



# World Café Summary

These tips and suggestions were shared by the participants of the Interreg Europe communication seminar in Budapest on 23 January 2020. During a world café session, the project representatives discussed various issues related to communication in small groups, raised questions on the challenges they have faced, looked for solutions, and shared experiences, tips and ideas for further activities.

## Communication with partners

**How to involve project partners in the communication activities? How to ensure timely inputs? What kind of tools can be used for team and stakeholder communication? What are the processes and mechanics of communication workflows between project partners (what works, what doesn't)? How to deal with non-responsive partners? How to motivate partners who are lagging behind? How to make project partners better storytellers?**

- Use different ways of direct communication.
- Maintain regular contact (even non-physical).
- Make use of online tools: Dropbox, Trello, Office 365/Teams, #Slack, Basecamp, WhatsApp, Skype (more tools listed at the end of this document).
- Share specific directions/guidelines; provide guidance and make it easier for partners to provide the input(s) you need (checklists, templates).
- Set deadlines and keep track of performance.
- Be open in internal partner communication (give credit when due, point out areas of improvement).

## Social media

**How to reach better engagement on social media? How to gain followers outside of partners? Is project presence in social media interesting for others and it is worth having an account/accounts (who are the main followers)? What are the best social media channels? What works, what doesn't?**

- Use a project hashtag – but be smart with your # choice; check availability/prior use before selecting one, keep it concise and easy to remember (and spell).
- Keep it social: present your partners, talk about your activities, interact with your followers;
- Make use of “stories” and other features beyond regular posts.
- Establish a posting schedule and share the responsibility with your partners.
- Tag @interregeurope and other relevant parties.
- Cooperate with other projects or entities with similar interests (cross-post, share, comment on what others are sharing).
- Leverage personal and institutional accounts to spread your message to a wider audience.
- Include a website link to posts.
- Think about who you are talking to – keep your audience in mind.



- Clearly plan the focus and content of each channel you have chosen (same content in each channel is boring; tailor your content to suit the channel(s) you have selected).
- Test and adapt – don't forget to measure and evaluate what works and what doesn't, and adjust your content accordingly.

## Newsletters

**How to prepare an attractive newsletter? How to launch a project newsletter? How to use newsletter as a powerful communication tool? How to attract subscribers?**

- Know who you are addressing:
  - Tailor the content to the needs of your audience.
  - Concentrate on the quality of subscribers (vs. quantity).
- Promote your newsletter:
  - Add a subscription link to your project website.
  - Share the newsletter via social media (e.g. LinkedIn or other channels).
  - Add the subscription link to your personal email signature.
- Make it easy for people to subscribe: encourage people to subscribe during events.
- Making a good stakeholder mapping in each region and using the stakeholders to share the newsletter further.

## Website

**How to gain visibility for the project website? What about use of different languages? How to make use of the project website (news/events etc.)? SEO tools to obtain better organic positioning of content?**

- Promote your project website: add a link in your email signature, include a link in your communication materials/documents.
- Keep the content of your project website in English (programme language), but make use of other languages when fitting:
  - Encourage partners to share information in local languages on their institutional website (add a link and at least a short summary in English on the project website).
  - Test content in different languages on social media.
- Make use of every event you attend:
  - Promote your project (and website) when you attend.
  - Let others know you will participate and publish the event on your website in advance.
  - Share highlights or main take aways as a news article after the event.
- Keep the character limits in mind: think of a short, catchy title for your articles/events.
- Add photos and visuals to illustrate your content. At the moment, a photo library/gallery feature is not available on project websites. If you wish to share photos, you can test other platforms, make use of html editing features and embed your images/albums.
- Make it easy for partners to contribute:
  - Provide templates for news and events (or google forms) for project partners;
  - Think about campaigns: meet our partners, interviews of stakeholders; and
  - Feature content from all partners.



