

Strategic Digital Communication of Interreg

DISCLAIMER: This **background document** is based on the work delivered to the Customer by the company Geelmuyden Kiese. The Customer has adapted Geelmuyden Kiese's work to create this annex and any inconsistency or inaccuracy contained in it is the sole responsibility of the Customer.

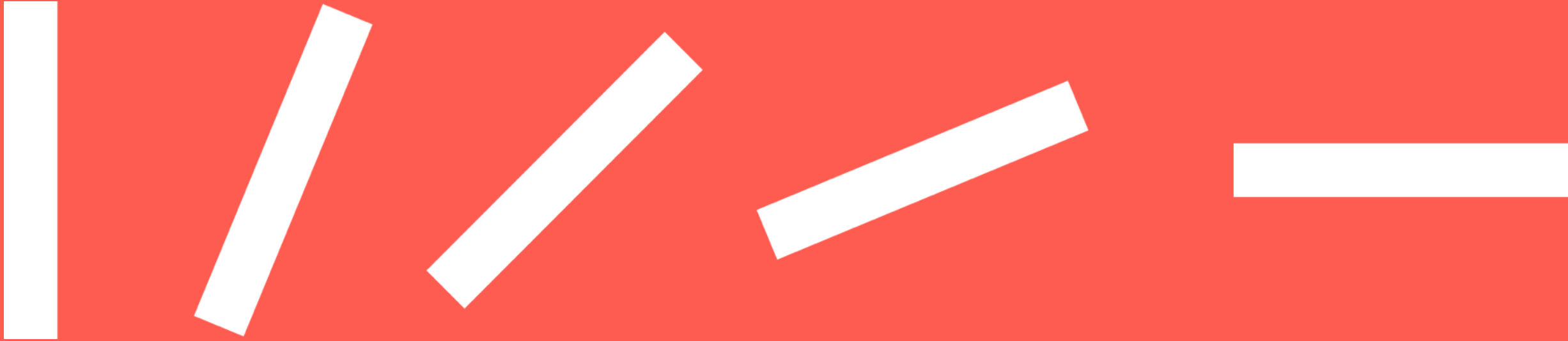
Contents

- 1. Introduction**
- 2. Website's Niche & Objectives**
- 3. Target Audiences**
 - Archetypes and key messages
 - Content insights and needs
- 4. Content Strategy**
 - Content levers
 - Content principles (recap)
 - Key messages (recap)
 - Content strategy canvases incl. KPIs and production
- 5. Production flows**
 - Examples

Introduction

All materials provided under this Contract will be featured on the Interreg.eu website and associated social media platforms. It is imperative that these materials align with the website's objectives and content principles, as outlined in this document.

The subsequent sections delineate the website's niche, objectives, and structure, offering vital insights into the needs and preferences of its target audience. Additionally, they give valuable details regarding the website's content strategy and provide examples of the workflows anticipated between the Customer and the Supplier for the creation of typical deliverables within the scope of this Contract.



Niche

The niche of the interreg.eu website and social media presence.

Niche of the Interreg.eu Website

**An impact hub
and portal to the
world of Interreg**

Featuring

- **Content to build awareness:** the what, the how, and the why, programmatic overview and high-level guidance for potential applicants.
- **Content to build understanding:** relevance and impact and provide storytelling opportunities.
- Content that is fit for Interreg outsiders.
- An experience that feels integrated with keep.eu.

The Role of the New Interreg.eu Website

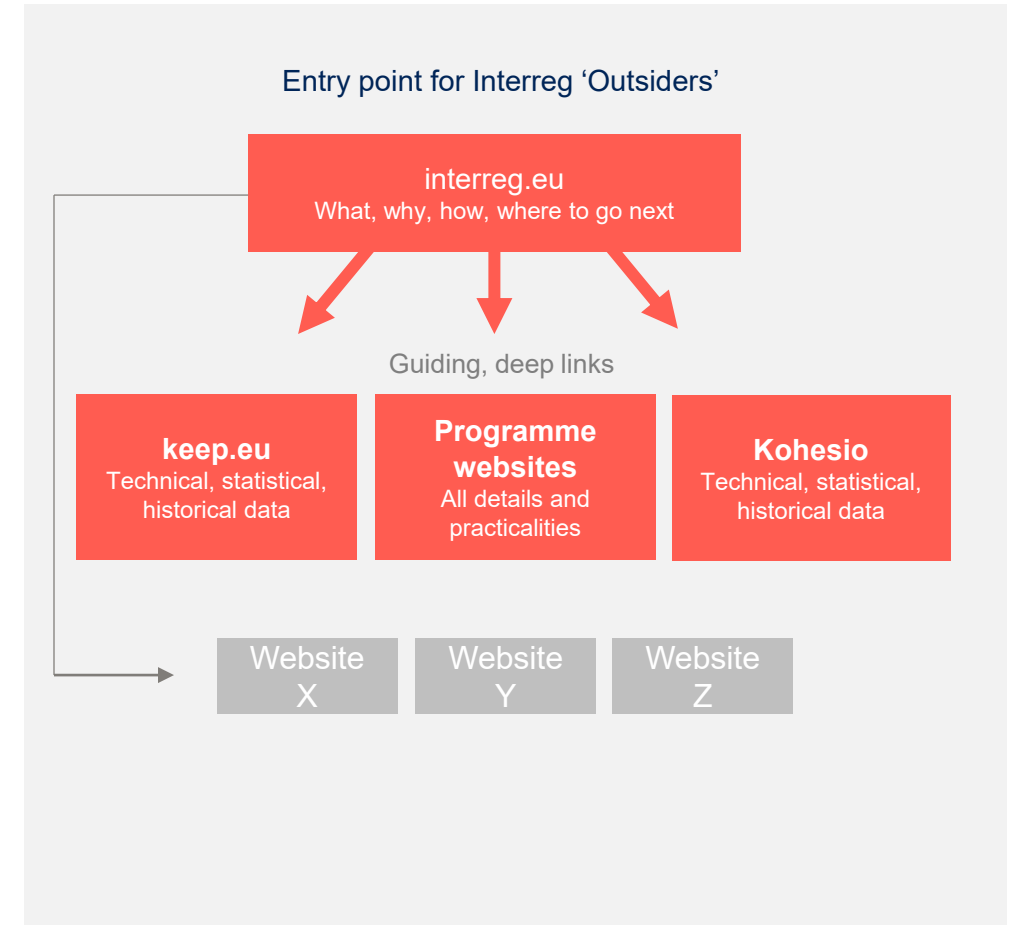
Interreg.eu - an impact hub and portal to the world of Interreg

Interreg.eu will focus on impact story telling; shining a light on the impact and results generated in the programmes and projects.

In relation to the other sites in the Interreg ecosystem, the new version of the Interreg website will be an entry point to the world of Interreg and guide users to other websites as they mature through the funnel. Additionally, it will take a wide perspective on impact (cf. content principle 4), communicate it in such a way that the message is perceived relevant and understandable for “outsiders”.

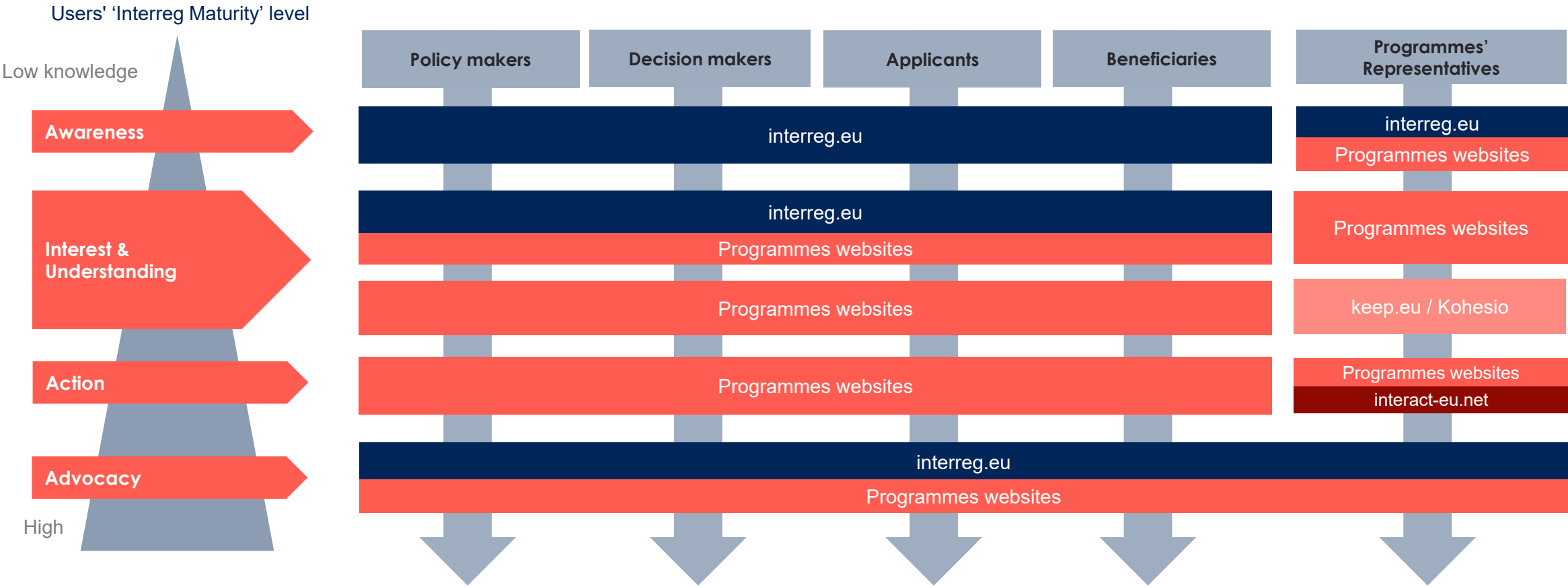
The different archetypes will typically have different maturity levels in relation to their overall knowledge and understanding of Interreg as a funding scheme, knowledge of which relevant programmes exist, their experience level in answering calls etc.

