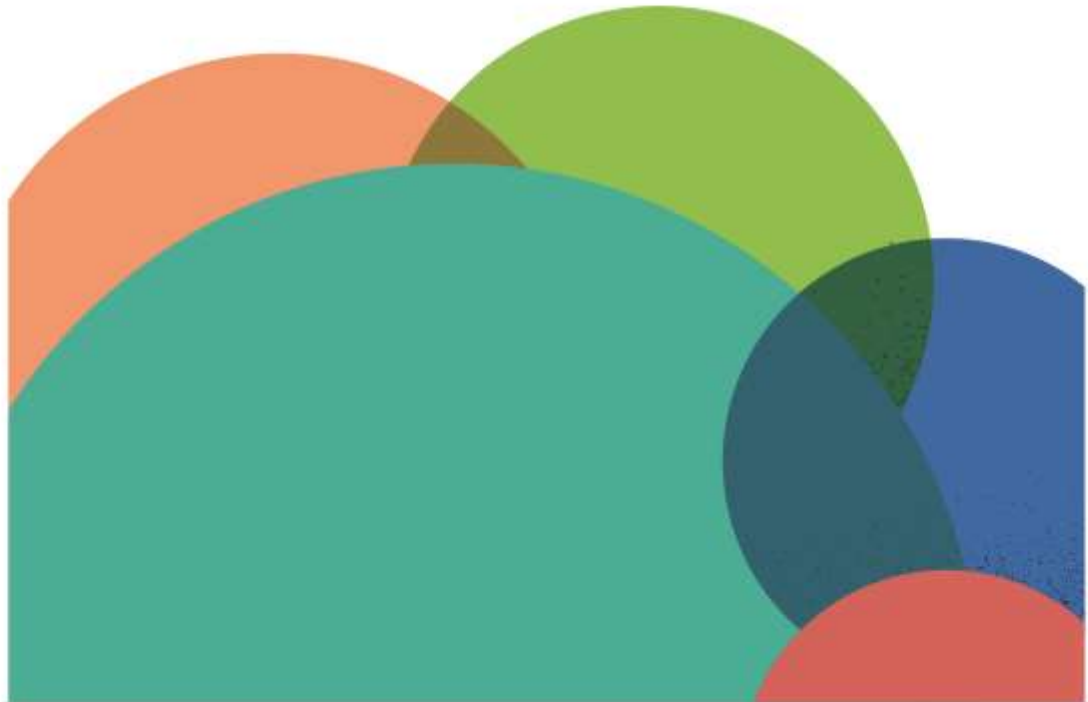


## Interreg IPA South Adriatic (Italy–Albania–Montenegro 2021-2027)



# PROGRAMME MANUAL

## 1.2 Communication Strategy of the Interreg IPA South Adriatic

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## Introduction

Communication is essential to ensure the success of EU funded Programme and projects, first of all because it is necessary to demonstrate to the wider public how European funds in general are being spent, but also because public authorities have to demonstrate the added-value of their cooperation actions financed by EU funds. That is why it is important to pay attention to communication, at all the stages of the Programme implementation, considering it as a useful tool to achieve the Programme's objectives.

This Communication Strategy is the text of chapter 5 and Annex 06 of the Interreg IPA South Adriatic Programme (i.e. CCI 2021TC16IPCB008 (Interreg VI-A) IPA Italy Albania Montenegro (South Adriatic), which was developed in compliance with art. 17 (3) (h) of the Interreg Reg. (EU) 2021/1059 during the programming exercise. It widely builds up on the 2014-2020 communication work, and it was agreed upon by the Programming Task Force, representing the participating countries. Finally, it was adopted by the European Commission, together with the Programme through the Decision C(2022)6940 on 26/09/2022.

In compliance with article 30 (1) (e) of the Interreg Reg. (EU) 2021/1059, during its regular meetings at least twice a year, the Monitoring Committee monitors the implementation of concrete actions deriving from this Communication Strategy, which are carried out under the responsibility of the Managing Authority, assisted by the Joint Secretariat and the National Authorities, assisted by the National Info Points.

### 1. Objectives

Communication is not just a matter of visibility, communication is the thread that unites people and territories, which gives value to actions, and creates a culture of cooperation.

Communication is everywhere. Communication is everybody's business. This is why it will address both internal and external targets, and will be strongly linked to Programme objectives, so as to create a cross-border South-Adriatic community.

Overall objectives of the Interreg IPA South Adriatic Communication Strategy are:



1) To inform citizens about the role of the EU in promoting cooperation across the maritime border, cohesion, and sustainable development;

2) To raise awareness about the Programme funding opportunities, and stimulate wide participation;

- 3) To give support to beneficiaries, communicate projects results, and their impact on territories;
- 4) To promote the Programme, improve its reputation towards EU institutions and Partner States, and assist candidate countries to align with EU standards.

