

Interreg
North Sea Region



Like!

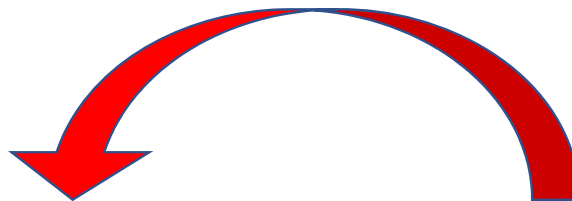
European Regional Development Fund



COMMUNICATION APPROACH

Like! NSR-Project

North Sea Region Communication Bootcamp
June 13th 2017 | Frederikstad (NO)



Project Like! co-created the Communication Plan during a Steering Committee Meeting.

This presentation shows:

- How we co-created the strategy
- The Main Approach of our Communication Strategy

Work Package 2

A **communication plan** will be made to guide the project partners by providing a clear :

1. **Communication strategy**
2. **Content strategy**
3. **Communication toolbox**

to enable all beneficiaries to **disseminate** and **promote** the activities and outputs of the Like! project within Europe.

Project Like! aims to enhance an **innovative digital culture** in the public sector.

It will deliver **the next generation of smart services** with the use of data, digitalization and co-design.

Within these redesigned innovative services project Like! will **decrease the costs and increase customer satisfaction** of end-users.

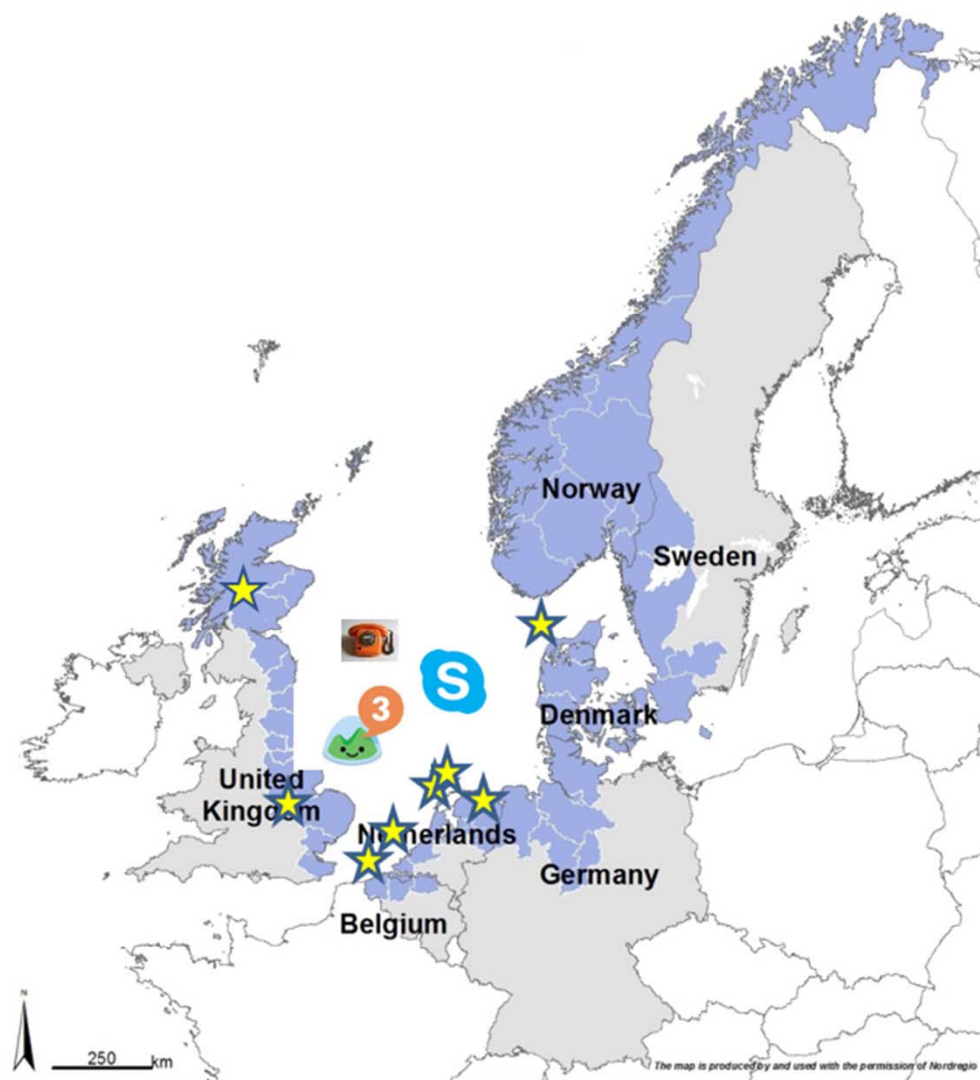
It will do so by **working together** with local governments, citizens, universities and SMEs in nine transnational pilots.

