



MINI CALL FOR PUBLICITY – REPORT

Additional Funding for Publicity – the Mini Call

The Mini Call was announced for additional publicity and communications activities to be carried out by projects that had already been approved by the Interreg IIB North Sea Programme. The funding granted made additional investment possible to support the work already carried out by the approved projects, enabling them to reach out to a larger audience and increase the visibility of their results and outcomes. The funding resulted in a broad range of communications tools and activities aimed at enhancing the overall impact of the North Sea Programme to a wider European public.

Mini Call Projects

The Mini Call was open between 8 January and 1 February 2007. 14 projects applied for approval during the Mini Call, 12 projects were eventually approved. Approved projects had to fulfil the following requirements:

- **Transnationality:** promote the transnational aspects of the project(s) and the Programme.
- **Links to the Programme aim and objectives:** the communication products should demonstrate a clear link between the achievements of the project and the objectives of the Programme.
- **Forward-looking perspective:** illustrate the links of the project to the European political priorities.
- **Innovative:** the activities should be innovative and additional to those communication activities already carried out by the project, e.g. by using new media such as web based formats.
- **Communicating the EU to the general public:** the activities should be aimed to reach out to a wide public audience and promote the project's and the Programme's achievements.

The approved Mini Call projects were carried out aiming at the development and implementation of additional publicity and communications activities. All activities were completed by the 30 June 2008. The Mini Call projects were: Shared Space, Bridges, Communicating Coastal Safety Projects in the NSR, NSCR Film, WVRA, FSI-LG Solar Race, Nortrail Video, GeoShare publicity, Smart Regions, NSF Forward, VISP-NET.

Seminar on Publicity

In light of the Mini Call for Publicity the Secretariat invited successful applicants to a lunch-to-lunch seminar in preparation for the implementation of the projects under the call.

The seminar was aimed at inspiring participants in order to maximise the efforts of the Mini Call. As several of the projects had similar approaches - videos or web based ideas - the seminar offered an opportunity to share ideas and discuss potential working methods.

Outputs and Results of the Mini Call Projects

Through the Mini Call for Publicity, the following outputs were realised:

- 11 Mini Call Projects
- 18 IIB Projects Involved
- 18 Films/Videos/Clips/DVDs
- 5 Other tools: Website, Media package, Book, Wiki-application, Pamphlet

The below table lists the Mini Call projects including information about the IIB project(s) involved and their main outcomes:

Mini Call Project	Nortrail Video	Shared Space	Bridges	NSCR Film	Communicating Coastal Safety in the NSR	Smart Regions	WVRA	GeoShare
IIB Project(s) involved	Nave Nortrail	Shared Space	SustAccess	CO2	Chain of Safety, ComCoast, SafeCoast	Log-in, BIRD, ICT4SMEs	NMC II	GeoShare
Outcomes	2 Videos	1 DVD	9 Clips	2 Films	1 Film	1 Website, 1 Media Package, 1 Book	1 Video, 1 Pamphlet	2 Videos, 1 Wiki-Application

In total, 23 communication products were produced with an emphasis on films, DVDs and video clips. In addition a website, a media package and a book were produced as well as a wiki-application and a pamphlet to give supporting information to one of the DVDs.

A broad range of documentary, humoristic and illustrative products enhance the public visibility of the Interreg IIB projects. High efforts were generally put towards reaching the target groups, which was besides regional, national and European stakeholders, the general public.

One project (WVRA) aimed at addressing the Russian audience in order to further develop sea corridors by producing a film with Russian translations. Non-scientific and easily understandable films – viewable in different languages – were produced. Please find the project summaries below for further information.

5593 products have been distributed as hard copies to date. Most projects involved all partners and networks for distributing the product to a wide audience. The films and products were sent out to tourist offices, distributed and presented at final conferences as well as at trade fairs or conferences. To ensure a wide on demand dissemination, 14 films and clips are viewable online on the partners and projects websites as well as on YouTube.

As for the content, many projects focussed on illustrating the partner regions, the background of the problem tackled within the IIIB projects, and the solutions found within the transnational cooperation.

Several mini call projects linked together more than one Interreg IIIB North Sea Region project. This gave added-value to the existing publicity work carried out by the single projects and inspired further cooperation. The project “Communicating on coastal safety projects in the North Sea Region” linked 3 complementary projects on coastal safety. The DVD produced demonstrates the impacts of coastal flooding, the project activities and the achievements throughout the partner regions.

Summaries of the Mini Call projects¹

Theme: New Opportunities for Rural and Peripheral Areas

North Sea Cycle Route FILM

www.northsea-cycle.com/

Rogaland County Council

Contact: Eli Viten evi@rogfk.no

Within the North Sea Cycle Route Film project, two videos were produced taking the viewer on a transnational journey along the Cycle Route.

The films show the landscapes, cultural heritage, and a variety of businesses providing food, accommodation and local transport for the cyclist following the North Sea Cycle Route. The film

¹ At the time of the publication not all Final Reports were submitted to the Secretariat

illustrates the project's achievements. Finally, the film focuses on the large network of public and private forces needed to implement and further develop a product like the NSCR.

A long version with music and English commentaries as well as a short version with music only were produced for different target groups. To ensure a wide publication, the videos are available for viewing on the project's website. 500 copies were distributed, targeting at all relevant tourist offices, programme owners and policy makers and relevant suppliers and authorities.

The strong ownership that arose during the NSCR project was taken forward to jointly create a film that will ensure the long-term positive impact for the Cycle Route and at the same time increases the public visibility of the Interreg North Sea Region Programme to the general public.

