



Update on Communication – Promotion of Programme and Projects

Krisztina ERDŐS

Joint Secretariat / Info point

Gosztola, 23rd March 2018

www.si-hu.eu





Looking back – Plan for 2017

Communication Tool		Main Target Audience	Date of Implementation
1	Workshops	Potential beneficiaries Reporting	1 st quarter of the year 2017 2 nd quarter of the year 2017
2	Publishing the E-Newsletter	<ul style="list-style-type: none">- general public- the media- programme partners, expert and political public- (potential) beneficiaries	all year
3	Signing the Subsidy Contracts	Beneficiaries	January 2017 2 nd half of the year 2017
4	Annual event (European Cooperation Day 2017)	<ul style="list-style-type: none">- general public- the media- programme partners, expert and political public- (potential) beneficiaries	In the week around 21 st September 2017



Workshops in 2017

For potential applicants and project partners

- 2nd March 2017 – Zalaegerszeg (HU)
 - Cooperation Programme
 - Most common administrative mistakes
 - Rules on the eligibility of expenditure
 - Information and communication requirements
 - Annexes to the application form
 - Electronic Monitoring System (eMS)
- 22nd June 2017 – Rakičan (SI)
 - How to prepare a quality project?
 - Most common mistakes
 - Project preparation considering reporting aspects
 - Roundtables on
 - Pre-conditionality, target orientation and sustainability
 - Quality of projects in terms of the Interreg V-A SI-HU Cooperation Programme
 - Assessment of the implementation of CP Interreg V-A SI-HU





Workshops in 2017

For Programme bodies

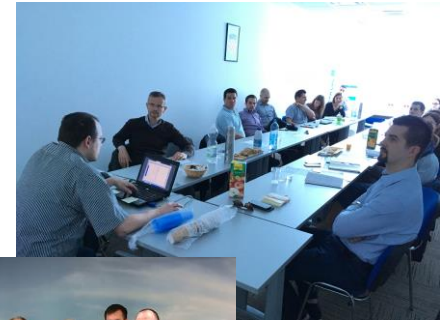
- Improve and speed up the approval of progress reports
 - National first-level controllers (AT, HU, HR, SI)
 - Certifying Authority
- Qualitative and faster implementation of audits
 - Audit bodies (AT, HU, HR)
 - Audit Authority (SI)
 - Pre-audit processes in the eMS
 - registration, composition of the application form, assessment of applications
 - Reporting process, module of the first level control, the project progress reports
 - Module for the Certifying Authority
 - Module for audits and financial corrections





Knowledge Exchanges in 2017

- Interreg IPA CP Croatia-Bosnia and Herzegovina-Montenegro and Interreg IPA CP Croatia-Serbia
 - Transfer of experience to MAs and JSs
 - Interreg V-A SI-AT, SI-HU and SI-HR
 - Experience with the eMS information system
 - drawing up of contracts and progress reports and making of payments
- Knowledge exchange with the Central Baltic
 - Interreg V-A SI-HU, SI-AT and SI-HR
 - Head of the Managing Authority
 - Programme and beneficiary use of the eMS
 - By Baltic Urban Lab project





Individual Consultations in 2017

- Project development
 - Between Applicants and JS / Info Points
 - Face-to-face meetings, online and phone discussions
- Application, eligibility, eMS, etc.
- 37 occasions in 2017





Publication of Guidelines

- Version updates of Implementation Manual Parts
 - Part 5 – Reporting on Project Progress
 - Part 6 – Information and Communication
- New Implementation Manual Part
 - Part 7 – Archiving and Closure
- Updates in FAQ





ERDF Contract Signing Ceremonies

- **GO IN NATURE**
- **ESCAPE**
- **Right Profession II**

27th March 2017



Gosztola, 23rd March 2018



ERDF Contract Signing Ceremonies

- **IronCurtainCycling**
18th September 2017



- **Guide2Visit**
26th October 2017



Gosztola, 23rd March 2018



ERDF Contract Signing Ceremonies

- **TELE-KA-LAND** 7th November 2017
- **MURA RABA TOUR**
- **Horse based tourism – HBT**
- **e-documenta Pannonica**
- **Back in the day**





