



**Interreg**   
**SLOVENIA – HUNGARY**  
European Union | European Regional Development Fund

# Update on Communication – Promotion of Programme and Projects

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Joint Secretariat / Info point

Mala Nedelja, 12<sup>th</sup> November 2018

[www.si-hu.eu](http://www.si-hu.eu)





### SIHU Annual Communication Plan - 2018

Tool	Applied method	Topic	Date	Target
Programme website and Social media (networks)	Publication of news	All information (CP and project related)	All year (average 2-3 per month)	All
		Major events (invitation, follow up)	All year	
		Results of the CP	Q1 and Q4	
		Contract Signatory Dates	Q2 and Q3	
	Storytelling	Cycling project stories (2-3 longer stories per project in parts)	Q2-Q3-Q4	General public (Potential) beneficiaries
	Publication of news	Announcing photo competition	September (results next year)	
		Announcing Best practice (project) contest	Q3 or Q4 (results in 2020-22)	(Potential) beneficiaries
Seminars / Workshops	Workshop	Reporting and control	November	(Potential) beneficiaries
Individual consultations	Personal, on-line	Application, eligibility	All year (upon request of beneficiaries)	(Potential) beneficiaries
Events for the general public	Annual event	EC DAY 2018	September	All
Press conference	Linked to official CP events	Contract Signatory Ceremonies (max 2)	Q2 (and Q3?)	Media (Potential) beneficiaries
Press release	Linked to official CP events	Contract Signatory Ceremonies (max 2)	Q2 (and Q3?)	Media
		EC DAY 2018	September	
Media relations	Press conference	Contract Signatory Ceremonies (max 2)	Q2 (and Q3?)	Media
	Press release	Contract Signatory Ceremonies (max 2)	Q2 (and Q3?)	
		EC DAY 2018 (follow-up)	September - early October	
Press advertising	Annual event	EC DAY 2018	September	General public
Radio	Linked to official CP events	Contract Signatory Ceremonies (max 2)	Q2 (and Q3?)	General public
Television	Linked to official CP events	Contract Signatory Ceremonies (max 2)	Q2 (and Q3?)	General public
		EC DAY 2018 (on-site report)	September	
Outdoor campaigns	Annual event	EC DAY 2018	September	All
Contests	Target group oriented contest	Photo competition	September (results next year)	General public
		Announcing the Best practice (project) contest	Q3 or Q4 (results in 2020-22)	(Potential) beneficiaries

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# Workshops in 2018

## For potential applicants and project partners

- Status of the Cooperation Programme
- Intervention logic
  - Most common mistakes
  - Good examples
- Information and communication requirements
  - Good and bad examples
- Reporting in the Electronic Monitoring System (eMS)
- Presentations of successful projects
- Roundtable





# Workshops in 2018

## For Programme bodies

- Use of the Arachne Risk Scoring Tool
  - National first-level controllers (AT, HU, HR, SI)
  - Audit Authority
  - Test of new knowledge



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# Knowledge Exchanges in 2018

- Implementation of ETC programmes – Kosovo and Macedonian representatives
  - Experience of managing CBC programs (institutional structures, measures for better program management)
  - Elimination of administrative burdens for beneficiaries
  - Information system (eMS)
  - Implementation of the European cohesion policy
- Knowledge exchange among CBC Programmes
  - Interreg V-A SI-HU, SI-AT, SI-HR, AT-HU and HU-HR
  - Managing Authorities and Joint Secretariats
  - Programme management experiences
  - Use of the electronic monitoring systems (eMS and IMIS)
  - Risk assessment tools (Arachne), measures to prevent corruption and fraud
  - Programming challenges for 2021-2027







