

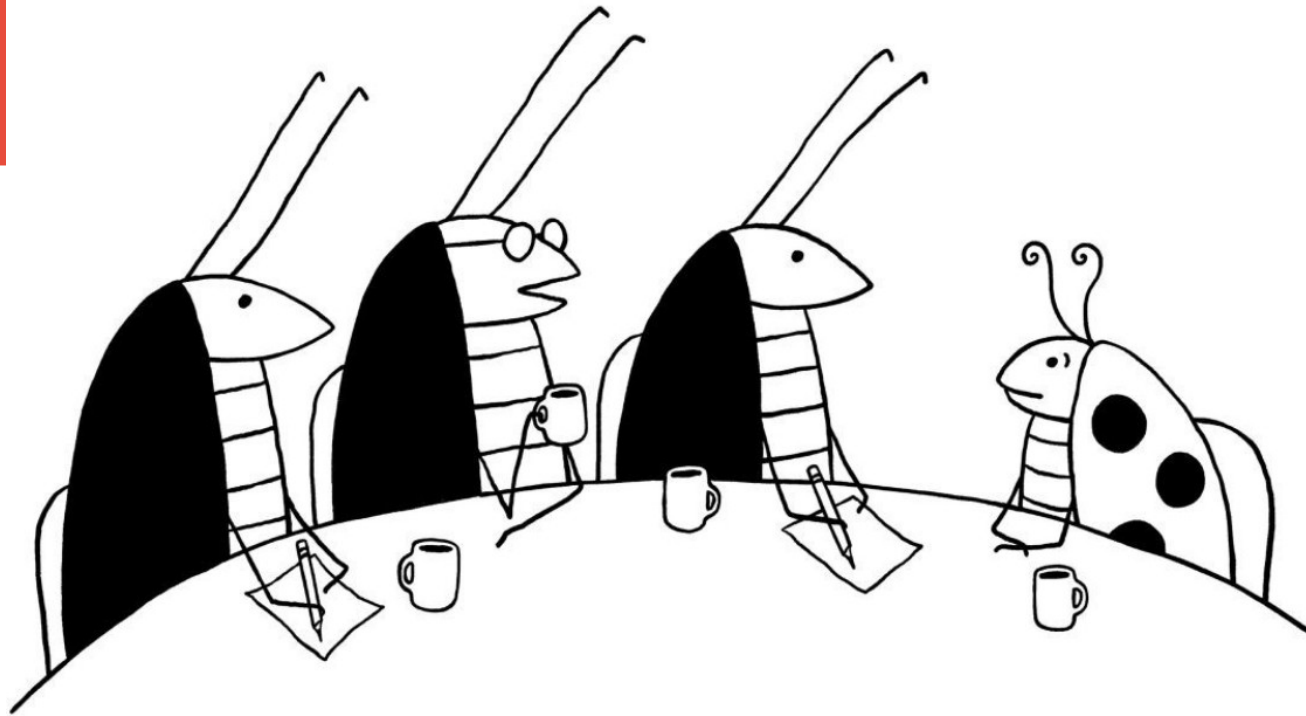
# How to communicate a project (and why it matters)



Giuseppe Mella  
Zaragoza, 27 November 2024

# Communication.

## Last but not?...



m.e. menair

*“Any ideas on how to convince the public  
that we’re cute?”*

## Giuseppe Mella

Senior officer EU Policies – City of Venice (Italy)

Communication manager

Project coordinator

Trainer in communication and PMC

Evaluator (EIT, Interreg Adrion, Erasmus+)

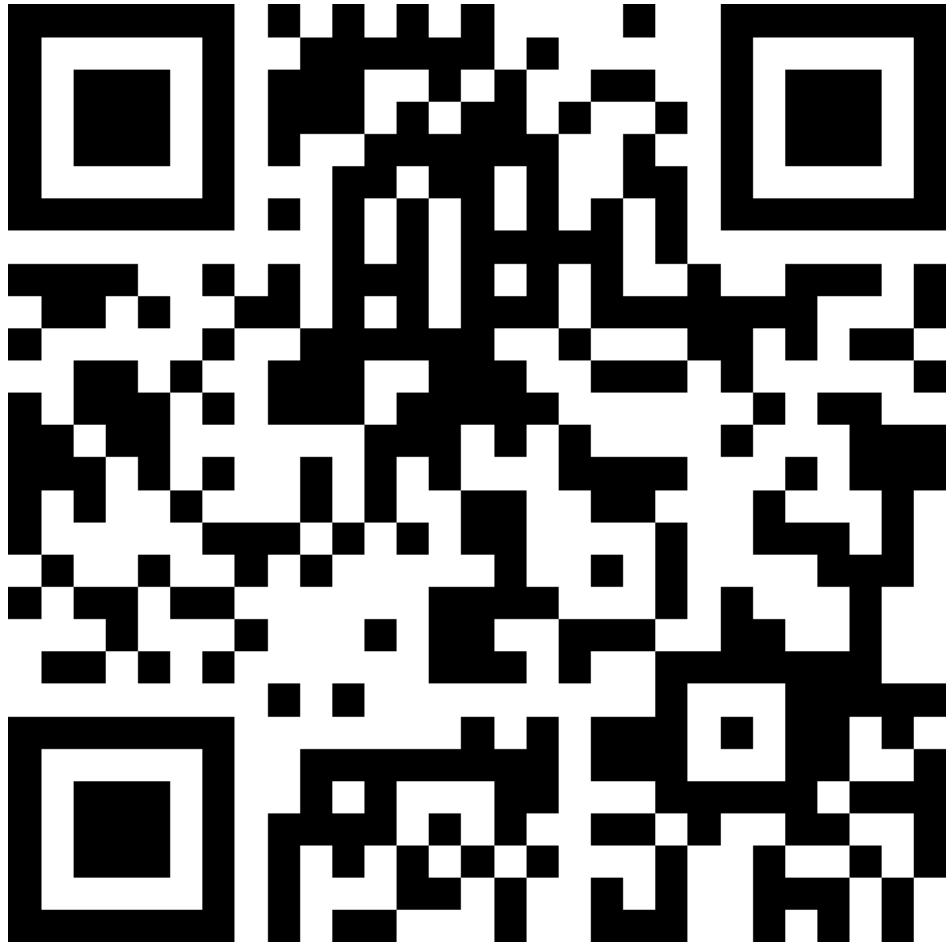




# Overview

- 1.EUROPE: WHY communication matters**
- 2.CHALLENGES: projects and communication barriers**
- 3.KEY WORDS: definitions**
- 4.TOGETHER:collective reflection**
- 5.NETWORKS: relations and social media landscape**
- 6.IDEAS: creativity and resources**

# Introduction



**Slido**

**#6727353**





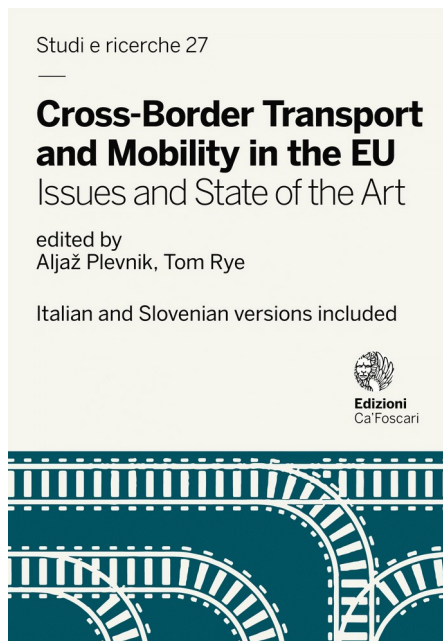


Coca Cola

EU Project





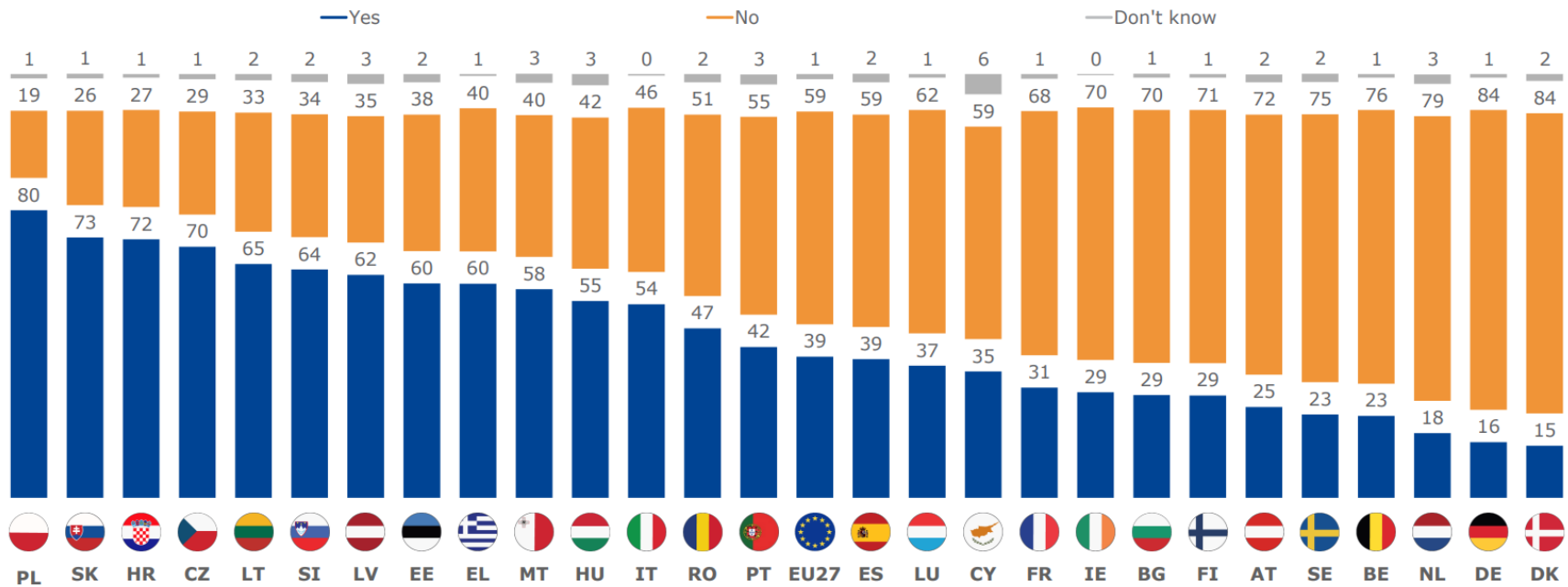


“A quarter of the respondents (**24%**) are aware of **EU-funded cross-border cooperation activities**; of these, only **9%** have **certain or direct knowledge** of the project or activity, while the remaining 15% have only a general level of knowledge.

The striking fact, however, is the comparison with the previous survey of 2015 regarding the level of awareness on Interreg cooperation activities, which in 2020 **drops by 7 percentage points.**”

Gallup International for the European Commission, 2020

Europe provides financial support to regions and cities. Have you heard about any EU co-financed projects to improve the area where you live? (%)

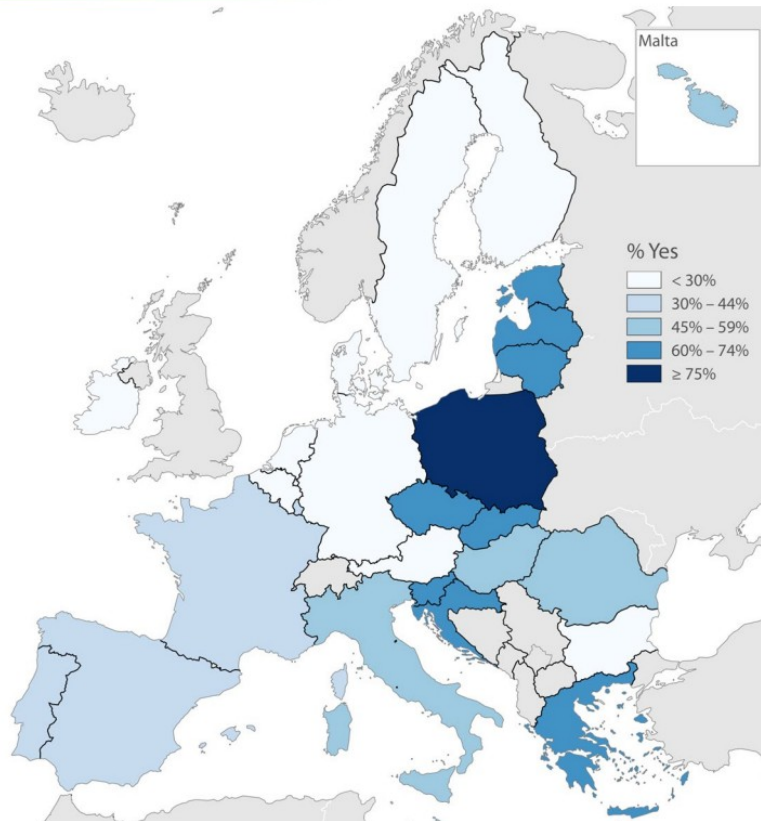


Flash Eurobarometer 531 - Citizens' awareness and perception of EU regional policy / Fieldwork: 9/6-22/6/2023 / (%) Base: n=25 718 - All respondents





