

Interreg  
North Sea



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WORKSHOP  
Lille 17 April 2024

# Ace your communication



# WORKSHOP AGENDA

## MORNING

09.00: Welcome

10.00: Project Pitch

10.00: Visual storytelling

12.00: LUNCH BREAK

## EARLY AFTERNOON

13.00: Target groups

13.30: Tailor your message

14.30: Your secret power

15.00: COFFEE BREAK

## LATE AFTERNOON

15.20: Ride the tide

16.00: Local impacts

16.30: We're all in this

17.00: END OF WORKSHOP



Make it clear  
**Pitch session**

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*image : Izusek Getty Images signature*



## **Pitch session**

### **PITCH YOUR PROJECT :**

Inspirational talk with Shanne Bouma

**Elevator Pitch** : what's in for you ?

**Elevator Pitch** : tips

**Refine your Pitch 10'**

**Interactive Pitching session 10'**

Time to practise



# What is your story on pitching ?

Inspirational talk by :

Shanne Bouma, Project Manager WaterWarmth, Provincie fryslan

WaterWarmth

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*image : 1001Love from Getty Images Signature*

## **Pitch session**

**Elevator Pitch** : what's in it for you ?

**Elevator Pitch** : tips



# Elevator Pitch : tips

5 elements to be considered for a good (elevator) pitch

1-Introduction



2-Problem



3-Solution



4-Value proposition 5-Call-to action



## Elevator Pitch



*image : marrio31from Getty Images signature*

## Elevator Pitch Project :

**what is your story ?**

1. Refine your Pitch  $\dot{\text{y}}$  10 min
2. Interactive Pitching session  $\dot{\text{y}}$  10 min







## **Elevator Pitch wrap-up**



# Make it stronger

## The power of visuals in social media

By Aurélie Pons

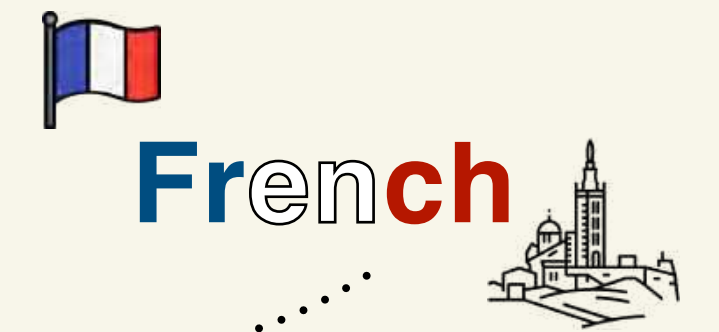


Make your storytelling

# VISUAL.



# Aurélie PONS...



I had to change my « Artist » name to **Aurely Pons**, because of a famous actress in France



Live in Spain  
(Valencia)



I've studied  
Marketing and  
Design

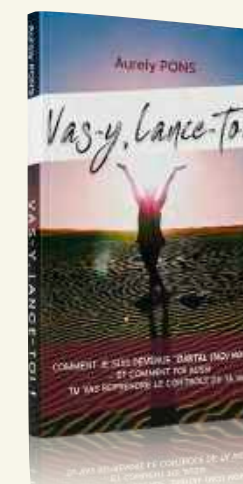
Started a Freelance life  
as a webdesigner.



Now I'm a **trainer** in Design,  
**Specialised in** WordPress  
Webdesign.



Author of a book about professional reconversion and entrepreneurship (in French)



**Aurélie PONS**  
[aurelie.pons@gmail.com](mailto:aurelie.pons@gmail.com)  
[aurelypons.com](http://aurelypons.com)

# DIFFERENT TYPE OF CONTENT FOR DIFFERENT FUNCTIONS

## REELS

- Trends
- Humor
- Short DIY

## CAROUSELS

- How-to's
- Storytelling
- Step-by-step guides

## IG STORIES

- Promote your services
- Interactive
- Behind the scenes

## SINGLE POST

- Infographics
- Brand aesthetic
- meme's

## LIVES

- Q & A
- Live training

# COMPOSITION ELEMENTS

Title / Headline

Text layout

Image / Picture

Icon / Symbol

Background

Chart

Button / Call to action



**C**ONTRAST

**R**EPETITION

**A**LIGNMENT

**P**ROXIMITY



# Canva



**Adobe Express**



**PIXLR**



**visme**



## **Do not use Google images !**

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**Negative Space:**

[negativespace.co](https://negativespace.co)

**Barn Images:** [barnimages.com](https://barnimages.com)



# PHOTO CONTEST

## IT'S YOUR TURN !

### **Results of the Photo Contest !**

**I'm pleased to share your great art and creativity during this quick photoshoot session. You can be proud !**

**I've been very happy to see all the teams having fun during this exercise, and I hope you also had a great time !**

**Feel free to use your pictures for your communication and share it on social media: create a great post, with a good storytelling and design a visual composition around this picture !**

Thank you for your great participation!  
Aurélie

# ACES of communication

Lille, France  
April 2024



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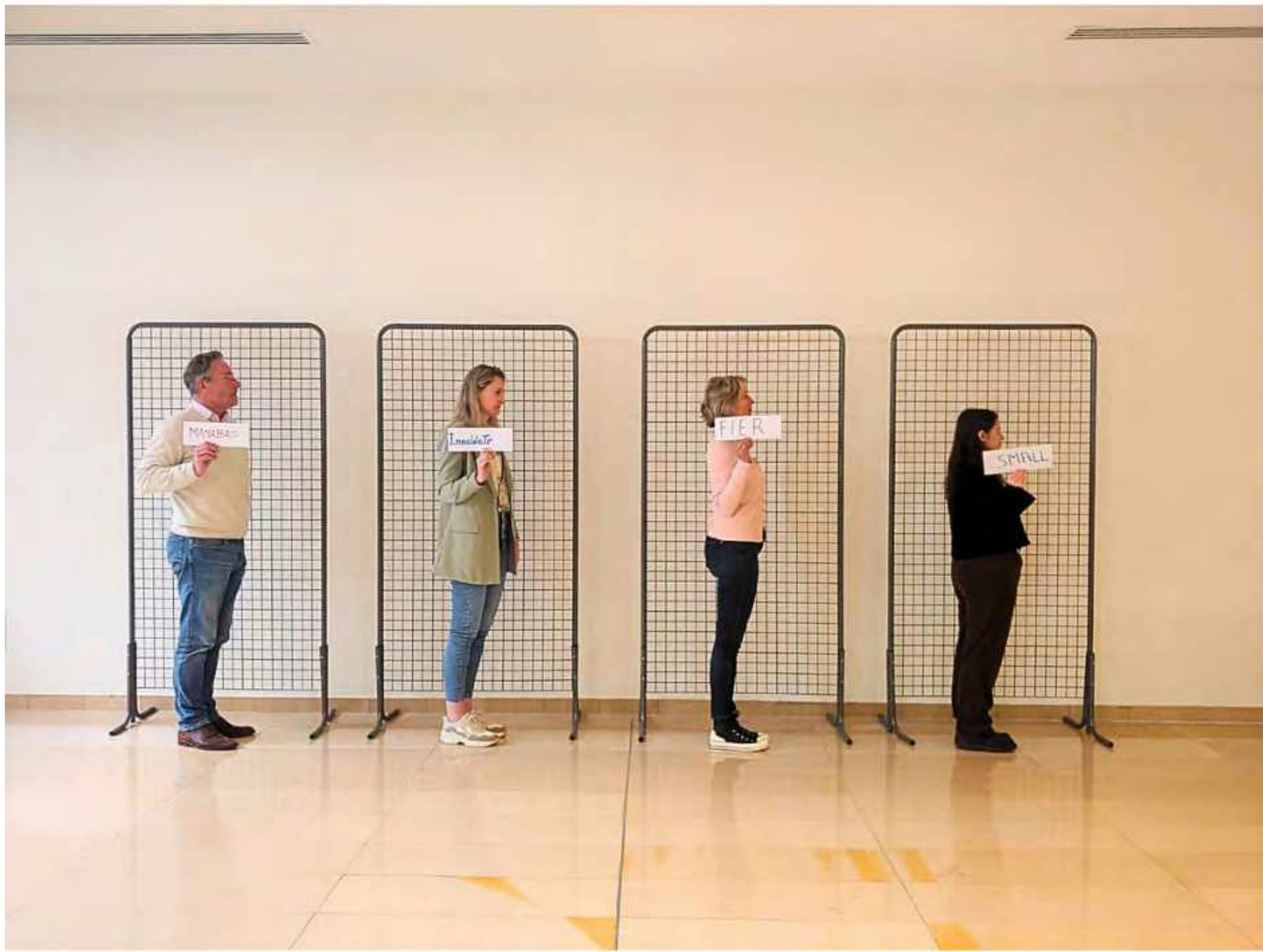
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**Aurélie PONS**  
Lille - April 17th 2024

