



CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013

WHY WORK WITH COMMUNICATION?


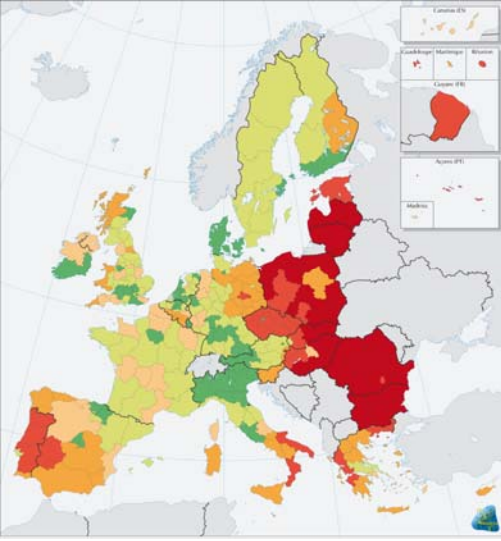


- Economically competitive and innovative region
- Attractive and dynamic societies
- Safe and healthy environment



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Different regions of the EU





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GDP with Purchasing power parities
(2003)

- < 50
- 50 - 75
- 75 - 90
- 90 - 100
- 100 - 125
- > 125




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Cohesion / regional policy

- Aim:
 - To encourage regions and cities from different EU Member States **to work together and learn from each other** through joint programmes, projects and networks.
- 36 % of EU's overall budget used on cohesion!
(48 billion EUR)
 - Funds are used to distribute 90 % of it




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European Territorial Cooperation (ETC) objective

- Aim
 - To support cooperation along the EU's internal borders
- Budget 1.2 billion euros
- Funding from the European Regional Development Fund
- ETC = INTERREG A, B and C



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So, this is where we are:

- Good idea and intention behind our actions
- Money available
- Good approved project plan with great outcomes to be awaited

Isn't that then enough? Let's go and do the project!



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Not so easy...

- Much money and manpower is put into the programmes and projects
- According to Eurobarometer polls there is myths to be overcome, showing the gap between the Union and its citizens
 - e.g. administration eating most of the EU budget

Could the done work be used to tackle the challenges?



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Information about the EU is everywhere

- <http://europa.eu/> in all 23 national languages
- EU info centres with several offices in all countries
- Media full of news about the Union
- EU flag here and there to be seen

Why don't people just get it?
What is missing?



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COMMUNICATION





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We have a good and concrete message:
Your project's aims!

- Your project is doing what the Europeans need to see and hear about: concrete work with EU money in their region
- At the same time your own project and its results will become better recognised
- Extra success may be reached by better visibility and more people involved



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How to get the message through?

- **Plan** carefully **what** you want to achieve and **how**
- Make it appealing and easy to understand for the audience in question
- Always serve it with a smile!

**Let's show them what the
EU cooperation is all about!**



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