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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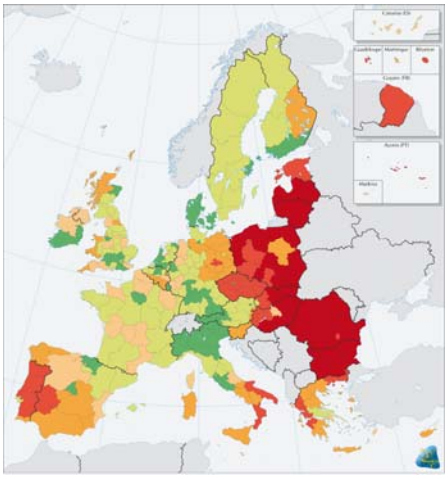
DIFFERENT REGIONS OF THE EU



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 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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THIS IS WHERE WE ARE:

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

Isn't that enough then? Let's go and do our projects!

Not so easy...

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NOT SO EASY...

- Much money and manpower is put into the programmes and projects
- According to Eurobarometer polls there are myths to be overcome showing the gap between the EU and its citizens
  - E.g. administration eating *most* of the EU budget (in reality ca. 5 %)

Could the done work be used to tackle these challenges?

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EU INFORMATION 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 then?

What is missing?

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COMMUNICATION IS MISSING.

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WE HAVE A CONCRETE MESSAGE TO DELIVER

- **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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