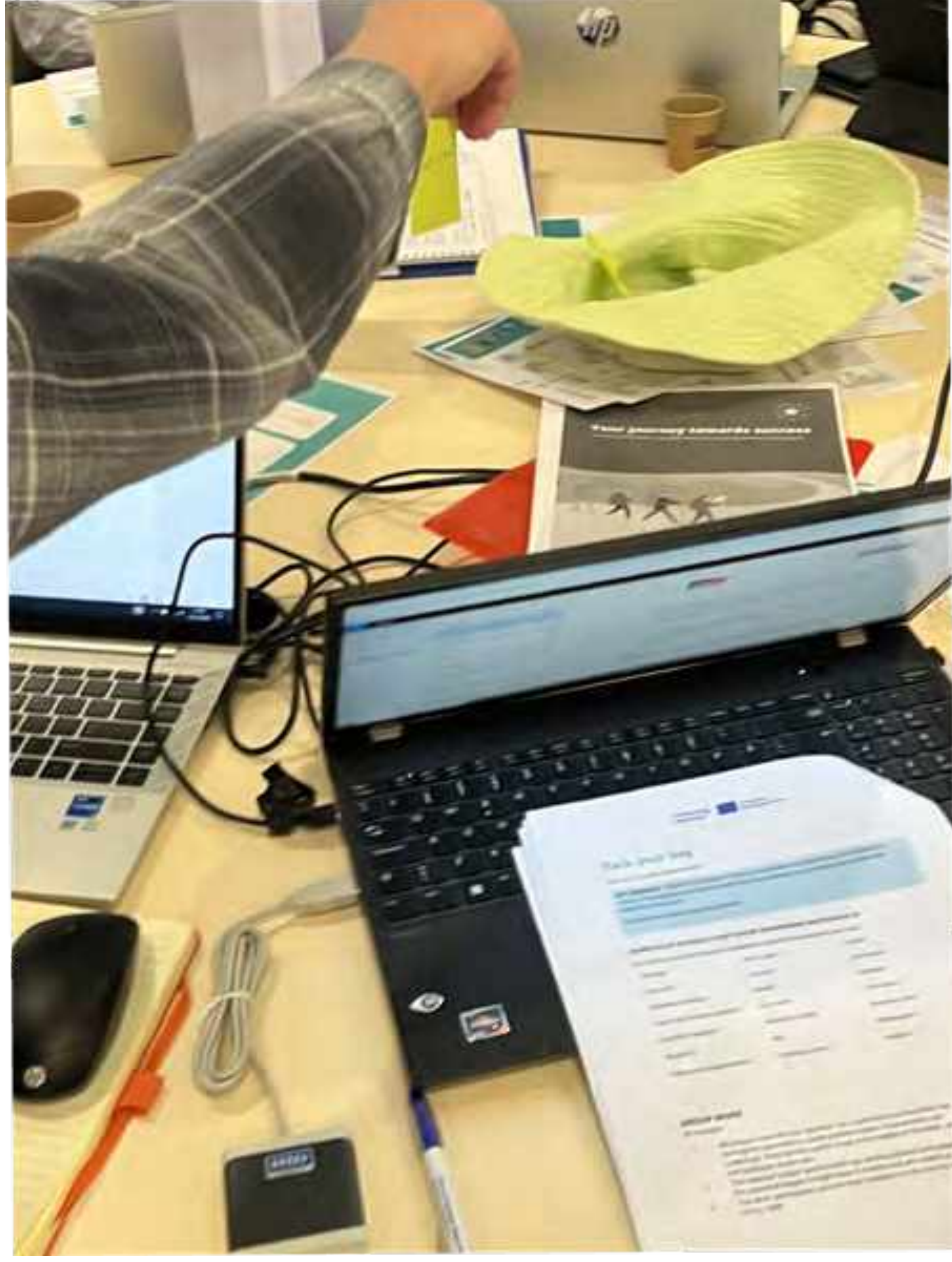
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**Aurélie PONS**  
Lille - April 17th 2024

**Interreg**  
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**Aurélie PONS**  
Lille - April 17th 2024

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# Use your vote!

6 -9 June 2024



- 🎥 Ask a question to your audience to grab attention**
- 🎥 Use captions to make sure content is understood/ read**
- 🎥 Background music**
- 🎥 Creativity between human figure and the text caption**
- 🎥 Creativity in video transitions**
- 🎥 1 simple message for each video**



MOST IMPORTANT MESSAGE OF THE WORKSHOP

**HAVE FUN!**



# THANK YOU!

# Lunch & Networking



LUNCH  
BREAK!

