

European Union



The European Regional Development Fund

**The Interreg IVB  
North Sea Region  
Programme**



# Innovative ways of reaching out to stakeholders

Workshop 2C: Structural funds and the internet

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*Investing in the future  
by working together for a  
sustainable and competitive region*



# Overview

- History & status quo
- Link to Communication Plan
- Principles
- Innovative features
- Best Practice
- Pitfalls
- Conclusion



# History

- 3 Updates
- Tradition of user-friendly and informative websites
- Status quo
  - Launched in June 2007
  - Still under development
  - 2 websites side-by-side





## Link to Communication Plan

- Web-based communication
- Supported by printed materials and e-mail
- Target audiences:
  - Beneficiaries
  - Other stakeholders involved in the programme
  - General Public



# Principles

- Customised to target audience(s)
  - Information available
  - Structure
  - Expected background knowledge
  - Features
- User friendliness
  - Usability
  - Accessibility (3WC)
  - Content Management System
  - Writing style
- Design
- Regular updates



## Principles – Writing for the web

- People don't read online texts, they scan
- In order to make texts more scannable:
  - Start with the conclusion
  - Use headings and sub headings
  - Use headings that make sense
- Write concise
- Wording
  - Objective
  - Plain English (or any other language)



## Innovative features

- Web videos
- Good integration with programme database
- Interactive maps

### Under development:

- More videos and VNRs
- Partner search tool
- GIS for more informative maps of the region
- More integration with database



## Best Practice

- Don't be afraid to try new technology  
...but back it up with a good communication strategy
- User friendliness at different levels:
  - Design
  - Content
  - Keep it light (especially on a content-heavy website)
- Be selective
  - The general public is not our main target group...neither is the Commission
  - Customised approach





# Pitfalls

- Information does not equal communication
- Writing for the web differs from writing for printed publications
- Unfocused strategy:
  - The website should fit seamlessly with communications plan
  - Have a clear idea about your target audience(s) and focus on them
  - Unfocused websites miss their goal



# Thank You

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