Why

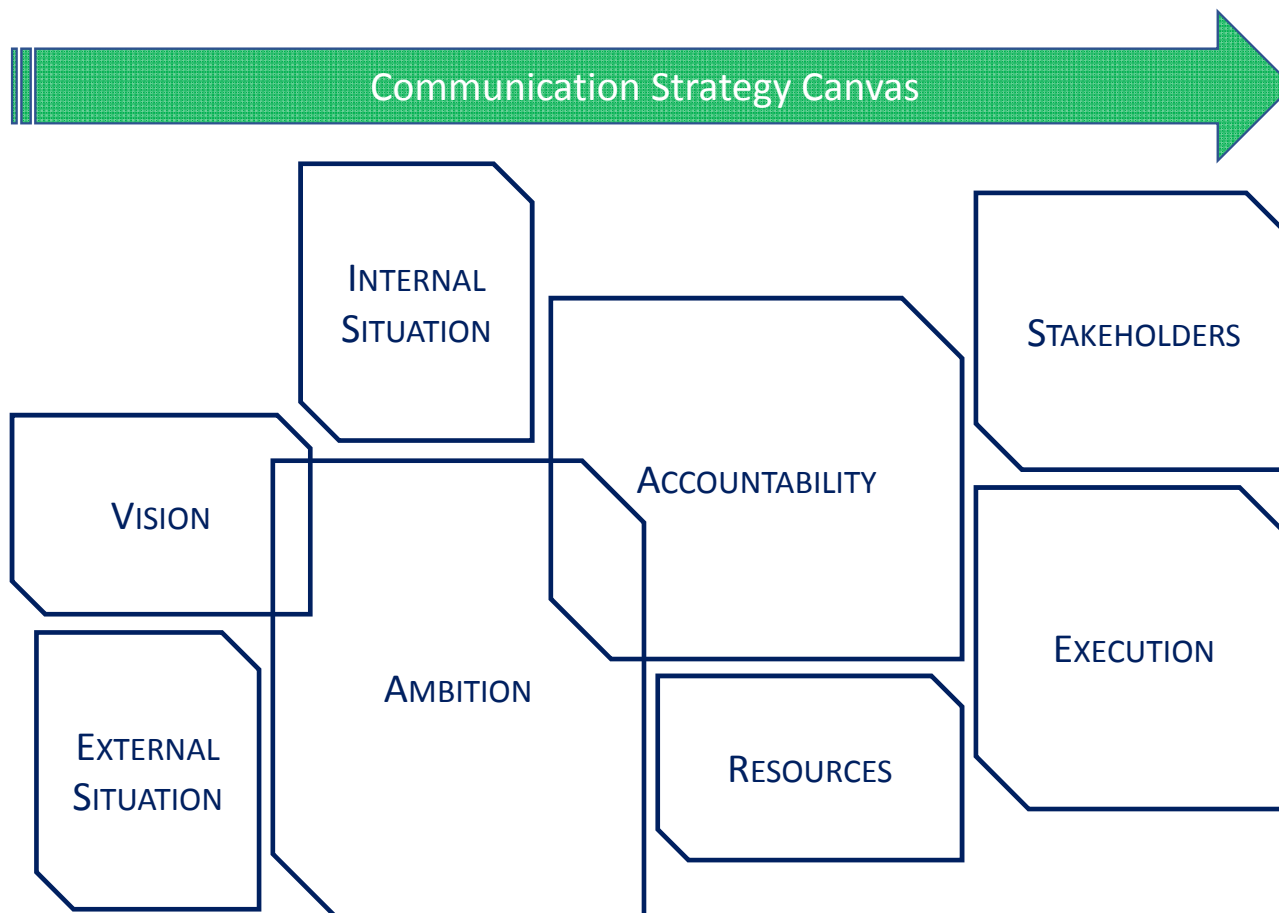
What

Why

How



Strategy Canvas



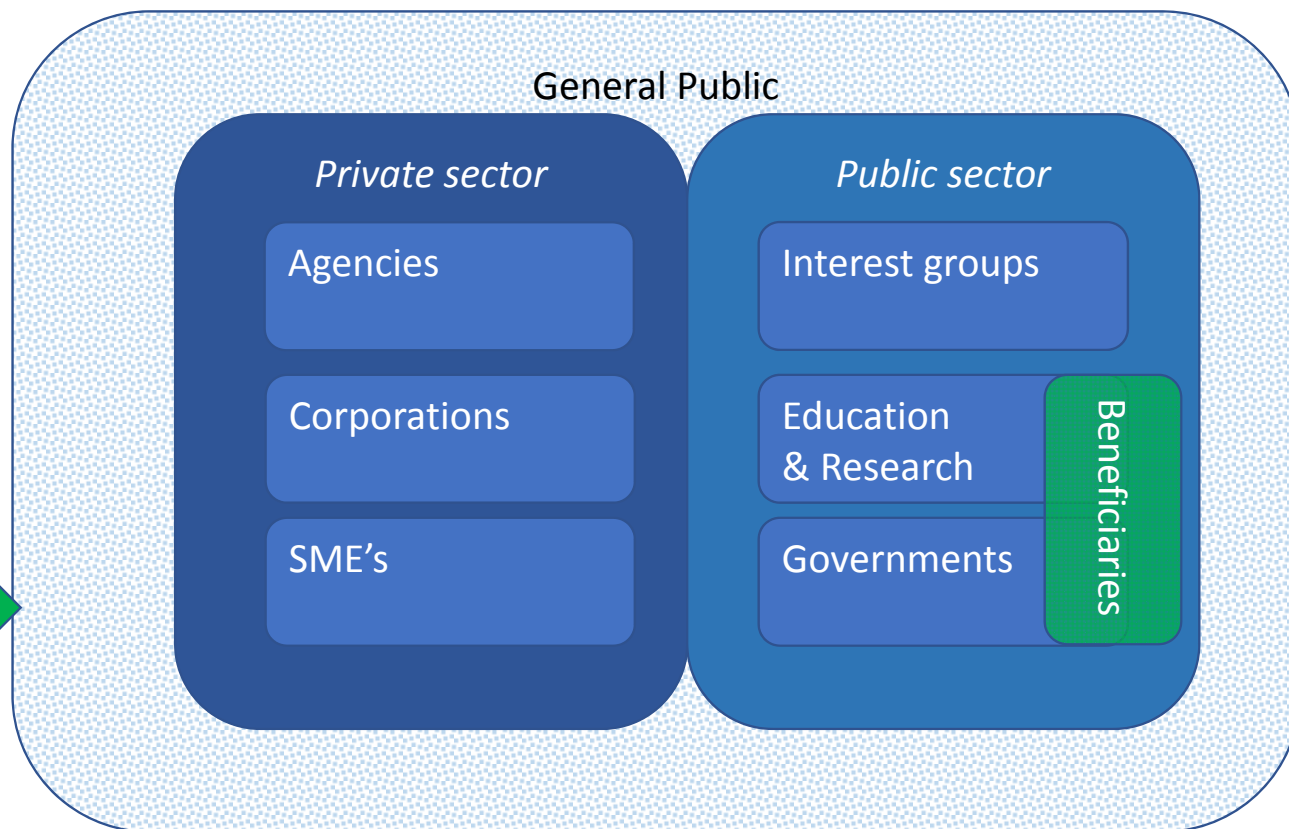
Main goal of project Like!
communication

inform, persuade and engage

(internal) stakeholders and
(external) target groups

with the journey and
deliverables of the project.

Who...



Most **internal communication** is focussed on the **accountability** of the beneficiaries.

The **NSR reporting requirements** and **Publicity rules** are leading on this part of the communication.

This will lead to reports and **formal communication**.



	Valid from	Valid to	Main changes
Version 3	12.05.16		Clarified procedures for reports where some beneficiaries do not claim funding. Confirmed that over-reporting is permitted.
Version 2	20.10.15	---	Extension of organisations eligible to be Lead Beneficiary
Version 1	27.04.15	20.10.15	

Core message: There will be less reporting in the 2014-2020 programme in order to reduce the administrative burden on beneficiaries. Reporting requirements have however been tightened to ensure that all projects report regularly and that all reports are processed and paid within 90 days (provided that the European Commission has made the necessary funds available to the programme). This Fact Sheet covers the basic procedure.

Background

The purpose of this Fact Sheet is to give an overview of the procedures for reporting on activities and claiming funds. More detailed information on the procedures, documents, checklists, reporting forms etc. referred to in this fact sheet can be found in the First Level Control Manual and the Online Monitoring System.

Timing and number of reports

All projects must provide regular progress reports on activities every six months. At least once a year this must be accompanied by a statement of expenditure and request for payment. The Lead Beneficiary will receive a message from the programme when it is time to report. The first report will be requested no later than 12 months after the contract has been signed. After this reports will be requested every six months. It is possible that the project's final report at the end of project will cover a longer period than 6 months. If this is the case you will be informed by the Joint Secretariat.

