



**START EASY**  
Interreg Europe

 European Union  
European Regional  
Development Fund

# Kick off meeting

@StartEasyEU #StartEasyEU

Barcelona, 05<sup>th</sup> November 2019



# Communication strategy



*Effective communication both at internal & external level is key to achieving change & successful delivery of project progress.*

*It serves to reach the project goals & maximize the impact of the START EASY, thus foresees a joint effort of the partners through the work plan allocating significant time & resources.*



# Communication objectives

1

Engage effectively with all relevant stakeholders, including policy and decision makers, to ensure joint and participatory policy development.

2

Ensure understanding among relevant & key regional stakeholders of knowledge created by interregional cooperation activities to effectively co-create Action Plans.

3

Widely promote the development and roll out of the Action Plans.

4

Effectively attract the interest of EU stakeholders facilitating scaling up and transferability of the initiative across Europe.

5

Effective internal communication to promote a steady exchange of information among all PPs, ensuring balanced participation and the development of an effective project commitment.



**Objective :**

Engage effectively with all relevant stakeholders, including policy and decision makers, to ensure joint and participatory policy development.

**Target group :**

- Policy and decision makers at local, regional and national level;
- Local, regional and national authorities responsible for and involved in SMEs & start up procedures both in & outside of PPs regions;
- MAs as permanent co-operation partners responsible for policy instrument improvements;
- Chambers of Commerce and Industry, Business Associations and other Intermediary Organisations such as Incubators, Clusters, STPs, etc.

**Activities:**

- Database creation and Newsletter set up.
- Sending Electronic invitations for peer review sessions.
- Sending Electronic invitations for RSG Workshops.
- Sending Electronic invitations for ITWs.
- Hand out of brochures and informative leaflets printed and disseminated on the events (in all PP languages).
- Placement of the posters of START EASY in main regional offices.
- Sessions and events advertised min. 3 weeks prior on PP's websites.
- Specific project description and link to the project website on the Institutional websites.
- Roll-ups created and displayed at all project events.
- START EASY video shared on partner websites, project's social media sites (Twitter, LinkedIn).
- Publishing and disseminating the Summary of GPs across Europe of start-up enabling environment.
- Promotion of and engagement of project website and social media sites to keep stakeholders informed and connected.

**Objective :**

Ensure understanding among relevant & key regional stakeholders of knowledge created by interregional cooperation activities to effectively co-create Action Plans

**Target group :**

- Policy and decision makers at local, regional and national level;
- Local, regional and national authorities responsible for & involved in SMEs & business startup procedures;
- MAs;
- Private sector stakeholders: Chambers of Commerce & Industry, SME & Business Associations, Entrepreneurs & Start-up Networks, STPs, Professional Associations, Incubators, Clusters, other Business Intermediary Organizations, leading Tech companies;
- Industry & Sector experts, and other practitioners;

**Activities:**

- Awareness raising campaigns rolled out among citizens and entrepreneurs through both online and offline channels (using social media, local institutional websites, project posters, START EASY leaflets placed at strategic points to reach entrepreneurs).
- Organization of local events and broadcasting actions.
- Consultation sessions with sector experts and practitioners.
- Direct mailing: Invitations to key project activities and meetings.
- Ad hoc meetings: Intensive exchanges are especially required for the discussion and adoption of the AP at the end of Phase 1.
- RSG meetings & workshops, programmed throughout the Phase 1 work plan.
- Invitations and promotion of ITWs.
- TSVs and other project activities of interest.
- Media coverage: Inviting the media to the main events.
- Websites: Frequent updates of social media sites, project website and instructional website (min. once a month).
- Newsletters sent of main events and news at least on a bi-monthly basis.

**Objective :**

Widely promote the development and roll out of the Action Plans.

**Target group :**

- (Mass) Media;
- The Civil Society;
- The wider EU public;

**Activities:**

- Dissemination events: Two per region during phase 1, first: presenting Interregional Study key findings; and second: presenting Action Plan.
- Media coverage: Inviting the media to the main events, contacts them on a regular basis. News releases targeting local, regional, national and EU media outlets (Euractive, EUobserver, European Voice, etc.). Target: 80 Press Releases.
- Partner events: Exploitation of PPs (but also associated organizations) far reaching campaigns surrounding their services/activities to disseminate START EASY. Target: 12 events
- Closure communication activities: A Final conference of Phase 1 held in Brussels (Interregional Exchange Final Conference), expecting the participation of all PPs, stakeholders and other EU regions and countries.
- Websites: Frequent updates of social media sites, project website and instructional website (min. once a month)
- Newsletters sent of main events and news at least on a bimonthly basis.

**Objective :**

Effectively attract the interest of EU stakeholders facilitating scaling up and transferability of the initiative across Europe.