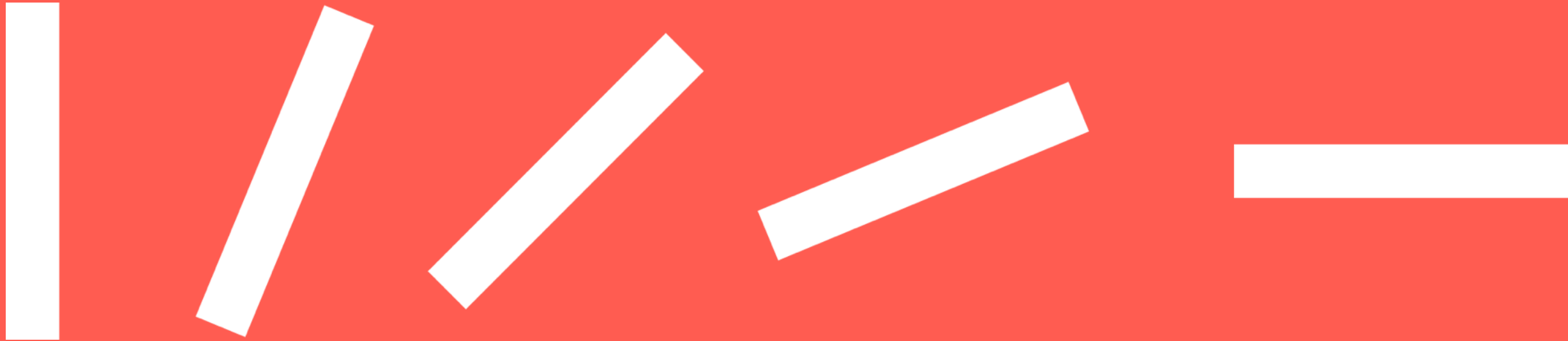
The new interreg.eu website should play a pivotal role in the following funnel stages:



User Maturity and Preferred Channel Choices

The user's information needs, and preferred channel choices changes as they mature through the funnel stages. Interreg.eu should focus on delivering to the users' needs through the awareness, interest and understanding and the advocacy funnel stages.





Objectives

The objectives of the interreg.eu website and social media presence.

Strategic Objectives

The four strategic objectives are as follows:

- 1 **The what, how and why**
- 2 **Relevance and Impact**
- 3 **Programmatic Overview**
- 4 **Engage through Storytelling**



Content Principles

Easy-to-understand. Make the content understandable and accessible.

Storytelling. Use stories to communicate complex ideas and facts.

Non-technical. Create content that uses a non-technical jargon.



1

Content complexity fit for outsiders

All content will be written and produced in an easy-to-understand style with limited technical jargon.

2

Content that is humanised

All content will be written and produced with a human perspective. Putting a face on “impact” with testimonials, images and interviews.

3

Content with emotional storytelling

All content will have some degree of storytelling and be evaluated through a 'storytelling lense'. Provide fewer programme descriptions and more impactful stories.

4

Content with an impact aspect

All content will contain some evidence of the impact programmes/projects create. Impact is a broad category that can include project end-results, i.e. impact that directly ties to the objective of the project. It can also include more incremental, process developments with content about what impact a project is *expected* to create, a new project partnership, a major milestone achieved in a project, etc.

5

Content fit for re-communication

When possible, all content should contain an initial summary to allow for an understanding of key points in 30 seconds or less. This will also enable users to engage in re-communication both offline or online.

Target Audience Archetypes & Key Messages

What drives the target audience, what are their challenges, expectations and needs and what messages will resonate with them?

Target Audience Archetypes

The Policy maker



Represents (examples)

- Local, regional & national policy makers
- Committee of the Regions
- EU Parliament members

The Decision maker



Represents (examples)

- Ministries, national agencies, civil servants etc.
- Regional & national authorities

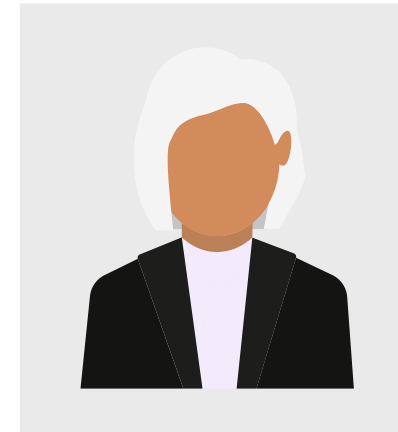
The Potential applicant



Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

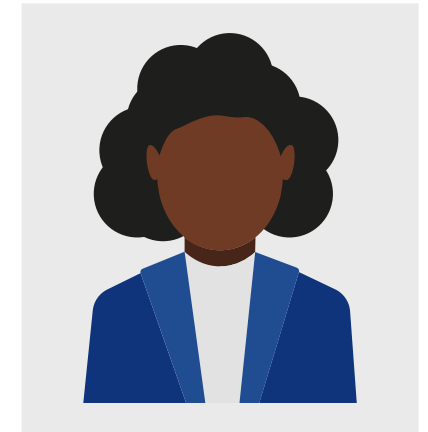
The Beneficiary



Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

Staff working in Programme Joint Secretariats

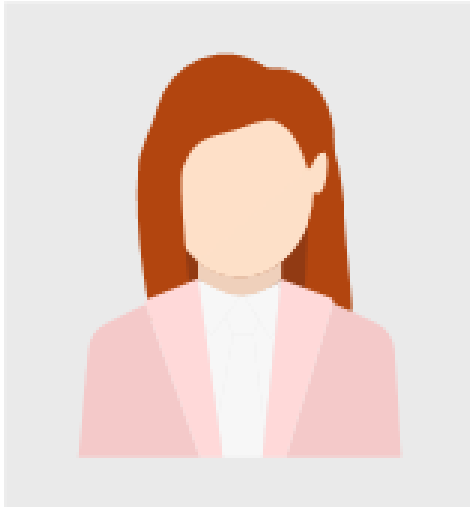


Represents (examples)

- Joint Technical Secretariat of Interreg programmes:
- Communication Managers
- Communication Officers
- Head of Joint Secretariat

Archetype | The Policy maker

Represents: Local, regional & national policy maker, Committee of the Regions, EU Parliament members etc.



In relation to interreg.eu & social media channels



Key needs

- Needs to know that Interreg exists in her region, understand what it is, does, what the vision of Interreg is and how it fits in to the broader scope of EU
- Needs to know programme objectives and what issues are solved in her region
- Needs to know what the projects do and what their impact in her region is
- Needs to know what is being achieved for the funding



Pull factors

- Regional impact stories
- Easy-to-understand information that is simple to access to quickly gain overview of Interreg and the programmes
- High quality examples of impact made by Interreg, which can support her advocacy for continued funding



Push factors

- If the information is conveyed in a difficult and technical language and is difficult to access
- English at a too difficult level
- If the information and examples do not clearly show the impact of Interreg
- If she is not guided to where to find more in-depth information

Background

Context

Julie is a French politician and is very interested in European cooperation across nations to ensure the unity of the EU. She has been made aware that there is an instrument funded by the ERDF called Interreg, which supports projects across borders to tackle common challenges, and she is interested in learning more to potentially include it in her political work.