Annual Event – EC Day 2017

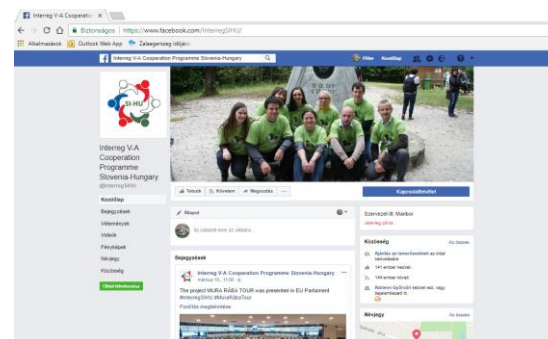
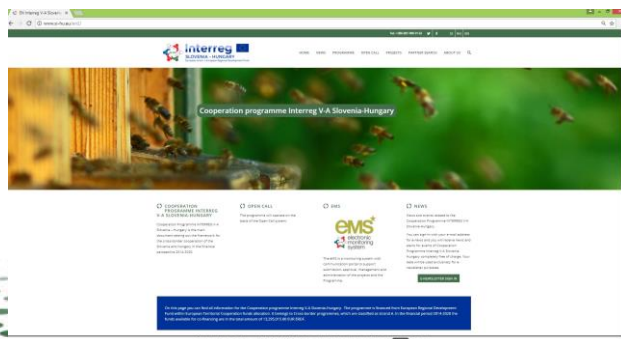
- Joint event
- Hike to the Pohorje hill of Maribor
 - 350 participants
 - SI, HU, AT, HR
 - Presentation of projects at stops
 - Mura Raba Tour





Programme website and social media

- Website (<http://www.si-hu.eu>)
 - 32 e-news
 - 17.178 visits by 6.247 visitors
 - 35 e-newsletter, 224 subscribers
- Facebook page (<https://www.facebook.com/InterregSIHU/>)
 - 37 posts
 - 139 people signed up and liked
 - 951 reach with a single post