Type and scope of reports

There are two kinds of progress reports. Every six months you will be asked to provide a **basic progress report**. For this report you need to provide a short summary of the project's

Fact Sheet 22



Like! > News > Like! Kickoff

Like!
Contact information Like NSR project

Output library

About

News

- Understandable governmental Communication
- Smart Senior: a successful workshop in Aalborg
- Preparations for Smart Senior
- Transnational Open Data Innovation Lab
- Co-creating Public Service delivery in the Netherlands (2)
- Future Services Lab - Like! Project moves forward
- 2nd Steering Committee NSR project LIKE!
- Like! Kickoff


Events

Contact

Like! kicked off!
Friday, March 3, 2017 - Published by Renée Stumpel

The Like -project is a go! December 6th and 7th 2016 all partners and the Joint Secretariate met in Groningen to kick off the project, a meeting full of energy, information and fun!

Project LIKE Kickoff



The Like!-project kicked off December 6th and 7th 2017 in Groningen. The first day all partners got to know each other, with presentations of their cities, reports and institutions, and with an overview of the project. The next day the Joint Secretariate gave a crash course in the Interreg North Sea Program: what to do, what not to do, and where to find help.

The first stage of the project is started, we'll meet again in Rotterdam March 27th 2017!

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External communication is focussed on engaging a broad variety of target groups.

This means there is need for **storytelling and visualising** the journey, using different channels depending on the reach and goals each transnational project aims for.



Q1.

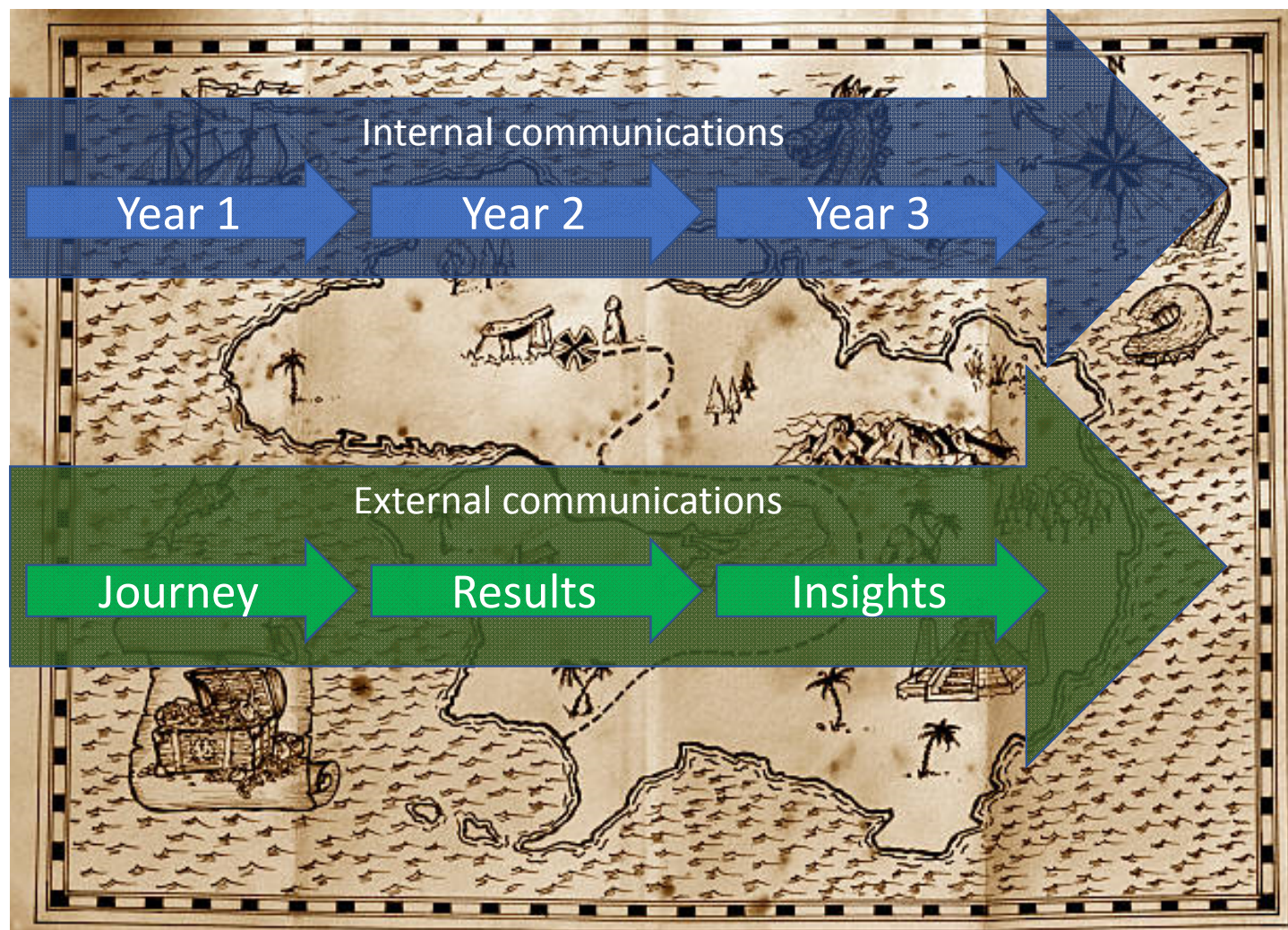
Can we specify potential target groups that might get involved in our transnational projects?