Key challenges

- 1 Julie wants to know what Interreg is and what the programmes do but finds it difficult to find the relevant information in an easily understandable format. There are so many programmes that France or French regions participate in. She has given up trying to search for the many programme websites.
- 2 Julie is an advocate for more cooperation across borders within the EU but finds it challenging to argue for her position when discussing with colleagues, as she cannot explain, what the funding for cooperation programmes and projects go towards and what the tangible results are at a national, regional and local level.
- 3 Julie has argued that cooperation across borders is the way forward to common challenges but has found it difficult to find data and impact stories supporting this.

Key Messages

- Interreg is creating a substantial impact across EU territories through cooperation
- Interreg is creating a real difference for EU citizens
- Interreg is covering a wide array of topics aligned to the EU Cohesion Policy

Dominant funnel stages:

Awareness

Interest & Understanding

Archetype | The Decision maker

Represents: Regional & national authorities, ministries, national agencies, civil servants etc.



In relation to interreg.eu & social media channels



Key needs

- Needs to know that Interreg exists in his region, how its relevant for him and his organisation, understand what it is, does and fits in to the broader scope of EU, including the difference between Interreg and other EU funding schemes.
- Needs to know about relevant programmes, their objectives, what issues are solved in their regions
- Needs to know what the projects do and what their impacts are
- Needs to know what impacts are achieved from the funding and be inspired for future Interreg programmes



Pull factors

- Easy access to high quality information that is trustworthy for decision making and policy development
- Being guided to find take-away materials on programme websites to give to colleagues/politicians
- Being guided to additional resources from one central platform
- High quality and understandable examples of impact made by Interreg



Push factors

- If the relevant information is difficult to find and access
- If content and user experience requires expert understanding of Interreg to use it
- If there is a lack of high-level understandable data
- If navigation through the site is not intuitive

Background

Context

Uwe is a civil servant working for a politically governed authority in Germany. The politicians have made it their aim to participate in more cooperation across Europe. Uwe is therefore tasked scoping opportunities for cooperation within the framework of the Interreg and help the politicians make informed decisions about cooperation.

Key challenges

- 1 Uwe wants to understand how Interreg fits into the possible cross-cooperation schemes in Europe to qualify the political process but finds that it is difficult to find the information he needs.
- 2 Uwe wants to understand the difference between the various strands that are part of Interreg.
- 3 Uwe believes that European cooperation across borders is a sensible thing to do but has difficulties finding information on the actual impact of cooperation. Such information would help support the advocacy for more cooperation across borders in the decision making processes.

Key Messages

- Interreg is creating a substantial impact across EU territories through cooperation
- Interreg is covering a wide array of topics aligned to the EU Cohesion Policy
- Interreg is relevant to consider for addressing challenges in your region

Dominant funnel stages:

Awareness

Interest & Understanding

Archetype | The Potential Applicant

Represents: Regions, Business support organisations, Associations, Universities / Knowledge institutions, Municipalities (Local authorities), NGOs.



In relation to interreg.eu & social media channels



Key needs

- Needs to understand what Interreg is, what programmes exist and how to apply
- Needs to easily get an understanding about the conceptual application process, funding opportunities, how to find potential partners, who to contact and be able to monitor upcoming calls for proposals
- Needs to know programme priorities, what issues are solved in their regions and what the projects achieve to be inspired to apply



Pull factors

- Information that is easy-to-understand to quickly gain overview of Interreg and the programmes
- Clear guidelines and visuals explaining the process for applying to an Interreg programme
- Access to a joint and up-to-date database of relevant open calls
- Enough information to understand the basics of Interreg



Push factors

- Information that is conveyed in a too technical language and is difficult to access
- Too detailed and complex information about the application process and funding

Background

Context

Martin works for a region in Sweden which has detected severe issues with its marine life and has thus decided to focus on improving the marine life in the coming years. The region is interested in collaborating with private, public and political institutions. Martin has been made aware that there is an EU scheme called Interreg, which facilitates cooperation between European countries and regions, and he is curious to investigate it further for the opportunity to potentially become part of such a scheme.

Key challenges

- 1 Martin is interested in Interreg and whether his organisation would be eligible to take part in a programme, however he has never visited the website and is unsure about how and if they are eligible to participate.
- 2 Martin has never applied for an EU project and is unsure about the process: how to begin, what to prepare, who to consult etc. He needs an overview of which funding possibilities exists in his region across programmes.
- 3 Martin has not seen any examples of the impact that can be achieved through participating in Interreg and thus finds it difficult to prepare materials for the regional politicians and stakeholders.

Key Messages

- Interreg is creating a substantial impact across EU territories through cooperation
- Interreg is covering a wide array of topics aligned to the EU Cohesion Policy
- Interreg is about cooperation and welcomes new partners

Dominant funnel stages:

Awareness

Interest & Understanding

Action

Archetype | The Beneficiary

Represents: Regions, Business support organisations, Associations, Universities / Knowledge institutions, Municipalities (Local authorities), NGOs.



In relation to interreg.eu & social media channels



Key needs

- Needs to understand what Interreg does and what impact Interreg has on a European level
- Needs to know about other programmes in their region and how they fit into the overall scope of Interreg
- Needs to know about access to funding across programmes
- Needs to know about cooperation possibilities and synergies between their own project and other programmes/projects



Pull factors

- Easy-to-understand information that is simple to access, and filter based on relevancy
- Clear overview of impact of programmes/projects and potential to expand cooperation
- Feeling as a part of something bigger than just one project



Push factors

- If the information is conveyed in a too technical and EU proprietary language that would be difficult to understand & explain to others
- If the user experience is not accommodating to easily gain an overview of content relevant to regional or thematic focus
- If the website is overloaded with information

Background

Context

Sophie works for a municipality in the Netherlands, which is in a region bordering Germany. The municipality is a partner in a project aiming to have better digital solutions for small and medium sized companies operating in the border area. Sophie is the municipality's point of contact for the project and is involved with the municipality's cooperation projects in general. She is thus interested in finding out what projects and programmes exist in her area, as well as understanding the impact of the current Interreg projects.

Key challenges

- 1 Sophie and the municipality she works for want to know how their project can become better by learning from other projects but finds it challenging to identify relevant projects and programmes within the 100+ Interreg programmes.
- 2 Sophie wants to highlight the impact the project is making to relevant policy and decision makers but finds it difficult to do so as just one project alone.
- 3 Sophie feels that it is hard for her to explain to others what Interreg is and why it is an important funding scheme both at the European, national, regional & local level.

Key Messages

- Interreg is creating a substantial impact across EU territories through cooperation
- Projects play an integral part in creating a real difference for EU citizens
- Programmes and projects can learn from each other and improve through cooperation

Dominant funnel stages:

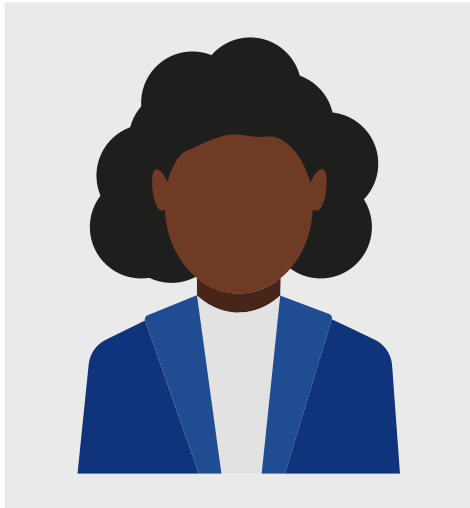
Awareness

Interest & Understanding

Advocacy

Archetype | Staff working in Programme Joint Secretariats

Represents: Communication Managers, Communication Officers, Head of Joint Secretariat working for Interreg programmes



Key needs

- Needs to be aware of cooperation possibilities and synergies between programmes e.g. within joint communication, similar open calls etc.
- Needs to know which programmes are in the same cooperation areas, their priorities and focus areas
- Needs to know programme themes and examples of impact stories
- Needs to know what job opportunities exist within Interreg

In relation to interreg.eu & social media channels



Pull factors

- Easily accessible and filterable information about relevant (thematically, regional etc.) programmes
- Well conveyed examples of the impact of programmes and best practice
- That she is able to access and subscribe to news from the world of Interreg through one single platform



Push factors

- If data is not kept up-to-date and maintained, as this would mean she would not be able to trust the information conveyed
- If it is too difficult to find and access the required information about programmes relevant for cooperation

Background

Context

Stephanie is a communication officer in a cross-border programme. She has worked for the programme for the past seven years and is well-versed in the different elements of Interreg programmes. She is interested in developing the programme further and is constantly looking for new opportunities for collaboration. She is very proud to work in an Interreg Programme and wants to be inspired by what goes on and what wider impacts the world of Interreg is achieving.