Make it targeted

# 3 tips to engage with your target audience

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*Artbesouto via Canva.com*



# Target audiences



Companies



Public agencies



Universities



Politicians

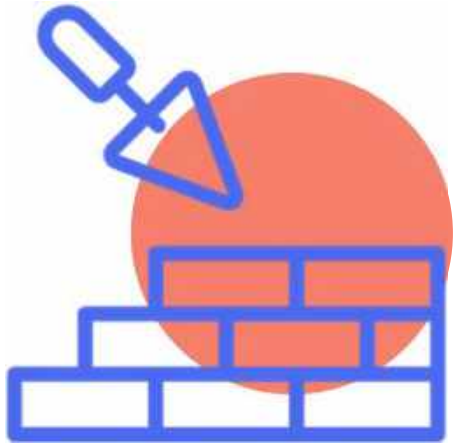


Media



Citizens

# General + tailored approach



## Lay the foundation

Core story/tagline  
Main PR materials



## Build your house

Know your target groups  
Tailor your message



## Invite your guests

Engage strongly with  
selected groups



**Core message**



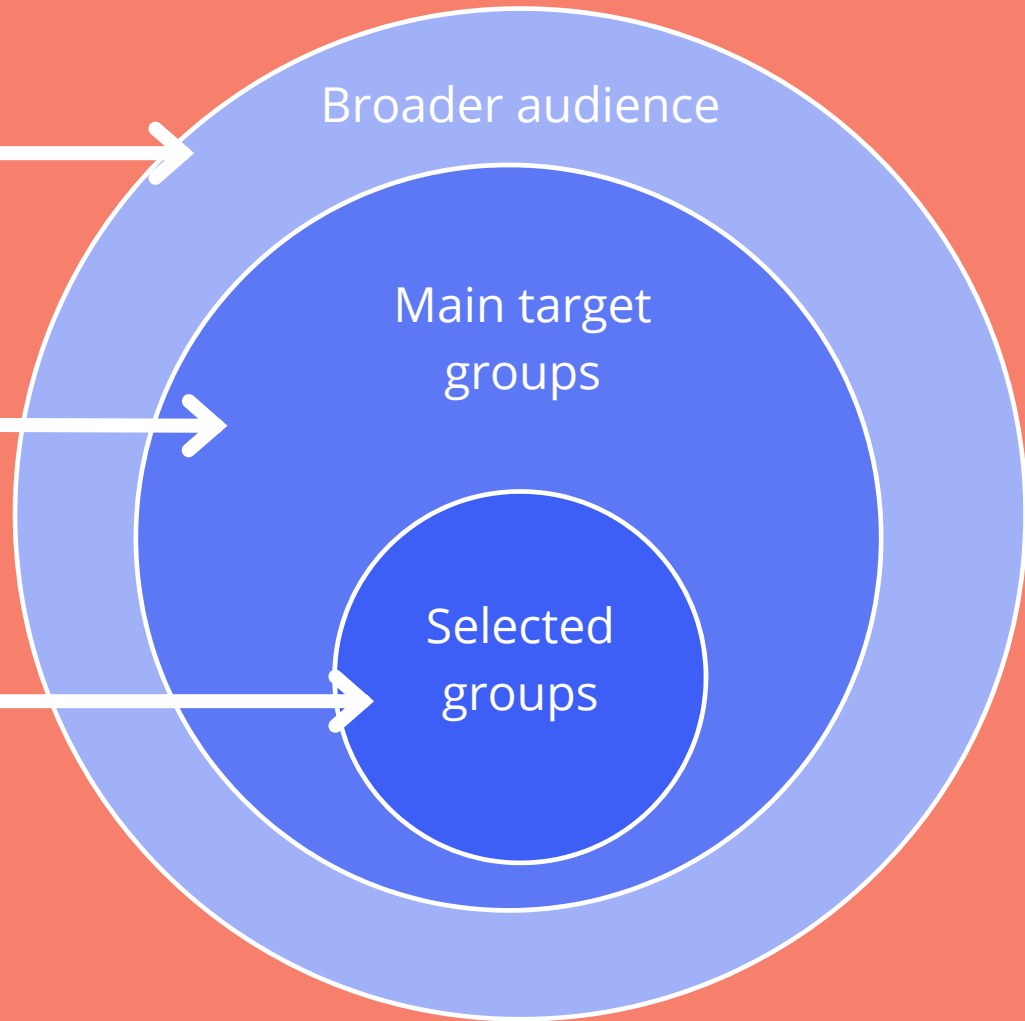
**Tailored messages**



©



**Strong engagement**



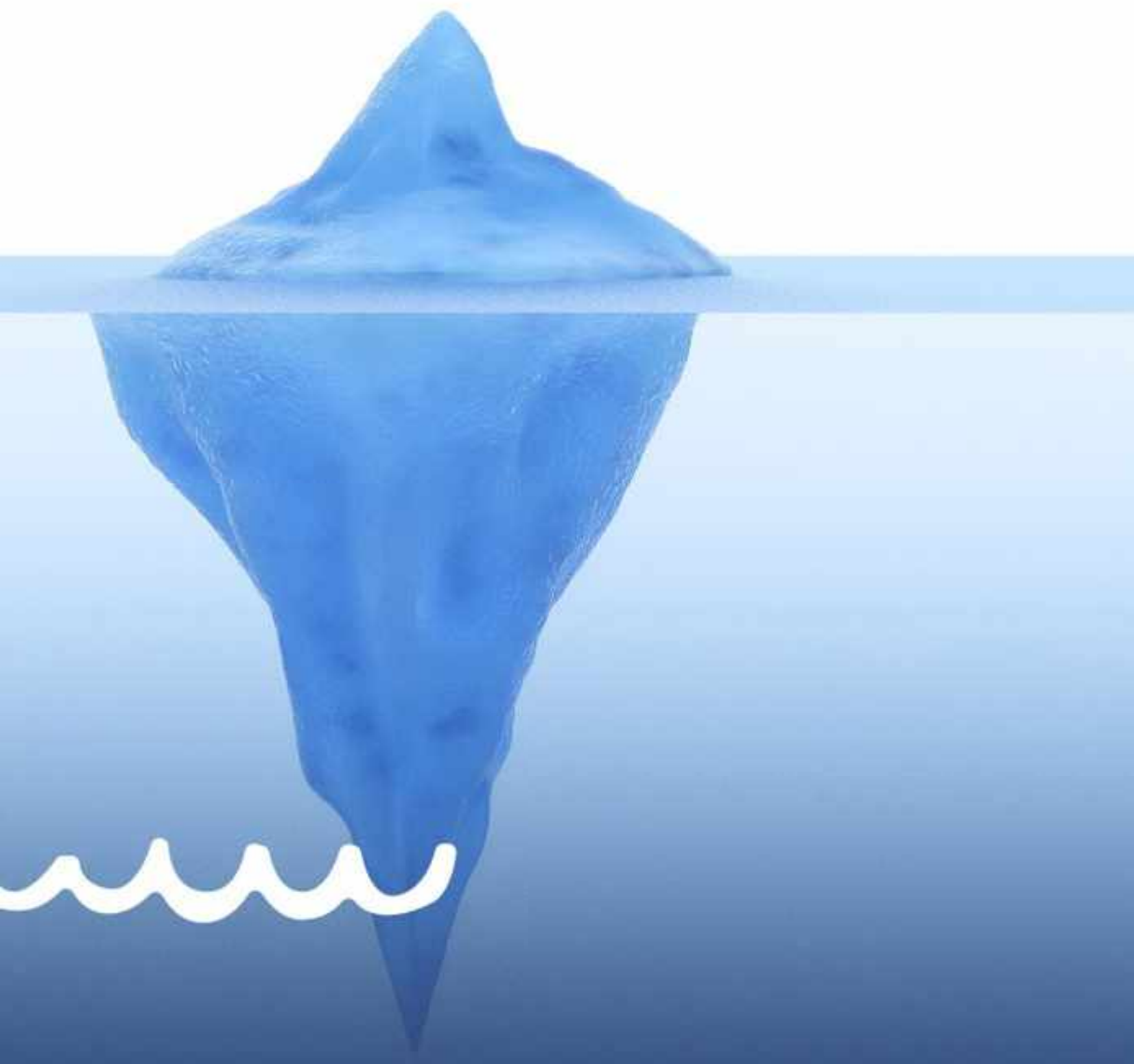


1

**Create your  
core message**



**Talk about the  
big picture**



## Post-2027 themes

Climate change

Just energy transition

Digital technology

Rural areas & trapped regions

Youth & civil society

Regional skills



Sustainable ports

Water management

Green transport

Inclusive mobility

Biodiversity

Sustainable farming

Offshore wind

# Tell human stories



*Video by InnoQuarter*



Bring your topic closer to  
your audience with

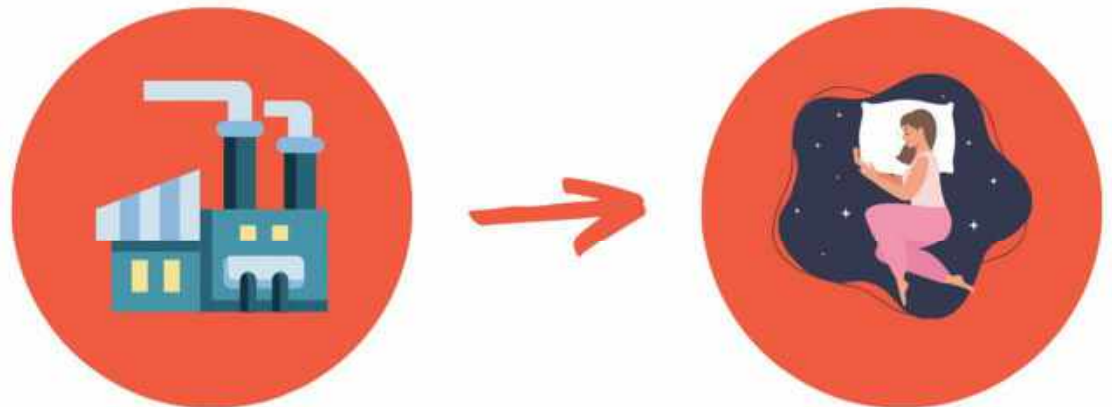
# metaphors & comparisons





# Industrial sites are the sleeping beauties of the energy transition

GRITH  
Project summary



**Let images  
tell your story**



*Image: Inn2POWER*



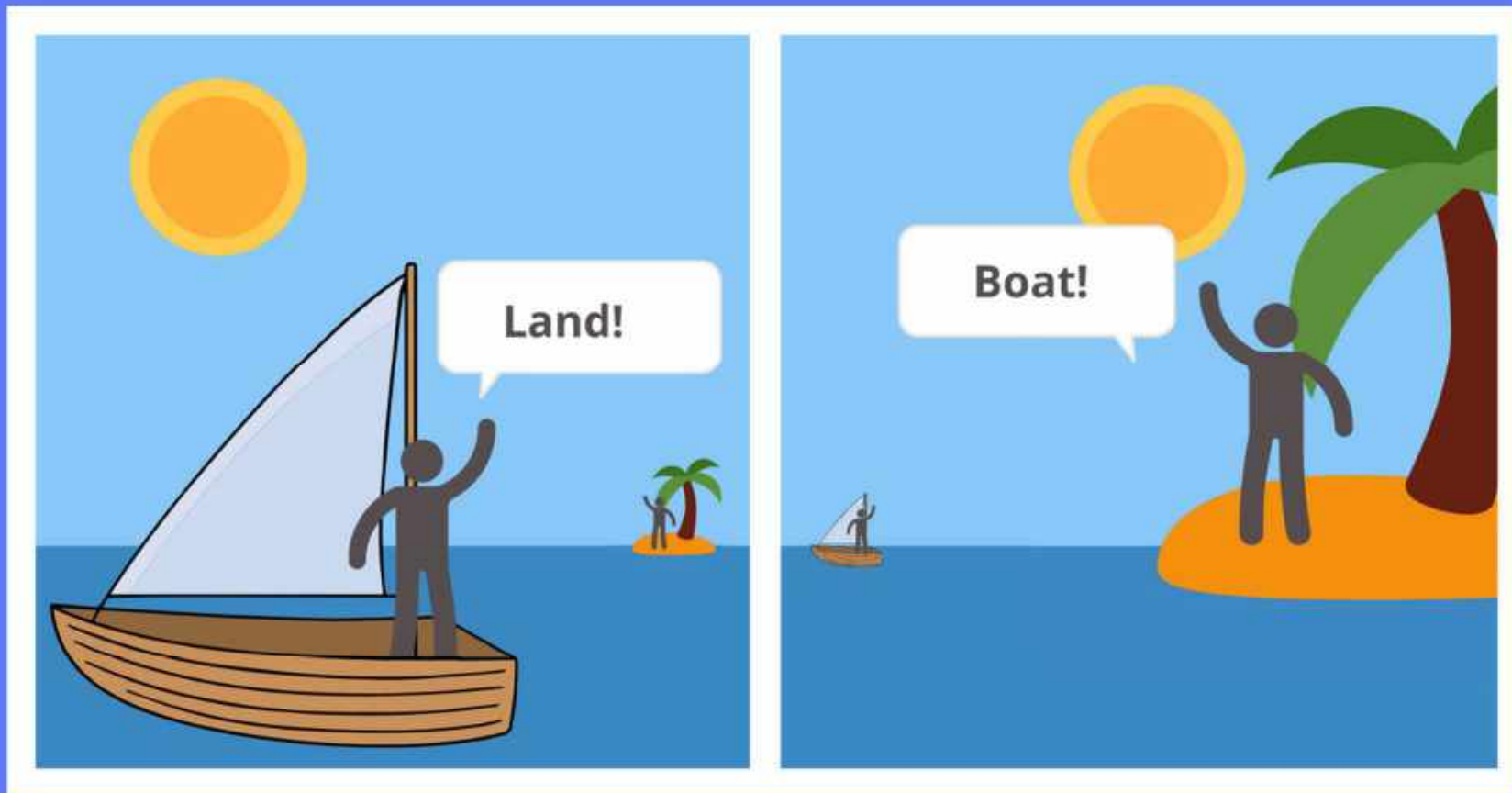


©Marco\_Piunti via Canva.com

2

**Take a tailored approach**

# Perspective matters



# What do you know about your target groups?



# What do you want them to do?

Takers



*Use our work*

End users



*Showcase benefits*

Multipliers



*Spread the word*



3

**Engage  
effectively**

Communicate  
**early and often**

Tap into social media,  
events, newsletters...







Image: SHINE

# Ask them to help

- Surveys & interviews
- Expert advice & inputs
- Volunteering
- Roundtables & co-creation workshops



A group of approximately 15-20 people are gathered in a lush green field, possibly a meadow or a park. They are dressed in casual summer attire, including t-shirts, blouses, and jackets. Some individuals are holding cameras, suggesting a photography workshop or a nature walk. The field is filled with tall grasses and some flowering plants. In the background, there are rolling hills and a line of trees under a clear sky. A prominent red rectangular box with white text is overlaid on the upper part of the image. A white wavy graphic element is visible in the bottom left corner.

**Make it tangible**

Image: PARTRIDGE

# Build alliances

- Work with like-minded projects and organisations
- Tap into existing networks
- Use the partner power



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GREEN SUPPLY CHAINS

# The Green Supply Chains experience

By Johannes Betz  
Hafen Hamburg Marketing e.v.



©SergeyN/Getty Images via Canva.com

# 1. Who

**Green Supply Chains** provides synergies on green fuel- & electrification strategies from (inland) ports and greening strategies from regions affected by ports' hinterland freight transport.

Port of Hamburg Marketing is a non-profit registered association responsible for the location marketing of the Port of Hamburg

## Takers

**Natural** takers therefore are for example:

Public Authorities and Ministries, ports or port authorities, logistics and shipping companies, and policy makers



**#GreenSupplyChains**

GREEN SUPPLY CHAINS

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## 2. Why

- Association founded by and for port surrounding companies from the metropolitan region of Hamburg and representing their interests globally
- Around 280 members: Port Authority, Ministry for Economy and Innovation, shipping companies, forwarders, terminal operators, and many more
- Supporting our takers:
  - In progressing with greening strategies,
  - Fulfilling / progressing activities stemming from political tasks
  - Lobbying for change and / or awareness (Directives / Legislation / policy / public)
- No Project activity is driven without the support and general consent of our takers / member companies

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# 3. How

## 1. One-Pager

Two possibilities:

1. We approach our takers with a one to two pages long document explaining the core idea of a project proposal tackling a policy or port-relevant (transport, circular economy, energy efficiency, etc.) topic.
  - Necessity to be as short and as precise as possible, otherwise onboarding will be difficult
2. We are approached by a member company with an idea or policy relevant topic that they would like to tackle and look for co-funding for these activities
  - A one-to-two-page long document will be created after initial discussions

Remarks:

- Our stakeholders are all very busy. Short and precise → important!
- The document is also basis for the project idea form and can be expanded / rewritten for the use of flyers, leaflets about the project

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# 3. How

## II . Events and Workshop

Events and workshops are an important and easy way to engage with stakeholders and takers. However, they are also very very busy. For us this means:

- Location, location, location
  - Policy level: Brussels or Berlin and plenary weeks for highest possible attendance
  - Stakeholders: depending on topic also local workshops
- Give yourself and takers enough time to plan
  - Six to nine months (!) pre-planning / advise for highest possible attendance
  - Plenary weeks / schedules of takers are always fully packed. More upfront time will increase chances of high-level of takers (in numbers and position)
  - Consider Lunch events, or evening networking events that are not too long and consider a panel discussion or keynotes (events)
  - Short and precise workshops. The more compact and the more interesting the topic, the higher the likelihood of your takers participating

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# 3. How

## III . Conferences

- Conferences are an important opportunity and relatively easy way to interact with stakeholders and takers.
- Already at the one-to-two-pager stage, consider relevant conferences
- At each partner meeting identify three or four conferences in the upcoming six-month reporting period which could be relevant for your project. Examples:
  - **Connecting Europe Days (02.-05.04.2024)**
  - European Maritime Days (30.-31.05.2024)
  - European Sustainable Energy Week (11.-13.06.2024)
  - European Hydrogen Week (18.-22.11.2024)
- Get involved
  - Try to get a booth, participate in sessions / workshops, host your own workshop, bring flyers / leaflets
- Network: Use the opportunity. Exchange views / ideas / experiences

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# 3. How

## IV . Use available resources and tools

Workshops, conferences, and events are very important. However, sometimes other means can be useful too.

- As a location marketing organisation, we had to get creative during Covid-19
- We channelled budget towards (video) studio equipment to host professional (!) sessions, with external speakers and speakers and moderators in our office possible
  - We rent out studio facility to members on cost-basis for staff hours and equipment (no profit)
- We acquired drone(s) and video recording material to better visualise and digitalise what we and our takers and stakeholders are doing.
- Videoconferences are here to stay
  - They are not the most efficient for exchange of ideas but also provide chances by enabling engagement with stakeholders / takers that you don't reach otherwise
  - Everyone is busy: don't make the session longer than an hour to ninety minutes
  - Consider lunch time events

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# 3. How

## IV . Use available resources and tools (continued)

Provide your project partners with a communication handbook and plan

- Provide an overview of identified takers and stakeholders (target group and communication approach)
- Provide key message(s) of your project (idea) to use towards stakeholders / takers
- Use project website, LinkedIn, and predefined hashtags
- Use traditional (inter)national news outlets or specialized journals to reach takers and stakeholders
- Produce short video clips on the various activities addressing your takers
- Provide your project partners with suggestions and considerations in the planning process of workshops, events, conference participation
- Provide a guideline on unified communication (templates that include colour coding, font, etc.)