## Awareness of EU co-financed projects

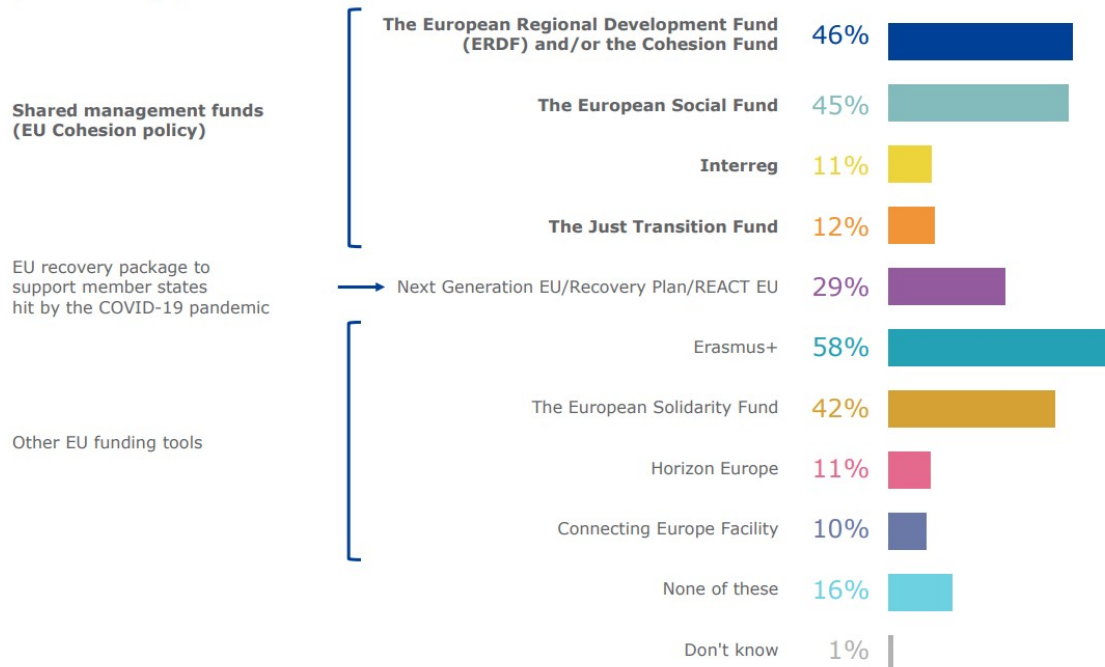


Europe provides financial support to regions and cities.  
Have you heard about any **EU co-financed projects** to improve the area where you live? (% yes)

<b>EU27</b>		<b>39%</b>	LV		62%
BE		23%	LT		65%
BG		29%	LU		37%
CZ		70%	HU		55%
DK		15%	MT		58%
DE		16%	NL		18%
EE		60%	AT		25%
IE		29%	PL		80%
EL		60%	PT		42%
ES		39%	RO		47%
FR		31%	SI		64%
HR		72%	SK		73%
IT		54%	FI		29%
CY		35%	SE		23%



**Which, if any, of the following forms of EU support you've heard about before?**  
(EU27 average)



<sup>10</sup> Flash Eurobarometer 531 - Citizens' awareness and perception of EU regional policy / Fieldwork: 9/6-22/6/2023 / (%) Base: n=25 718 - All respondents

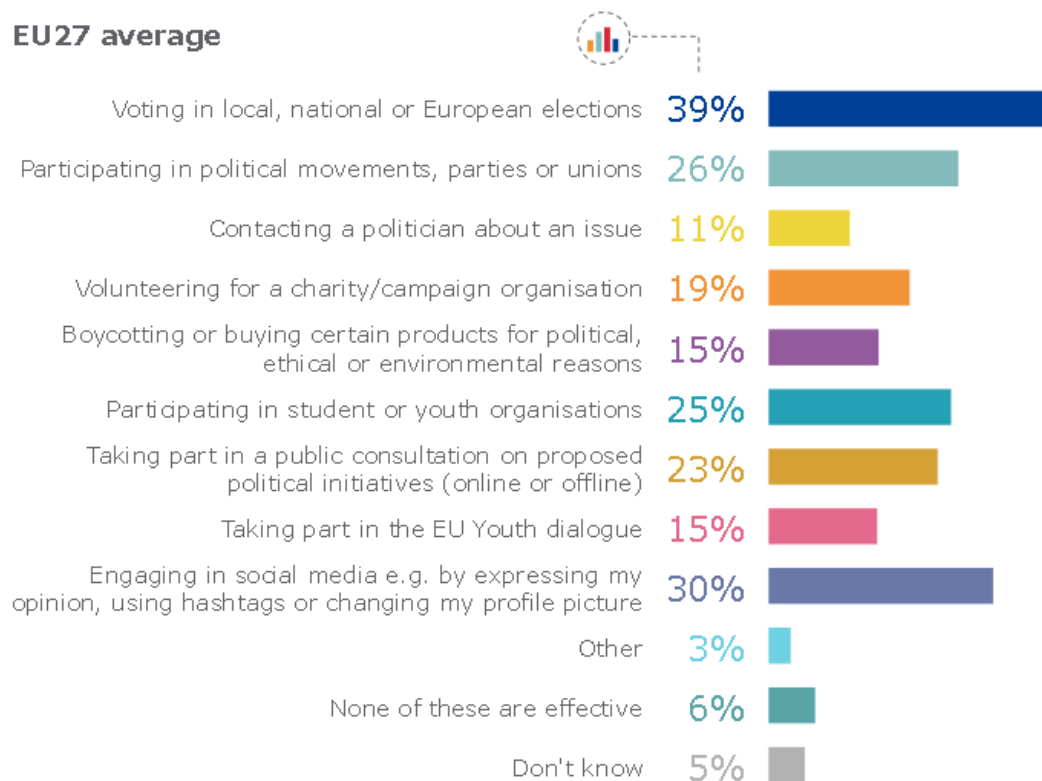


# Barriers & Challenges

- Language (English)
- Bureaucratic Language
- Timing
- Resources
- Complexity
- Excessive information
- Creativity/originality
- Partnerships
- Social media
- AI
- Euroscepticism
- Younger generations

## What are the most effective actions for making young people's voice heard by decision makers?

### EU27 average




Fieldwork conducted by Ipsos European Public Affairs, 2022





# NextGenerationEU: Make it real

NextGenerationEU 

**NEXT  
GEN  
EU** 





**Freedom,  
Peace & Energy  
Independence.**

YOU ARE EUROPE.



**Democracy,  
Diversity  
& Climate  
Protection.**

YOU ARE EUROPE.



**Stability,  
Respect & Green  
Transition.**

YOU ARE EUROPE.



**Unity, Security  
& Renewable  
Energy.**

YOU ARE EUROPE.





# Definitions

- **Visibility**
- **Information**
- **Communication**
- **Dissemination**
- **Exploitation**
- **Advocacy**

# Definitions

*“The two words information and communication are often used interchangeably, but they signify quite different things.*

*Information is giving out;*

*Communication is getting through.”*

**Sydney Harris**

# Definitions

	<b>Communication:</b> inform and promote your project activities	<b>Dissemination:</b> make your results public	<b>Exploitation:</b> make concrete use of results
<b>Who (Audience)</b>	Citizens (wide public), media, stakeholders	Stakeholders and entities that can benefit (e.g. policymakers, civil society, SMEs)	Industry, academia. authorities
<b>When</b>	From start to end	As soon as the project has results	Towards project end and beyond
<b>How</b>	Messages, appropriate media channels, dialogue, events	Publications, conferences and events, knowledge hub	Sharing knowledge, prototypes, data, platforms

# Needs (regulations and application forms)

## Objectives

*Please define one concise project specific objective that will be achieved by your project through the implementation of the work package. The specific objective should be:*

*realistically achievable during the project lifetime;  
specific;  
be verifiable and measurable.*

## Project specific objective

*Describe the project specific objective here [max 250 characters]*

*In addition, please define one or more communication objective(s) that will contribute to the achievement of the project specific objective and include reference to the relevant target group(s). Communication objectives aim at changes in a target audience's awareness and behaviour.*



# Needs (regulations and application forms)

## Project Management and Communication

*C.7.3 What will be the general **approach** you will follow to communicate about your project?*

*Please describe how your project's communication objectives, as outlined in the work plan, will **help with achieving your project's main result(s)**. **Why** is communication important? Which common **tactics, channels and tools** will help the partnership to reach out to and involve its **target audiences**? How will the **project communication coordinator** ensure that **all project partners** are involved and contribute to communication?*



# Communication manager

- (...) is responsible for the proper implementation of the project's communication strategy.
- ensures that all partners agree to the strategy, including task allocation and timing, and is the one responsible for reviewing periodically whether the strategy is reaching its objectives.
- whether the role is outsourced to a communication professional or not, the communication manager should be familiar with the variety of techniques available to reach different audiences.
- works hand in hand with the project coordinator to deliver project results.

Fonte: Interreg Europe programme manual 2014-2020

# First round of takeaways

**Communication is a contractual obligation aimed at:**

- **Ensure transparency: explain how EU money are spent**
- **Recall the objectives of the funding program + EU values**
- **Reach a large audience**
- **Ensure the sustainability of the project**

# Structure and communication plan

- Plan
- Visualize
- Write
- Share
- Evaluate

## Index

### Introduction

- 6 --- Communication? Let's start with the basics
- 6 --- How to use "Your Project #CommsJourney"
- 7 --- We are here to help

### Plan your #CommsJourney

- 9 --- **Check** your Programme Guide and calls for proposals
- 10 --- **Develop** your communication strategy
- 12 --- **Write** your communication plan

### Visualise your project

- 15 --- **Create** your visual identity
- 17 --- **Display** the EU emblem

### Write your project stories

- 21 --- **Tell** others about your project from day one!
- 23 --- **Think** digital

### Share your project results

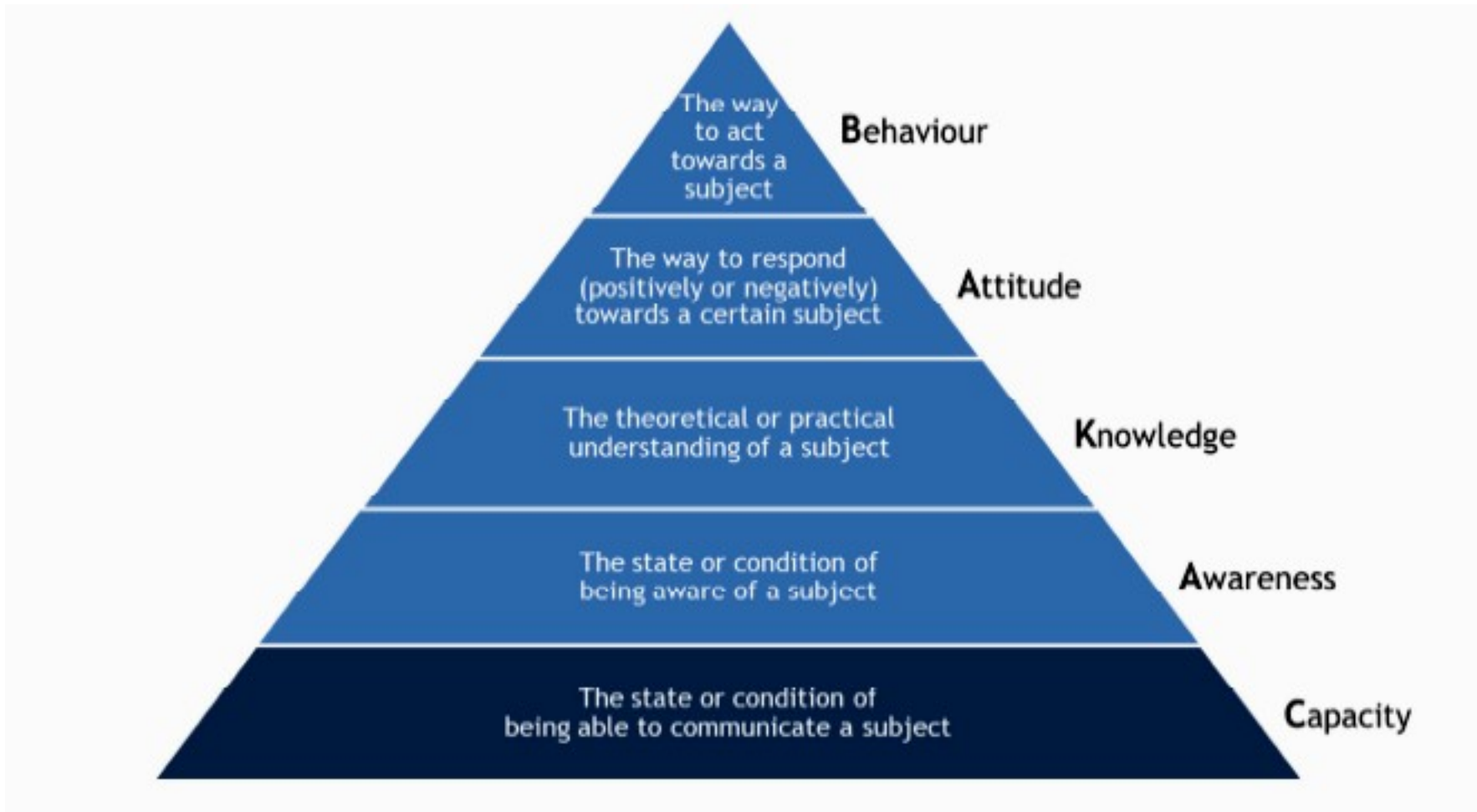
- 31 --- **Sharing** is caring
- 32 --- **Use** websites
- 33 --- **Share** your results on the Project Results Platform
- 33 --- **Identify** your social media channels
- 34 --- **Reach out** to the media
- 34 --- **Share** your results at events

### Evaluate your experience

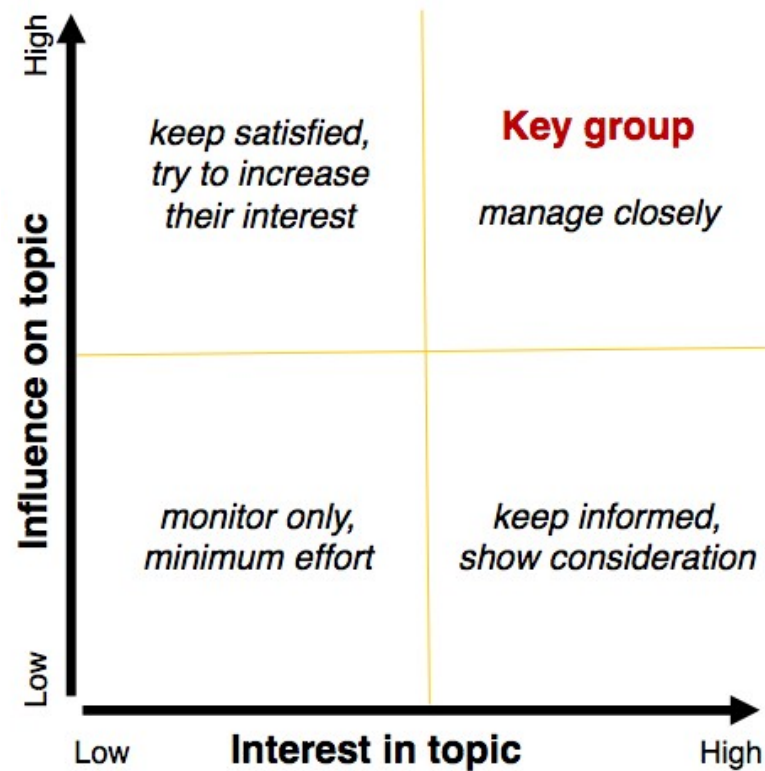
- 40 --- **Choose** your indicators
- 41 --- **Carry out** your evaluation