Key challenges

- 1 Stephanie wants to cooperate with other Interreg programmes but does not have an overview of similar programmes or other relevant programmes in her region.
- 2 Stephanie would like to know which vacancies exist in Interreg and the programmes as she sometimes meets people or is contacted by people who could be interested in working for Interreg.
- 3 Stephanie wants to do more joint communication with the other Interreg programmes but is unsure which programmes have similar focus areas and results.

Key Messages

- Interreg wants to increase the perceived relevance and awareness around programmes and projects across the EU
- Interreg wants to enable more joint communication between programmes
- Interreg is making it easier for programmes to share knowledge and cooperate to increase their impact

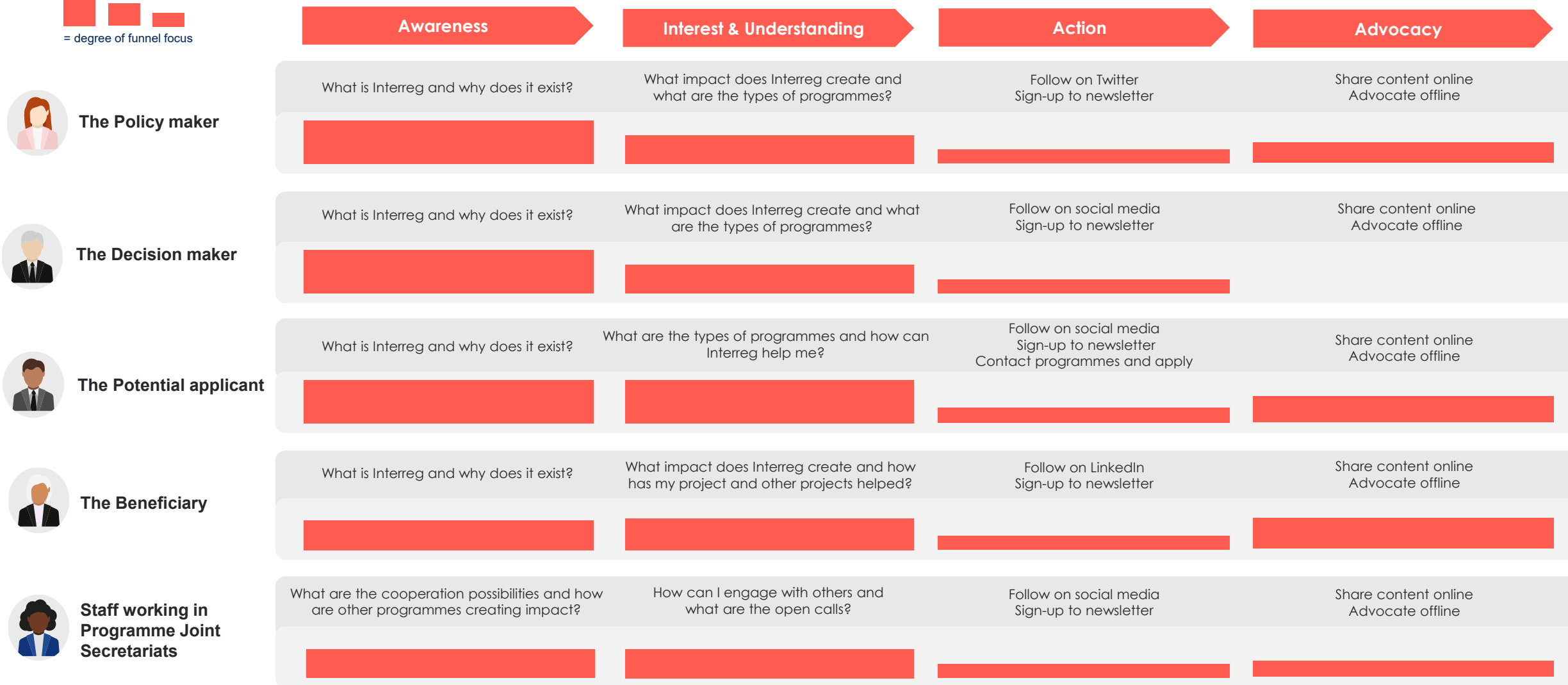
Dominant funnel stages:

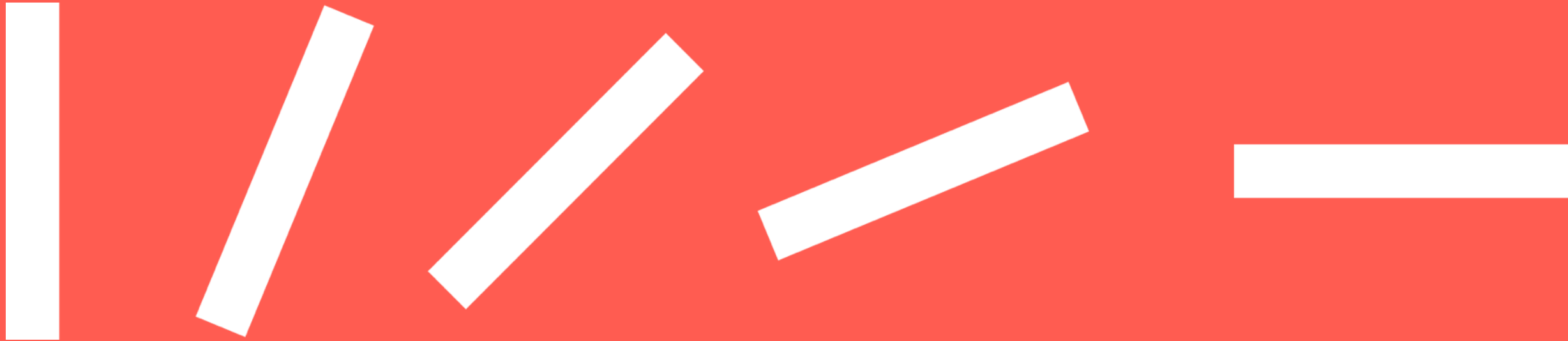
Awareness

Interest & Understanding

Target Audience Funnel Focus Overview


= degree of funnel focus





Identified Insights & Needs Related to Target Audiences

Understanding the needs of the selected target audiences and the identified strategic needs.

Identified Themes Driven by User Needs

Based on the collected insights and understanding, 8 high-level themes driven by hypotheses of user needs have been identified. The themes reflect the hypotheses of users needs based on the stakeholder consultation.

<p>Overall Understanding</p> <p>The users need to easily understand what Interreg is, the vision of Interreg, what it does to pursue it, where it is 'coming from' and where it is going. This includes giving them an understanding of how Interreg fits in the context of other funding schemes.</p>	<p>Acknowledgement</p> <p>The users need to be able to quickly and intuitively understand the overall impact Interreg has across the EU, as well as see aggregated simple and non-technical data that in combination with storytelling, outlines story of both the short and long-term impact of Interreg.</p>	<p>Program Level Understanding</p> <p>The users need to be able to easily gain an overview over which programmes exist in their selected geographics and/or within themes that are relevant to them. Focus should be on the impact, results, and on concrete and relatable national and region success stories.</p>	<p>Funding and Application</p> <p>The users need to be able to understand which funding possibilities exist within Interreg, both on a conceptual as well as a practical level. They need to identify which programmes, projects, and beneficiaries are relevant and be able to do a high-level assessment of whether they are eligible to apply for funding.</p>
<p>Guiding and Inspiration</p> <p>The users need to be able to quickly gain an overview of what interreg.eu can offer and be inspired by engaging content that both answers the initial questions the user has, but also generates new questions and creates curiosity and engagement. Users need to be guided to "where to go next" and have a reason to come back for more.</p>	<p>Being in the Loop</p> <p>The users need to feel updated and informed on what goes on in the world of Interreg. Being in the "know" about recent developments, results and opportunities within themes and/or geographies. Users need to be continuously encouraged and inspired to engage. The user wants content with a high degree of relevancy and that is tapping in to current trending topics and themes.</p>	<p>Search, Find and Filter</p> <p>The users need to feel empowered to intuitively find, filter, and search for content that is relevant to their specific needs. The different contexts of the users should be acknowledged and supported. Users need to feel supported regardless of English language proficiency and technical skills.</p>	<p>Engaging and Relatable Content</p> <p>The users need to experience that the content and narrative formats are engaging, relatable, and understandable without being an "Interreg insider". The users need to be able to intuitively understand, evaluate, and most importantly re-communicate the essence of the content. Content needs to be professional, concrete, and based on storytelling and not just "stating facts".</p>

Needs Related to ‘Engaging and Relatable Content’

Description

The users need to experience that the content and narrative formats are engaging, relatable, and understandable without being an “Interreg insider”. The users need to be able to intuitively understand, evaluate, and most importantly re-communicate the essence of the content. Content needs to be professional, concrete, and based on storytelling and not just “stating facts”.