**Target group :**

- European policy makers;
- European institutions;
- MAs from other EU countries and regions;
- Public bodies and agencies from other EU countries and regions;
- Sector experts and other practitioners;
- Financial & Funding Agencies;
- EU Networks related to the topic (mainly: Enterprise Europe Network (EEN), European Business Network (EBN), European Startup Network (ESN), Startup Europe Regions Network (SERN));

**Activities:**

- Joint workshops and clustering activities: Joint activities with other EU / INTERREG projects and/or any sister project of the previous and current call within the same Programme Thematic Objective. Target: 3 activities.
- Policy Learning Platform: Contribution in terms of content -when requested- and active sharing of knowledge and experience.
- External events: Participation in Annual EBN, ESN & SERN etc. meetings. Target: 2 events per semester at project level.
- Publishing at least 2 peer reviewed publications/articles in magazines or journals.
- Websites: Frequent updates of social media sites, project website and instructional website (min. once a month).
- Newsletters sent of main events and news at least on a bi-monthly basis.



**Objective :**

Effective internal communication to promote a steady exchange of information among all PPs, ensuring balanced participation and the development of an effective project commitment.

**Target group :**

- PPs;
- Stakeholders and other associated organizations;
- Third parties (subcontractors providing assistance in the implementation of specific project activities)

**Activities:**

The following communication tools will be set up:

- Emailing, Phone and Skype / GoToMeeting, ensuring interactive communication exchange between the LP and PPs.
- Periodic Skype / GoToMeeting conferences to inform on project developments and coordinate project activities.
- Online file sharing system to share, store and access all project information such as documents, data, photos and videos in the Cloud (DROPBOX or Google DRIVE).

# Expected outputs and results



# Expected outputs

- 8 stakeholder engagement plans. A total of 7 meetings are expected to take place in each region/country throughout Phase 1;
- 8 interregional exchange activities reports elaborated by partnering regions/countries, covering key findings resulting from experiences exchange & mutual learning.
- 8 regional/country co-evaluation reports elaborated by partnering regions and coordinated by P2 with the support of a subcontractor.
- An interregional peer review report elaborated by peer review experts based on the 3 sessions (Barcelona, Bologna & Gent)
- An interregional analysis of policy instruments in Europe with a shared analysis of gaps, strengths & opportunities for policy change as well as a diagnostic of challenges ahead;
- 3 Interregional Thematic Workshops reports of main conclusions & recommendations of the workshops organised in Vilnius, Warsaw & Paris;
- An IBGP in Europe, documenting extensively 40 GPs identified, some of them further explored through Thematic Study Visits;
- 8 Action Plans developed by the end of Phase 1.
- In communication: media appearances, roll ups, posters, brochures, newsletters and publications, micro-sites, dissemination events, and social media posts;
- In management: Programme Manual training materials, SC minutes, work plans, reporting & payment claims.

**In general, it is expected that as a result of START EASY, the capacity at individual, organisational, stakeholder & external level is enhanced, counting more than 87 policy learning events organised through Phase 1 and 2.**



# Indicators



# General indicators

Result indicators	Target
Number of Growth & Jobs or ETC programmes addressed by the project where measures inspired by the project will be implemented 100% of policy instruments addressed with structural funds link	5
Number of other policy instruments addressed by the project where measures inspired by the project will be implemented 100% of policy instruments addressed without structural funds link	3
Estimated amount of Structural Funds (from Growth & Jobs and/ or ETC) influenced by the project (in EUR)	1,500,000
Estimated amount of other funds influenced (in EUR)	1,000,000

# Policy instrument

Policies	Self-defined performance indicators	Target
Policy 1	Increased number of business registration and interaction with the public administration through digital means. Target value: 15% increase	15
Policy 2	Increased number of business start-up projects. Baseline value: 10% - Target value: 20%	10
Policy 3	Number of start-ups receiving support (including improved financial support measures): 50	50
Policy 4	Improved satisfaction of startups / SMEs seeking funding. Target value: improvement by 10%.	10
Policy 5	Improved measured satisfaction of start-ups benefiting from the instrument. Target value: 10% improvement.	10
Policy 6	Improved entrepreneurs/start-ups satisfaction in the procedure of business registration and interaction with the public administration by 2021. Target value: Improvement by 15%	15
Policy 7	Satisfaction survey carried among the users of the GES's services and the administrative services that work with the GES in 2021. Target value: improvement by 15%	15
Policy 8	Increased number of startups. Target by 2022: Increase by 5%.	5

# Outputs indicators

Output indicators	Target
Number of policy learning events organised	64
Number of good practices identified	40
Number of people with increased professional capacity due to their participation in interregional cooperation activities	100
Number of action plans developed	8
Number of appearances in media (e.g. press)	40
Average number of sessions at the project pages per reporting period	850

**Next step : Bologna**





## 28<sup>th</sup> and 29<sup>th</sup> of January 2020

- Report of semester 1: exchange of experience, communication and project management
- List of good practices
- Financial situation : list of expenditure, forecast, bank account
- Work plan of semester 2



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Thank you!

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