# Communication objectives



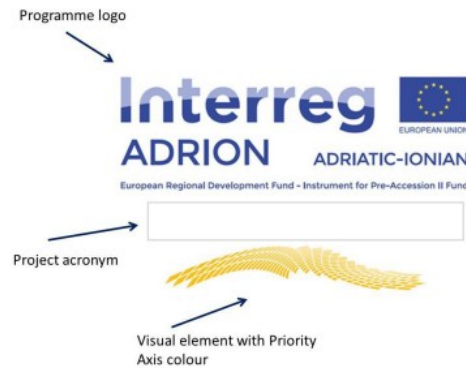
# Target groups mapping



# Tools and channels + target groups

	Media	General Public	Local government	Researchers	Students associations	...
Website	✓✓	✓	✓	✓✓	✓	
Social media	✓✓	✓✓	✓	✓✓	✓✓	
Newsletter	✓✓	✓	✓	✓✓	✓	
Press conference	✓✓	✓✓	✓✓	✓	✓✓	
Workshop and event	✓✓	✓	✓	✓✓	✓	
Video	✓✓	✓✓	✓	✓	✓✓	
...						

# Visual identity > Interreg Harmonized Branding



# Networks – Programme Communities

urban-initiative.eu/ia-cities

Co-funded by the European Union

EUROPEAN URBAN INITIATIVE

Help & contact | Portico | UAEU | My account

The Initiative | Innovative Actions | Look for funding | Build your capacities | Get inspired | News & Events


← Home

## Innovative Actions projects

We support urban authorities to experiment with bold and innovative solutions to urban challenges. View selected projects here.

Topic | Country | Call for proposal | EU objective | Status | Map view


EUI Call for Proposals in support to the New European Bauhaus demonstrators



**Aarhus**  
Denmark

Ongoing


EUI Call for Proposals in support to the New European Bauhaus demonstrators



**Budapest**  
Hungary

Ongoing

EUI Call for Proposals in support to the New European Bauhaus demonstrators



**Burgas**  
Bulgaria

Ongoing

# Networks – Programme Communities

## Our main challenges...

- Rovereto's functional urban area is experiencing rapidly escalating effects of climate change – such as water scarcity and shortages, heat islands, Forest Fires, extreme winds – which also threaten biodiversity.
- Rovereto's urban area is located in the Italian Alps. This region's adaptive capacity to climate change has been rated as dramatically low at the infrastructural, technological and institutional levels, and in terms of knowledge and awareness.
- Climate change is a particular threat in the Alps, Europe's second largest biodiversity reservoir. Here, 13 000 plant and 30 000 animal species share their environment with 14 million human residents and about 120 million visitors per year.

## and proposed solutions

- Transgenerational and multidisciplinary knowledge transfer encourages the territorial exchange of novel solutions to tackle climate and biodiversity challenges. S4T is developing co-sharing, co-creation and outreach actions for extended inclusivity.
- This sustainable solution includes the design and realisation of new spaces reflecting New European Bauhaus principles, and specific Environmental Social Governance and Territorial Assessment-based monitoring and impact actions.
- S4T offers adaptive, validated models involving local pilot actions to develop new skills, biodiversity actions, and digital simulation for the adoption and replication of solutions in urban settings.

**135 000**

inhabitants using the train station as a key mobility hub at the start of the project

**6**

project partners, contributing with human and civic capital, expertise, and industrial and governance resources

**17**

municipalities make up Vallagarina Community

**1**

replicable pilot hub, comprising: a

## Milestones

● **Clustering actions programme defined**  
May 2024

● **Kick-off event**  
Jun 2024

● **NEB-designed hub completed**  
Aug 2025

### 1. Clustering actions programme defined

01 May 2024

Analysis of relevant ongoing projects and a programme of clustering actions

# Networks – Programme Communities



**TRANS-BORDERS+: Better information and services for cross-border travellers**

## What is the challenge?

Cross-border connectivity is crucial for people in peripheral areas. But they often lack efficient service and information on public transport links to regions across borders.

<https://www.interreg-central.eu/projects/trans-bordersplus>

## How does TRANS-BORDERS+ help?

The TRANS-BORDERS+ project targets this issue by introducing new services and digital information systems that help with planning public transport journeys in border regions. Project partners from five countries develop solutions like open journey planners that link travel information from different providers across national borders. Moreover, the partners digitalise rural transport stops to turn them into modern mobility hubs and pilot new cross-border mobility services.

## What countries & regions are involved in TRANS-BORDERS+?

Kärnten | Wien  
Severovýchod  
Sachsen  
Friuli-Venezia Giulia  
Vzhodna Slovenija |  
Zahodna Slovenija



## Facts and Figures



### Project Budget

2,33 million €  
(80% co-financed by the ERDF)



### Duration

June 2024 -  
November 2026



### Partnership

10 partners from  
5 countries



### Outputs

4 Pilot Actions



# Networks





# Communication: trends in 2021-2027

- **EU Emblem**
- **Growing importance of Programmes communication**
- Interreg **harmonized branding** (from 2014)
- **Budget cut.** CPR 1060/2021 art 50: *“Where the beneficiary does not comply with (...) obligations under Article 47 (...) and where remedial actions have not been put into place, the managing authority shall apply measures, taking into account the principle of proportionality, by cancelling up to 3 % of the support from the Funds”*
- **Operations of strategic Importance**
- **Social media.** e.g. Interreg Europe Programme: *“Facebook, Twitter, YouTube, LinkedIn and Instagram) for constant communication with our audiences and targeted campaigns(the mix can change to follow new trends)”*

# Experience in EU project evaluation

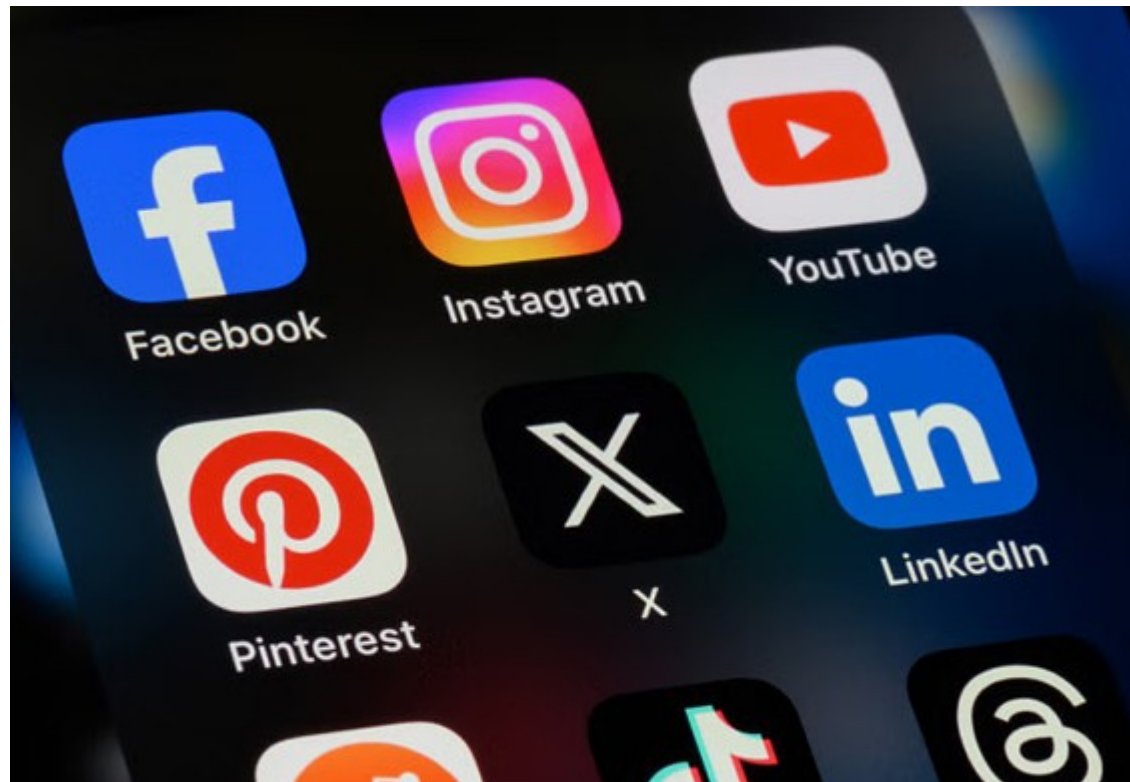
## Recurrent shortcomings:

- Copy and paste work package
- Poor relation with the context
- Poor methodology to measure, monitor and evaluate
- No indicators
- No clear partners involvement and roles
- Weak engagement process definition
- No connection to project objectives
- Lack of distinctive elements and originality
- No social media strategy