Storytelling will focus on the **joint journey** of beneficiaries working towards results and goals.

Showing the **path** we follow, the **challenges** we face and the **questions** we ask ourselves.

Core value is transparency and the will to **share the learning curve** that beneficiaries are experiencing, including doubts and mistakes



Q2.

Are we willing to put communications in the centre of every transnational project, creating stories along the way instead of saving up information that we publish at the end of every project?



Communication Core Values

Recognisable

Logo, colour and fonts

Understandable

Keep it short and
simple (KISS)

Shareable

Interaction is part of
the communication

Consistent
in tone of voice,
appearance and
content.

Competing for
attention



Q3. Select and Specify 3 to 5 Categories

Contents

1. Information about the progress made
2. Questions that were leading
3. Answers that were given
4. Stakeholders that were involved
5. Results that are achieved
6. Effects that we have noticed
7. Experiences that we have gained
8. Testimonials that show personal commitment of beneficiaries
9. Statistics about the progress made

Categories

- a) Highlights
- b) Updates
- c) Best Practices
- d) Lessons learned
- e) Testimonials
- f) Human interest
- g) White papers
- h) Articles
- i) Must reads
- j) Invitations
- k) Livestreams
- l) Reviews
- m) Polls
- n) Co-creation challenge

Q4. Select and Specify 3 to 5 Forms

Form & Specifications:

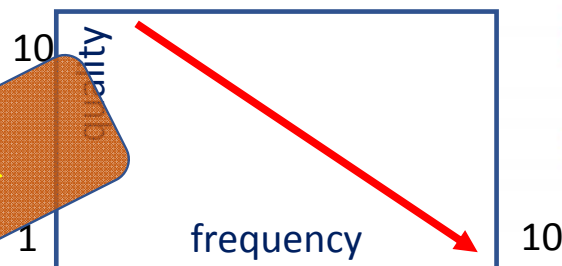
- Text: 300 -500 words
- Image: 1 -3 photos
- Press release: 350 words
- Website post: Outline (title, intro, text, tags, streamers
- Social media post: 25 words + visual
- Video script: 60 seconds, sound, subtitles, logo
- Live video script: Reach & Interaction
- Infographic: Vertical, 600 px wide, 2000 px tall