- Keep your website up to date (landing page as well as news/events and other sections) and make sure you include keywords relevant for your project (also for SEO purposes). Search engines in general do not crawl content of PDF files (or videos/images, for that matter). Whenever you publish an interesting report or other files, make sure you also share news about it (summary, article, relevant tags).
- Each project receives a monthly Google Analytics report about the project website; make use of it! (the report is sent to web admin(s) of each project).

We have collected some useful information on the [project website help page](#), so have a look and find answers to the most frequently asked questions. If you have any questions or problems, you can always contact [your communication officer at the joint secretariat](#).

## GDPR

**Who should be the keeper of records? Are there any guidelines/rules (e.g. disclaimers on website or newsletter)? What about GDPR in events/dissemination?**

GDPR is an issue that raises many questions, particularly when it comes to practice. In principle:

- You should ensure that you have obtained an explicit consent from the recipients included in your mailing lists and that you can prove this. This applies to any list(s) you might be using.
- While collecting this consent, sufficient information should be provided to the recipients about the purpose of collecting their personal data and how to exercise their right of access, modification and deletion of their personal data.
- Any personal data collected should only be used for the purpose for which it was collected. For instance, a mailing list for project newsletter should only be used to disseminate the newsletter (unless the purpose has been explicitly outlined in broader terms when collecting the consent).
- You should provide an easy way for subscribers to unsubscribe. For instance, each newsletter should include a link to unsubscribe or email address to send request to be removed from the mailing list.
- 'Personal data' covers also images and for instance photography during events. Before publishing photos, quotes or other such content, make sure you have the consent of the person to share the material.
- Limit access to personal data. Don't share lists with contact information or other personal data. Appoint register keepers (for instance the lead partner or communication manager for communication purposes).

For details, we encourage you to check with your national authorities and review your institutional guidelines. National and institutional rules differ. Therefore, we encourage you to agree on shared principles together with your project partners.

## Media

**How to get the visibility in the media? How to engage the media? How to get the international media interested in a project?**

Most media-related questions were discussed during the workshop on 'How to work with media?'. Have a look at the [presentation](#) and keep in mind:

- Country comparisons (take stock of the specific characteristics of media in different countries/regions); and



- News-jacking (use the possibilities to highlight the relevance of your project; talk about something that is already in the news).

## Target audiences and tailored messages

**How to communicate on a project that speak about policies/suggestions to policy makers and have no contact with people? How to reach SMEs (get them to participate in meetings etc.)? How to promote cooperation with other Interreg projects? How to engage your audience? How to reach different target audiences?**

- Leverage networks to reach your stakeholders: for instance, to reach SMEs, work with relevant associations and innovation intermediaries.
- Look for synergies and go to your audience: piggy-back on other events.
- Make use of unusual venues (e.g. bus, jazz club) to make your events special.

## Tools

**What kind of tools can be used in project communication? What kind of communication tools can be used for creative content creation? How to develop a catchy video for project dissemination purposes? Are there any good examples of communicating about good practices? What kind of tools to use for internal file/document sharing?**

- Communication with stakeholders: teams or other online tools where all partners can share documents and messages can be useful.
- Videos can be very useful to add a creative touch to your communication. With plenty of tools (free and paid) available for video editing, creating short clips does not even require a lot of time or expertise.
  - Make use of online tools: for instance OpenShot video editor
  - Seek help from schools (film students)
  - Think about ways to turn your content into animations (several template-based tools available online)
- Think about where and how the videos will be shared: make different versions of the same video for different media (short clips for social media, longer videos for other purposes).
- Content creation is also becoming easier thanks to easy-to-use online tools. Have a look for example at:
  - Canva (simple graphic design tool for web and print media or graphics),
  - Infogram (creating infographics, reports and maps),
  - Genially (creating interactive content), or
  - Picktochart (creation of infographics, presentations and flyers).