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# 4. Summary

- Identify your stakeholders and takers as early as possible
- Start the onboarding process, if possible, already at project idea stage
  - Involve them: as partners, associated partners, keynote speakers, or panelist for example
- Consider your takers' full schedule. Plan your event / workshop / conference (participation) early to get best possible involvement / engagement of those stakeholders
  - Look at ,attractive' timing of events / workshops / seminars, to reach high participation level of takers
- Use your available tools
  - On- and offline are both equally important today
  - Bring your project partners on the same page → unified communication across the project

**#GreenSupplyChains**

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Make it stronger:

# Tailor your message with personas

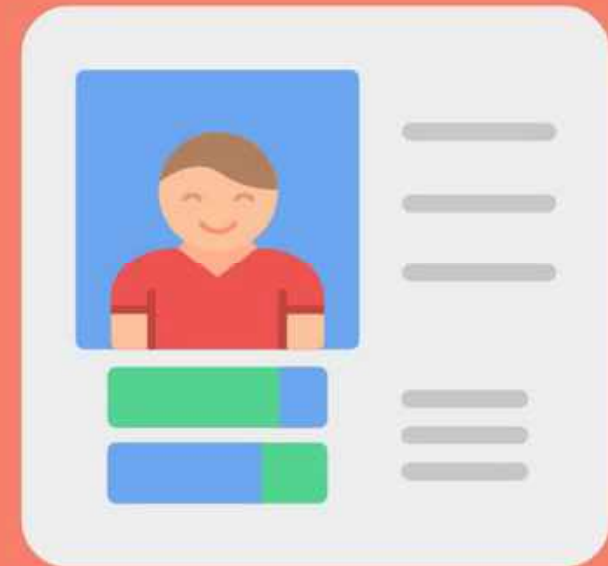
By Deirdre Buist, Stronghouse



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# What are we talking about?

## Energy transition

Motivating and facilitating homeowners, individuals and neighbourhoods, to invest in energy renovation

**Target group:** citizens= complex



# Customer Journey & Personas

**Engaging**  
**Enabling**  
**Empowering**

Journey from interest to planning, financing and contracting energy renovation.



# Personas

## Design thinking

'People over process'

**There are no right or wrong answers!**

Understanding differences:

Drivers

Possibilities

Needs & frustrations





# Personas

## Tools

### Persona:

a fictional, but realistic, user

N.B. context, behavior, attitudes, needs.

### User-story:

helps to improve, adjust and re-develop

### Customer Journey:

sketches the Persona's path towards application/implementation

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North Sea Region  
Stronghouse  
European Regional Development Fund



EUROPEAN UNION

# Tips & benefits

## Tip:

Limited resources?

Keep it simple

Kick-off with interactive workshop  
(e.g. Uxpressia)

Explaining by doing

## Benefits:

**Stronghouse - 26 partners 6 countries**

Aligned partners' awareness

Regional differences became visible

Starting point for transnational learning

Helped develop various support models



**Interreg**  
North Sea Region  
Stronghouse  
European Regional Development Fund



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# Thank you for your attention!

For more information and lots of downloads visit: <https://northsearegion.eu/stronghouse/>



## STRONGHOUSE

Sustainable housing for strong communities

**Interreg**  
North Sea Region  
Stronghouse

European Regional Development Fund



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# Tailor your message

## **Understand your target groups**



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*Designed by Freepik*

# Get ready for empathy mapping

Identify your selected target group by fill in the preparation sheet:

1. Choose your main target group
2. Select a specific target audience
3. Identify their main role
4. State your main goal of working with them.



# EMPATHY MAP

## THINK AND FEEL

What really matters ?  
What do they know ?  
Worries / aspirations ?

## TASKS

(linked to the project)

What tasks are they aiming to complete ?  
What questions must they answer?

## INFLUENCES

Who do they listen to?  
Who influences them?  
What factors shape their decisions?

name :

## CHALLENGES

What are their pain points ?  
What are their fears and frustrations?

## BENEFITS

What's their ultimate goal?  
What do they seek to achieve?  
What do they want ? need ?

Harness your secret  
power

**It's all about  
partners**



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*Image: FlyingCrafter from Getty Images*



# Your secret power

Discuss and exchange how you can engage all of the partners in the project's communication efforts

*Image: rickszczehowski from Getty Images*



# Question Time!

SLIDO: #ACE



# Exercise 20'

1. Each table divide into two groups
2. One side discuss option A, the other discuss option B
3. How do you facilitate this within your partnership's?
4. Choose your three top tips, write on post its and put on flip chart

## A - Dissemination



Supporting internal dissemination

## B - Engaging



Engage all of the project partners

# COOPERATION, YOUR SECRET POWER

ENERGIZING, EMBRACING, ELEVATE, ENCOURAGING

20'

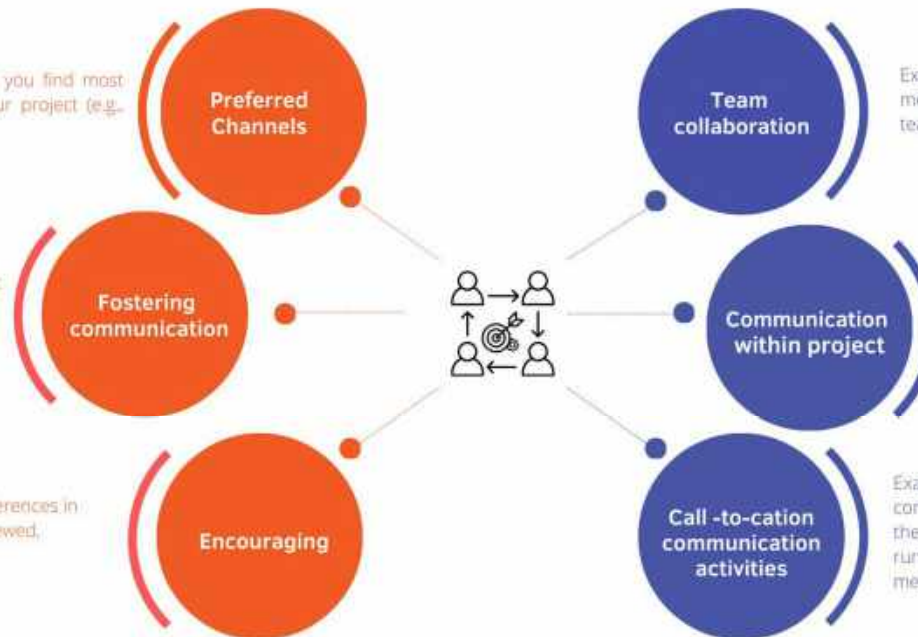
## DISSEMINATION

How do you ensure a structure for communications throughout the partnership?

Example: "Which platform or tool do you find most effective for quick updates within your project (e.g. email, Slack, Microsoft Teams)?"

Example: How do you make the project achievements visible internally? online platform, internal newsletter, social media posts for all?

Example: Do you run monthly teleconferences in which the communications plan is reviewed, monitored and updated?



## ENGAGING

How can you ensure effective internal engagement on communication?

Example: What methods or tools do you find most effective for fostering collaboration among team members?"

Example: What communication practices or rituals do you think are essential for maintaining effective teamwork?

Example: Do you engage in any call-to-action communication activities, such as contributing to the project newsletter, hosting online sessions, running social media campaigns, or creating media content (such as videos)?"