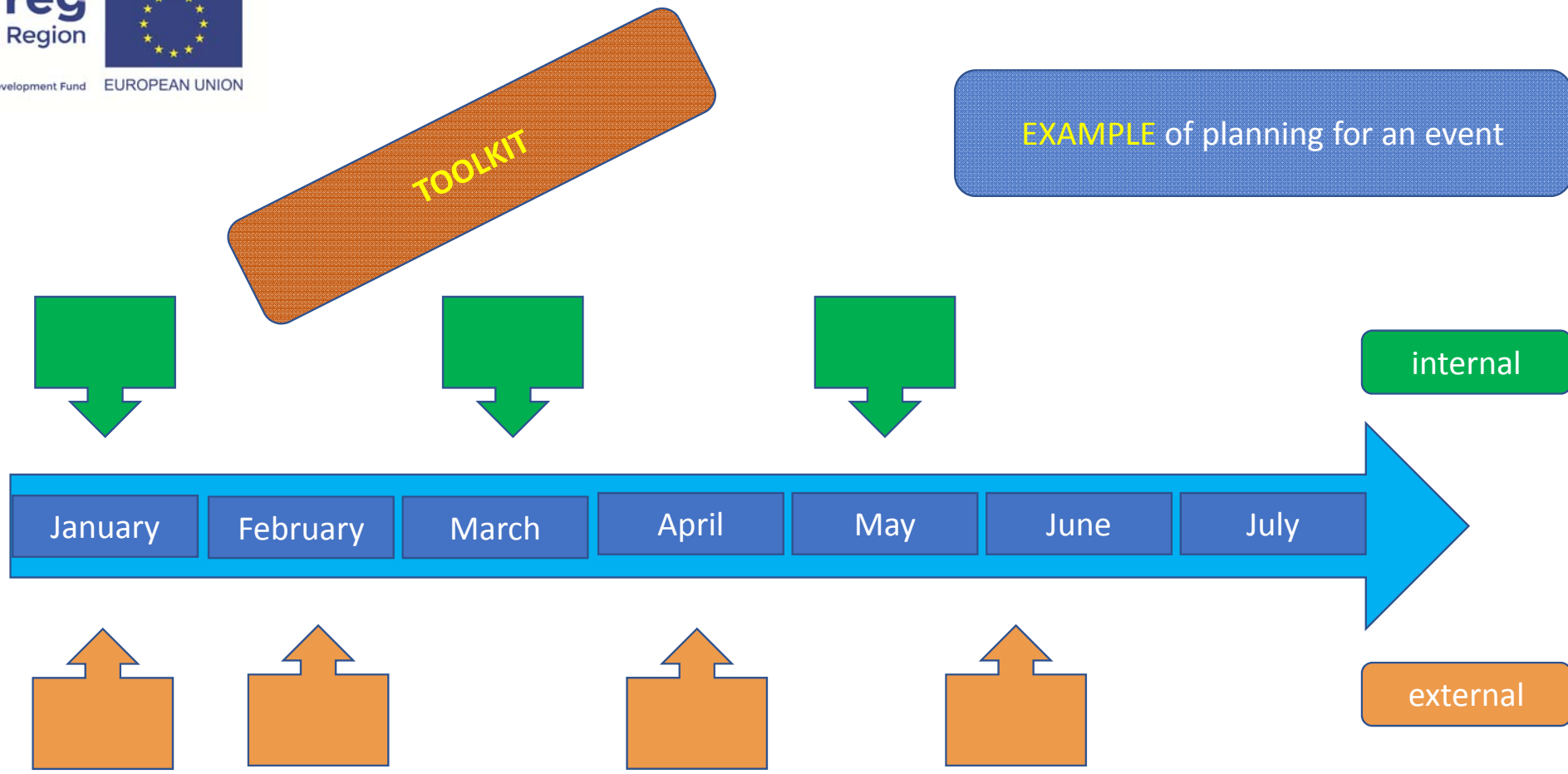
Planning & Frequency

Q5. How many publications must the Like! project create and share each month to become and stay relevant?

CONTENT CALENDER



Date	Work Package	Subject	Goal	Category	Contents	Form	Actor	Status
6 / 11 / 2017	WP 3 Creating a local digital Innovation Culture across the NSR	New forms of engagement	Collect	Polls	Questions about local initiatives	Facebook post and poll	Vechta University	Ready
7 / 12 / 2017	WP 4 Developing Smarter Services	Content strategies	Inform	Testimonials	Experiences that we have gained	Video	Roeselare	In progress
8 / 01 / 2018	WP 5 Creating 'Digital DNA' for the City/neighbourhood	Digital Dashboards	Inspire	Best Practices	Results that are achieved	Infographic	Municipality Rotterdam	To do
etcetera								



Editors

Use a *Like! Reporter* that creates content for the beneficiary.

Universities taking part in the Like! project will be asked to **recruit reporters** amongst their students.

Reporters will be facilitated with a **workspace at the office** of the beneficiary in the country involved.