User Needs

- Need content to be understandable as a “Interreg Novice”
- Need content to be relatable and to communicate emotionally
- Need to be inspired and introduced to relevant content
- Need storytelling around the content that puts projects into perspective
- Need to be able to re-communicate the content



Strategic Needs

- Gain reach and visibility by also communicating for the “Interreg outsider”
- Have a larger voice and more reach when communicating jointly



User Quotes and Insights

“Everyone has one language in common that stems from empathy and being humans. The Interreg programmes touch all those important issues – make them visible from the human perspective.”

- Project Partner, Programme

”[even if] there are miles between us, we see that there are some important topics for cooperation projects [...] and it will be very important to see how other programmes treat these problematics.”

- Communication Officer, Programme

”We do miss photos and proofs from the projects on what is achieved.”

- Communication Manager, Programme



Primary Target Audience



The Policy maker



The Decision maker



The Potential applicant



The Beneficiary



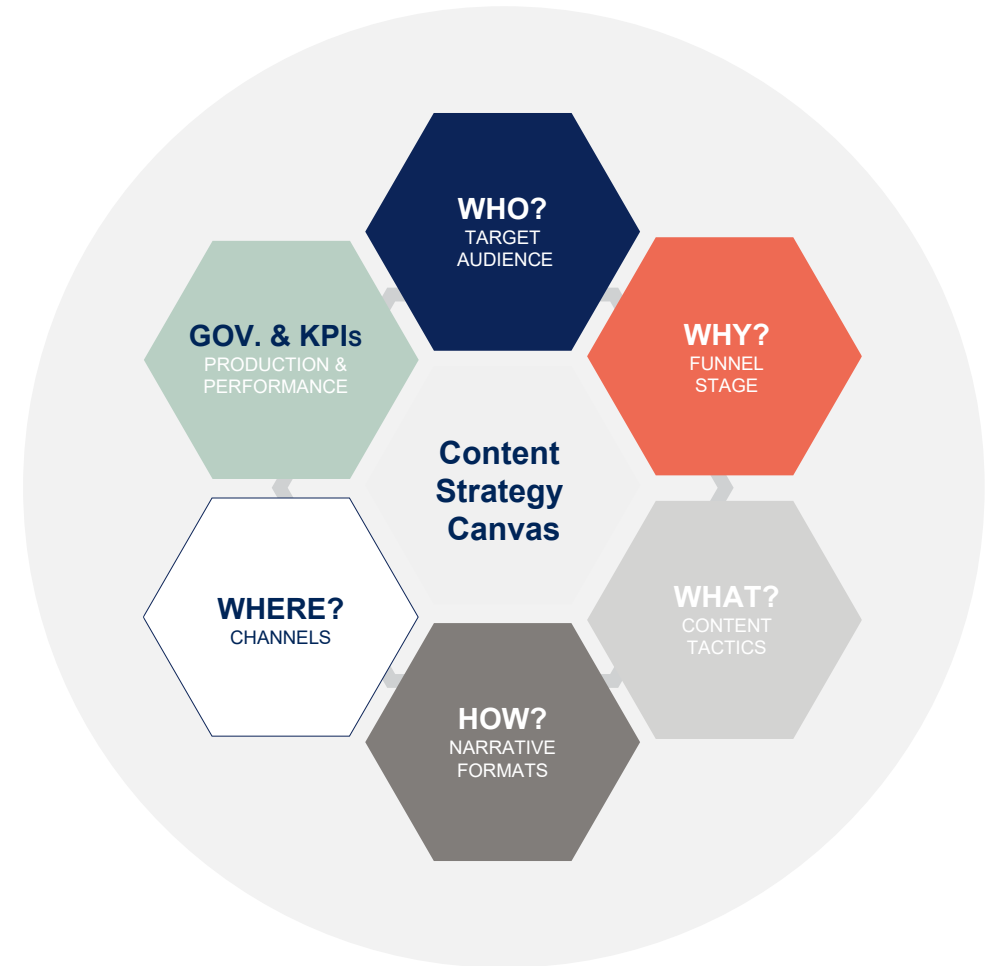
The Programme

Content Strategy

Content Strategy Canvas

The content strategy has been developed based on the content strategy canvas shown on the right.

In the next pages we use these questions to outline what kind of content works best for which target audiences, in which format, and in which channels.



Content Principles

1

Content complexity fit for outsiders

All content should be written and produced in an easy-to-understand style and should including limited technical jargon.

2

Content that is humanised

All content should be written and produced with a human perspective.
Putting a face on “impact” with testimonials, images and interviews.

3

Content with emotional storytelling

All content should have some degree of storytelling and evaluated through a 'storytelling lense'. Provide fewer programme descriptions and more impactful stories.

4

Content with an impact aspect

All content should contain some evidence of the impact programmes/projects create. Impact is a broad category that can include project end-results, i.e. impact that directly ties to the objective of the project. It can also include more incremental, process developments, with content about what impact a project is *expected* to create, a new project partnership, a major milestone achieved in a project, etc. In doing so, content can potentially be created to cover the whole 7-year programme funding cycle – from initial applicant search, over project start-up, project work and end-results (see also next slide).

5

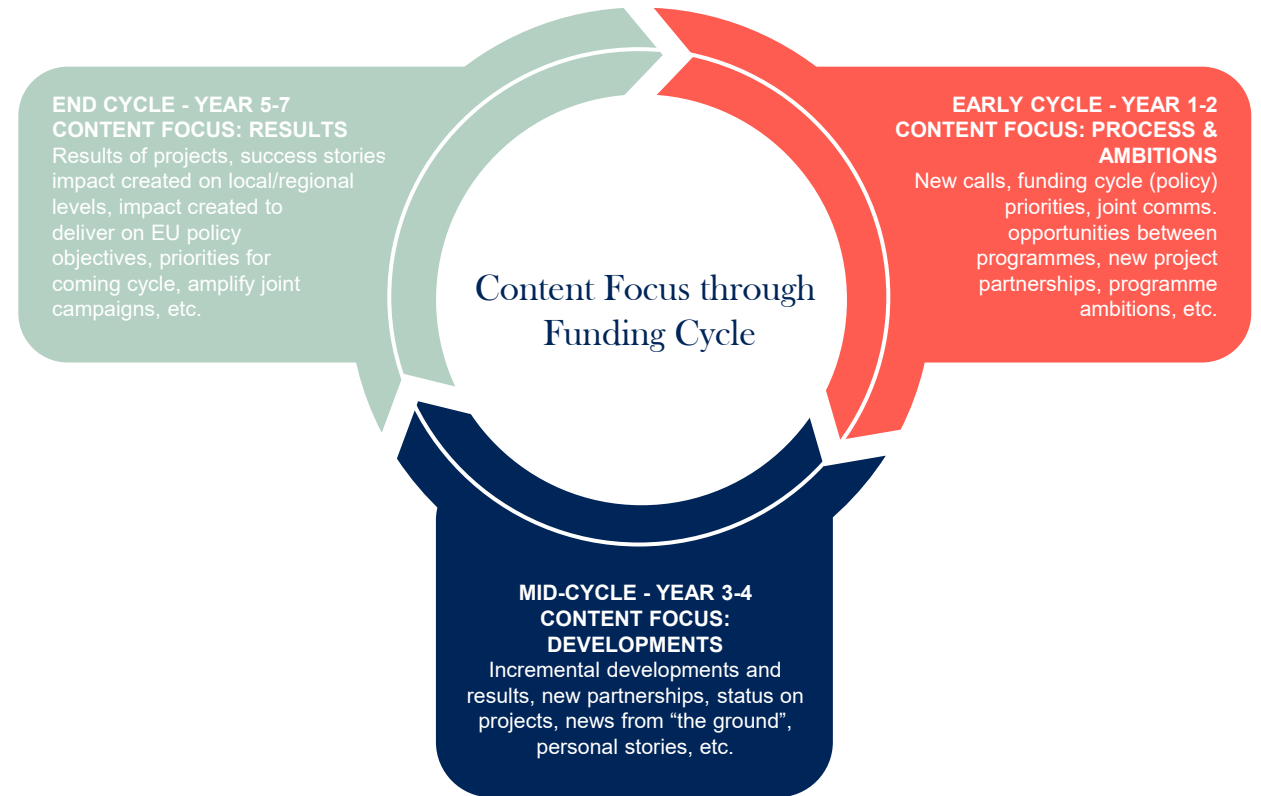
Content fit for re-communication

When possible, all content should contain an initial summary to allow for an understanding of key points in 30 seconds or less. This will also enable users to engage in re-communication both offline or online.

