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IPA ADRION

IPA ADRION 1st Call for Proposals Information Event

4 May 2023, Athens

Communication and Capitalisation

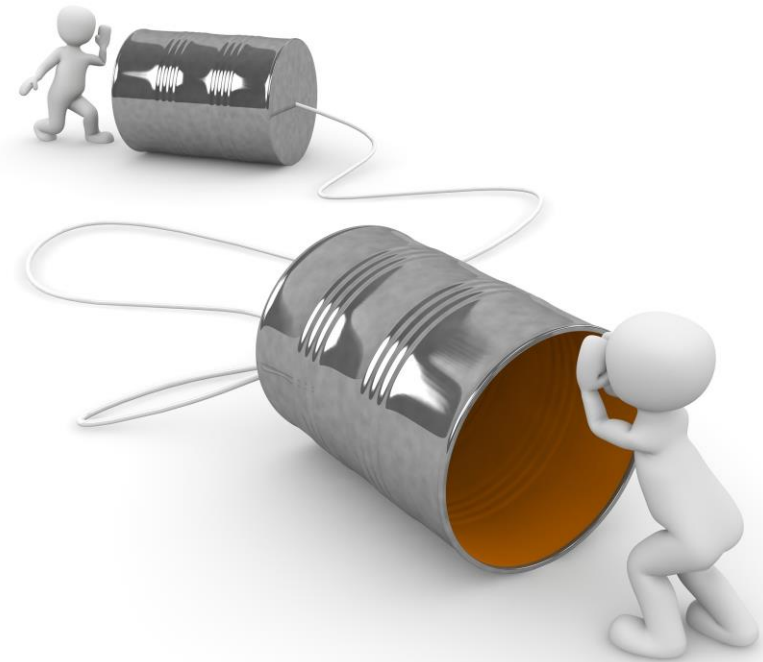
Koralia Branioti

The Importance of Communication in Project Success

- Communication is crucial for the success of any project
- Increases chances to reach project goals
- Ensures dissemination of results to interested parties

Good communication helps to:

1. Ensure project objectives are clearly understood by the target audience
2. Establish strong relationships with stakeholders and target groups
3. Disseminate project results to interested parties



Project Communication 2021-2027

In the current programming period (2021-2027), communication is **no longer a standalone work package.**



This means that communication activities should support the objectives laid out in each work package, and should be included in the project work plan.

Integrated Communication Approach in Projects

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- Communication is embedded into single work packages
- Communication activities support thematic WP and help achieve its expected outputs
- Communication objectives and its relative activities must be indicated in the thematic WPs
- Communication approach information required in application form

Application form: What to Include in Your Project Proposal

- **Section C.7.3** What will be the general approach you will follow to communicate about your project?

The approach you want to follow for your communication strategy must be clearly indicated in this section. Points to be highlighted:

- communication tools
- activities
- strategies
- tactics to reach your project objectives

Application form: What to Include in Your Project Proposal

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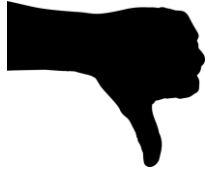


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- **Section B.1.6 Partner motivation and contribution:** If you are the project partner that will coordinate communication, please describe here what makes your organisation suitable for this role
- **Section C.7.1 How will you coordinate your project:** If communication helps coordinate the partnership (e.g. for reaching a common understanding, capacity building, etc.), then activities might be described

Communication activities



What the Programme provides and must **not** be included in your communication budget

- Project website
- Project logo
- Project poster to comply with EU requirements on publicity of funds



Indicative activities for
Communication

- Dissemination and Visibility material
- Communication toolkit for press conferences, events, etc.
- Organisation of Events, seminars and workshops
- Awareness campaigns
- Activation and update of social media accounts