Evite van Winkoop,
Like! Reporter

Channels

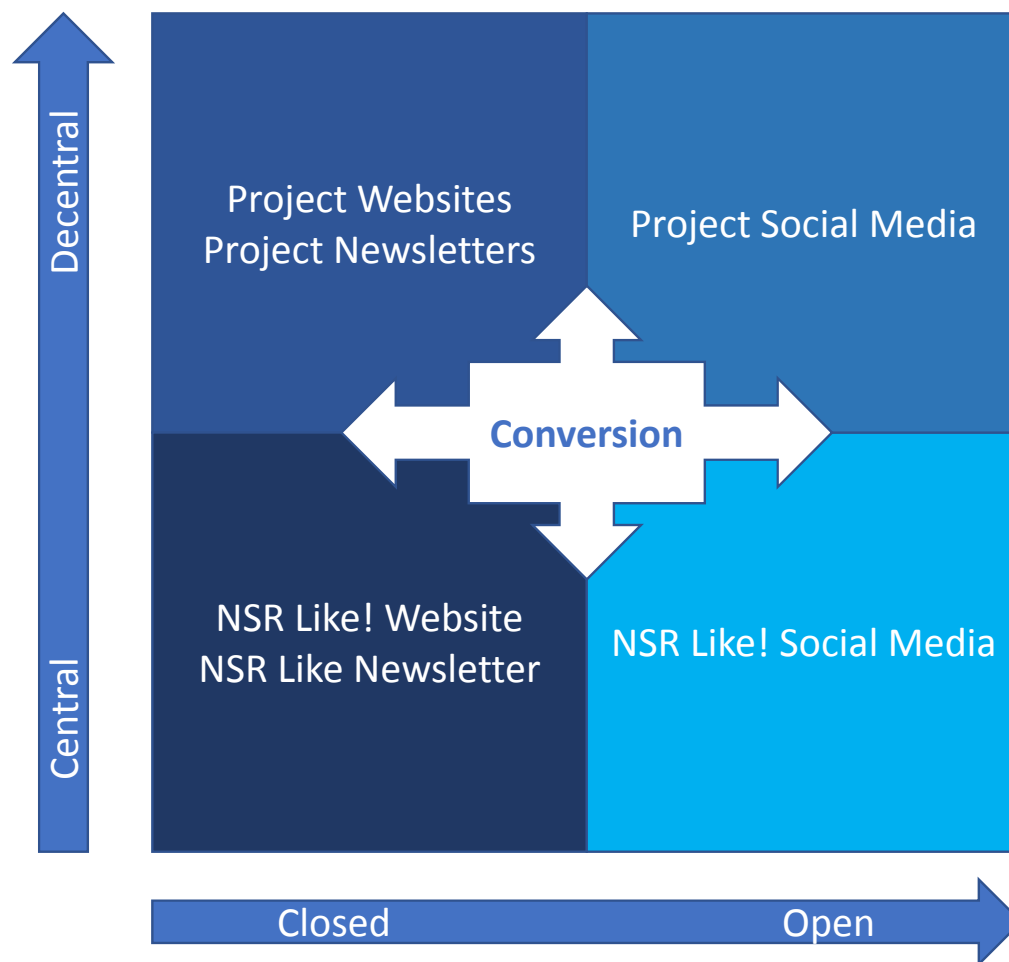
The content that will be created contributing to the communications strategy, will be published on several different channels.