# Details and consistency



# Social media



# Social media

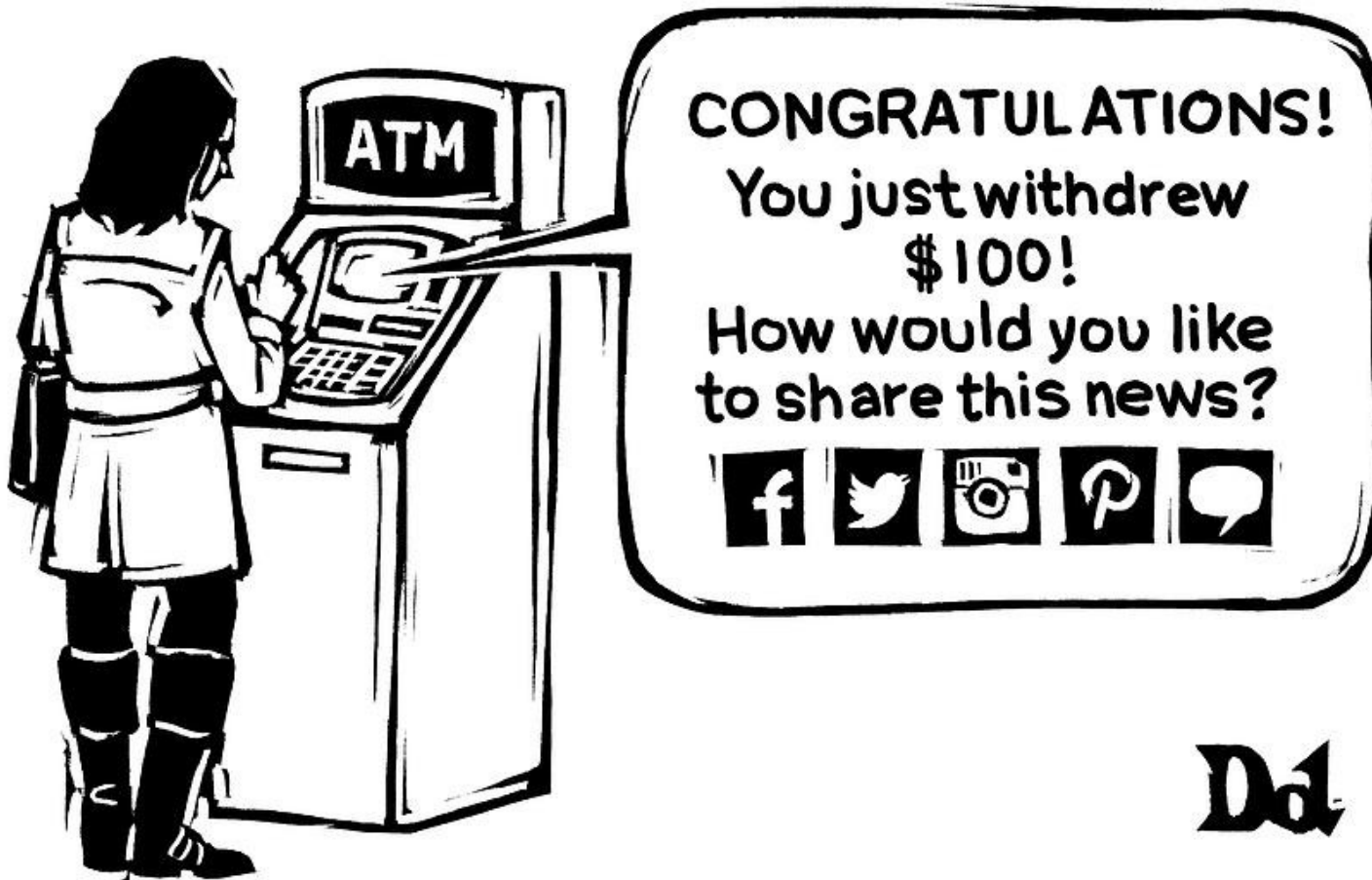


New Yorker

*“May I suggest a wine and a filter setting?”*

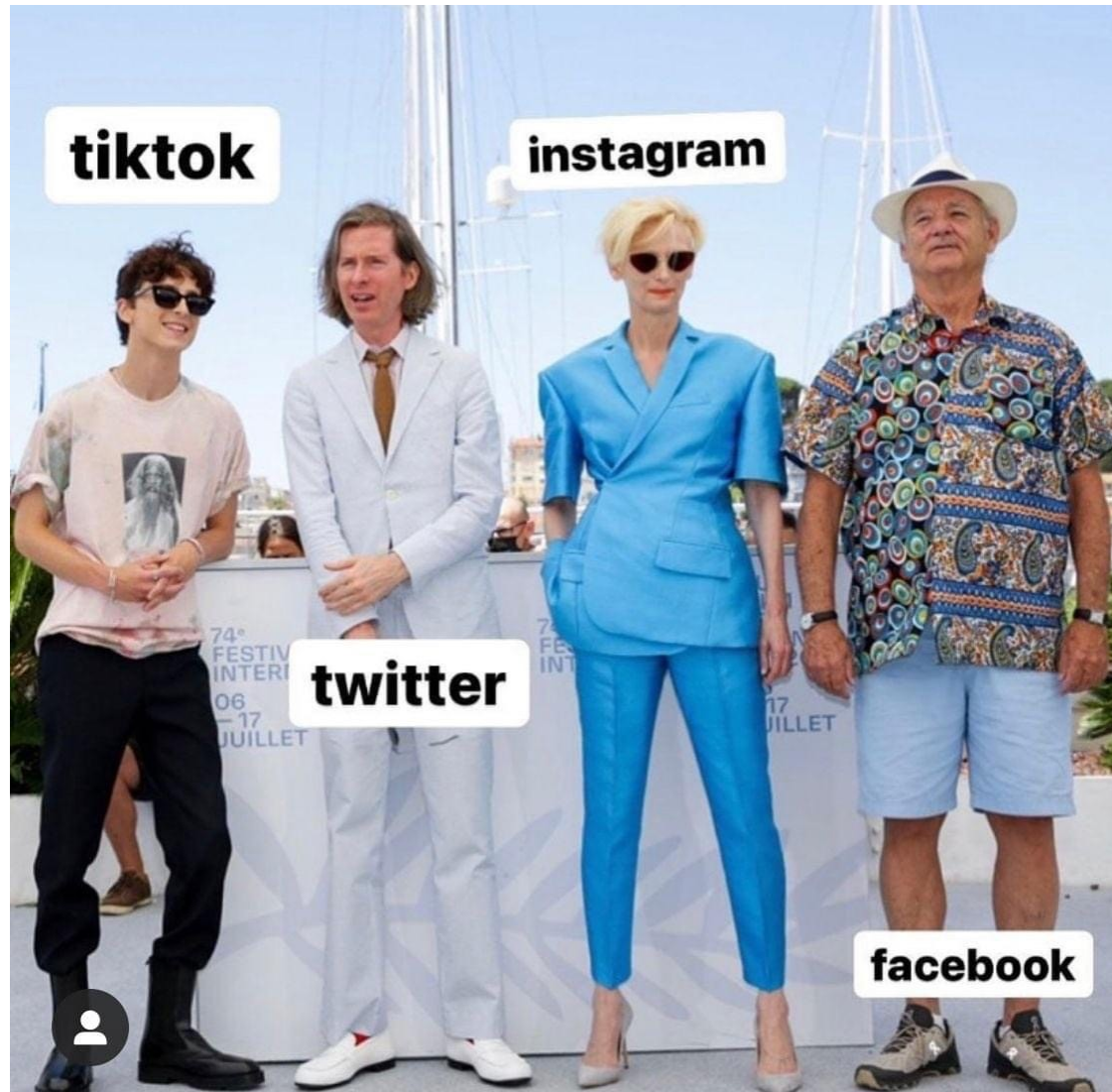


# Social media



New Yorker

# Social media

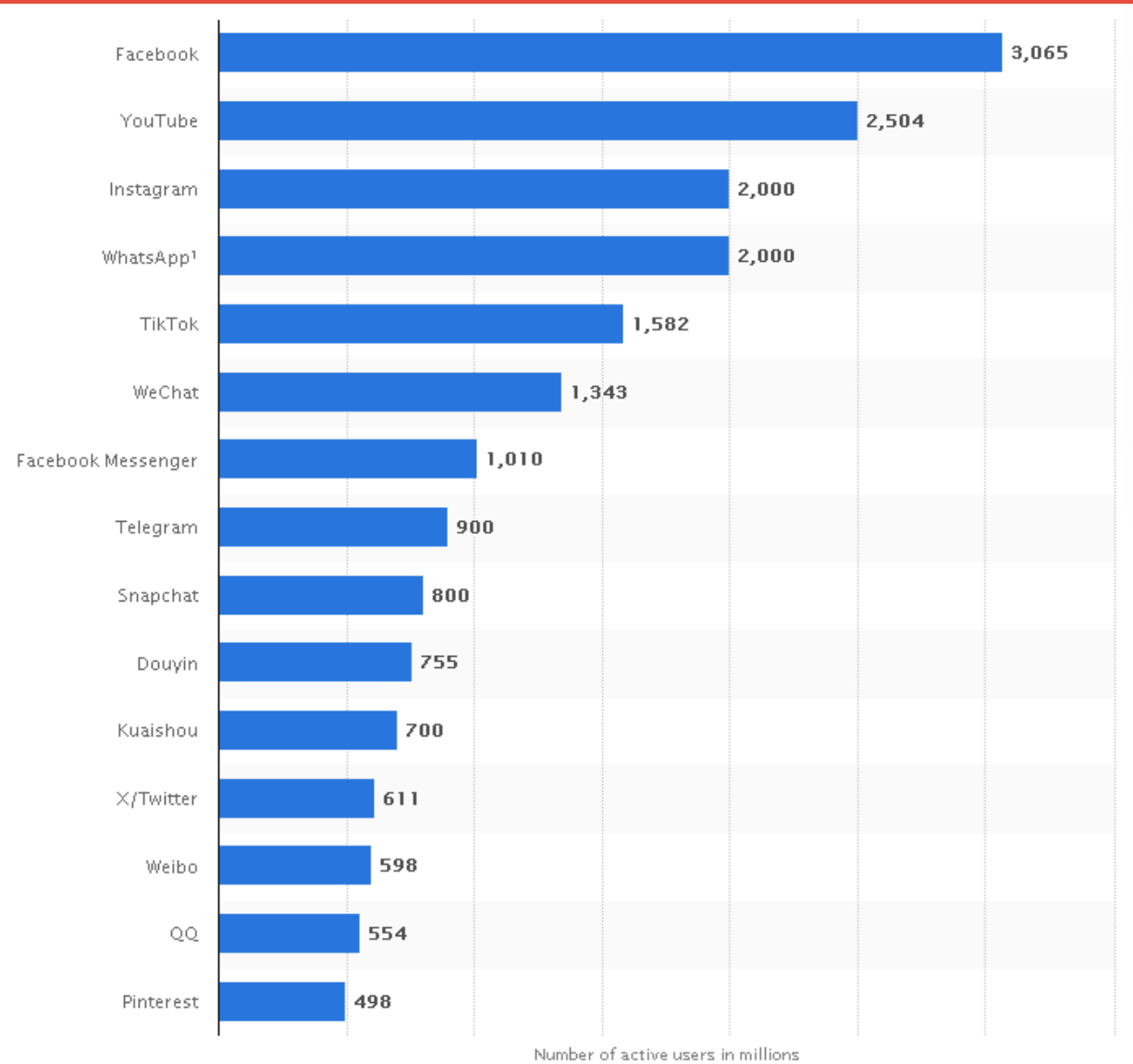




# Social media

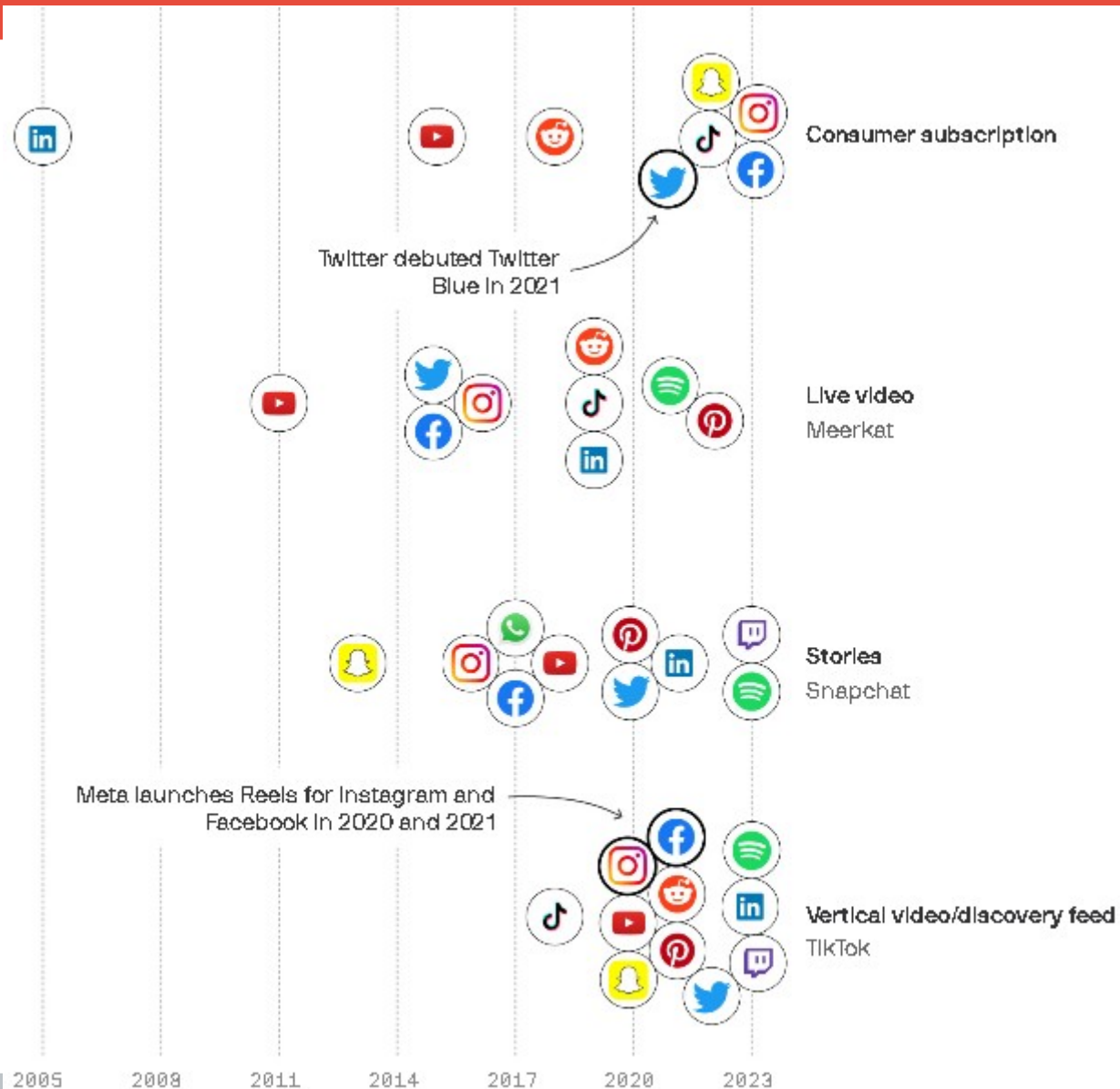


# Social media



Statista, 2024

# Social media hybridization



# Social media

**Algorithm:** “a set of rules that must be followed when solving a particular problem” = **set of rules to rank content on a social media platform;**

- Activity
- Engagement history
- Interest
- Frequency of use
- Location and language
- Session Time

# Social media

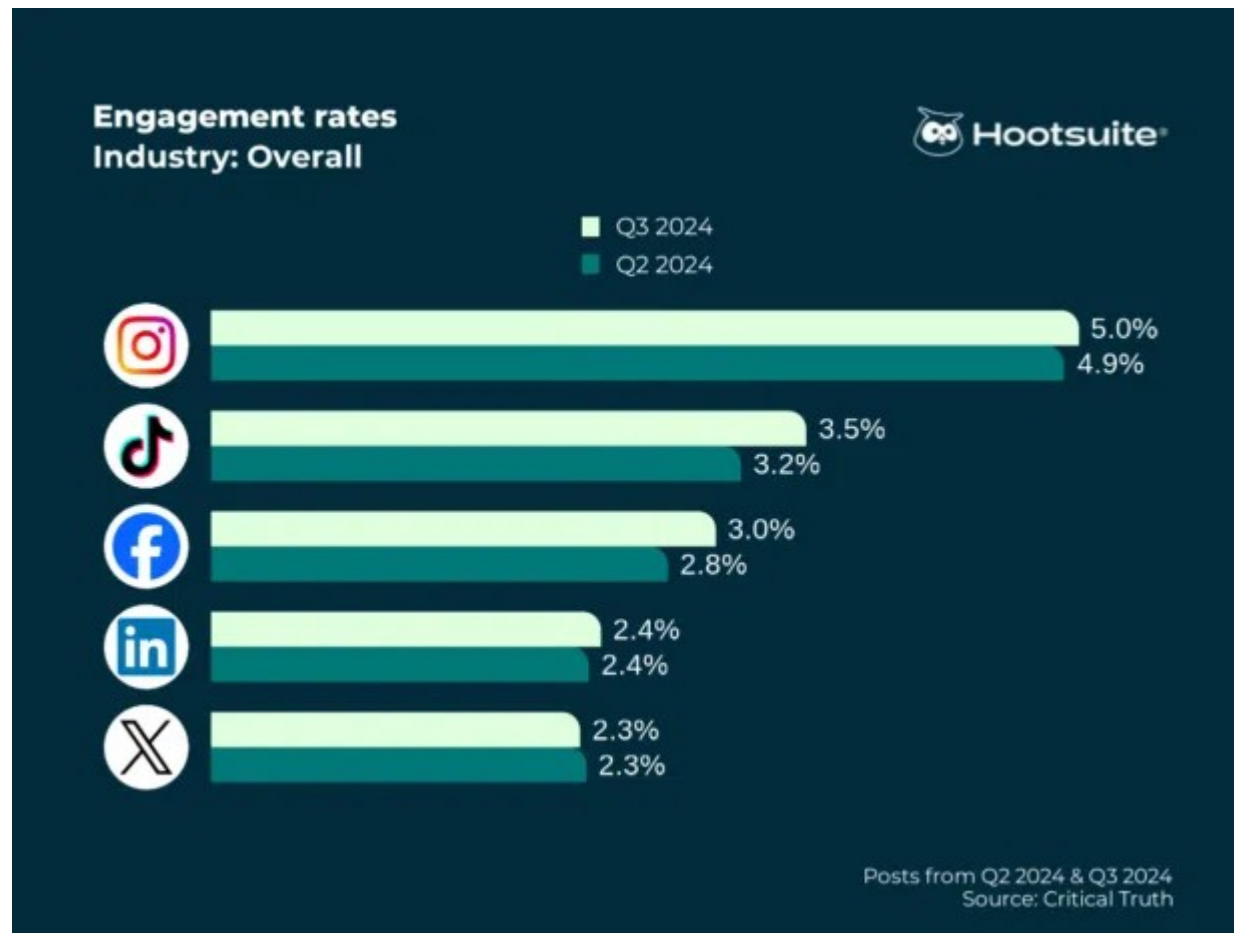
**Engagement:** measure of interaction of audience interaction with social media content. It demonstrates involvement and interest:

- Likes
- Comments, replies
- Shares, retweets, reposts
- Saves
- Clicks
- Mentions

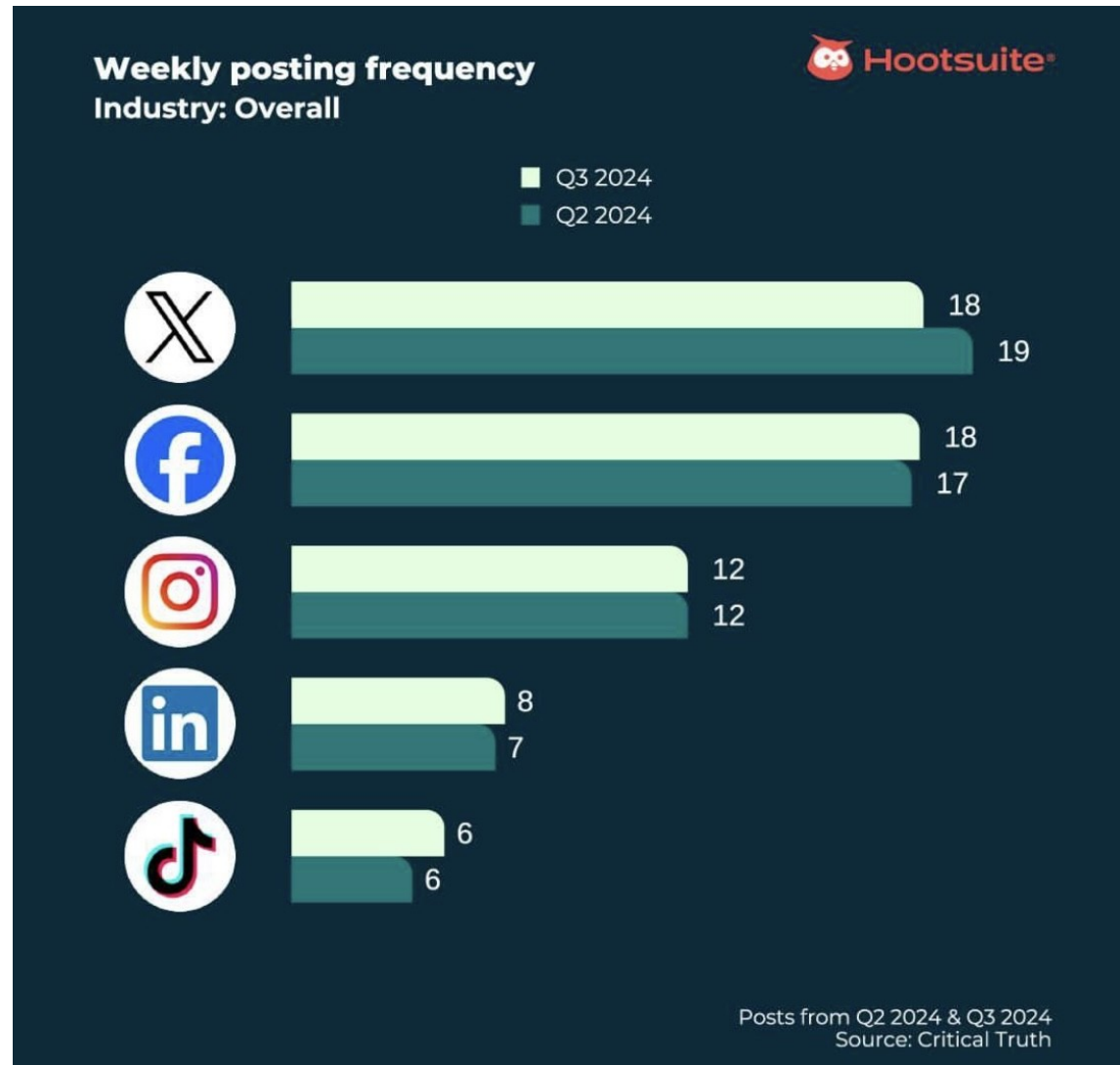
**Engagement rate:** total engagement divided by total followers x 100

# Social media

**Engagement rate:** total engagement divided by total followers x 100



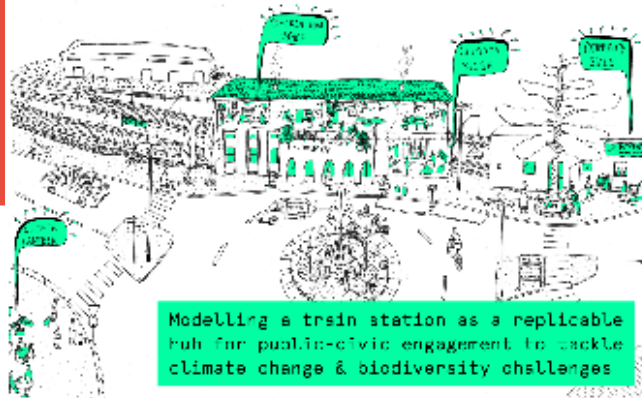
# Social media





# Exercise

## Station for Transformation



Comune di Rovereto

**ERDF budget:** €4,997,697.50

The alpine town of Rovereto needs to improve the quality of life of its citizens by regenerating and transforming the cultural heritage of the territory in face of mounting climate and biodiversity challenges. Therefore, the city proposes to transform the empty main building of the train station and its surrounding area into a public-civic hub whose spaces will serve as interactive venues for training, co-design, co-production and knowledge transfer for promising public, civic and economic initiatives on to tackle climate change, biodiversity loss and heritage regeneration. The implementation of the S4T solution mobilizes NEB's three core values and principles of "Understand, Adapt and Use".

**Partnership:** Municipality of Rovereto (COR); 1 local public authority: Community of the Lagarina valley (LAG); 3 NGOs: La Foresta- Community academy (FOR), Europe Consulting (EUC), International Cooperation Centre (CCI); 2 Higher education and research organisations: University of Trento (UTN), COFAC - Cooperativa de Formação e Animação Cultural C.R.L. (COF); 2 SME: Campomarzio social cooperative (CAM), Trentino Social Tank cooperative society (TST); 3 transfer cities – to be selected



Municipio Roma 3 - Montesacro (MUA)

**ERDF budget:** €4,980,342.40

We-Z tests a transitional model of urban regeneration to improve mental health in young people. The experimental site is a '70s public housing complex called Vigne Nuove located in the North-Eastern periphery of Rome, remained largely unfinished, and today characterised by a diffuse sense of neglect and isolation. The we-Z project will experiment an innovative de-medicalized approach to urban regeneration through the activation of collective imaginations and co-creation activities. We-Z will re-activate affective bonds between people and places and build an attractive district, based on transitional spaces and objects to trigger the active and self-reflective engagement of young people.

**Partnership:** District III of Rome – Montesacro; 1 Higher education and research organisation: Department of Architecture, Roma Tre University; 3 Sectoral agencies: LOCAL HEALTHCARE ENTERPRISE ROMA1, ATER - Agenzia Territoriale Edilizia Residenziale, Soprintendenza Speciale Archeologia Belle Arti e Paesaggio di Roma (SSABAP); 4 SME: Officine Zero, Future Ecologies, Avanzi. Sostenibilità per Azioni S.p.A. SB, Solidarius Italy s.r.l.; 2 Others: Parsec Agri Cultura company Agricultural social cooperative, PARSEC SOCIAL COOPERATIVE; 1 NGOs: Artestudio; 3 transfer cities – to be selected

# Exercise



## Budapest Főváros Önkormányzata

**ERDF budget:** €4,985,110.40

The AHA Budapest project aims to address housing insecurity and energy poverty with new flexible and affordable solutions. The project aims to develop an Integrated Housing Service Model with a set of offers for permanent and temporary housing relying on both the public and private housing stocks. An early warning system will be set up to anticipate social and energy interventions for new at-risk target groups. A smart support scheme will be developed to promote safe temporary cohabitation and flat exchange arrangements based on engagement, trust building, mentoring and mediation. A revolving fund for energy efficient retrofit grants and other flexible interventions will be tested to reduce energy poverty and prevent the degradation of dwellings. An unused non-residential public building will be renovated and repurposed for near-zero energy social housing using energy efficient technologies and low-cost, aesthetic modular interior by inclusive design approaches involving beneficiaries.

**Partnership:** Budapest Municipality; 1 sectoral agency: Budapest Brand Nonprofit Plc.; 4 SME: NART Architects Studio Llc., Popcode Developments Ltd., Metropolitan Research Institute, BURST (Bright Urban Solution Team) Nonprofit LLC.; 3 NGOs: From Streets to Homes! Association, Hungarian Contemporary Architecture Centre Foundation, Energiaklub Association.



## Turun kaupunki

**ERDF budget:** €3,898,963.36

The city of Turku has an ambition to become one of the world's leading nature and climate cities. Therefore, Turku Biodiversity Action Plan seeks to protect and restore biodiversity in urban areas where habitats are lost due to rapid urbanization, through innovative solutions. Following New European Bauhaus principles, Urban Biodiversity Parks project will develop an innovative concept of urban biodiversity park as a tool to establish a platform for developing and testing experimental approaches, for preserving and actively enhancing biodiversity in urban environment. This project will involve different groups such as local inhabitants, NGOs, education institutions and private actors, to increase stakeholders' awareness and capacity for biodiversity conservation.

**Partnership:** City of Turku; 3 Higher education and research organisations: University of Turku, Turku University of Applied Sciences Ltd, Natural Resources Institute Finland; 1 Regional Public Authority: Valonia Regional Council of Southwest Finland; 1 NGOs: Wild Zone; 1 Enterprise: Vaso Ltd; 1 SME: Blok garden Oy; 3 transfer cities – to be selected

# Exercise



- 1) Create a social media strategy
- 2) Outline a “project bio” for social media

# Social media > Visual identity

## Social media templates

Templates are available for all major social media platforms: Facebook, Twitter, Instagram, YouTube, LinkedIn.