Engage all of the project



# Support network

Support from each other –  
network of projects

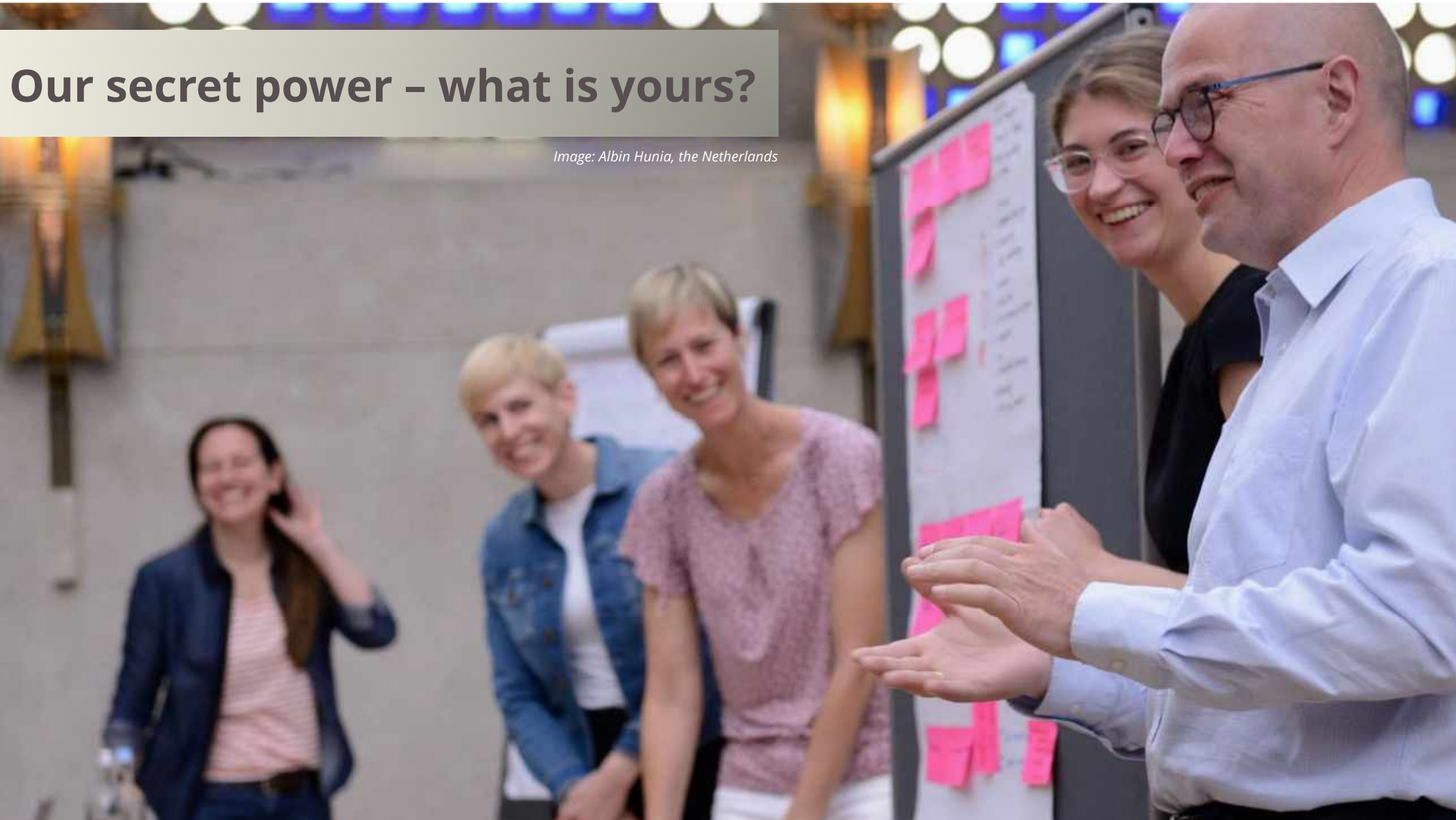
Support from the  
secretariat



*Image: timsa from Getty Images*

# Our secret power – what is yours?

*Image: Albin Hunia, the Netherlands*



**Coffee break**



Time for  
a break!

# Ride the tide

Digital assistance



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*Image from Canva's Magic Media*



*Image from Canva's Magic Media*

# Topics

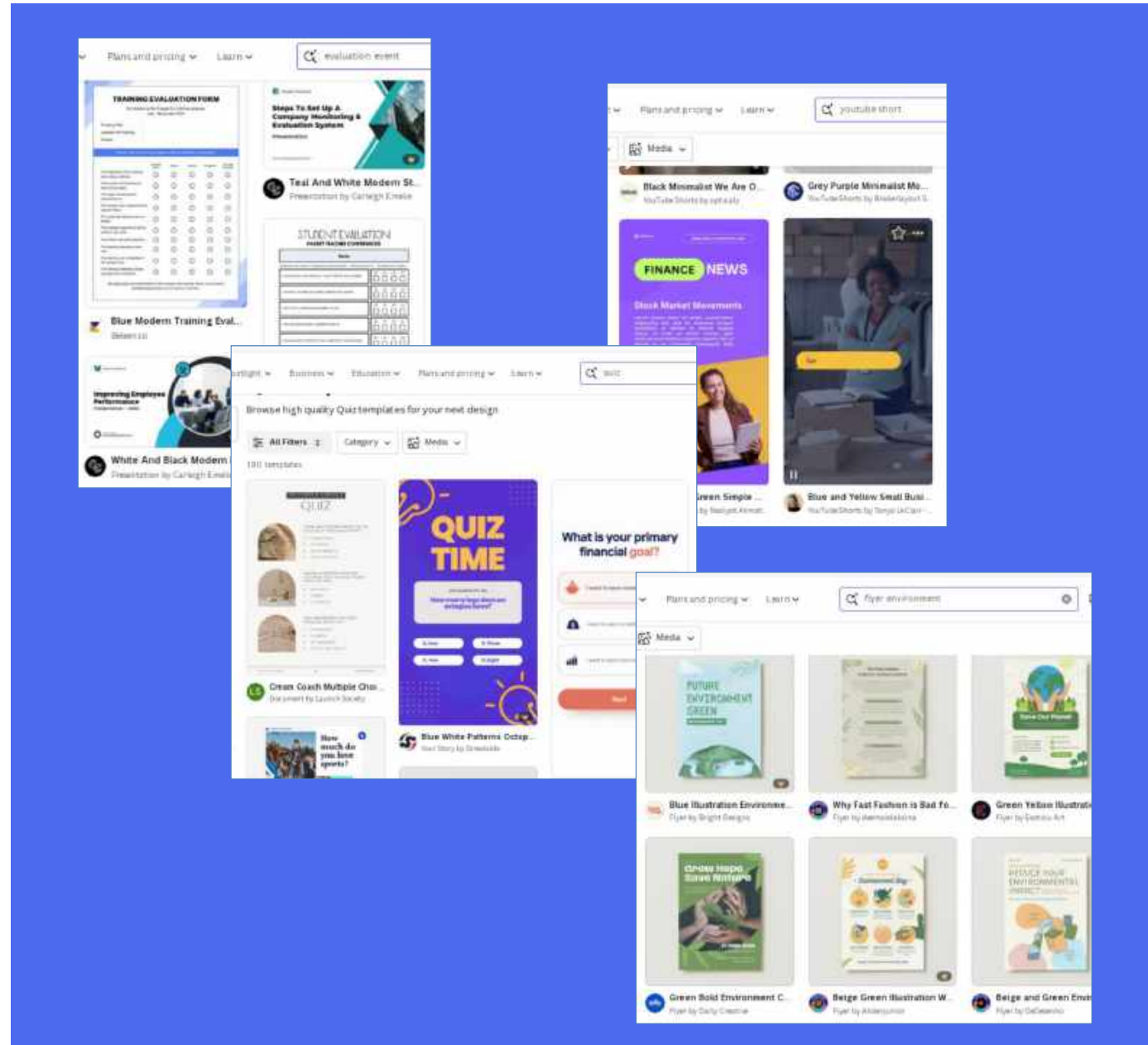
- Canva tricks
- AI in communication
- Pitfalls
- Your top tips