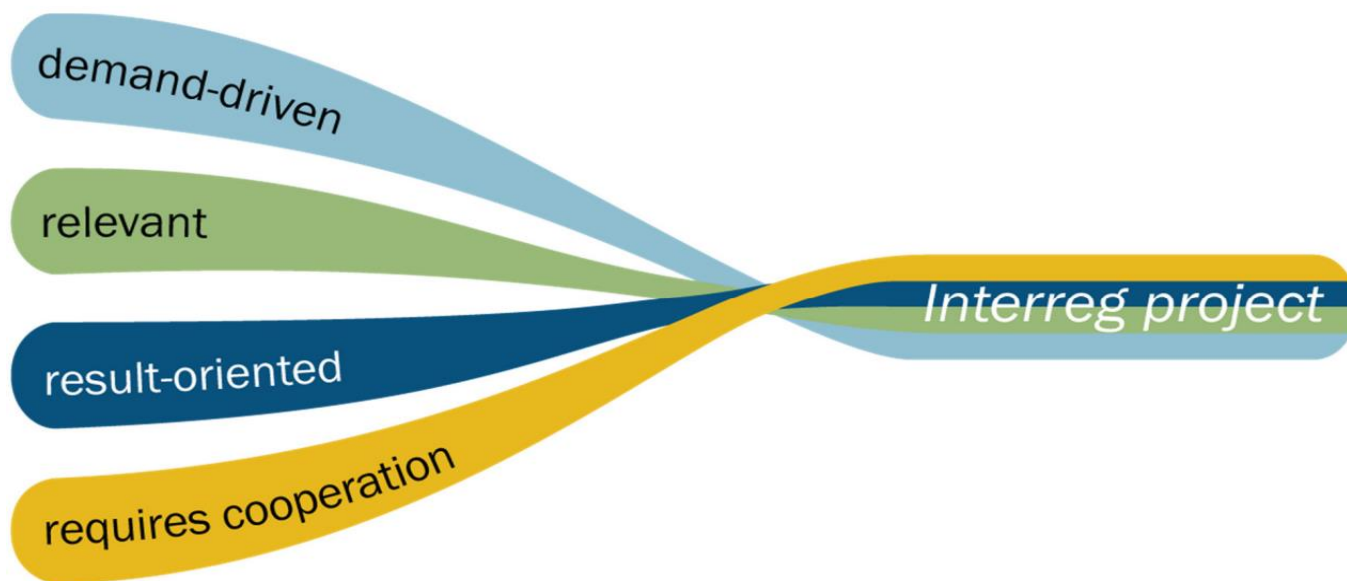


Ensure a dedicated budget for a Communication officer who will coordinate, oversee and implement your project communication activities

Capitalisation

What is Capitalisation of results within Interreg Programmes?

➔ **Capitalisation** is the transfer or re-use of project results



Interreg Programmes ask citizens to take part in projects that solve problems through joint solutions

They are known to bring together partners from various sectors (decisions makers, academics, companies) and that's why **INTERREG** results are often more innovative (thanks to cooperation) on challenging topics, like green transition, risks management, blue economy, sustainable tourism

How to identify your capitalisation activities

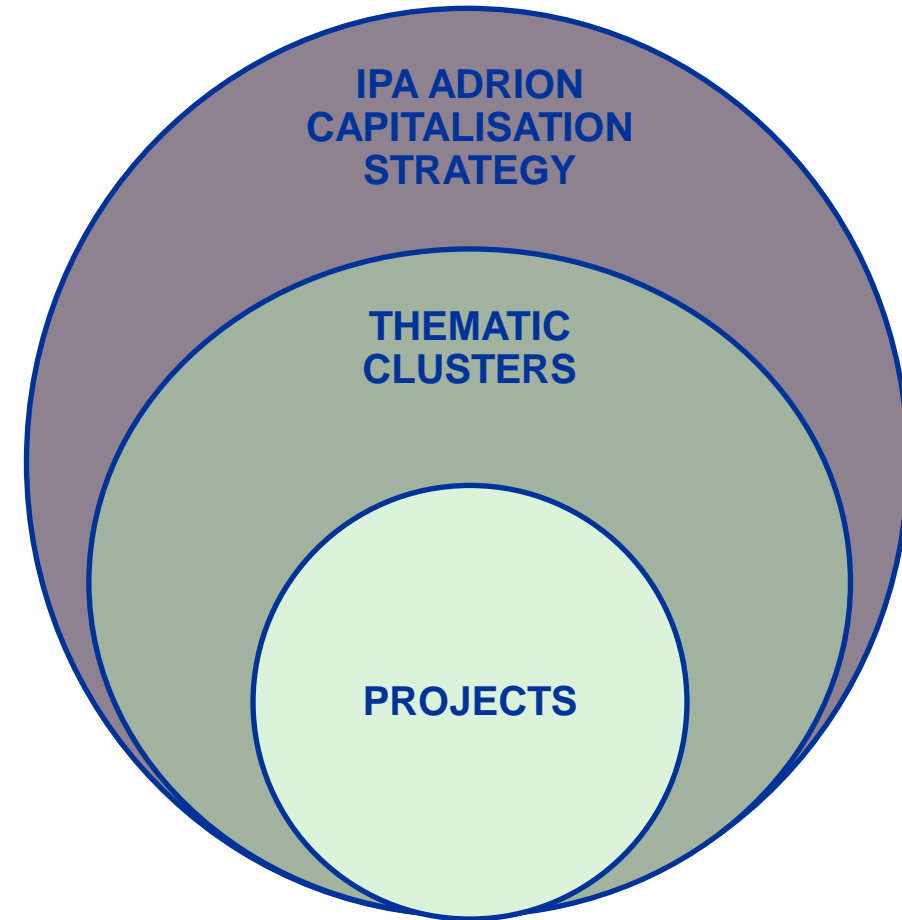
- Plan in advance, a roadmap of possible actions is strongly recommended
- Identify in advance who can reuse your results: other projects, Thematic Clusters, Communities, other funding schemes or institutional organisations (Public administration, NGOs, etc.)
- Link capitalisation with communication activities, which can contribute to influence policy debate or transfer tools beyond the project area, ensuring that results have a lasting impact
- Ensure capitalisation activities are present in the Application Form

Examples of Capitalisation actions

Following its previous experience, the IPA ADRION programme will continue to animate Thematic Clusters providing with a platform to boost exchange of expertise and knowledge, as well as networking

Possible capitalisation activities may concern:

- Participation to IPA ADRION Thematic Clusters
- Organization of macroregional events
- Organisation of Awareness Campaigns
- Joint thematic meetings to exchange on projects' content and outputs
- Exchange visits between projects
- Joint dissemination activities such as joint (final) conferences addressing common stakeholders.



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THANK YOU FOR YOUR ATTENTION !

For any queries please contact

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