**Whenever there is no profile banner, EU-funding must be included within the profile image (i.e. Instagram).**

**Please open and use the “Asset Export” function in the template files.**

*Profile image with profile banner*



*Profile image must include EU-funding if no banner image is available*

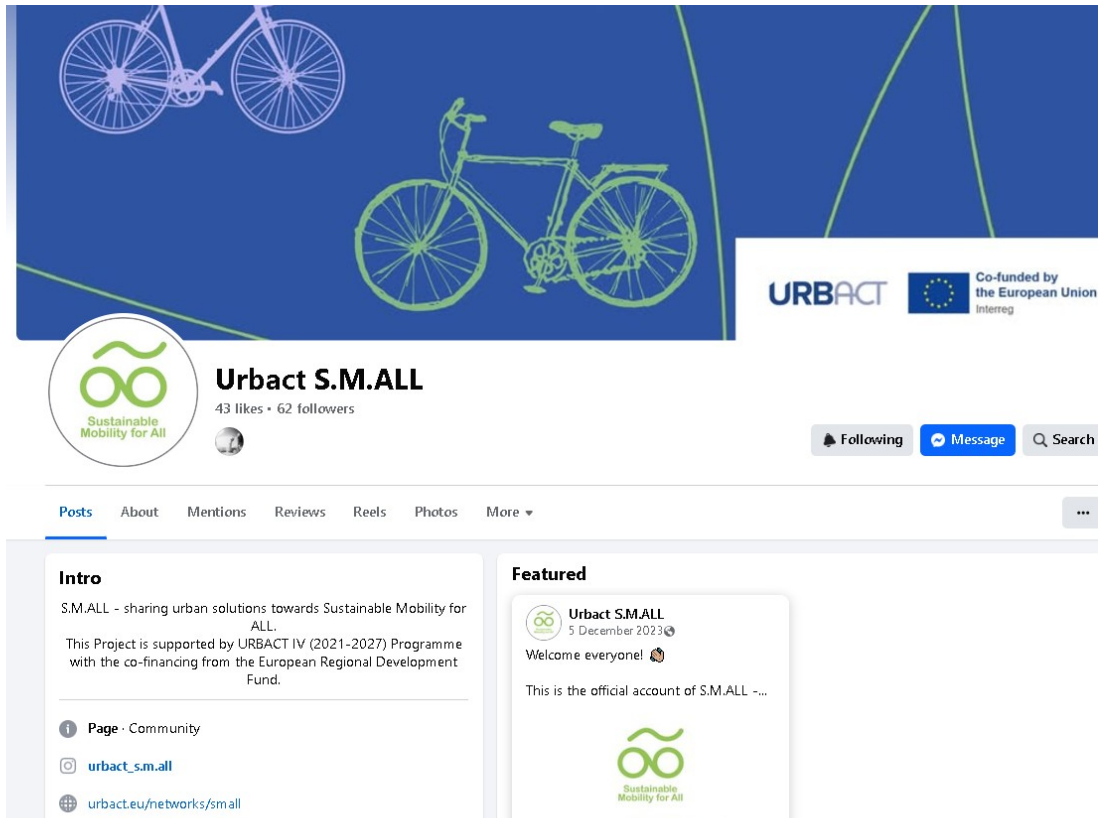




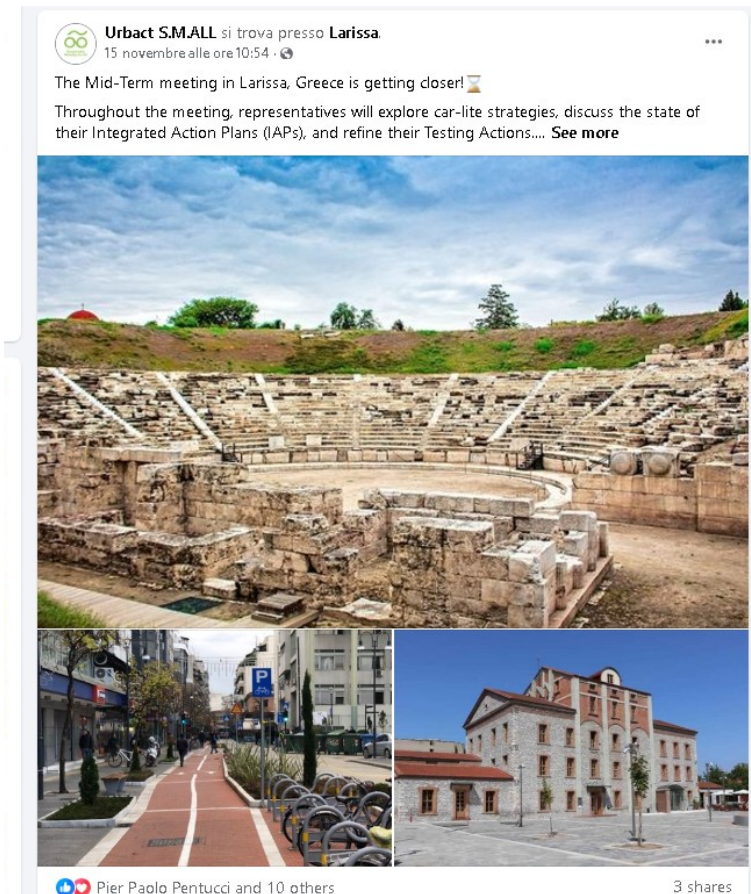
# Social media



# Social media

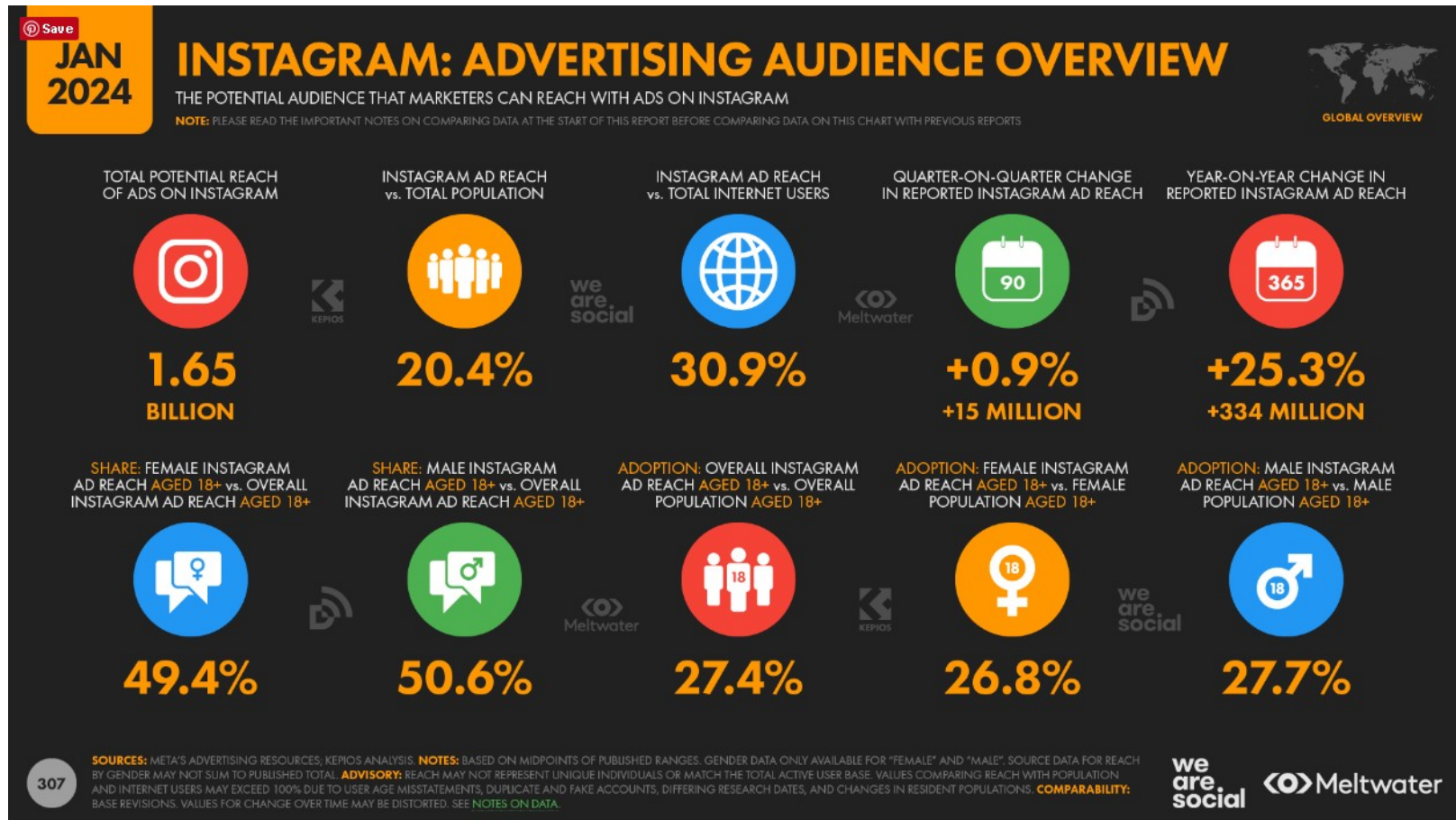


The image shows the Facebook profile page for Urbact S.M.ALL. The header features a blue banner with a white bicycle silhouette and the text 'URBACT' and 'Co-funded by the European Union Interreg'. The profile picture is a green logo with the text 'Sustainable Mobility for All'. The name 'Urbact S.M.ALL' is displayed with '43 likes · 62 followers'. Navigation tabs include 'Posts', 'About', 'Mentions', 'Reviews', 'Reels', 'Photos', and 'More'. The 'Intro' section states: 'S.M.ALL - sharing urban solutions towards Sustainable Mobility for ALL. This Project is supported by URBACT IV (2021-2027) Programme with the co-financing from the European Regional Development Fund.' The 'Featured' section shows a post from 5 December 2023: 'Welcome everyone! 🎉 This is the official account of S.M.ALL -...'



The image shows a Facebook post from Urbact S.M.ALL. The post text reads: 'Urbact S.M.ALL si trova presso Larissa. 15 novembre alle ore 10:54. 🌐 The Mid-Term meeting in Larissa, Greece is getting closer! 🕒 Throughout the meeting, representatives will explore car-lite strategies, discuss the state of their Integrated Action Plans (IAPs), and refine their Testing Actions.... See more'. The post includes three images: a large photo of an ancient stone amphitheater, a photo of a modern city street with a red brick path, and a photo of a large, multi-story building. The post has 3 shares and is liked by Pier Paolo Pentucci and 10 others.


# Social media






# Social media



 euinmyregion


 euinmyregion The EU is everywhere around you. eu In bridges, metros, airports, high-speed trains, and so much more.

Today we celebrate the 30th anniversary of the Cohesion Fund, which has invested nearly €179 billion in so many projects in our Union.

Among many others, the Cohesion Fund has helped build the:

- pt 12.3 km-long 'Vasco da Gama' bridge in Lisbon, the longest bridge in Europe
- EE PL airports of Tallin and Wroclaw
- ES Madrid-Barcelona-French border high-speed line





Do you know other projects funded by the Cohesion Fund in your region? Tell us about them!

 1. Vasco da Gama' bridge in Lisbon, 2. airport of Tallin , 3. airport of Wroclaw , 4. Viaduct of the Madrid-Barcelona-French border high-speed line

#EUFunds #EuropeanUnion

Regram: @europeancommission

85 sett · Vedi traduzione

Place a 207 persone  
3 aprile 2023

# Social media



# Social media

OCT  
2023

## X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



TOTAL POTENTIAL REACH  
OF ADS ON X (TWITTER)



**666.2**  
MILLION



X AD REACH  
vs. TOTAL POPULATION



**8.3%**



QUARTER-ON-QUARTER CHANGE  
IN REPORTED X AD REACH



**+18.1%**  
**+102 MILLION**



YEAR-ON-YEAR CHANGE IN  
REPORTED X AD REACH



**+22.4%**  
**+122 MILLION**

X AD REACH  
vs. TOTAL INTERNET USERS



**12.6%**



X AD REACH  
vs. POPULATION AGED 13+



**10.6%**



FEMALE X AD REACH  
vs. TOTAL X AD REACH



**38.8%**



MALE X AD REACH  
vs. TOTAL X AD REACH



**61.2%**

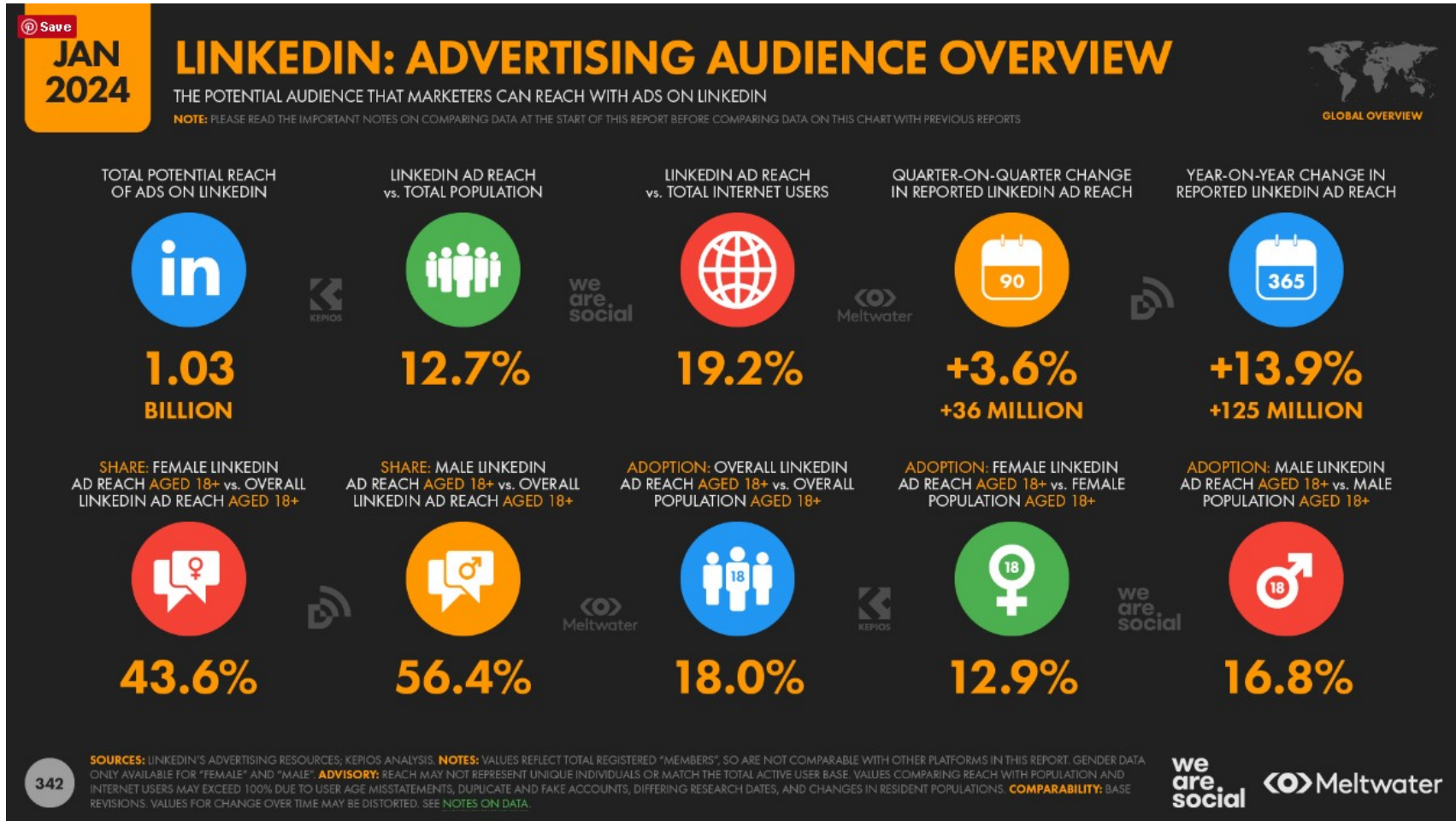
213

**SOURCES:** X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

we are social Meltwater



# Social media



# Social media

**European Commission**  
2,061,573 followers  
4hr • 🌐

"5 years ago, we started our DiscoverEU trip to Barcelona and Paris in Katowice. This is us in the same place now" ❤️

Huge congratulations to Marta and Marcel for celebrating their love where their DiscoverEU journey first began! Thank you so much Marta, for sharing your love story with us. Wishing you both a lifetime of happiness and adventures together!


Since 2018, nearly 1.4 million youngsters have applied for DiscoverEU travel passes, and we believe there are many more beautiful stories like theirs among the 319,000 lucky recipients.

Have a story of your own? Share it with us in the comments!


👉 If you were born in 2006 and are a citizen or a resident of the EU or IS, LI, MK, NO, RS or TR, apply for the next round of #DiscoverEU open until 16 October and don't miss the opportunity to live this unforgettable experience.