## 2. Target Audiences and Approach

All the communication actions will reach out to a large audience from the Programme area:



- *(Potential) beneficiaries* (private/public organizations)
  - *Objective:* to inform about funding opportunities, share knowledge and best practices, and create a sense of community.
- *Community* (general public, economic/social partners, decision makers, influencers)
  - *Objective:* to inform about the role of the European Union in supporting the sustainable growth of territories, disseminate results, and create consensus.
- *Multipliers* (media, Public Authorities, NIPs, EU institutions/networks, other Programmes)
  - *Objective:* to spread the information about Programme opportunities and results through intermediaries and transnational networks.
- *Governance* (Partner States, DG Regio, MA, Programme staff)
  - *Objective:* to inform about results, and influence the administrative action for smart, inclusive and sustainable development of the involved territories.

Considering the challenges of cross-border communication, the strategy will be based on the following approach:

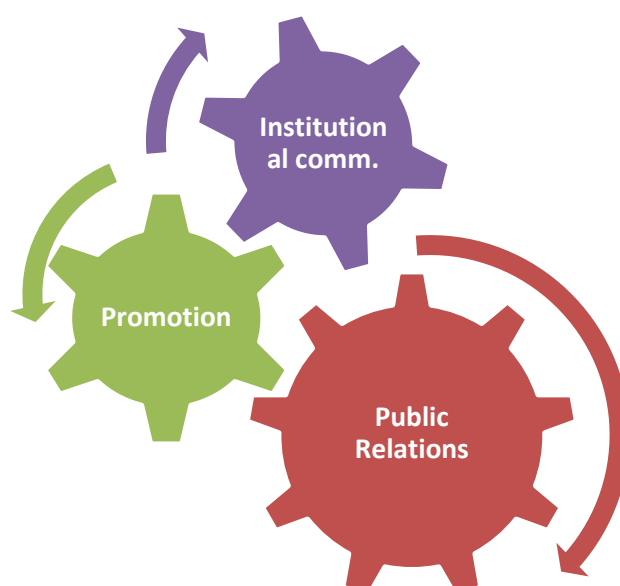
- tailor-made communication;
- dialogue with stakeholders;
- creative, tangible online & off-line actions;
- innovative communication channels;
- cross-border integrated, synergistic actions;
- plain language, key-messages respectful of differences;
- transparency, interactivity, authenticity;
- widespread dissemination of results.

Messages will be targeted to specific audiences, and will relate to EU Cohesion & Interreg Policy: simplification and result orientation. The final goal is to spread visibility of the programme achievements across the border.

English, as programme language, will be used, but targeted communication in National languages may be needed.

### 3. Channels and Tools

Programme communication follows three lines of action:



### 1. Institutional communication

- a. Harmonised Programme/Projects branding
- b. Information and communication materials
- c. Audio-visuals, podcasts, digital publications
- d. Web portal (Programme / Projects websites)
- e. Online communication (Social media, EU platforms)
- f. Internal communication (training, team building)

### 2. Public Relations

- a. Media relations (press releases, press conferences)
- b. PR activities (dialogue with stakeholders, students, citizens)
- c. Events (meetings, info-days, workshops, exhibitions)
- d. Networks (Regional/National/EU & Joint Interreg events)

### 3. Promotion

- a. Integrated communication campaigns (online/offline)
- b. Promotional materials (eco-friendly items)

As for *Social Media*, the following channels will be used:



**FACEBOOK**



**INSTAGRAM**



**TWITTER**



**YOUTUBE**



**LINKEDIN**

Depending on new IT developments the social media mix may evolve over the Programme life cycle; priority will be given to the media which can bring Europe closer to citizens.

*Green communication* will be the leitmotif of all initiatives, which means selecting energy-efficient communications & networking technologies, and minimizing resource use whenever possible (paperless communication, e-publications, recycled materials, green events).

The Managing Authority will appoint a Communication Officer, who will be in charge of all communication & visibility actions, and will work closely with the National Communication Coordinator, under the supervision of the JMC.

Operations of strategic importance financed through the programme, will benefit from special communication measures, carried out jointly by project partners, programme staff, national and regional authorities and relevant stakeholders, in order to create a cross communication network and give maximum visibility to their support.

The Programme website and all the documents provided will be accessible to persons with disabilities (availability of easy to read, sign language audio description of audio-visual material).

In compliance with art. 46 (b) of the CPR Regulation, the Programme Managing Authorities will provide data, related to all financed operations, to the Italian Ministry of Finance, in order to feed into the web platform <https://opencoesione.gov.it/it/>, where all programmes are included.

In addition, as European Cooperation Programme, information and data will be included in the INTERACT web platforms <https://keep.eu/> and <https://interreg.eu/>.

#### **4. Budget and Evaluation**

A budget of approximately 1,5 % of Technical Assistance, i.e. 950 000 € (external 600 000 € + staff 350 000 €) is designated for communication purposes. The resources will be spread for the duration of the Programme, with a peak in the initial, intermediate and final phases.

All communication & visibility actions will be evaluated on a regular basis, using external & internal evaluators.

Data will come from:

- monitoring system
- surveys
- focus groups
- interviews
- website analytics
- social media metrics
- press monitoring
- desk analysis

A detailed set of quantitative & qualitative indicators will be defined, to evaluate all communication actions and improve their performance.

Evaluation of the Communication Strategy will be part of the Programme evaluation.