**Extra tip: Have a look at videos from other projects and share your video(s):**

<https://docs.google.com/spreadsheets/d/1Q-i28ARJlv1W16JpMb6MMKUI4qMMAcw9FbtMny4bxKo/edit?usp=sharing>



## Extra tips

### Tip 1: Make use of the resources available for projects:

- Programme manual:  
<https://www.interregeurope.eu/about-us/programme-manual/>
- Guidance for project implementation:  
<https://www.interregeurope.eu/projects/implement-a-project/>
- Resources for projects (Google Drive):  
[https://drive.google.com/drive/folders/0B\\_2u8LvpD\\_IzQndsY19rUFFzSFk](https://drive.google.com/drive/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk)
- Tools and templates shared by other projects:  
[https://drive.google.com/drive/u/1/folders/1XIYG4j2X\\_p15kFx2z-nhyats0EL6hRpE](https://drive.google.com/drive/u/1/folders/1XIYG4j2X_p15kFx2z-nhyats0EL6hRpE)

### Tip 2: See if the tools available online might be useful for your project

NOTE: The list below is a compilation of suggestions collected from Interreg Europe project partners during events. The list is not comprehensive or exhaustive, it merely serves as an example of the range of tools available (both free and paid). The joint secretariat does not provide any particular recommendations for the purchase and/or use of any of the tools listed below.

Title	Website	Description
Google drive	<a href="https://www.google.com/drive/">https://www.google.com/drive/</a>	Platform to store and share documents.
Microsoft OneNote	<a href="http://www.onenote.com">http://www.onenote.com</a>	The digital note-taking app for your devices.
Base camp	<a href="https://basecamp.com/">https://basecamp.com/</a>	Web-based project management and collaboration tool. To-dos, files, messages, schedules, and milestones.
Trello	<a href="https://trello.com/">https://trello.com/</a>	Trello's boards, lists, and cards enable you to organize and prioritize your projects in a fun, flexible and rewarding way.
Slack	<a href="https://slack.com/">https://slack.com/</a>	Slack brings all your communication together in one place. It's real-time messaging, archiving and search for modern teams.
Sharepoint	<a href="https://products.office.com/en-us/sharepoint/collaboration">https://products.office.com/en-us/sharepoint/collaboration</a>	SharePoint is a web-based, collaborative platform that integrates with Microsoft Office. It is primarily sold as a document management and storage system.
Same page	<a href="https://www.samepage.io/">https://www.samepage.io/</a>	From messaging to task management to real-time document collaboration, Samepage brings it together in a single desktop and mobile app.
Only office	<a href="https://www.onlyoffice.com/">https://www.onlyoffice.com/</a>	It is an online office that enables you to manage documents, projects, team and customer relations in one place.



Drop box	<a href="https://www.dropbox.com/">https://www.dropbox.com/</a>	Dropbox simplifies the way you create, share and collaborate. Bring your photos, docs, and videos anywhere and keep your files safe.
Yammer	<a href="https://www.yammer.com/">https://www.yammer.com/</a>	Yammer is a freemium enterprise social networking service used for private communication within organisations.
Go to meeting /Go to webinar	<a href="https://www.gotomeeting.com">https://www.gotomeeting.com</a>	GoToMeeting with HD video conferencing is a tool to collaborate in real time. Go to webinars helps you organise online seminars.
Adobe Connect	<a href="http://www.adobe.com/products/adobeconnect.html">http://www.adobe.com/products/adobeconnect.html</a>	Adobe Connect offers web conferencing solutions for webinar, online meeting, mobile e-learning, video conferencing and virtual classroom use.
Skype	<a href="https://www.skype.com/en/">https://www.skype.com/en/</a>	Video conferencing tool.
Mind mup	<a href="https://www.mindmup.com/">https://www.mindmup.com/</a>	Free online mind mapping tool.

#### **Do you use another tool?**

Send us an email ([communication@interregeurope.eu](mailto:communication@interregeurope.eu)) and we will update this table.