Content Focus through Funding Cycle

Interreg programmes work in 7-year programming periods, the current one being 2021-2027. Through the 7-year funding cycle, programmes shift their focus from initial planning and scoping, to activation, creating end-results and (re)scoping in anticipation of a new cycle. Their communication needs and priorities evolve accordingly, and the focus of interreg.eu content should accommodate this. The right hand figure outlines the shift in content focus from incremental process, over developments to results.

This can be seen as an elaboration of content principle 4, and thus a guidance for the content production for Interreg.eu.



Recommended Key Messages (recap)

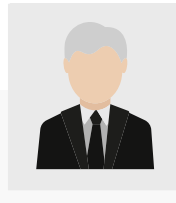


Policy makers

Interreg is creating a substantial impact across EU territories through cooperation

Interreg is covering a wide array of topics aligned to the EU Cohesion Policy

Interreg is creating a real difference for EU citizens

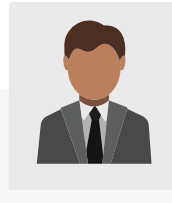


Decision makers

Interreg is creating a substantial impact across EU territories through cooperation

Interreg is covering a wide array of topics aligned to the EU Cohesion Policy

Interreg is relevant for addressing challenges in your region

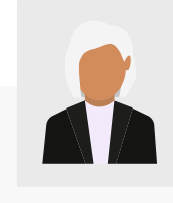


Potential applicants

Interreg is creating a substantial impact across EU territories through cooperation

Interreg is covering a wide array of topics aligned to the EU Cohesion Policy

Interreg is about cooperation and welcomes new partners

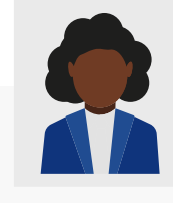


Beneficiaries

Interreg is creating a substantial impact across EU territories through cooperation

Projects play an integral part in creating a real difference for EU citizens

Programmes and projects can learn from each other and improve through cooperation



Staff working in Programme Joint Secretariats

Interreg wants to increase the perceived relevance and awareness around programmes and projects across the EU

Interreg wants to enable more joint communication between programmes

Interreg is making it easier for programmes to share knowledge and cooperate to increase their impact

Content Strategy – The Policy Maker



FUNNEL STAGES	WHY CONTENT NEEDS	WHAT CONTENT TACTICS	HOW NARRATIVE FORMATS	WHERE? CHANNELS	EXPECTED GOVERNANCE PRODUCTION	KPIs
Awareness	<p><i>Needs to know that Interreg exists in their region, understand what it is, does, impact and how it fits into the broader scope of EU</i></p> <p><i>Needs to know what is being achieved for the funding</i></p>	General simple introduction to “what is Interreg” including mission and vision	Short form copy	Interreg.eu	IDCT	<ul style="list-style-type: none"> Unique visitors Bounce rate Avg time spent
		Understand Interreg in 2 mins	Animation film	Interreg.eu X (former Twitter) + LinkedIn	IDCT+EXT	<ul style="list-style-type: none"> Video views Social engagement
		What difference does Interreg make for EU, territories and citizens	High-level impact data and copy, Storytelling articles	Interreg.eu LinkedIn	IDCT+PRO	<ul style="list-style-type: none"> Avg time spent Article views Social engagement
		Data on results and impact	Infographics	Interreg.eu X (former Twitter) + LinkedIn	IDCT+PRO+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate Social engagement
		How does Interreg fit into the broader EU funding scheme	Short form copy. Visual representation/Infographic	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate
		How does Interreg fit into the broader EU funding scheme	Animation film	Interreg.eu X (former Twitter) + LinkedIn	IDCT+EXT	<ul style="list-style-type: none"> Video views Social engagement
Interest & Understanding	<p><i>Needs to know programme objectives & themes, what issues are solved in their regions</i></p> <p><i>Needs to know what the projects do and what their impact is</i></p>	History of Interreg	Animation film, Timeline	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Video views
		Why regional cooperation is valuable	Short form copy, Testimonials from policy makers	Interreg.eu X (former Twitter) + LinkedIn	IDCT	<ul style="list-style-type: none"> Avg time spent Bounce rate Social engagement
		Emotional storytelling and impact stories	Storytelling articles, Case videos	Interreg.eu LinkedIn	IDCT+PRO	<ul style="list-style-type: none"> Video views Social engagement
		Who is part of Interreg	High-level infographic style overview of types of Interreg stakeholders & participants	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate
		Long term impact of Interreg	Short form copy to explain cohesion connection Visual representation of Interreg strategy, e.g. infographic	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate
		Success stories of programmes/projects with short- or long-term perspective	Storytelling articles, Infographics, Case videos	Interreg.eu LinkedIn	IDCT+PRO+EXT	<ul style="list-style-type: none"> Article & video views Avg time spent Social engagement

Content Strategy – The Decision Maker (I/II)



FUNNEL STAGES	WHY CONTENT NEEDS	WHAT CONTENT TACTICS	HOW NARRATIVE FORMATS	WHERE CHANNELS	EXPECTED GOVERNANCE PRODUCTION	KPIs
Awareness	<p><i>Needs to know that Interreg exists in their region, understand what it is, does and fits in to the broader scope of EU</i></p> <p><i>Needs to know what impact is achieved for the funding and be inspired for future Interreg programmes</i></p>	General simple introduction to “what is Interreg” including mission and vision	Short form copy, FAQ	Interreg.eu	IDCT	<ul style="list-style-type: none"> Unique visitors Bounce rate Avg time spent
		Understand Interreg in 2 mins	Animation film	Interreg.eu X (former Twitter) + LinkedIn	IDCT+EXT	<ul style="list-style-type: none"> Video views Social engagement
		History of Interreg	Animation film, Short video, Timelines	Interreg.eu LinkedIn	IDCT+EXT	<ul style="list-style-type: none"> Video views Avg time spent Social engagement
		What difference does Interreg make on EU, territories and citizens	High-level impact data Storytelling articles	Interreg.eu LinkedIn	IDCT	<ul style="list-style-type: none"> Avg time spent Article views Social engagement
		Data on results and impact	Infographics	Interreg.eu X (former Twitter) + LinkedIn	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate Social engagement
		Why regional cooperation is valuable	Short form copy, Testimonials from policy makers, high-level decision makers or experts Podcast	Interreg.eu X (former Twitter) + LinkedIn	IDCT+PRO+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate Social engagement Podcast downloads
		How does Interreg fit into the broader EU funding scheme	Short form copy Visual representation/Infographic	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate
		How does Interreg fit into the broader EU funding scheme	Animation film	Interreg.eu X (former Twitter) + LinkedIn	IDCT+EXT	<ul style="list-style-type: none"> Video views Social engagement
Interest & Understanding	<p><i>Needs to know about relevant programmes, their objectives, what issues are solved in their regions</i></p> <p><i>Needs to know what the projects do and achieve</i></p>	What are the strands of Interreg and what makes them different	Visual representation of strands with short form copy, e.g. infographic	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate
		Who is part of Interreg	High-level infographic style overview of types of Interreg stakeholders	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate
		Emotional storytelling impact stories	Storytelling articles Case videos Podcast	Interreg.eu LinkedIn	IDCT+PRO+EXT	<ul style="list-style-type: none"> Video views Social engagement Podcast downloads

Content Strategy – The Decision Maker (II/II)



FUNNEL STAGES	WHY CONTENT NEEDS	WHAT CONTENT TACTICS	HOW NARRATIVE FORMATS	WHERE CHANNELS	EXPECTED GOVERNANCE PRODUCTION	KPIs
<i>Content from previous slide</i>	<i>Content from previous slide</i>	Long term impact of Interreg	Short form copy to explain cohesion connection Visual representation of Interreg strategy, e.g. infographic	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate
<i>Content from previous slide</i>	<i>Content from previous slide</i>	Success stories of programmes/projects with short- or long-term perspective	Storytelling articles Infographics Case videos Podcast	Interreg.eu LinkedIn	IDCT+PRO+EXT	<ul style="list-style-type: none"> Article & video views Avg time spent Social engagement Podcast downloads
<i>Content from previous slide</i>	<i>Content from previous slide</i>	Website newsroom	Short form articles with news from the world of Interreg relating to e.g. major events, new collabs, new funding cycles, etc.	Interreg.eu LinkedIn + X (former Twitter)	IDCT+PRO	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate Social engagement