# Template heaven



# Quick tips

**BG remover**

**Flip**

**Pick a color**

**Shadow**

A peek at how we  
**protect the bee**



Image from Carva  
Oldiefan pixabay



# Quick tips



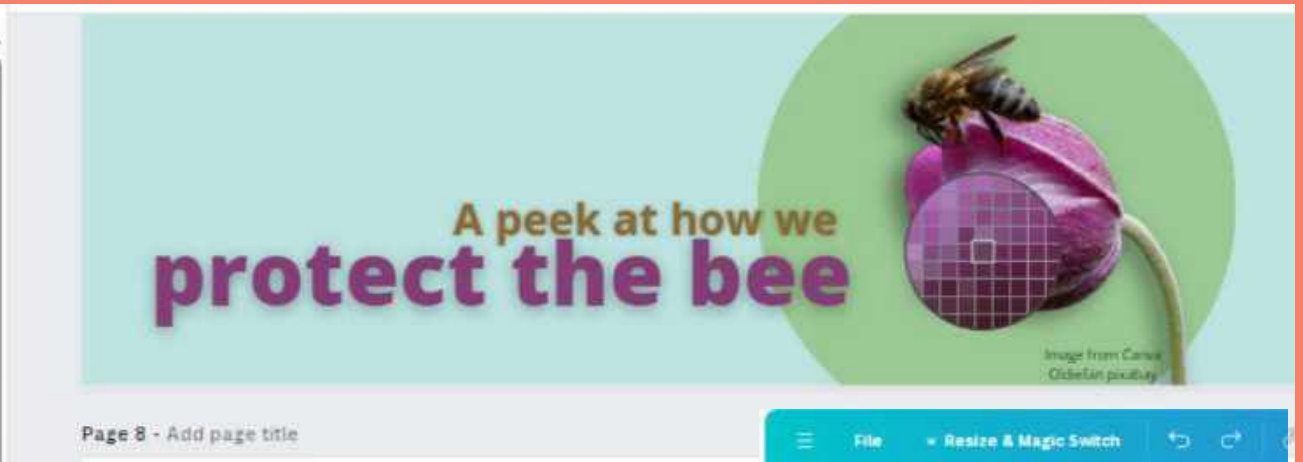
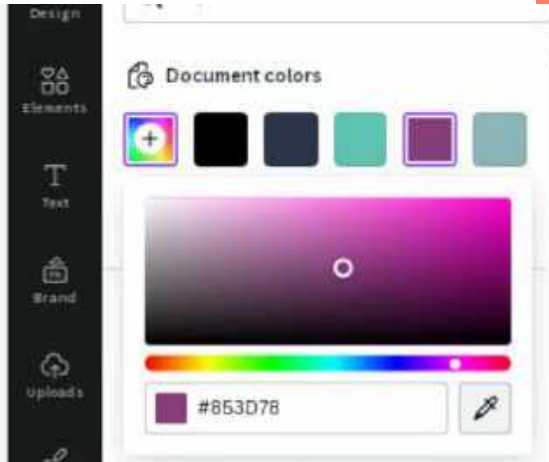
BG remover & flip



*Image from Canva Oldiefan pixabay*



# Quick tips



Pick a color & shadow

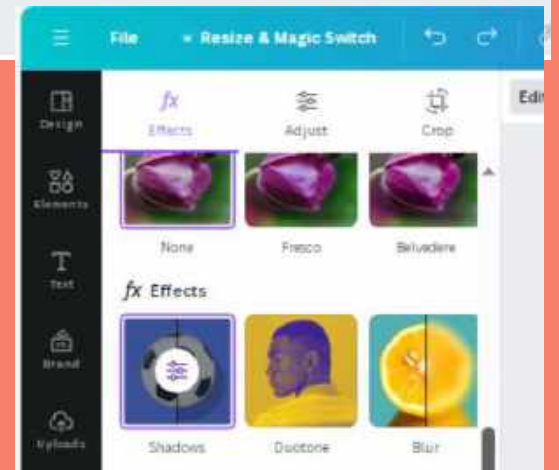
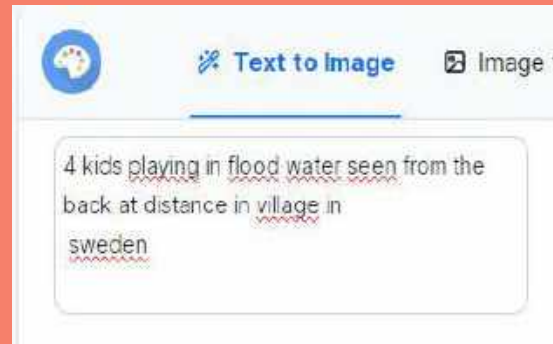


Image from Canva Oldiefan pixabay

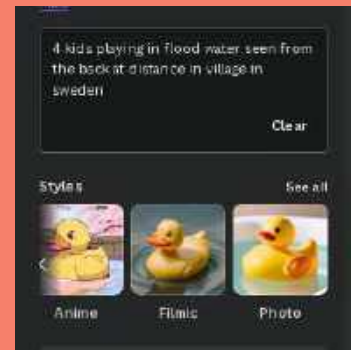


# AI

Text to image



**Stable Diffusion**



**Magic Media Canva**



# AI

Improve or adapt text



 **Interreg North Sea Programme**  
7,271 followers  
4d · Edited · 


Your thoughts, please: What should European cooperation look like in the future?




The discussions about the future (post-2027) Cohesion Policy funding framework are in full swing. As part of designing the new set-up, the European Commission is inviting you to share your opinion. We are running a public survey on behalf of the Commission.

Interreg stands out by being place-based, fostering cooperation and shared approaches in specific geographic areas. The voices of stakeholders in each region are important to transmit the regional perspectives. That is why we are keen to collect your thoughts about the future of cooperation in the North Sea Region.




So, please share your thoughts by taking part in the survey! This will feed directly into the ongoing discussions. [Learn more and join the consultation.](#) 



 **ChatGPT**

 Exciting chance to shape European cooperation!  Share your thoughts on future post-2027 Cohesion Policy funding. Your voice matters! Join the survey now to influence discussions and build a more cohesive North Sea Region. Let's make a difference together!  #EU

#Cooperation

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

# AI

Generate or  
shape your ideas



**ChatGPT**

🌟 Exciting News for Utrecht! 🌟 The EU just gave a big thumbs-up to cycling, and guess what? Our city is leading the charge! 🚲👉

With more bikes than people, Utrecht is already the cycling capital of the Netherlands. Now, with the EU's approval of a groundbreaking cycling paper, our commitment to pedal power is getting recognition across Europe! EU 🚲👉

What does this mean for us? Safer lanes, smoother routes, and easier biking around our beautiful city! 🚲👉 Let's be proud of our cycling legacy and keep pedaling forward! 🙌🌟 #CyclingWin #UtrechtProud #EUApproval #PedalPower

# Prompts

How to ask AI for help?