#ErasmusPlus

how it started      how it's going



👍❤️ 33      1 comment • 1 repost



**JUST STREETS**

**Just Streets**  
4-year Horizon project implementing urban mobility strategies that are both sustainable and inclusive for all citizens.  
Community Development and Urban Planning · 2K followers · 51-200 employees


Message    Following    ⋮

Home    About    **Posts**    Jobs    People

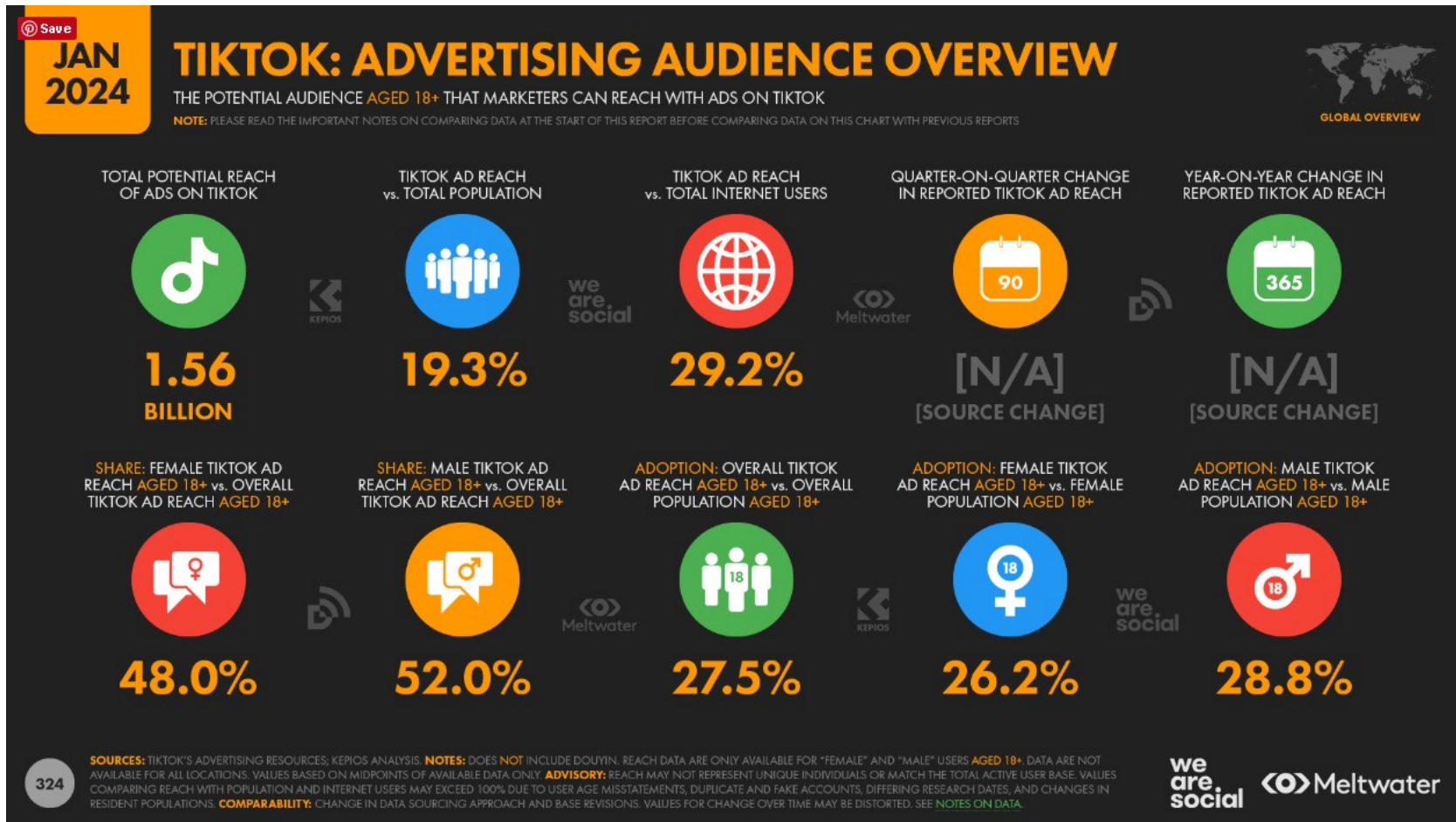
All    Images    Videos    Articles    Documents    Sort by: Top

**Just Streets**  
2,122 followers  
23h • 🌐

JS Partner **RINA Consulting (formerly D'Appolonia)** attended the **Smart City Expo World Congress 2024**. Since 2011 Barcelona hosts this global happening for intelligent and sustainable development and innovations of cities. „It was very rich event, ...more



# Social media





# Social media

uffizisocial



@uffizigalleries ✓

106 Seguiti | 169.339 Follower | 2,6 Mln Mi piace

Messaggio



The Renaissance. Now.  
Artemisia, Botticelli, Caravaggio  
and much, much more!

[www.uffizi.it](http://www.uffizi.it)



Instagram feed for @uffizigalleries

- Video 1: 14.672 views
- Video 2: 32.355 views
- Video 3: 10.472 views
- Video 4: 941 views
- Video 5: 6711 views
- Video 6: 9577 views
- Video 7: 12.533 views

europeanparliament



@europeanparliament ✓

0 Seguiti | 38.412 Follower | 244.735 Mi piace

Segui

Messaggio



Your voice in the European Union. Elected  
directly by citizens in 27 countries.

<https://www.europarl.europa.eu>

Instagram

Instagram feed for @europeanparliament

- Video 1: Floods in Spain (941 views)
- Video 2: EU Quiz Test your knowledge (15.548 views)
- Video 3: European Cities Quiz (28.356 views)
- Video 4: Commissioner Hearings

UN



@unitednations ✓

27 Seguiti | 214.583 Follower | 730.593 Mi piace

Segui

Messaggio



Official account of the UN.  
For peace, dignity & equality on a healthy  
planet.

[www.un.org](http://www.un.org)

Instagram feed for @unitednations

- Video 1: UNGA78
- Video 2: Ukraine
- Video 3: Gender equality
- Video 4: COP 29 (1290 views)
- Video 5: A ceasefire is crucial to save lives in Gaza. (645 views)
- Video 6: We must act now. SHE IS OUR RESPONSIBILITY (4053 views)
- Video 7: UN Day



# Social media

- **Avoid formal language**
- **Build networks**
- **Communicate constantly**
- **Engage with followers**
- **Vary content**
- **Use emojis moderately**
- **Don't spam**
- **Ensure readability of project bio/description**
- **Use cool visuals/carousels**

# Presentations

**BRACE YOURSELF**

**BORING POWERPOINT SLIDES ARE  
COMING**

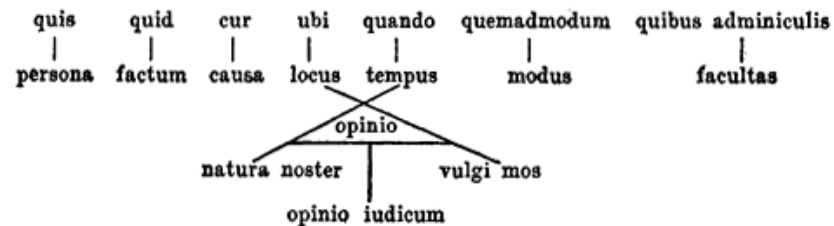


# Storytelling

Activity of writing, telling or reading stories

Project = WHAT + WHO + WHEN + WHERE + WHY (+ HOW)

5 W of journalism



# How to open a presentation?

**4 good ways:**

- 1) Make a question relevant to the audience**
- 2) Use a figure or a fact that impresses the audience**
- 3) Tell a story (“once upon a time”)**
- 4) Make a funny statement**

# Presentations

**Pecha Kucha** (pechakucha.org)  
20 immagini x 20 secondi

## **Elevator Pitch**

Short explanation to persuade someone to buy a product or support an idea

**Six Words Stories** (“Baby shoes. For Sale. Never worn”, Hemingway)



# Interreg Slam

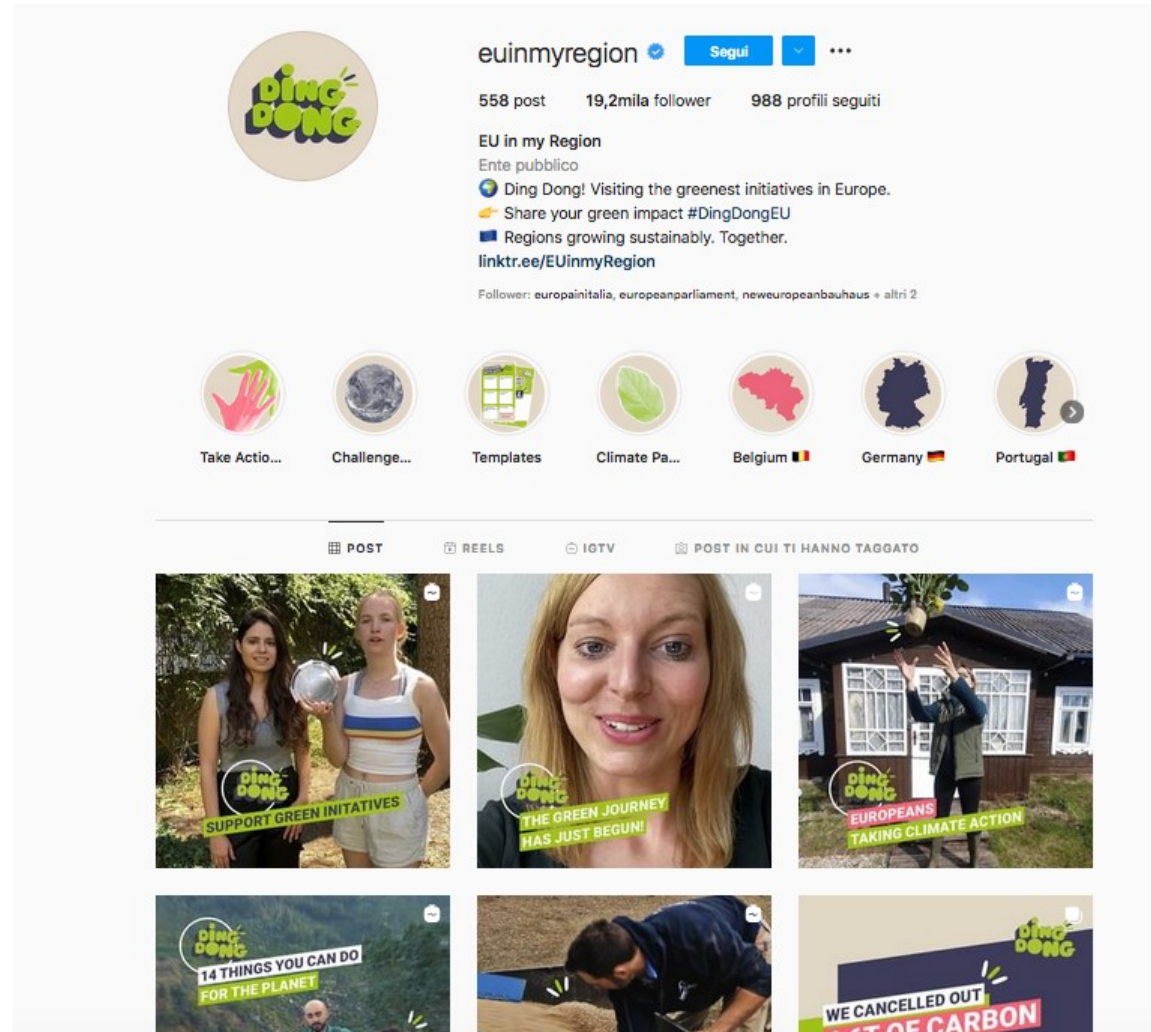
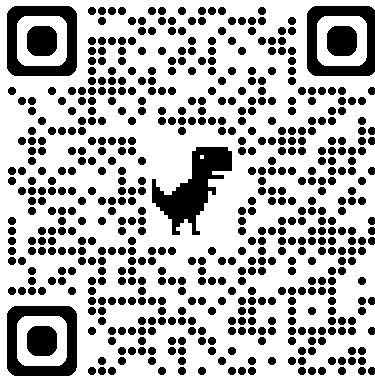
European **storytelling competition** coordinated by Interact aims to showcase the results and impact of Interreg projects.

**Template** for storytelling:

- 1)Context**
- 2)Specific problem**
- 3)Idea**
- 4)Solutions**
- 5)How it works**
- 6)Proof**
- 7)Vision/Impact**
- 8)Brand**
- 9)Title of your story/Slogan**



# #Euinmyregion - #DingDongEU (2020)



# #Euinmyregion (2024)



**euinmyregion** • Audio originale

**euinmyregion** • Once again, we are going on an adventure! 🚂

Malia, Olena and Sara, our three winners of the Megalizzi-Niedzielski prize for aspiring journalists and photo competition, are going to meet Europe by train 🚂

And you will be able to see it all! From 24th of June, they will take over this instagram account and show you firsthand what our eu has best to offer.

📖 Beautiful landscapes, cultural immersion and, of course, visits to EU funded projects are on the list.

You don't want miss that. St

#Youth4Regions #TrainTrip  
21 sett · Vedi traduzione

Place a 48 persone  
18 giugno



**euinmyregion** • #Euinmyregion Train Trip

📍 Malia, Olena and Sara are travelling by train from Venice, Turin, Lyon, Perpignan, Barcelona, Madrid to Malaga.

What should they absolutely see? 🗺️ Know about hidden gems?! Who should they meet?