Content Strategy – The Potential Applicant



FUNNEL STAGES	WHY CONTENT NEEDS	WHAT CONTENT TACTICS	HOW NARRATIVE FORMATS	WHERE CHANNELS	EXPECTED GOVERNANCE PRODUCTION	KPIs
Awareness	<i>Needs to understand what Interreg is, which programmes exist and how to participate</i>	General simple introduction to “what is Interreg” including mission and vision	Short form copy FAQ	Interreg.eu	IDCT	<ul style="list-style-type: none"> Unique visitors Bounce rate Avg time spent
		Understand Interreg in 2 mins	Animation film	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Video views Social engagement
		Examples of projects within themes & programmes	Interactive theme overview with programme and project short copy examples Written/video testimonials from beneficiaries	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate
		How does Interreg fit into the broader EU funding scheme	Short form copy Visual representation/Infographic	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate
		How does Interreg fit into the broader EU funding scheme	Animation film	Interreg.eu X (former Twitter) + LinkedIn	IDCT+EXT	<ul style="list-style-type: none"> Video views Social engagement
Interest & Understanding	<i>Needs to know programme priorities, what issues are solved in their regions and what the projects achieve to be inspired to apply</i>	What are the strands of Interreg and what makes them different	Visual representation of strands with short form copy, e.g. infographic	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate
		Data on results and impact	Infographics	Interreg.eu X (former Twitter) + LinkedIn	IDCT+PRO+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate Social engagement
		Detailed information about programmes	Short form copy with link direct to programme websites	Interreg.eu	PRO	<ul style="list-style-type: none"> Outbound links Unique visitors
		Success stories of programmes / projects Both short and long term	Storytelling articles, Infographics, Success stories videos, Podcast Written/video testimonials from beneficiaries	Interreg.eu LinkedIn	IDCT+PRO+EXT	<ul style="list-style-type: none"> Article & video views Avg time spent Social engagement
		Website newsroom	Short form articles with news from the world of Interreg relating to e.g. major events, new collabs, new funding cycles, etc.	Interreg.eu LinkedIn + X (former Twitter)	IDCT+PRO	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate Social engagement
		Monthly newsletter content	Newsletter	Interreg.eu	IDCT	<ul style="list-style-type: none"> Newsletter subs and engagement
Action	<i>Needs to know about the conceptual application process, funding opportunities, how to find potential partners, who to contact and monitor upcoming calls for proposals</i>	Explain the 'conceptual' application process	Step-by-step visualisation	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate
		Detailed information about open and coming calls	Short form copy. List of open and coming calls filtered by themes and geography, Links to programme websites	Interreg.eu	PRO	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate Outbound links

Content Strategy – The Beneficiary



FUNNEL STAGES	WHY CONTENT NEEDS	WHAT CONTENT TACTICS	HOW RECOMMENDED NARRATIVE FORMATS	WHERE CHANNELS	EXPECTED GOVERNANCE PRODUCTION	KPIs
Awareness	<i>Needs to understand what Interreg does and what impact Interreg has on a European level</i>	General simple introduction to “what is Interreg” including mission and vision	Short form copy FAQ	Interreg.eu	IDCT	<ul style="list-style-type: none"> Unique visitors Bounce rate Avg time spent
		Understand Interreg in 2 mins	Animation film	Interreg.eu X (former Twitter) + LinkedIn	IDCT+EXT	<ul style="list-style-type: none"> Video views Social engagement
		What difference does Interreg make on EU, territories and GP	Short form copy High-level impact data Storytelling articles	Interreg.eu LinkedIn	IDCT+PRO	<ul style="list-style-type: none"> Avg time spent Article views Social engagement
		Data on results and impact	High-level impact data Storytelling articles	Interreg.eu X (former Twitter) + LinkedIn	IDCT+PRO+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate Social engagement
Interest & Understanding	<i>Needs to know about other programmes in their region and how they fit into the overall scope of Interreg</i> <i>Needs to know about access to funding across programmes</i>	High level impact of programmes	List of programmes filtered by geography and themes	Interreg.eu	PRO	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate
		What are the strands of Interreg and what makes them different	Visual representation of strands with short form copy, e.g. infographic	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate
		Success stories of programmes / projects	Storytelling articles, Infographics, Case videos Podcast Written/video testimonials from other beneficiaries	Interreg.eu LinkedIn	IDCT+PRO+EXT	<ul style="list-style-type: none"> Article & video views Avg time spent Social engagement Podcast downloads
		Explain the 'conceptual' application process	Step-by-step visualisation	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate
		Website newsroom	Short form articles with news from the world of Interreg relating to e.g. major events, new collabs, new funding cycles, etc.	Interreg.eu LinkedIn + X (former Twitter)	IDCT+PRO	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate Social engagement
Advocacy	<i>Needs to know about cooperation possibilities and synergies between their own project and other programmes/projects</i>	Campaign content	Campaign content/highlights ready to be re-shared	X (former Twitter) + LinkedIn	IDCT+PRO+EXT	<ul style="list-style-type: none"> Social engagement
		Examples of projects within themes & programmes	Interactive theme overview with programme and project short copy examples Written/video testimonials from beneficiaries	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate



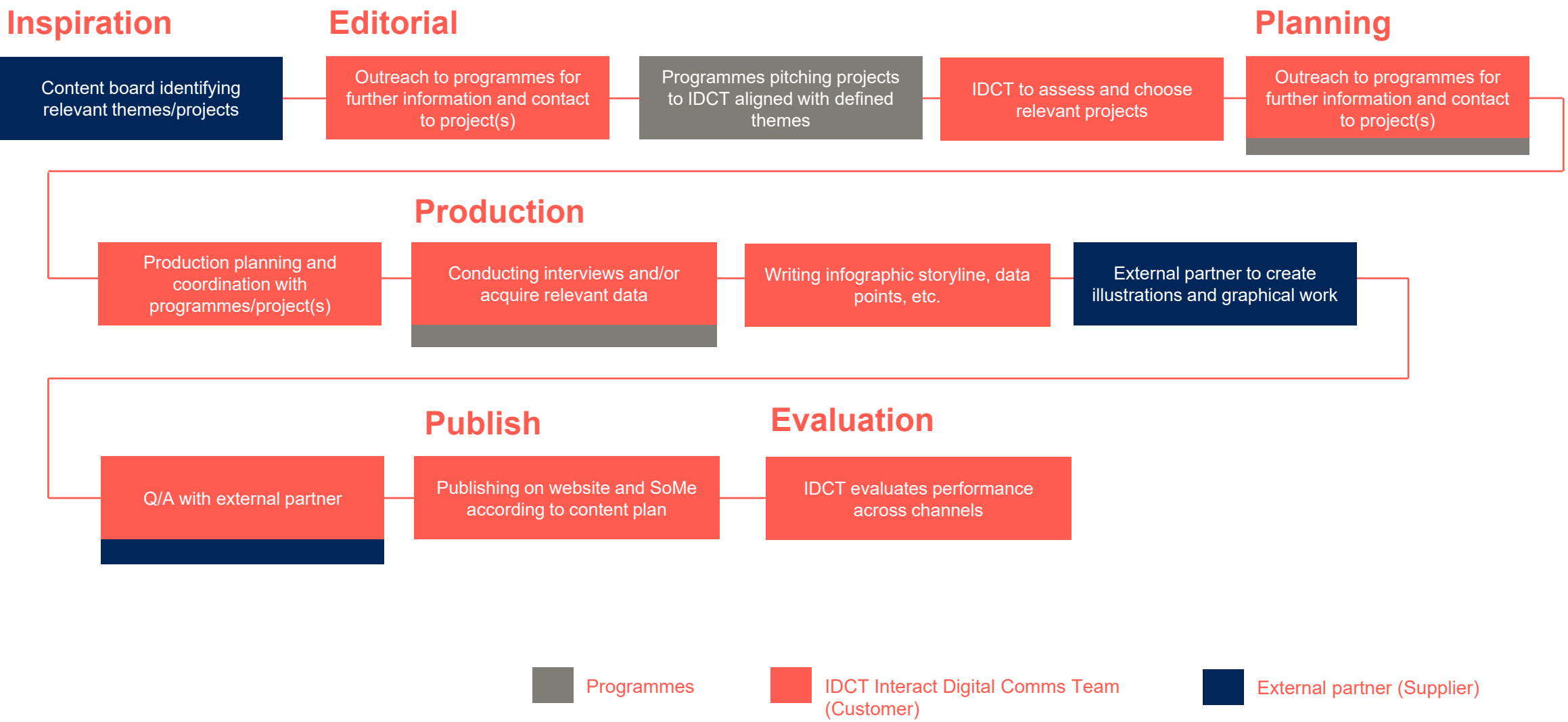
Content Strategy – The Programme

FUNNEL STAGES	WHY CONTENT NEEDS	WHAT CONTENT TACTICS	HOW NARRATIVE FORMATS	WHERE CHANNELS	EXPECTED GOVERNANCE PRODUCTION	KPIs
Awareness	<i>Needs to be aware of cooperation possibilities and synergies between programmes e.g. within joint communication, similar open calls etc.</i> <i>Needs to know programme themes and examples of impact stories</i>	Examples of projects within themes & programmes	Interactive theme overview with programme and project short copy examples	Interreg.eu	IDCT+PRO	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate
		Detailed information about open and coming calls	Short form copy. List of open and coming calls filtered by themes and geography, Links to programme websites	Interreg.eu	PRO	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate Outbound links
		Success stories of programmes / projects	Storytelling articles, Infographics, Case videos, Podcast Written/video testimonials from projects	Interreg.eu LinkedIn + X (former Twitter)	IDCT+PRO+EXT	<ul style="list-style-type: none"> Article & video views Avg time spent Social engagement Podcast downloads
		Data on results and impact	Storytelling articles	Interreg.eu LinkedIn + X (former Twitter)	IDCT+PRO+EXT	<ul style="list-style-type: none"> Avg time spent Bounce rate Social engagement
Interest & Understanding	<i>Needs to know which programmes are in the same cooperation areas, their priorities & focus areas</i> <i>Needs to know what job vacancies exist within Interreg</i>	Detailed information about programmes	List of job vacancies within programmes Links to programme websites	Interreg.eu	PRO	<ul style="list-style-type: none"> Outbound links Avg time spent Bounce rate
		What are the strands of Interreg and what makes them different	Visual representation of strands with short form copy, e.g. infographic	Interreg.eu	IDCT+EXT	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate
		Website newsroom	Short form articles with news from the world of Interreg relating to e.g. major events, new collabs, new funding cycles, etc.	Interreg.eu LinkedIn + X (former Twitter)	IDCT+PRO	<ul style="list-style-type: none"> Unique visitors Avg time spent Bounce rate Social engagement

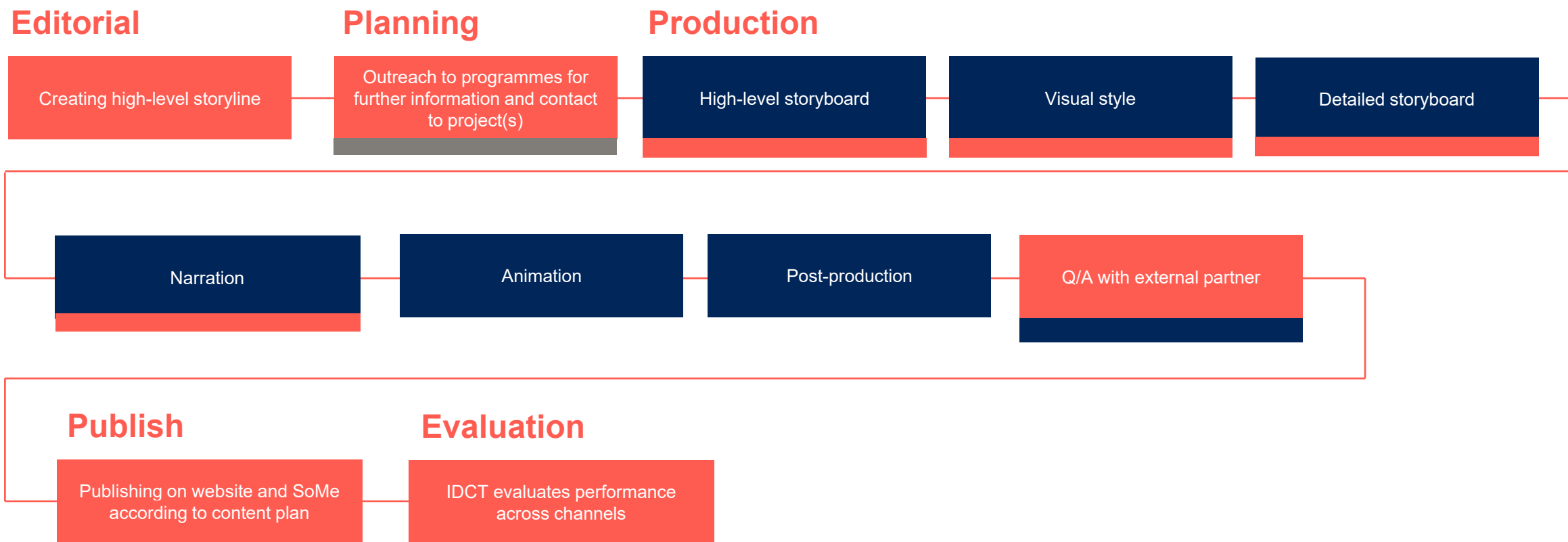
Production flows

Two product examples: “Theme impact infographic” and “Impact Animation Film”.

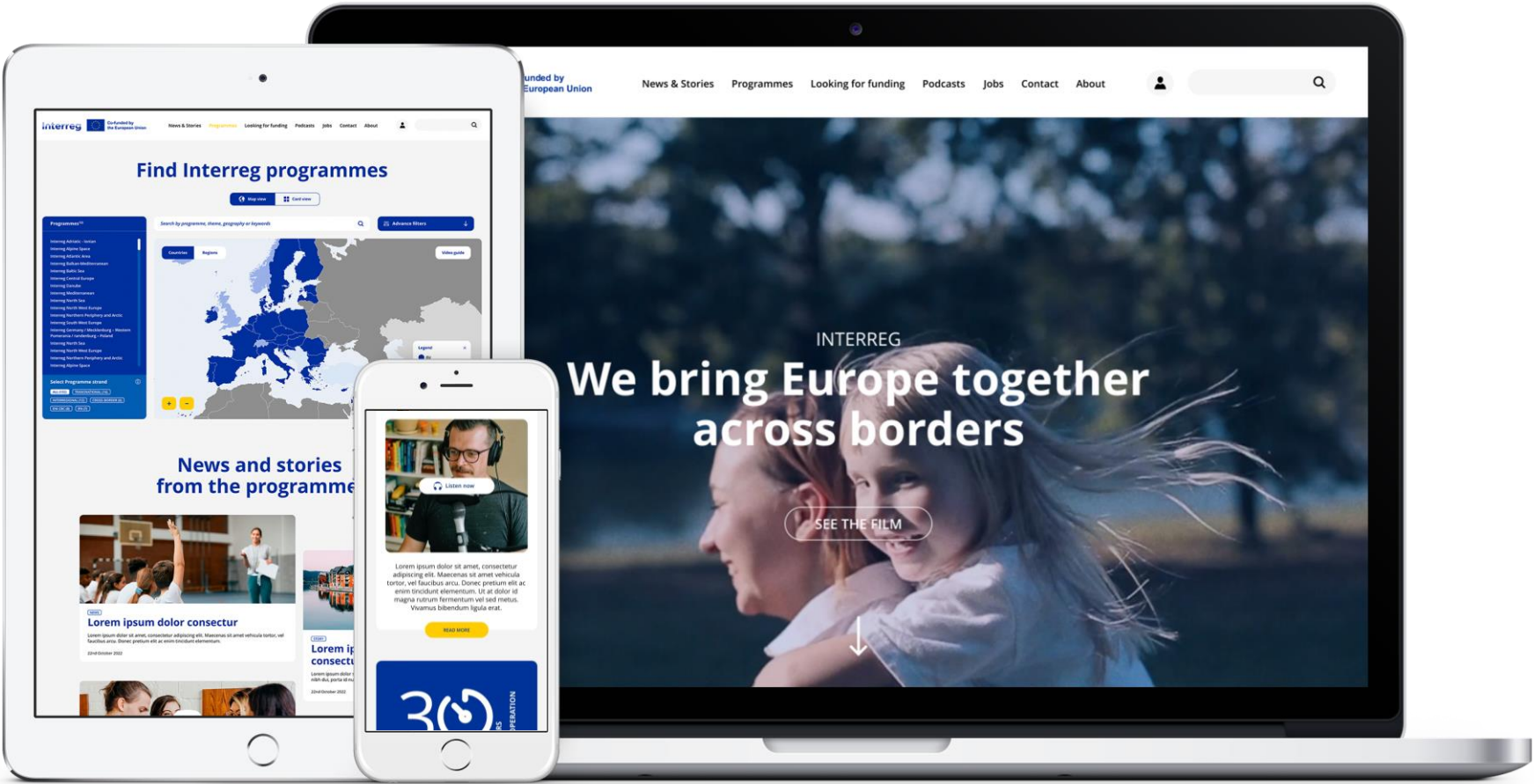
Example Production Flow – Theme Impact Infographic



Example Production Flow – Impact Animation Film



Clickable Prototype



Click to view prototype (LINK)