**goal**

**task**

**target**

**tone**

**layout**

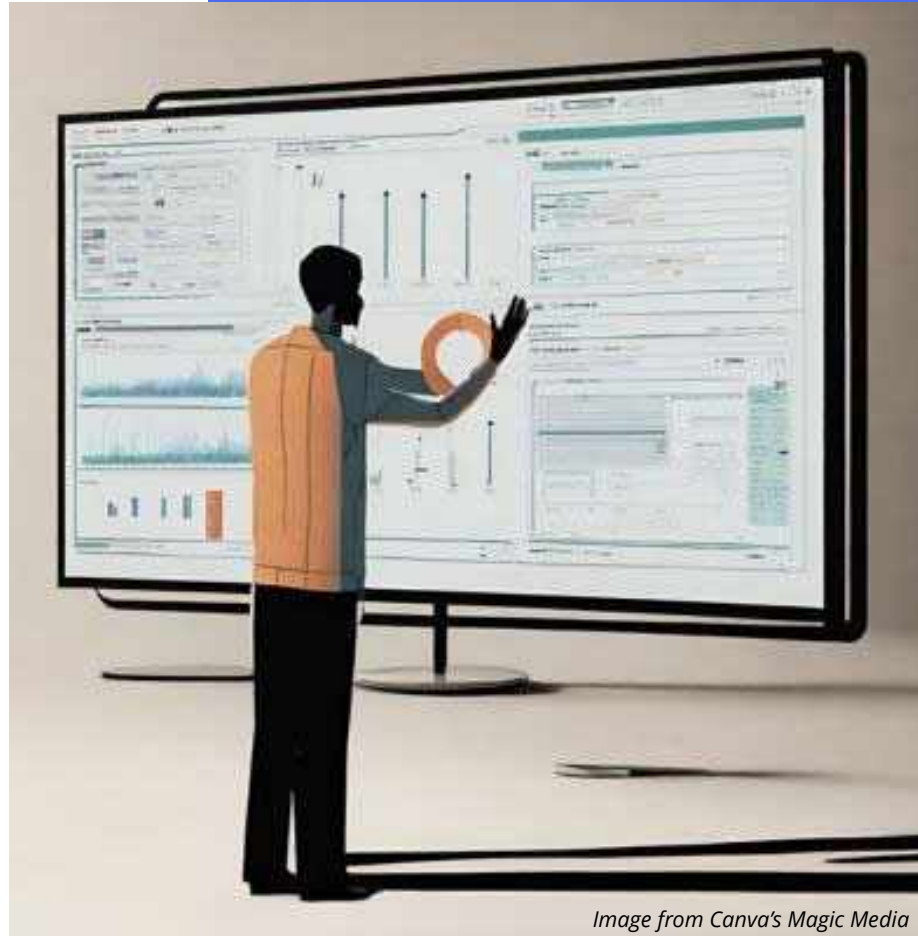
**detail**





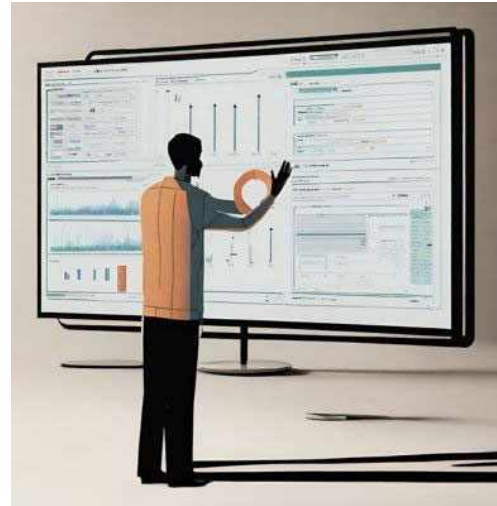
# Pitfalls

Credits  
Confidentiality  
Personal impact



*Image from Canva's Magic Media*





*Images from Canva's Magic Media*



# AI

## in projects



**Eline Somers-Leppers** • U  
marketing- en communicatieadviseur | concepting | storytelling...  
1 w • 🌐

Dankzij mijn werk bij **Impuls Zeeland** denk ik vaak na over hoe toerisme in Zeeland er in de toekomst uitziet. Daarom vroeg ik mijn 'digitale assistent' **ChatGPT** om een afbeelding te maken van een Zeeuwse camping van de toekomst. Na een aantal correctierondes, waarin vooral de bergen uit Zeeland gehaald moesten worden, toonde ChatGPT een groene omgeving met paddenstoelachtige vakantiehuysjes. Natuurlijk niet het beeld dat ik voor ogen had, maar zeker fascinerend!

Als Marketing- & communicatieprofessional sta ik versteld van de rol die de chatbot in een paar maanden tijd heeft ingenomen. Het helpt me als partner, vraagbaak, en controleert teksten op spelling- en grammaticafouten. Een verademing. Toch vraag ik me af wat de impact van ChatGPT gaat zijn op ons denken. Hoe behoud je eigen denkvermogen? En hoe zorg je ervoor dat je hersenen niet lui worden van deze super assistent? Ofwel, ChatGPT: een hulp of hindernis?

#ChatGPT #communicatie #marketing #toekomst



Wies Buystrogge en 50 anderen • 8 commentaren

Interessant • Commentaar • Reposten • Versturen

4.571 weergaven • Statistieken weergeven

# slido.com

Which digital or AI tool do you use  
that others should know about?

Is yours already on the list? Give it a thumps up!



**SLIDO.COM: #ACE**



**What will you  
try next?**



National Contact Points:  
**Talk about local  
impacts**



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# Work with us

We're all in this together

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# European values under threat

Transnational cooperation tackles pressing issues and can help counter Euroskepticism



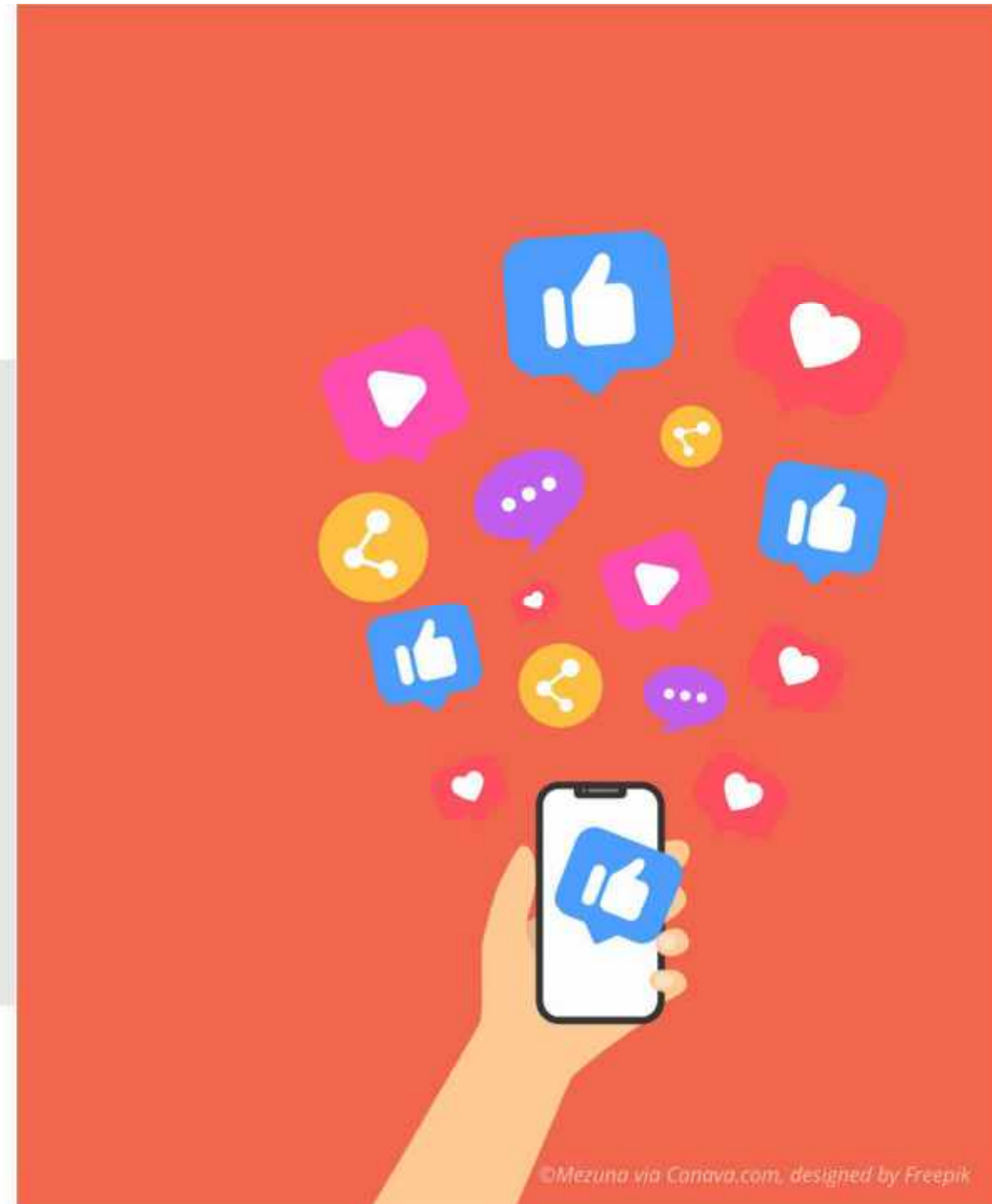


# Share your story

North Sea Programme channels:



#madewithinterreg  
#wearetheNorthSea  
#interregNorthSea



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**Share your  
images**





**FACT SHEET  
24**

# **Know the rules**

Stay out of trouble &  
work smoothly

*Pixelshot via Canava.com*



A wooden gavel with a brass ferrule is positioned on a sound block in the foreground. In the background, a bronze statue of Lady Justice stands on a shelf in a library filled with books. The scene is dimly lit, emphasizing the gavel and the statue.

**Beware of  
copyright issues**



## Communication event

- Required for projects with a budget above €5 million.
- Invite the European Commission and the Joint Secretariat in a timely manner.



*Designed by Freepik*

# Your website(s)

Know the catch!



# Use the EU brand

Treat it as an asset  
rather than an obligation

Image: InnoQuarter





Unity  
Solidarity  
Harmony



Welcome to  
**Interreg**



**No one left  
behind**



# Thank you!

## We made it happen...

**Interreg**  
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*Image: Vetrestudio*

