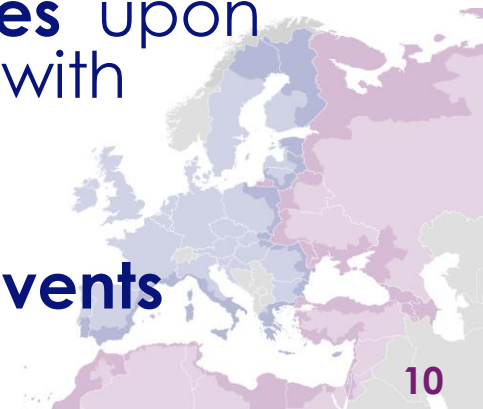


## ❑ PROGRAMMES :

- ❑ reach to **projects**
- ❑ **multiplying** effect

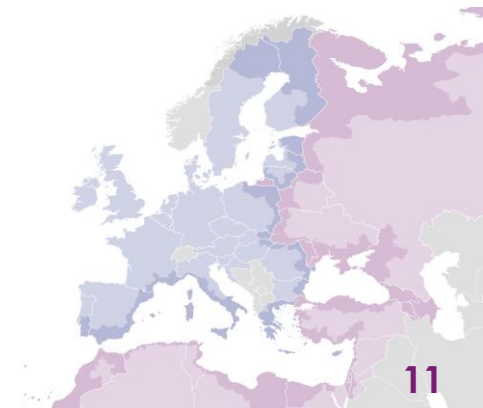
## ❑ TESIM :

- ❑ production of **info-materials** of common interest
- ❑ launch/coordination of common **campaigns**
- ❑ direct **assistance** to **beneficiaries** upon requests by and in coordination with programmes
- ❑ provision of ad-hoc **services**
- ❑ Identification/support for **joint events**



## INFO MATERIALS:

- ❑ Ready to use **infographics (state of play, thematic)** and other online products posted on a shared file
- ❑ **Picture photo-library** (but we need your contribution to build it)
- ❑ **Videoclips** (Ex. 'Three questions to' interviews': could be subtitled in other languages; projects videos; campaign videos)
- ❑ **Articles/stories** (photograph and journalists to be sent to the field: but we need support in the identification of projects)
- ❑ **Bulletin** (more space to news from programmes)
- ❑ **Thematic publications/stories**



## COMMON CAMPAIGNS:

- ❑ ENVIRONMENT KNOWS NO BORDERS
- ❑ RESULTS CROSS BORDERS



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**p** Technical Support to the Imple-  
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**particip**

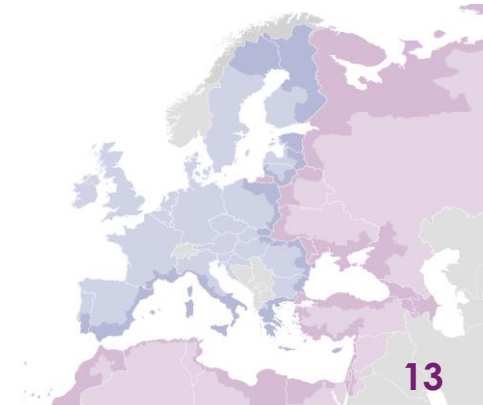


## ASSISTANCE TO BENEFICIARIES (upon request):

### ❑ Workshops:

- «How to find stories within your projects»;
- «What to look at in a project to take pictures»

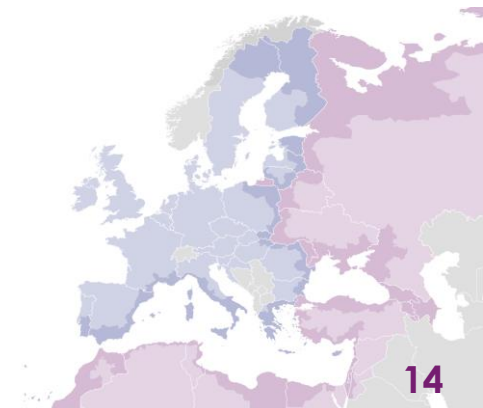
### ❑ Production of **toolkit with practical hints** for activities at field level





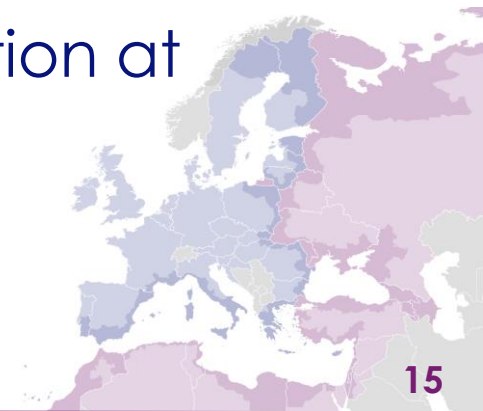
### PROVISION OF AD HOC SERVICES:

- ❑ Support for **editing** materials
- ❑ Support for **realisation** of video products
- ❑ Support for **visibility guidelines**



## IDENTIFICATION/SUPPORT for JOINT EVENTS

- ❑ **Networking** opportunities (as this)
- ❑ Inclusion in **TESIM own initiatives** (of the kind of «Next Generation please!» )
- ❑ Organisation of joint participation at some **DG REGIO initiatives**
  - (ex. European Week for Regions and Cities)
- ❑ Promotion of activities and results of the ENI CBC participation at **Interact initiatives** (e.g., European Cooperation Day)
- ❑ **Identification of new events...**



And exactly for this purpose, I give the floor to **Carole**

**Thank you for your attention!**

