TESIM

Technical support to the implementation and management of ENI CBC programmes

Supporting communication in ENI CBC programmes and projects

Overview of written resources

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Implemented by a consortium led by

particip

Background

Communication is an essential component of both programme and project management and it can even represent an important tool in the achievement of their objectives in every implementation phase. From the very beginning, communication helps to make a programme or a project recognisable among relevant stakeholders, supports their activities, reaching the necessary target audiences and engaging them into the implementation. Working hand-in-hand with monitoring, evaluation and capitalization, communication also ensures a transfer and a wider use of project experience, outputs and results underlining the positive changes of cross-border cooperation.

The importance of communication is recognized by the regulatory framework for the programming period 2014-2020 (article 79.1 of the ENI CBC Implementing Rules[1]).

The recent launch of projects brings about a new phase in the programme management cycle which, in terms of communication, manifests in the need to shift the focus from the launch and management of the calls for proposals to the demonstration of the first achievements. In this new context, an effective communication might become a challenging task for both programmes and projects. The annual needs assessment carried out by TESIM in November 2018 identified various areas of support requested by the programmes in terms of communication and capitalisation: assistance in providing support to project beneficiaries, support to communication and capitalization activities on both programme and project levels, continued capacity building of the communication managers, etc.

This document provides an **overview** of the **existing communication guidance and equivalent resources** that can be used by programmes and projects to satisfy some of the abovementioned requests. The documents mentioned in this **compilation** can be applied (partially or entirely) to the ENI CBC context, provided that the specific rules of each programme are taken into account.

The list below is non-exhaustive, thus the publication is open to new entries featuring good communication practices.
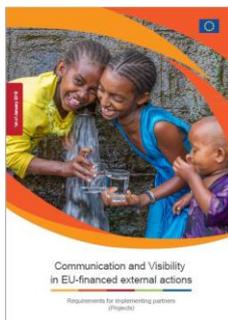
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[1] EC Implementing Regulation 897/2014

Commission's guidance

Article 79.3 of the ENI CBC Implementing Rules states that:

> The Managing Authority shall ensure that its visibility strategy and visibility measures undertaken by the beneficiaries comply with the **Commission's guidance.**

The above-mentioned Commission's guidance is represented by the updated Communication and Visibility Requirements for EU External Actions issued by the European Commission (acting as from **1 January 2018**). This document is aimed at ensuring that all actions that are financed by the EU outside its borders include information and communication measures designed to inform specific or general target audiences about the reasons for the action, the EU's support for the country or region concerned, and the outcomes and impact of that support.

It describes legal obligations regarding communication and visibility measures to be taken into account in various aspects: in development of communication plans, definition of communication tools and activities, application of visibility requirements etc.

Though this document does not lay emphasis specifically on cross-border cooperation, it must be applied both by ENI CBC programmes and projects, as appropriate. As long as the core requirements are met, adaptations can be made in order to reflect general CBC specificities, as well as those particular to each ENI CBC programme.

Target users: programme bodies (MA, JTS/BO, NA) and project beneficiaries

Useful resources - No need to reinvent the wheel!
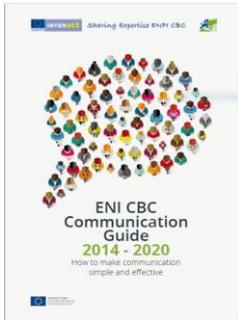
The ENI CBC Communication Guide 2014-2020 **"How to make communication simple and effective"** was designed in the beginning of the ENI CBC programming period to support ENI CBC programmes and projects in their communication activities[2].

This guide summarises in one document the conclusions of the communication study on ENPI CBC programmes, trainings, events, research and relevant guidance. It contains key steps for the elaboration of communication strategies and plans, summarizes communication tools aligned with the relevant target audiences and provides practical tips on the most common communication activities: organisation of events, writing for the media and use of a storytelling technique, choice of social media, video making, media coverage and many other.

Target users: programme bodies (MA, JTS/BO, NA) and project beneficiaries

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The communication & capitalisation pack for project beneficiaries is a written guidance which can be used by the ENI CBC project beneficiaries to improve their skills in carrying out project communication and capitalisation activities. As well, it might be used by the ENI CBC programme practitioners as a source of inspiration for the development of training materials for the beneficiaries.

Target users: project beneficiaries and programme bodies (MA, JTS/BO, NA)

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[2] Whenever the Guide refers to Commission guidance (Communication and Visibility Manual for External Actions 2010), please consider as acting the new "Communication and Visibility Requirements for the EU External Actions" 2018 (mentioned above).

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Projects are key messengers showing the benefits of EU funding with their concrete activities which directly target citizens. Thus, a well-planned project communication is essential in this process. The **Interact handbook "Project communication"** explains how programmes can support projects in their daily communication activities, give them necessary guidance and training, carry out monitoring and evaluation of project communication activities and promote project results. The handbook brings together the experiences of Interreg programmes underlying innovative approaches and useful practices (examples of guides, manuals, templates for planning and implementation of communication activities as well as agendas and presentations from communication trainings) which might serve as a source of inspiration for the ENI CBC programmes.

**Target users**: programme bodies (MA/JTS/BO/NA) and project beneficiaries

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The recently updated Interact handbook **"Communication toolkit" Version 3.0** contains global recommendations for the staff of Interreg programmes reflecting the Interreg-specific context. However, a good share of the suggested practices can be adopted by the ENI CBC programmes, such as tips for the organisation of events (including EC Day), the use of reader-friendly writing techniques, respect of the General Data Protection Regulation[3], copyright in photography and many more.

Target users: programme bodies (MA/JTS/BO/NA)

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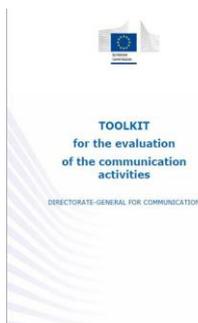
How to plan a communication activity as to ensure its success? And how can this success be measured in terms of figures? The **Toolkit for the evaluation of the communication activities** prepared by the DG COMM of the European Commission provides guidance on the planning and evaluation of communication actions. The final part of the toolkit (part 8) contains useful factsheets (pp 79-128) on how to plan communication activities (a conference, a newsletter, a website,

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[3] https://ec.europa.eu/info/law/law-topic/data-protection/data-protection-eu_en

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a publication, social media activities etc.) in order to ensure their effective monitoring and evaluation. Programme and project communicators will also find useful tips on the most suitable measurement tools and metrics, relevant indicators, data collection methods and data analysis.

Target users: programme bodies (MA/JTS/BO/NA) and project beneficiaries

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Capitalisation is quite a recent term in the CBC context. However, it is being increasingly recognised as an essential programme management practice which helps to make an effective use of project and programme results.

The **Interact publication Communication of capitalisation in Interreg** outlines the main challenges related to communication of capitalisation, describes tools and initiatives supporting the capitalisation process and how communication can showcase and promote its results to policy makers and the citizens. This practical advice can be likewise used by the ENI CBC programmes.

Target users: programme bodies (MA/JTS/BO/NA)

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Videos dominate the digital communication landscape, making up to 80% of all internet traffic. They are great tools to convey complicated messages to various target audiences. What are the occasions to produce a video? What should be taken into account while planning a video? Which free online tools are available for video-making? ENI CBC programme practitioners can find answers to their questions about video-making in the **Interact handbook Guide to video production.** This guide explores the most common as well as creative video practices in Interreg programmes, and possible solutions to typical challenges faced while working on videos.

Target users: programme bodies (MA/JTS/BO/NA)