Programme website and social media

Page

Notifications

Insights

Publishing Tools

Settings

Help

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews


Actions on Page

Posts


Events


11/08/2017

3:23 pm



Subsidy contracts of five projects from the 3rd submission round w






951


36

18





11/06/2017

1:40 pm



Attention! 4th deadline for submission of project applications is 'rou






81


8

6





10/31/2017

9:08 am



Subsidy contract of the project G uide2Visit signed in the frame of t

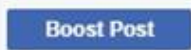




117


21

10





10/16/2017

1:38 pm



Cooperation Programmes Interreg V-A Slovenia-Hungary, Slovenia

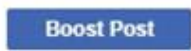




212


19

13





10/12/2017

3:47 pm



Presentation of the project Mura Raba Tour The Society of Tourist






251


47

12





09/26/2017

3:01 pm



It was a great event on last Saturday! #ECDAY2017 #ToGoFarGoT






490

57

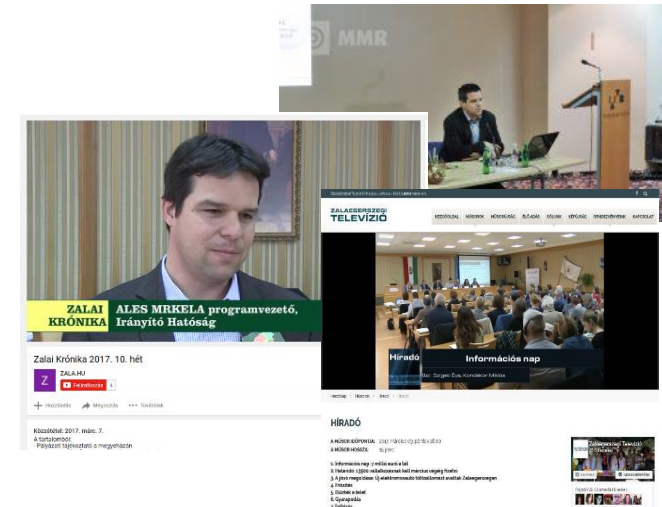
30





Other Communication Measures in 2017

- CP introduction at the AGRA International Agricultural Fair
- TV appearances – 5
- Roll-ups
- Promotion items
- Unified visual identity
- Questionnaire for the general public





Communication Plan - 2018

Krisztina ERDŐS

Joint Secretariat / Info point

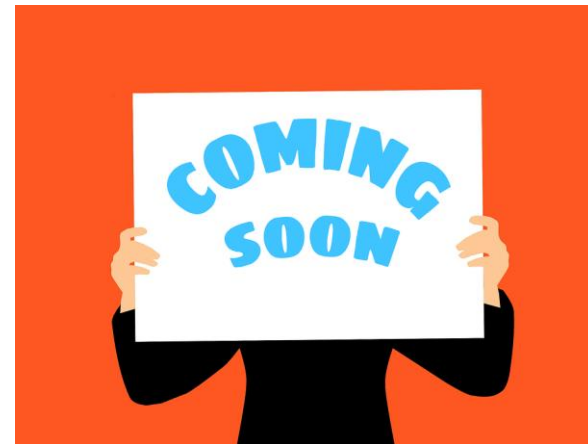
Gosztola, 23rd March 2018





Communication Plan for 2018

- **Basis**
 - Communication Strategy
 - Findings of the Evaluation
 - Number and contents of ongoing projects
- **Traditional activities and tools**
- **Introducing new activities and tools**
- **Overall communication topic**





New in Communication

- **Main topic** – cycling
- **New tool** – **Storytelling**
 - Cycling projects
 - Programme events (EC DAY 2018)
- **New tool** – **Contests**
 - Photo competition – general public
 - Best SI-HU Project – beneficiaries





Traditional Communication

- **Website** – regular updates
- **E-Newsletters** - regular publication
- **Facebook** – regular updates
- **Individual consultations** – as per requested by (potential) beneficiaries
 - project development or fulfilment of conditions
- **Workshop/Seminar** – November 2018
 - Reporting and controls
- **Signing ERDF Contracts** – Q2 of 2018
- **Annual event** – September 2018
 - European Cooperation Day 2018





Communication Plan for 2018

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



Topic	Applied tool	Q1			Q2			Q3			Q4		
		Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
All information (CP and project related)	Programme website and Social media (networks)												
Major events (invitation, follow up)	Programme website and Social media (networks)												
Application, eligibility	Individual consultations												
Results of the CP	Programme website and Social media (networks)												
Cycling project stories	Programme website and Social media (networks)												
Contract Signatory Dates	Programme website and Social media (networks)												
Contract Signatory Ceremonies (max 2)	Programme website and Social media (networks), Press conference, Press release, Media relations (TV, radio),												
Photo competition	Programme website and Social media (networks), Target group oriented contest												
Best practice (project)	Programme website and Social media (networks), Target group oriented contest												
EC DAY 2018	Programme website, Social media, Outdoor campaigns, Event for the general public, Press advertising, Press release, Media relations (TV, radio)												
Reporting and control	Seminars / Workshops												



Activities Performed in 2018

- **Website**
 - 6 news
- **E-newsletter**
 - 7 newsletters HU, EN
 - 8 newsletter SI
- **Facebook**
 - 12 posts
- **Knowledge exchange**
 - Kosovo and Macedonian MA representatives
 - Topic: implementation of European territorial cooperation programs





For more / update information please visit:

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

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

Thank you for your attention!