Send us your suggestions 🗨️

📖 And feel inspired by the amazing landscapes

#TrainTrip #Youth4Regions  
21 sett · Vedi traduzione

**cri.bellon** They should visit Verona, the city of Romeo and Juliet, the city of love. "Good night, good night! Parting is such sweet sorrow, That I shall say good night till it be tomorrow" (W. Shakespeare)  
21 sett · Rispondi · Vedi traduzione

**wreckthisbanana** You absolutely need to go to Fourvières in Lyon! The old-town, Croix-Rousse and le Parc de la Tête d'or are also must-sees! And if you want to dance, you should go to Le Sucre 🍷👯 have a nice trip girls!  
21 sett · Rispondi · Vedi traduzione

**giuseppemella** The EU policies department of the city of Venice (in a beautiful palace called Contarini del Bovolo)  
21 sett · Rispondi · Vedi traduzione



# #Euinmyregion (2024)



euinmyregion e altri 3  
Venice, Italy

euinmyregion • Hi guyst! 😊

We're Alyona, Malia and Sara, and for the next 2 weeks, we'll be taking over the @euinmyregion account to document our #TrainTrip through Italy, France and Spain! 🇪🇺

But first, a little bit about us :

Alyona (@shalfe\_17)  
📍 I am from : Ukraine 🇺🇦  
📖 Fun fact about me : I lived in two monasteries as a nun (and I wrote two artistic reportages about my experience).  
📍 For this trip, I'm most excited about : Art Biennale in Venice; and Gaudi's masterpieces in Barcelona, of course!

Malia (@malia.koukou)  
📍 I am from : France 🇫🇷  
📖 Fun fact about me : I am severely allergic to mathematics (it's a true scientific condition, look it up).  
📍 For this trip, I'm most excited about : taking a gondola in Venice, swimming in Malaga and of course, visiting the cat cafe in Lyon!

Sara (@o.phelia23)  
📍 I am from : Croatia 🇭🇷  
📖 Fun fact about me : I'm scared of deep water but decided to go scuba diving, and now I have a scuba diving license.  
📍 For this trip, I'm most excited about : new experiences, good authentic food, meeting new people and sunbathing in Malaga!

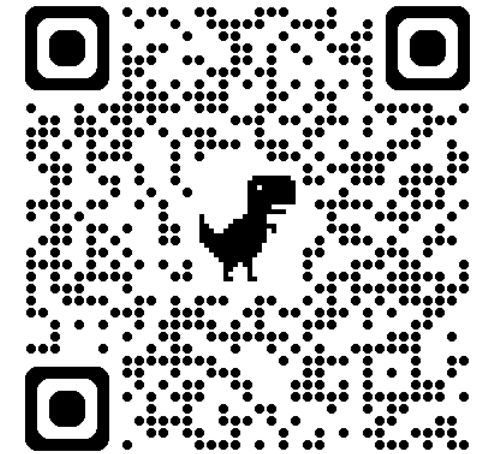
21 sett · Vedi traduzione

the\_edge\_company we have already met in Venice. Did you enjoy our art projects? ❤️  
20 sett · Rispondi · Vedi traduzione

gosa.makiela We're waiting to meet you in Perpignan :) have a safe trip ! ❤️  
20 sett · Mi piace:1 · Rispondi · Vedi traduzione

📍 Piace a interregeurope e altri 316  
24 giugno

Annuncia un commento... · Pubblica



# Interreg Central Europe



Altri post di interregce





# Leopold Museum, Vienna – A few degrees more



To demonstrate the impact of just a few degrees more, the Leopold Museum has **rotated paintings of landscapes and nature** (Schiele, Klimt, Courbet) by the exact amount that **climate change** will affect the regions they depict.

Demonstrating once more that global increase of **over 1.5 °C** can have a devastating impact on cities and nature.

# Murals and infographics



## LABORATORI ARTISTICI SCUOLE

L'iniziativa è rivolta ad artisti emergenti che, attraverso idee e pratiche artistiche legate all'urbanismo tattico, sono stati chiamati ad interpretare i principi e i valori del progetto "Venezia in Classe A" con specifico riferimento alla linea "casa-scuola".  
I progetti proposti riguardano la riqualificazione degli spazi esterni di **4 plessi scolastici** con la **partecipazione attiva degli alunni** delle scuole.

### RICCIO IN BICICLETTA

Opera di **Edoardo Ongarato**  
e **Umberto Sammartino**  
del collettivo **Indaco Wall Design**

Scuola selezionata  
**Primaria C. Baseggio**



### SINFONIA COSMICA

Opera di **Shengyi Chao**

Scuola selezionata  
**Primaria E. Toti**



### AIRONE CENERINO

Opera di **Edoardo Ongarato**  
e **Umberto Sammartino**  
del collettivo **Indaco Wall Design**

Scuola selezionata  
**Primaria G. Mameli**



### PASSEGGIATE SOGNANTI

Opera di **Filippo Toscani**

Scuola selezionata  
**Primaria F.lli Bandiera**





# Video

▼ Šančių bendruomenė

COMMUNITY | ŠANČIAI VISION | MAPS | GENIUS LOCI

Search 

LT | EN

Iceland   
Liechtenstein   
Norway  **Active  
citizens fund**

## Genius loci: urbanization and civil community

This project is initiated by the community of Šančiai neighbourhood of Kaunas city. It is about the involvement of citizens in the development of the vision of the territory of Šančiai district.



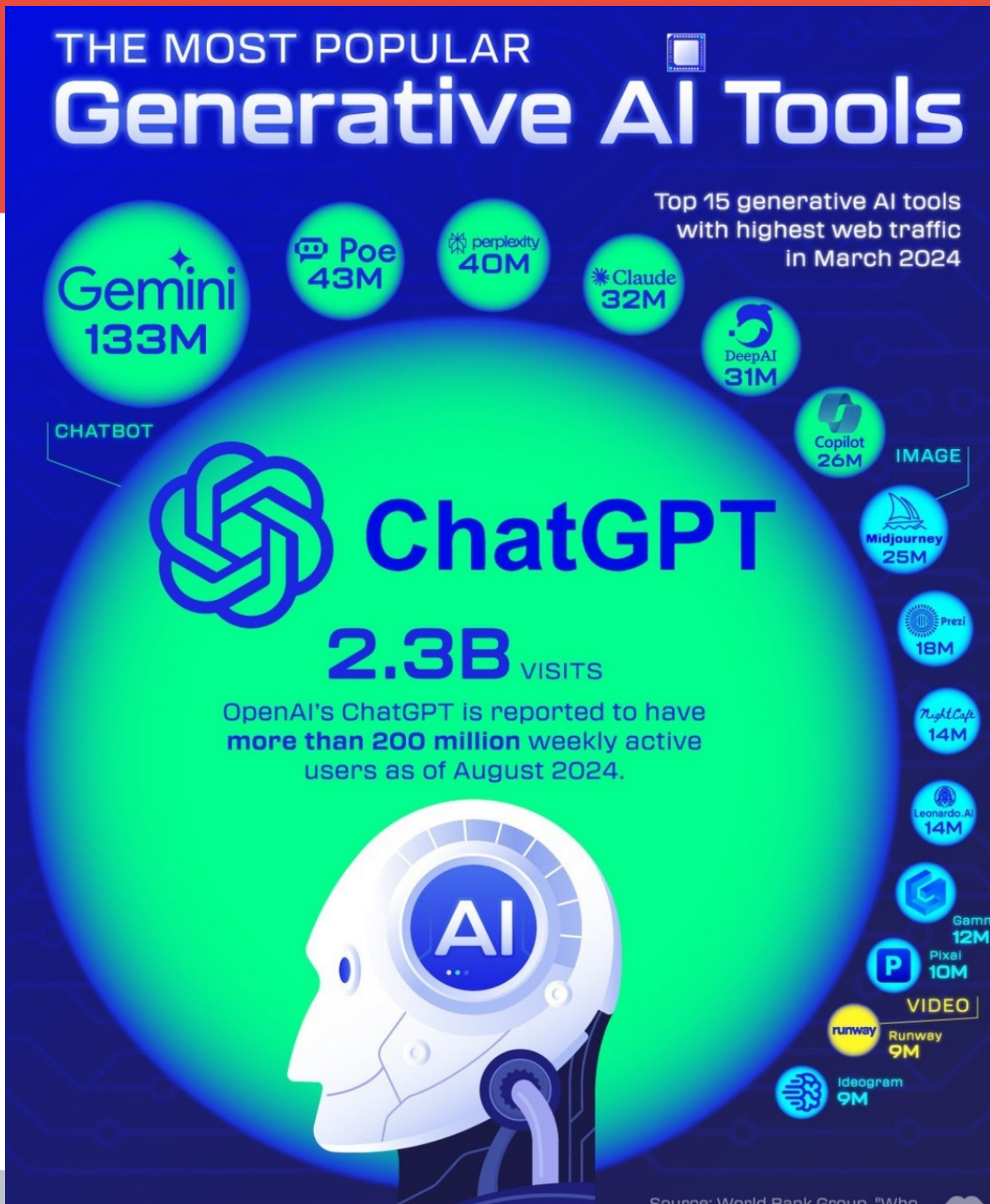
Funded by: European Economic Area (EEA) and Norwegian Financial Mechanisms 2020-23 with partners Kaunas Technological University, Vellenes Felleorganisasjon, Bodo Municipality and the coordinating partner, Zemuju Sanciu bendruomene.

# Video



CROSSMOBY - INTERREG Italy-Slovenia (2nd place at the competition Interreg Project Slam 2021)





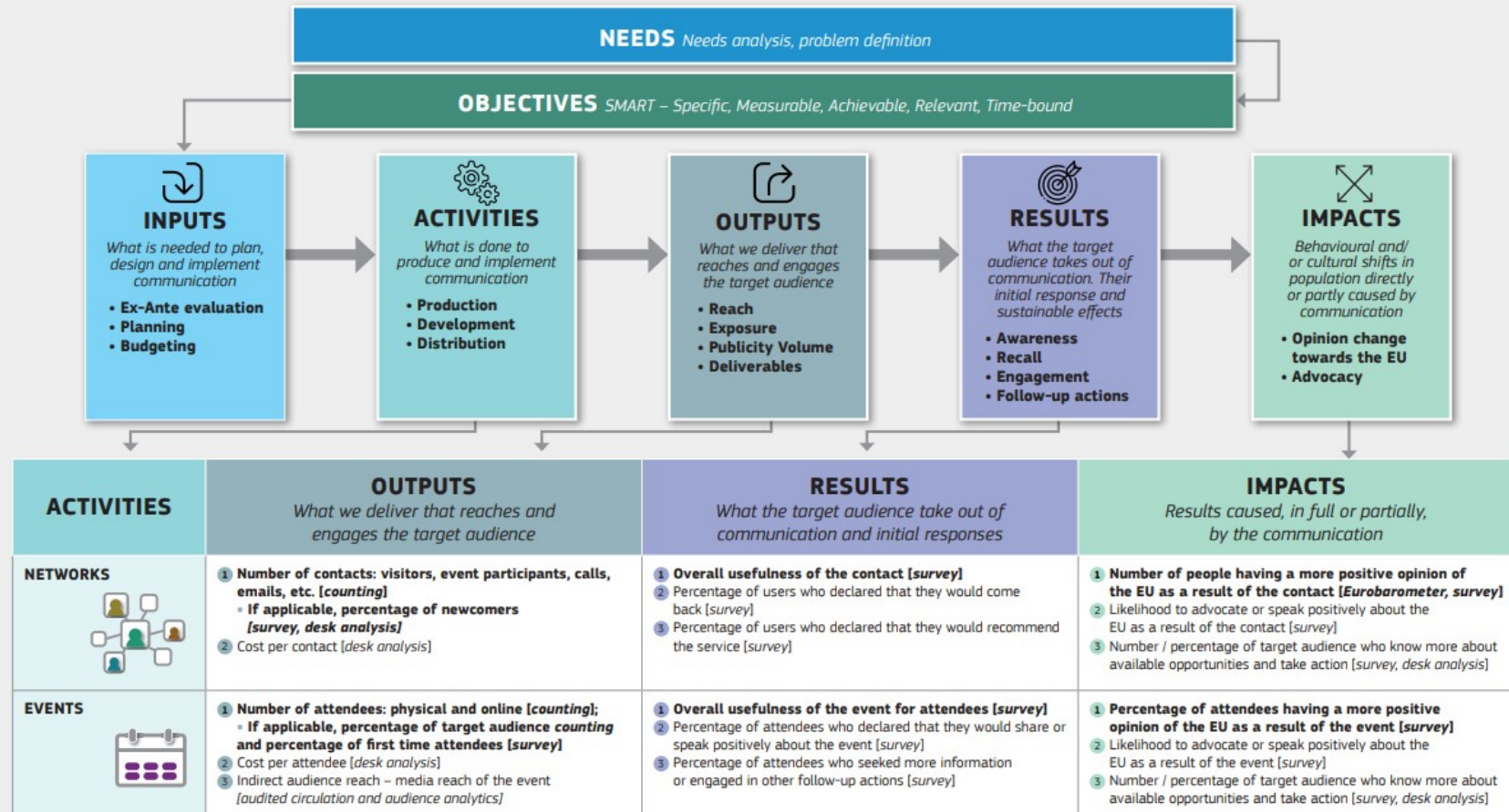
- **Generative AI can help create posts, visuals, documents, translate, suggest copywriting and answer questions (e.g. ChatGPT)**
- **Re-write text**
- **Audience segmentation**
- **Prompts should be specific, provide background information, review and edit the generated content**
- **Ethical and security issues (copyright, privacy, unreliable results, unaccuracy)**
- **Last Inform EU Network specifically dedicated to AI**
- **Follow EC and governments interventions to regulate AI**

# Monitoring and evaluation



European Commission

## COMMUNICATION NETWORK INDICATORS



# Tips

- Make audience profiling
- Communicate (also) to wide audience
- Use visuals
- Be understandable and creative
- Create original content
- Simplify (messages, content, web writing)
- Be flexible (monitor and adjust)
- Use social media wisely and constantly
- Engage
- Build relations (off line and on line)
- Tell reliable stories
- Use available free tools (e.g. Canva, CapCut, social media, Instagram stories editor, AI etc.)
- Go beyond Programme and Project boundaries
- Communicate from month 0 to project end... and beyond



# Evaluation Survey





**Thank you! Gracias!**

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giuseppe.mella@comune.venezia.it  
<https://www.linkedin.com/in/giuseppemella/>