# Individual Consultations in 2018

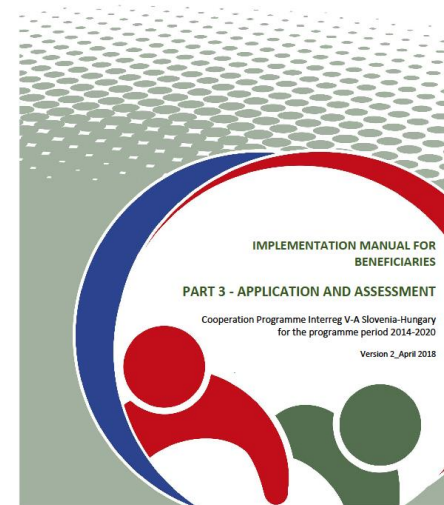
- Project development
  - Between Applicants and JS / Info Points
  - Face-to-face meetings, online and phone discussions
- Application, eligibility, eMS, etc.
- 10 occasions in 2018 + many email and phone





# Publication of Guidelines

- Corrigendum of the Open Call
  - procedure for verifying the administrative compliance and eligibility of applications
- Modified Implementation Manual Part
  - Part 3 – Application and Assessment
    - 1.5.1.1 Administrative and eligibility check





# ERDF Contract Signature

- GardEN
- **Green Line**
- **Folk Music Heritage**
- **Wine picnic**
- **ETHOS LAND**







# Annual Event – EC Day 2018

- Joint event – Painting our future together
- „Cycling Adventure in Porabje”
  - 130 participants
  - Presentation of Green Exercise project at stops



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# Programme website and social media

- Website (<http://www.si-hu.eu>)
  - 34.509 visits by 5.802 visitors
  - 30 e-newsletter, 272 subscribers
  - 34 e-news
    - From the European Commission – 3
    - Open call related – 7
    - SIHU CP related – 8
    - Project news – 16





# Programme website and social media

- Facebook page  
(<https://www.facebook.com/InterregSIHU/>)
  - 40 posts
  - 159 people signed up and liked
  - Average number of reaches per post: 244,1

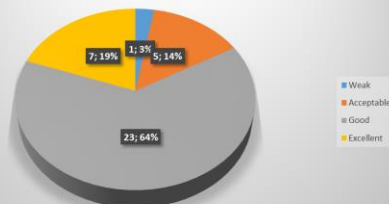




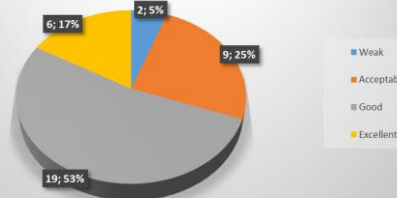
# Other Communication Measures in 2018

- Questionnaire for the general public
  - 36 respondents
  - 7 questions
  - focused on the visibility of the CP Interreg SI-HU

6. How do you rate the Programme website in general?



7. How do you rate the Programme Facebook page in general?

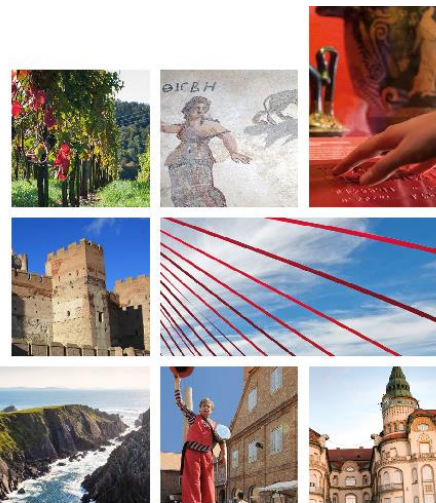






# Other Communication Measures in 2018

- Interact e-book:  
*Inspiring examples of Interreg cultural heritage projects in the framework of the 2018 European Year of Cultural Heritage*
- TV appearances
- Roll-ups
- Promotion items
- Unified visual identity



**Connecting  
Cultures,  
Connected  
Citizens**





# For more / update information please visit:

<http://www.si-hu.eu>

<https://www.facebook.com/InterregSIHU/>

# Thank you for your attention!