

Interreg



Co-funded by
the European Union

IPA ADRION

INTERREG VI-B IPA Adriatic- Ionian Communication Strategy

26th September 2024
Giulia Frattini





Introduction

The communication strategy outlines the communication plan for the INTERREG VI-B IPA ADRION Programme from 2021 to 2027

It aligns with the goals set by the European Commission for transnational European cooperation

It provides with a timing of the main communication activities over the next seven years

It includes specific indicators on which is based the M&E process



Programme Communication Objectives



Objective 1: Increase awareness about funding opportunities and support beneficiaries.



Objective 2: Enhance visibility and capitalize on project results.



Objective 3: Foster policy change and governance improvement through stakeholder engagement.



Target Groups



Internal Target Groups: Programme bodies (Managing Authority, Joint Secretariat, National Contact Points).



External Target Groups: Potential beneficiaries, project partners, stakeholders at national, regional, and local levels.



Communication Toolbox



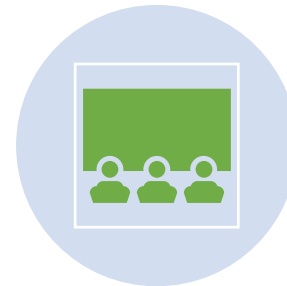
Visual Identity:
Standardized branding
across materials.



Publications: Digital
factsheets, newsletters,
and press releases.



Online Presence:
Programme website,
social media (Twitter,
LinkedIn, YouTube).



Events: Annual
information events and
thematic workshops.



Communication Approaches

- Tailored communication for different groups.
- Internal: Regular updates and clear role definitions.
- External: Multi-channel approach with targeted campaigns to ensure outreach.

Roles and Responsibilities

- **Managing Authority:** Overseeing the strategy's implementation.
- **Joint Secretariat:** Supporting communication activities across national contact points.
- **Monitoring Committee:** Approves and supervises the strategy.



Evaluation and Monitoring

Objective	Output indicator	Reporting value as of 31st December:
Obj. 1-2-3	N. of events and communication initiatives at Interreg and at European level	
Obj. 1-2-3	N. of participants in public events	
Obj. 1-2-3	N. of visits/sessions on the IPA ADRION Website	
Obj. 1-2-3	N. of interactions (likes, impressions, views etc) on LinkedIn, Twitter, YouTube	
Obj. 1-2-3	N. of followers of LinkedIn and of Twitter	