Nortrail Video

www.northseatrail.org

Aberdeenshire Council

Contact: Coral Duthie Coral.duthie@aberdeenshire.gov.uk

2 DVDs were produced to visualize the results of the NAVE Nortrail Project; each film aims at different target groups.

The shorter film works as a teaser aimed at tourists. The longer film demonstrates the quality and the possibilities of the North Sea Trail for business development. All partners of the project have contributed to publish the videos widely.

The films will be used in marketing the North Sea Trail locally by each partner. By using the same film, the partners will further establish the image of the coastal landscapes around the North Sea. Thereby, the films illustrate the benefits of being part of a greater network of walking trails.

Themes: Risk Management along Rivers and Coasts and Using the Environment Responsibly

Communicating on coastal safety projects in the North Sea Region

www.safecoast.com

Province of Zeeland

Contact: r.de.meyer@zeeland.nl

The project "Communicating on coastal safety projects in the North Sea Region" produced one DVD with 1000 copies. It demonstrates the impact of coastal flooding, the project activities and the achievements of the 3 projects involved (Safecoast, Chain of Safety, Comcoast) throughout the partner regions.

It was launched at the joint final conference of the Safecoast and Chain of Safety projects. The conference and presentation attracted local, regional and national media attention. After the conference, participants received a copy of the DVD and copies were also sent to stakeholders, the international media, and other interested bodies throughout the NSR as well as outside the region. The film is viewable in English, Dutch, Danish and German on the start page of the Safecoast website.

Theme: Improving Transport

WVRA

www.northernmaritimecorridor.no

Rogaland County Council

Contact: ohau@roqfk.no

The Northern Maritime Corridor web video that was earlier on produced by the North Sea Programme, has been modified and supplemented together with a pamphlet, bilingual in English and Russian both in the video and the pamphlet.

WVRA aimed at addressing the Russian audience in order to further develop sea corridors. The video has contributed to increased awareness of the NMC as an important sea corridor in Europe by gaining support from high level Russian authorities and presenting it in St. Petersburg to about 500 participants from Russia and a number of other countries.

By supporting the NMC/BASIS project, the video will promote the new Interreg IV B project, StratMoS, where NMC/BASIS is one of the five demonstration projects.

Bridges

www.sustaccess.org

Västra Götalandsregionen

Contact: info@sustaccess.org

In Bridges, the SustAccess project has produced nine short film clips.

The clips highlight the issue of climate change with the intention to catch the viewer's eye and to reflect over the impact of climate change. They have the potential to raise the awareness on the impact of climate change in a humoristic way and to invite the viewer to get more information on the project and the partner's websites.

Within the newly approved Dryport project the clips will be further communicated.

Shared Space

www.shared-space.org

Province of Fryslan

Contact: r.f.duverge@fryslan.nl

The Shared Space project produced a DVD showing the philosophy and the pilots of the Shared Space project.

It turned out to be a useful instrument to introduce Shared Space and illustrate the significance of working in a European context to diverse target groups. There have been many requests for the DVD from all over the world.

Theme: Making Use of Innovation and Knowledge

Smart Regions

Intercommunale Leiedal

Contact: Filip Meuris Filip.meuris@leiedal.be

The Smart Region project successfully created three tools that facilitate the promotion of the use of e-Government and e-Services by linking the 3 Interreg III B projects LoG-IN, BIRD and ICT4SMEs under one umbrella label "Smart Regions".

Using the corporate concept and logo that were developed as part of the project, the following outcomes and results have been realised:

Website: A multimedia website www.smartregions.eu was set up which offers visitors a full overview of the 45 identified good practice cases. The website offers digital documents (reports, pictures, presentations) pictures, newspaper clippings and videos (flash). The underlying structure makes it easy to add new cases that will be fed from the IVB Smart Cities Project.

Book: A book (100-120 pages, A5, four colors) was produced. More than 2.000 copies were printed and distributed. The publication presents e-government or e-services projects in three languages. It was distributed at major conferences, trade fairs, face-to-face meetings with key politicians and interested citizens/businesses.

Media package: The third delivery is a media package (DVD) which can be considered as a reference document of the three projects. It includes an extensive library with all relevant documents of the three participating projects and the good practice cases (including video, white papers, project description, etc). The package can also be downloaded from the website.

The quality of the communication products (book, DVD, website) will help to communicate the outcomes of the three projects within the participating regions to the target groups. The products were appreciated by local and regional stakeholders. The communication project demonstrated local and regional success stories, re-assuring political support for future initiatives.

Inspiration from other regions helped to create political commitment for similar projects, which eventually led to the Smart Cities project. The project also made clear to the decision-makers that the projects of the past were not “one shots” but formed part of a (regional) strategy and European-wide transition.

GeoShare Publicity

www.sfj.no

Sogn og Fjordane Fylkeskommune

Contact: Trond Ueland trond.ueland@sfj.no

The project has produced two films building on the experiences, knowledge and collaboration from the main GeoShare project in order to document the results.

In addition, new close project collaboration has been established to support a wide dissemination of results. In particular the projects North Sea Trail and North Sea Cycle Route have clearly added to the achievements.

Background: Interreg North Sea Programme 2000-2006

The Interreg IIIB North Sea Programme funded transnational cooperation projects in the North Sea Region between 2000 and 2006 through the European Regional Development Fund (ERDF). The overall aim of the Interreg IIIB Programme was to stimulate transnational cooperation on the spatial development of the North Sea Region.

More specifically, the Programme strategy was founded on four basic principles; namely transnationality, spatial development, cross-sectorality and sustainability.

The Interreg IVB North Sea Region Programme 2007-2013 builds up on the success of the IIIB programme, working with regional development projects around the North Sea. Promoting transnational cooperation, the Programme aims to make the region a better place to live, work and invest in.

More information about the North Sea Region Programme can be found on

www.northsearegion.eu.