Closed: Publishing is reserved to one specific party

Open: Offer platforms to interact

Centralised: Reports as required by NSR

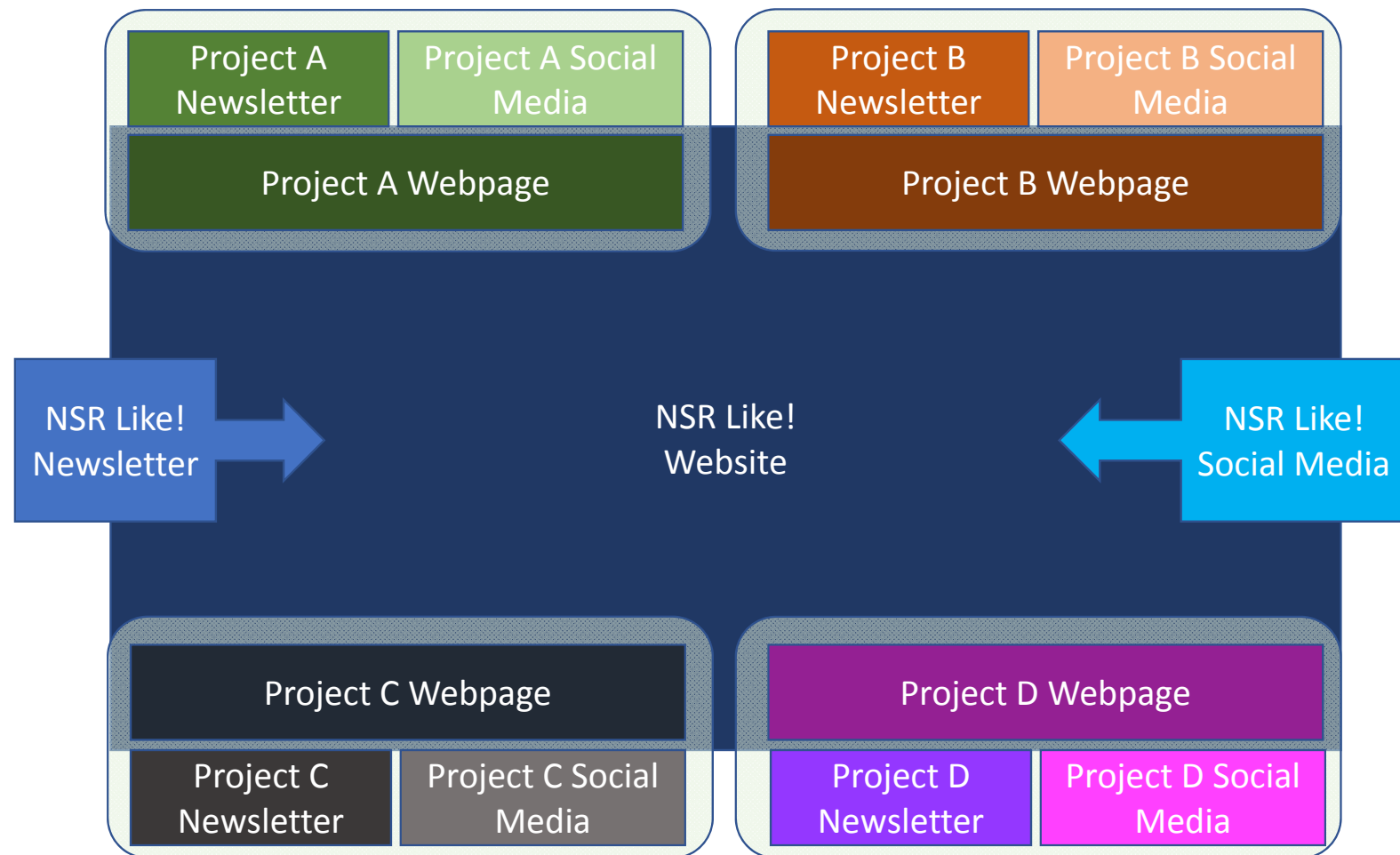
Decentralised: Project based stories



Conversion

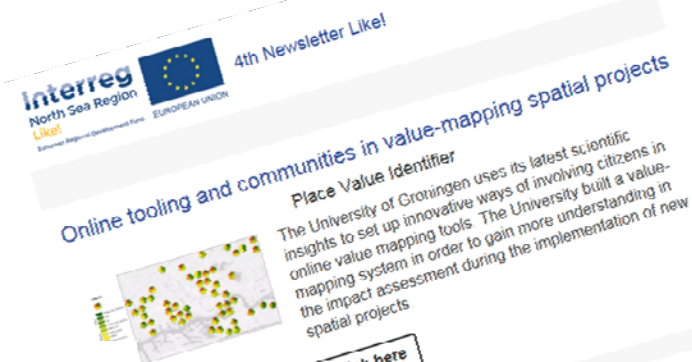
The hub for all communications is the NSR Like! **website**, supported by a central **newsletter** and **social media**.

Project **webpages** are the source for every transnational project.



SOME EXAMPLES:

- CASE STUDY PAPER
- NEWSLETTER
- PROGRAMME MID TERM EVENT



Carnoustie Golf Hotel
Angus, Scotland
July 5th 09.30 - 16.15

Follow us at:
www.northsearegion.eu/like
[www.twitter.com/LikeNSRproject](https://twitter.com/LikeNSRproject)

Mid Term Conference Like! project

DIGITAL INNOVATION ACROSS EUROPE

The Mid Term Conference of the Like! project brings together learnings from across five countries and ten partners in Europe. Engage in networking with colleagues from other North Sea countries.

PROGRAMME

About LIKE!

Local governments, citizens, universities and SMEs come together to co-create smarter, more efficient and more innovative services through 9 transnational pilots that cover 3 core themes:



Groningen Municipality

Case Study Papers



Customer Contact and Interaction

CUSTOMER CONTACT AND INTERACTION



Relations to Workpackages

By focussing on Innovation Culture, this Case Study proofs collaboration has its effect. Given the right parties, vision and approach, it is possible to turn the input of ten experts, nearly 50 municipalities and 100 civil servants into an end product with impact.

Local partners

TopKring Dienstverlening Gemeenten
Vereniging Directeuren Publieksdiensten
www.publieksdiensten.nl
Kwaliteitsinstituut Nederlandse Gemeenten
www.vngrealisatie.nl

HowAboutYou
www.howaboutyou.nl/

Interreg North Sea Region LIKE!
northsearegion.eu/like/

This Case Study Paper is produced by Evite van Winkoop

About LIKE!

Local governments, citizens, universities and SMEs come together to co-create smarter, more efficient and more innovative services through 9 transnational pilots that cover 3 core themes:

