

**Interreg**  
**Caraïbes**

Fonds européen de développement régional



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## **Communication Strategy 2014/2020**

Version of May 2017

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**List of acronymns:**

CARIFORUM	Countries and Territories of the Caribbean Forum
EC	European Commission
ECD	European Cooperation Day
EDF	European Development Fund
ERDF	European Regional Development Fund
ETC	European Territorial Cooperation
EU	European Union
IRO	International Regional Organization
JS	Joint Secretariat
MA	Managing Authority
OECS	Organisation of Eastern Caribbean States
OP	Operational Programme
OR	Outermost Region
RPC	Regional Point of Contact

## **I.- INTRODUCTION**

This document is the 2014/2020 INTERREG Caraïbes European Territorial Cooperation (ETC) programme communication strategy.

The programme covers the outermost regions of Guadeloupe, Guyane, Martinique and Saint-Martin, as well as close to forty countries and territories in the Caribbean Basin.

Its aim is to strengthen economic competitiveness in the cooperation zone and to address key development issues.

INTERREG Caraïbes comprises two cooperation components :

- a cross-border component for cooperation between Guadeloupe and Martinique and close neighbouring states of the OECS ;
- a transnational component for large-scale cooperation between Guadeloupe, Guyane, Martinique and Saint Martin and all countries and territories eligible under the programme.

This particular organization involves adapting communication, in particular for the cross-border component, which accounts for 75% of the credit given to the programme.

Therefore, English is indispensable for sensitizing beneficiaries in the outermost regions (ORs) on equal terms, as well as those from other countries and territories in the cooperation space.

Moreover, the communication strategy will seek to involve all the programme's stakeholders, in an effort to create links for increasing actions as close as possible to the target groups. The first of these links will be the regional points of contact (RPCs) followed by relevant organizations such as consular chambers or clusters.

The programme will also seek to establish spaces for coordination and exchange with the other ETC programmes in the ORs (Indian Ocean, Amazon, Mayotte).

In accordance with the provision of the delegation convention in case of indirect monitoring (EDF convention/2014/354-997), the management of the EDF envelop is dedicated to the Managing Authority of INTERREG Caraïbes. It is aimed at reinforcing cooperation between countries and territories of the Caribbean Forum (CARIFORUM) and the French outermost regions of the Caribbean by implementing an EDF / ERDF articulation in the frame of INTERREG Caraïbes projects. The considered strategy of communication for the INTERREG Caraïbes programme will be implemented for both funds while ensuring that the planned actions of communication will be suitable for both. To this regard, this INTERREG Caraïbes communication strategy corresponds to the aforementioned annex VI of the delegation agreement.

The regulatory framework for the period 2014/2020 clearly establishes a results-based approach, so that the programme will be based mainly on the projects and their tangible outcomes. It will be adjusted in the light of feedback from the project managers and of the results of assessment carried out on the general public in order to increase its efficiency.

Finally, given the importance that social media have assumed, they are an important part of the communication strategy.

## **II.- REFERENCE TEXTS**

### **1. EC Regulation 1301/2013 of 17 December 2013 (articles 115 to 117 & Annex X II)**

In this Regulation, the European Commission highlights the importance of “informing the general public of the achievements made using Union Funds, as well as creating awareness of the aims of cohesion policies. Citizens have a right to know how the Union’s financial resources are invested”.

In terms of procedure, the communication strategy must be formulated by the management authority and submitted to the monitoring committee for approval no later than six months after the adoption of the programme.

This Regulation also indicates the elements that must appear in the document.

### **2. Regulation n°821/2014**

This Regulation presents the technical characteristics of the actions of information and communication, in particular with regard to the use of the European Union logo, colours and temporary or permanent notice boards.

### **3. Assessment of the OP 2007/2013**

The assessment of the preceding programme has highlighted areas for improvement, and has translated into recommendations, which have been re-visited in the current strategy. Feedback on experiences identified by the joint Secretariat (JS) has also been taken into consideration.

### III.- GENERAL OBJECTIVES

The programme's communication strategy has three main objectives:

- Structure cooperation relationships within the Caribbean area, Facilitate access by beneficiaries to credit,
- Enhance project outcomes by highlighting the European Union's contribution.

#### a. Strengthen regional cooperation

The first objective of the communication strategy is to structure regional cooperation by arousing collaborative opportunities and by creating a culture of cooperation. Thus, the added value of INTERREG Caraïbes in terms of pooling of resources is to highlight financial and human resources; exchange our expertise and economy of scale. In fine, it is to highlight the projects achievements and to create emulation with others actors. Communication will underline sustainable and duplicable of the actions implemented.

#### b. Facilitate access by potential beneficiaries to European funds

In this way, the programme will seek to make available to all beneficiaries any information concerning funding opportunities. In particular, they will be made aware of the issues pertinent to the cooperation space, and the types of action expected, so as to encourage quality projects, in other words, win-win, well-structured projects.

As a result, communication of the INTERREG Caraïbes 2014-2020 programme will seek to:

- Ensure transparency in execution and management procedures,
- Facilitate access to complete, precise and updated information on the programme,
- Inform potential beneficiaries of their responsibilities with regard to information and advertising,
- Sensitize them about the proper use of credit.

#### c. Increase recognition of the European Union

The image of the European Union must be enhanced, showing how it has contributed to the cooperation zone's development through the promotion of projects outcomes. The programme will ensure that the information is passed on to the outermost regions –ORs and Caribbean countries and territories.

To achieve this objective, the JS and RPCs will create a working relationship with approved project leaders so as to provide them with the necessary support and help them to respect regulatory

obligations. The programme must therefore be identified, above all, as a partner that supports successful projects, and not as a financial window.

#### **IV.- IMPLEMENTATION**

During the period 2007/2013, the visibility of the ETC Caribbean programme was strengthened as a result of the information and communication activities carried out. However, the mid-term assessment identified areas for improvement, which will form the basis of the implementation strategy.

##### **1- Strengthening management and support for project holders**

The programme's success is linked to the quality of its projects, and the managers will focus on two main areas.

First, potential beneficiaries must be made aware of the important issues affecting the cooperation space, with the message that projects must reflect these issues.

Next, their capacities must be strengthened through practical training in setting up projects and completion of the application form.

The JS and RPCs will go out to meet potential beneficiaries at meetings that will be held throughout the cooperation zone.

To deliver a targeted and specific message to the actors in the same activity sector, these meetings will be thematic and continue the classification of the operational areas of the programme. The leaders of approved projects under the 2000/2006 and 2007/2013 programmes will be involved in order to benefit from best practices, as well as lessons learned.

Actions for information on the programme and support to the potential and qualified beneficiaries for the EDF funds will be organised especially in non-European territories within the International Regional Organizations (IRO).

##### **2- A message based on promoting project outcomes**

Experience has shown that the programme has gained visibility as a result of communication based on project promotion.

As a result, communication will be based on capitalising on projects by showcasing model projects, that is, those which are able to represent the programme to the public and encourage project holders to become involved in regional cooperation.

In this regard, the website will provide a specific space where projects are presented giving details of their achievements. This website will also have links with the RPC's websites so that the visibility and promotion of the programme will be expanded.

In addition, a significant communication event will be organized. As with the preceding programme, the programme will be associated with European Cooperation Days (ECD), organized by the INTERACT network.

This event will be an important means of anchoring the programme in the Caribbean landscape. Activities will be conducted throughout the cooperation zone, so as to promote buy-in by all the stakeholders in the programme.

### **3- Establishing a specific training plan**

To ensure the communication plan's effectiveness, a capacity building programme will be set up for the actors responsible for implementation of the programme.

Thus, potential project holders, project leaders and partners of the project will be sensitized with regard to their obligations for providing information and communication.

Moreover, for the JS and the RPCs, training in the regulations, such as eligible expenditure, state assistance, competition, will be provided to ensure that interpretations are harmonized. Through this training, all the programme's stakeholders will take ownership of the tools available, and make it more effective.

### **4- The adoption of a new graphic charter**

With the support of the European Commission, the INTERACT programme has set up a process for harmonizing logos, and all graphics in general, for all ETC programmes.

The INTERREG Caraïbes programme now has a new logo.



A new graphic charter and a new slogan will also be created to make up the programme's visual identity, and providers will be required to present this charter, which will then be submitted to the follow-up committee for validation.

### **5- Strengthen the programme's presence in communication networks**

Through knowledge-sharing the programme can share best practices and increase its visibility. It will therefore strengthen its presence in networks such as INTERACT and INFORM NETWORK.

This will help to provide training and to export the results of projects beyond the programme's geographical area.

It will also help to construct a common and intelligible message for a broad public by stressing the diversity and richness of the projects.

## **V.- THE BODIES RESPONSIBLE FOR COMMUNICATION**

### **1- The Managing Authority (MA)**

This Authority reports to the Monitoring Committee at least once per year on progress made in the use of the communication strategy, the implementation of actions and activities planned for the following year.

### **2- The Joint Secretariat (JS)**

This body is responsible for formulating and assessing the Communication Strategy. It coordinates the organization and promotion of activities. It also provides assistance to beneficiaries as required.

A representative of the JS was appointed communication officer for the programme during the period 2014-2020. He/she will undertake the duties of “information and communication officer” for the INTERREG Caraïbes programme, as outlined in article 117 of EU Regulation 1303/2013. These duties will include:

- preparing, planning, implementing, following and evaluating the programme’s communication strategy and associated communication activities;
- providing advice and support to beneficiaries with regard to communication concerning their project;
- helping to highlight the projects and actions of the programme as part of capitalisation ;
- designing, implementing and following communication tools and materials;
- otherwise drafting the specifications, analysing bids and orders and managing relationships with providers in the implementation of communication and information actions;
- ensuring that information on the programme is well circulated and that potential beneficiaries are informed of the opportunities offered by the programme and operational procedures, or to report to the members of the follow up committee, organizations that interact with the programme and the different services and leaderships of the partner collectivities on this and other supported actions;
- conducting assessments of communication activities at the level of the programme, as well as in the supported projects;
- participating in ETC and European Fund communication networks to gather and exchange best practices, disseminate information and build visibility of the tangible outcomes achieved by INTERREG Caraïbes, and to foster the continued improvement of communication on the programme.

### **3- Regional, EU and non-EU Points of Contact**

In association with the MA and JS, their mission is to ensure that communication activities are implemented in the respective territories, by adapting the message to the regional context and using the most appropriate tools where applicable.

#### **4- The beneficiaries**

Beneficiaries play a critical role since they are both the target of the communication strategy and responsible for promoting projects. Their projects are a showcase of the programme; therefore, they are major actors in terms of INTERREG communication.

## **VI.- TARGET GROUPS**

Communication activities should be aimed at a wide audience.

However, given the specific context of the Caribbean area, there must be maximum impact in a geographically dispersed area. All relevant linkages must therefore be mobilized, since they are instrumental in disseminating information and taking ownership of the programme. These actors will also ensure the success of the programme.

### **1. THE PUBLIC AT LARGE**

The aim is to spread information on the European Union's contribution, as well as demonstrating the benefits and opportunities of enhanced collaboration among partners in the regional cooperation space, to assist in making the programme better known. This must be done through repetitive mass communication that reaches citizens directly.

### **2. POTENTIAL BENEFICIARIES AND RELEVANT ORGANIZATIONS**

Potential beneficiaries and relevant organizations are a priority target. The message will be adapted, and focused on them during invitations of expressions of interest. Specific steps will be taken with regard to private operators who find it difficult to benefit from grants.

### **3. SELECTED BENEFICIARIES**

Under European Regulations, each beneficiary must honour the advertising obligations attached to the relevant fund. To this end, a communication kit will be provided, and handed over to them when the agreement is signed.

Beyond this regulatory obligation, beneficiaries must also act as links to the programme by sharing the success of their projects. They can therefore be asked to participate in events organized by the programme.

### **4. ASSOCIATED ORGANIZATIONS**

Organizations from the economic and social sectors, such as consular chambers, business clusters, representative organizations, mayors' associations and others, are another important target group.

In fact, given their ability to work collectively, they can reach the stakeholders in the cooperation zone.

### **5. MEMBERS OF THE MONITORING COMMITTEE**

These members will be regularly informed of the projects being funded, both during their meeting (twice a year) and through the programme website, which is the main medium for disseminating information on the projects. The annual report on the implementation of the programme, presented to the monitoring committee on a yearly basis, also provides detailed information on the implementation of the selected projects.

In particular, the French diplomatic network, the European Commission delegations and international organizations operating in the region can assist in the dissemination of information in their area of competence.

## **6. THE MEDIA**

The media contribute to the programme's wide visibility. From the time it is launched, they will be involved in communication activity, receiving simple information highlighting the tangible outcomes of the projects.

Because of the size and diversity of the cooperation space, particular attention will be paid to identifying and using local media for spreading information on the programme.

## VII.- IMPLEMENTATION PHASES

The implementation of the communication strategy will take place in three main phases

### 1. Phase 1 : managing the programme to attract quality projects (2016-2018)

During this period, communication activities will focus on identifying good projects, providing necessary assistance to project leaders and providing information on funding opportunities.

Also during this phase, the programme's visual identity will be created, communication manuals will be prepared, and a website set up.

### 2. Phase 2 : providing support to selected projects (2017-2019)

This phase essentially involves supporting the approved projects during the implementation of their communication activities.

### 3. Phase 3 : promoting outcomes (2020-2023)

This involves the dissemination of project achievements, by underscoring their role in representing the programme.

The programme will prepare materials such as brochures and films, which will be presented at major events, including monitoring committee meetings, seminars and ECD.

Phases / years	2016	2017	2018	2019	2020	2021-2023
Phase 1 : management						
Phase 2 : support						
Phase3 : promoting outcomes						

## **VIII.- MAIN COMMUNICATION ACTIVITIES**

### **1. Programme launch seminar**

This is a major event that kick starts the programme, and the audience targeted is very broad. The information provided will be as follows:

- Issues affecting the cooperation space,
- Funding opportunities,
- Project selection procedures and criteria,
- Presentation of the programme team (JS, RPCs, MA),
- Presentation of the communication strategy.

### **2- Invitations of expressions of interest and spontaneous submission “au fil de l’eau”**

The main way to access programme funding is by participating in the call for proposals. The dates of launch and receipt of applications as well as the particular modalities of each call for proposals will be posted on the programme website and in the media.

The call for proposals will take place in two phases:

- An invitation of expressions of interest, so as to identify initiatives that fall within the programme focus. This expression of interest will follow a simplified format, in which projects will receive a notice of suitability from the programme selection committee, stating either a positive or negative result.
- A phase during which assistance is provided to fill in the application form for the pre projects that received a positive response. Applications submitted in response to the call for projects will be examined by the JS.

On this occasion, a major communication activity will be organized, to reach a large number of potential beneficiaries. There will be publicity spots on radio and television and press inserts.

In parallel, spontaneous submission “au fil de l’eau” through a complete application form will be possible all along the programming period. Also, by communication activities the potential beneficiaries will be informed of the coexistence of both procedures.

### **3- Thematic information seminars**

These events will take place in the outermost regions (ORs), and territories outside the EU. The target audience includes potential beneficiaries, who would need practical information on how they must make their submissions and what is required for them to participate.

These meetings will be organized by themes – economy, environment, natural risks, energy, health, strengthening human capital, and the number of participants will be limited to no more than 20.

#### **4. EDF /ERDF information seminars**

Specific information meetings about the EDF / ERDF articulation will be implemented together the International Regional Organizations (IRO) in non-European territories. The objective is to publicize the programme, inform about the terms of submission and identify potential partners for INTERREG Caraïbes projects.

The partners of INTERREG Caraïbes projects who will benefit an EDF funds will be accompanied during these seminars on :

- The provision of the EDF agreement granting subsidy;
- The necessary coordination with the European leader project;
- The format for submitting expenses and supervision;
- Obligations with regard to communication.

#### **5- Seminars for project leaders**

This event is intended for selected project holders, and its aim is to provide them with information and assistance in project implementation.

The following subjects will be addressed:

- The provisions of the ERDF,
- Eligible expenditure,
- The format for submitting expenses,
- Format for drafting the execution report,
- How the partnership is organized,
- The procedure for modifying projects,
- Obligations with regard to advertising and communication,
- The financial circuit – expenditure and payments,
- Audits and ERDF expenditure in third countries,
- Audits and verification.

#### **6- Participation in the project monitoring and steering committees**

Participation by the JS and RPCs in the project monitoring and steering committees is crucial for strengthening support provided to project leaders.

This will be an opportunity to promote the programme, provide clarity to participants with regard to financing modalities, and show the significance of Europe's contribution to the cooperation zone.

#### **7- European Cooperation Day**

This event is the programme's showcase. It is an occasion when all the programme's stakeholders will come together, and it will be a yearly event.

## **8- Programme closing seminar**

This will be held at the end of the programme. It targets the public at large, with the objective of marking the end of programming, by taking the opportunity to show off all the projects involved.

## **IX.- THE MAIN COMMUNICATION TOOLS**

### **1. Website**

The website will be re-designed, to become the main information tool for beneficiaries and the public at large.

To ensure equal access to information, especially for Caribbean states and territories, it will also be available in English.

It will contain the traditional information such as a presentation of the programme, its strategic areas, management bodies (MA, JS, RPCs), the calendar and events, and a document area for forms, handbooks, manuals.

There will also be a list of approved operations with the following information:

- beneficiary name, name of the operation, summary of the operation,
- tentative start and end dates of the operation,
- place where the operation will be conducted,
- total eligible expenditure allowed for the operation,
- percentage co-funded by the EU (per priority axis)

Space will also be provided for project leaders in mini sites, for promoting projects and seeking new partnerships.

A monthly newsletter will be posted, and sent out to all interested persons. Special e-mails will target beneficiaries and associated organizations.

### **2- Promotional items**

To facilitate clear and effective communication, the programme will produce the following materials:

- posters,
- banners,
- brochures,
- rolls-up,,
- small promotional items – pens, stickers, pouches, USB keys, diaries, calendars, t-shirts and more.

### **3- Handbooks and manuals**

Experience from the 2007/2013 programme highlighted the importance of handbooks and manuals for potential or approved beneficiaries.

The following documents will therefore be made available in French and English:

- Potential project holder's handbook,
- Approved project holder's handbook,
- Project communication handbook,
- Eligible expenses handbook.

#### **4- Media presence**

The programme will make every effort to involve the French and Caribbean media in all events, so as to achieve maximum resonance.

#### **5- Social networks will be given an important place**

Given the importance of social networks in spreading communication, the programme will attach major importance to their use. The following will be the main forms used:

- Facebook 

- Twitter 

- Youtube 

- LinkedIn 

## **X.- MONITORING AND EVALUATION OF INFORMATION AND PUBLICITY MEASURES**

Annual implementation reports will include a chapter on communication activities. The following points will be included:

- Events held,
- Provisions for the publication of the list of beneficiaries and operations,
- The degree of physical and financial execution of communication measures,
- The content of any significant changes made to the communication plan,
- The degree of compliance with indicators,
- The results of the communication activities.

This task of evaluation and standardisation involves identifying relevant and easily measurable indicators.

### **1. Programme indicators**

The following are the programme measurement indicators:

- Number of visits to the programme website,
- Number of press features,
- Number of publications produced (brochures, newsletters, guides, audio-visual messages, etc.),
- Number of communication events held (seminars, forums, special days, fairs, exhibitions, etc.),
- Number of participants attending communication events.

### **2- Project indicators**

The following are the project indicators:

- Number of websites or pages created by the projects,
- Number of visits to the project websites,
- Number of features in the press and web media
- Number of publications produced (brochures, newsletters, guides, audio-visual messages, etc.),
- Number of communication events held (seminars, forums, special days, fairs, exhibitions, etc.),
- Number of participants attending communication events.
- Number of territories where information is disseminated,
- Participation in European events (Joli Mois de l'Europe, l'Europe dans ma Région, Regio Stars, etc.).

### **3- Information sources**

Information will be collected by the following means:

- Evaluation questionnaires for events,
- Execution reports by project leaders,
- Annual programme implementation report,
- Electronic surveys
- Programme evaluations.

## **XI. – ACCESSIBILITY**

Programme authorities will attach key importance to equal access to information on the programme.

### **1- The availability of strategic and operational documents in English**

As noted in the operational programme, the Caribbean is characterised by its great diversity, and the many languages spoken is one facet of the region's cultural richness. In order to ensure that the programme and its mode of functioning are adopted throughout the cooperation space, and in accordance with this programming objective of increasing the involvement of non-EU territories, the operational and strategic documents will be available in French and English.

This will enable the members of the monitoring committee and programme partners to adopt the different INTERREG Caraïbes tools, in a spirit of collaboration.

This will assist in bringing the programme closer to non-francophone beneficiaries and simplify the steps that need to be taken.

### **2- Access for differently abled ~~disabled~~ persons**

The programme authorities wish to ensure equal access to information, particularly for disabled persons. To this end, the programme website, and its presence on social media, provide online access to strategic and operational documents for all stakeholders.

At the same time, since the current strategy includes multiple communication materials in written, audio and video format, everyone can be informed of the events that punctuate the programming exercise – invitations of expressions of interest, calls for proposals, ECD, and other events and training activities. They will also be given the links to use.

## XII.- INDICATIVE BUDGET

To implement the communication strategy, the JS and RPCs will use the resources earmarked for technical assistance in the programme.

<b>Expense items</b>	<b>Amount</b>	<b>% communication</b>	<b>% AT</b>
Events/meetings	400 000€	61,5%	7.9%
Training	40 000 €	6.15 %	0.7%
Website set-up and maintenance	40 000 €	6.15%	0.7%
Promotional items	120 000 €	18.5%	2.3%
Travel	50 000	7.7 %	1%
<b>Total</b>	<b>650 000 €</b>	<b>100%</b>	<b>13%</b>

This amount does not include remuneration for the communication officer or translation costs, which will be assumed by other lines of the technical assistance budget.

This communication strategy will be used throughout the programme's duration. It can be changed during the course of programming to meet the needs of the programme, and adapt to the target audiences identified. If necessary, it will be submitted to the monitoring committee for approval. This communication strategy will be updated every year to provide the details of information and communication activities that will be carried out during the following year. A multi-year action plan containing details of the actions that will be carried out is attached to this document.

## **ANNEX I : ANNUAL PLAN OF ACTION 2016 - 2023**

### Planned actions:

- Action n°1 : Re-define the programme's graphic charter
- Action n°2 : Launch the first invitation of expressions of interest
- Action n°3 : Prepare pedagogical materials for potential beneficiaries
- Action n°4 : Programme launch event
- Action n°5 : Hire a provider to set up the new website
- Action n°6 : Create and disseminate a bilingual newsletter on the programme and its activities
- Action n°7 : Seminar for project leaders
- Action n°8 Thematic information seminar
- Action n°9 : European Cooperation Day
- Action n°10: Communication for the non-European stakeholders
- Action n°11 : Closure of the Interreg Caraïbes programme

## ACTION 1 : Re-define the programme's graphic charter

### Objectives :

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- Define the programme's new visual identity for 2014-2020
- Draft a graphic charter in which the symbols reflect the cooperation space and the programme objectives

### Target audience:

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- Public at large
- Potential beneficiaries and beneficiaries of the programme
- Programme partners
- Associated organizations
- Media

### Description :

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- Mark the change in the programming period, and resulting changes in the programme's working objectives and format by adopting a new visual identity for the programme
- Renew the INTERREG Caraïbes graphics, so that the programme's image better reflects the current references and symbols in the cooperation space
- Adopt a graphic charter that reflects the objective of this European territorial cooperation programme and the realities in the cooperation space where it is located.

### Timetable:

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Third quarter of 2016

### Procedure:

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- A proposed graphic charter will be identified internally
- A provider will be hired to prepare and present this
- The programme monitoring committee will give its validation

### Evaluation method:

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- The programme's institutional partners will meet in the monitoring committee to give their approval.

## ACTION 2 : Launch of invitations to expression of interest

### Objectives :

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- In the case of the first AMI, launch the 2014-2020 programming
- Gather project ideas from potential applicants
- For the targeted AMI, provide guidance to the project holders so that potential projects comply with the programme strategy and the needs of the territories

### Target audience:

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- Public at large
- Potential beneficiaries
- Programme partners
- Associated organizations
- Media

### Description :

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- Launch the programming period
- Outline the programme's working objectives, potential beneficiaries, and requirements for participating in the programme.
- Gather project ideas from potential candidates for submission to the selection committee to determine their suitability. Potential beneficiaries who receive a positive reply will receive assistance from the JS to develop their project and submit their proposal when the invitation is issued.
- Manage the programme in Guadeloupe, Guyane, Martinique and Saint-Martin through the organization of information and training workshops.
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### Timetable:

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Media campaign - November 2016

Management - January- February 2017

### Procedure:

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- Internally define AMI
- Dissemination in the media : press inserts, radio spots and television interviews
- Communication via the programme website (while waiting for the new site to become operational, the 2007-2013 site will be used).
- Information and training mission in close collaboration with the Regional Points of Contact, who include 2 or 3 representatives of the Joint Secretariat (director, head of operations, communication officer) and one representative of the relevant RPC.

## Evaluation method:

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- Number of press inserts, audio-visual spots, number of interviews
- Number of project ideas collected

## **ACTION 3 : Preparation of pedagogical materials for potential beneficiaries**

### Objectives :

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- Facilitate understanding and buy-in to the programme by potential beneficiaries
- Make the programme and the way it works more transparent

### Target audience:

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- Potential beneficiaries
- Programme partners
- Associated organizations

### Description :

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- Preparation of bilingual pedagogical material for potential beneficiaries - INTERREG Caraïbes candidate guide, information brochures, to sensitize organizations in the cooperation space about the existence of this programme and explain the application procedure to them.

### Timetable:

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Start of the third quarter of 2016

### Procedure:

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- Documents are drafted internally
- Publication by a provider – formatting and printing
- Rédaction du contenu des documents en interne
- Édition réalisée par un prestataire (mise en forme et impression)
- Consultation d'un prestataire pour la traduction

### Evaluation method:

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- Number of documents distributed
- Number of downloads from the programme website

## ACTION 4 : Programme launch event

### Objectives :

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- Launch the 2014-2020 programming period

### Target audience:

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- Public at large
- Potential beneficiaries
- Programme partners
- Associated organizations
- Media

### Description :

---

- Officially launch the new programming period
- Organize an event to mark the beginning of this new programming. This will be done in the territory of the programme Management Authority and disseminated throughout the cooperation space, as a symbol of the partnership aspect of the programme, and to encourage its adoption in the different territories.
- Describe the objectives of this “new” programme, how it functions and conditions for participation.
- Distribute information tools on the programme to facilitate understanding.
- Show tangible ways in which this programme can be translated, by proposing exemplary projects that have already been supported, and the experiences of project holders.
- Present contacts and resource persons from the programme, particularly in the territories where this launch event is held.

### Timetable:

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Third quarter of 2016

### Procedure:

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- Providers are hired to handle the logistic organization of this event that is shared with many territories.

### Evaluation method:

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- Total number of participants at the launch events
- Number of press features
- Increase in the number of visits to the website 4 months after the launch
- Increase in the number of project ideas submitted 4 months after the launch

## ACTION 5 - Hiring of a provider to create the new website

### Objectives:

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- Make the programme visible
- Create a space online where all information on the programme is made available, and which would also be a working tool for beneficiaries and partners
- Facilitate understanding and buy-in to the programme by potential beneficiaries

### Target audience:

---

- Public at large
- Potential beneficiaries
- Beneficiaries
- Programme partners
- Associated organizations
- Media

### Description :

---

- The creation of a new website for the 2014-2020 programming period.
- This bilingual website, which will be a complete source of information on the programme, will ensure that there is equal access to information through online access to resources. Documents describing how this works, as well as the information material and pedagogical information for potential beneficiaries can be downloaded. The pre project sheet and application form can also be downloaded.
- This will also be a tool for beneficiaries and programme partners through the different collaboration spaces or “mini sites” it will contain.
- It will highlight the actions supported by INTERREG Caraïbes. In particular, the list of operations selected will be posted and updated on the site.
- It will also be a tool for assessing the programme’s visibility by following up the number of visits or downloads on the site.

### Timetable:

---

- The provider will be hired during the third quarter of 2016
- The website will be set up during the fourth quarter of 2016 – first quarter 2017

### Procedure:

---

- Providers will be invited to submit proposals for the creation of the site
- Once the site has been set up, it will be updated by the programme’s communication officer

### Evaluation method:

---

- Number of visits to the site
- Number of persons submitting a project idea after checking the programme website

## **ACTION 6 : The creation and dissemination of a bilingual newsletter on the programme and its activities**

### Objectives :

---

- Facilitate understanding and buy-in to the programme by potential beneficiaries
- Provide information on the programme and key events, as well as supported actions

### Target audience:

---

- Public at large
- Potential beneficiaries
- Beneficiaries
- Programme partners
- Associated organizations
- Newsletter subscribers

### Description :

---

- A bilingual newsletter in French and English will be sent bi-monthly to persons who have made a request on the programme website
- This newsletter will provide an opportunity to review key information on the life of the programme and projects, report on coming events and highlight supported actions.

### Timetable:

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Third quarter 2016

### Procedure:

---

- To be carried out by the programme communication officer

### Evaluation method:

---

- Number of subscribers to the newsletter

## ACTION 7 : Seminars for project leaders

### Objectives :

---

- Facilitate understanding and buy-in to the programme by potential beneficiaries
- Provide information on the programme and key events, as well as supported actions
- Provide training in the use of the programme's management and communication tools

### Target audience:

---

- Potential beneficiaries
- Beneficiaries
- Programme partners
- Associated organizations

### Description :

---

Seminars will be organized thematically and will cover all the elements listed below over the duration of the programme. A provider might also be engaged according to the subject being addressed.

- The provisions of the ERDF,
- Eligible expenditure,
- The format for submitting expenses,
- Format for drafting the execution report,
- How the partnership is organized,
- The procedure for modifying projects,
- Obligations with regard to advertising and communication,
- The financial circuit – expenditure and payments,
- ERDF expenditure in third countries,
- Conditions for EDF/ERDF interaction
- Audits and verification.

### Timetable:

---

- Once or twice per year until the last call for proposals

### Procedure:

---

- This will be done by persons in charge of operations

- A provider will be hired to deal with certain issues

#### Evaluation method:

---

- Number of participants at the seminar

## ACTION 8 : Thematic information seminars

### Objectives :

---

- Facilitate understanding and buy-in to the programme by potential beneficiaries
- Provide information on the programme and key events, as well as supported actions
- Provide training in the use of the programme's management and communication tools

### Target audience:

---

- Potential beneficiaries
- Beneficiaries
- Programme partners
- Associated organizations

### Description :

---

Seminars will be organized thematically and will cover all the elements listed below over the duration of the programme. A provider might also be engaged according to the subject being addressed.

- Economy,
- Environnement,
- Natural risks
- Energy,
- Health,
- Strengthening human capital.

### Timetable:

---

Once or twice per year until the last call for proposals

### Procedure:

---

- This will be done by persons in charge of operations

A provider will be hired to deal with certain issues

### Evaluation method:

---

- Number of participants at the seminar

## ACTION 9 : European Cooperation Day (ECD)

### Objectives:

---

- Capitalize on Interreg Caraïbes projects
- Share information on territorial cooperation projects supported by European structural funds
- Assemble beneficiaries and attract new potential beneficiaries
- Enhance cooperation in the Caribbean through projects
- Learn about the territorial contribution in the economies of the French Outermost Regions (RUP)
- Facilitate better integration of RUP in the Caribbean

### Target audience:

---

- Public at large
- Potential beneficiaries
- Beneficiaries
- Programme partners
- Media

### Description:

---

- Manage the programme in the territories of the Caribbean cooperation space
- highlight exemplary projects through their outcomes and the experiences of beneficiaries

### Timetable:

---

Each year in October, from 2017 to 2022

### Procedure:

---

- In one or more territories in the cooperation space
- Dissemination in the media: press inserts, radio spots and television interviews
- Communication via the programme website and social media
- Recruitment of providers
- Mobilization of the JS and MA team

Close collaboration with the Regional Points of Contact

### Evaluation method:

---

- Number of press inserts, audio-visual spots, number of interviews
- Number of participants
- Number of visits to the programme website

## ACTION 10: Communication for the non-European stakeholders

### Objectives:

---

- Facilitate understanding of the INTERREG Caraïbes programme to the public at large and the potential beneficiaries
- Provide information on the access of the EDF and ERDF funds and requirements for participating in the programme
- Gather operators and identify potential partners for INTERREG projects
- Promote cooperation through projects in the Caribbean

### Target audience:

---

- Public at large
- Potential partners for projects
- Programme partners, especially the International Regional Organizations (IRO)
- Media

### Description:

---

- Organize thematic meetings together with the partners of the programme in non european territories
- Take part of the International Regional Organizations (IRO) events to inform about the programme and its achievements

### Timetable :

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Years 2017-2019

### Procedure:

---

- In one or more territories in the cooperation space
- Dissemination in the media: press inserts and interviews
- Creation of an Interreg Caraïbes Web page on the programme partners website and communication via this web page
- Communication via the programme website and social media

### Evaluation method :

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- Number of thematic meetings
- Number of participants
- Number of potential partners of projects identified
- Number of non european partners who applied for the EDF
- Number of non European partners who received EDF funds
- Number of press features and interviews
- Number of visits to the programme website and social media
- Number of visits on the programme Web page of the partners website

## ACTION 11 : Programme closing

### Objectives :

---

- Formalize the end of the programme by making use of all the projects selected

### Target audience:

---

- Public at large
- Potential beneficiaries
- Programme partners
- Associated organizations
- Media

### Description :

---

- Highlight and make use of successful projects from 2014-2020 programming

### Timetable:

---

Year 2023

### Procedure:

---

- In one or more territories in the cooperation space
- Dissemination in the media: press inserts, radio spots and television interviews
- Communication via the programme website and social media
- Recruitment of providers
- The use of artistic performances for entertainment

### Evaluation method:

---

- Number of press inserts, audio-visual spots, number of interviews
- Number of participants
- Number of visits to the programme website

**ANNEXE 2 : EVALUATION OF THE COMMUNICATION STRATEGY**

	Communication Objective	Result indicator	Source of data
CO 1	<b>Strengthen regional cooperation by underlining the benefit of cooperation through the programme</b>	Number of pre-projects and projects received	Datas collected by the JS annually
		Number of approved projects	Datas collected by the JS annually
		Evaluation of the programme by the partners and the public at large	Evaluation of the programme at the end of the programming in the framework of the evaluation of the programme
		Evaluation of the impact of the programme for the benefit of sustainable relations of cooperation between territories and their degree of integration in the area	Evaluation of the programme at the end of the programming in the framework of the evaluation of the programme
CO 2	<b><u>Facilitate access by potential beneficiaries to European funds</u></b>	Number of events organised for the beneficiaries	Datas collected by the JS annually
		Number of project ideas collected	Datas collected by the JS annually
		Number of projects submitted	Datas collected by the JS annually
		Pourcentage of approved projects by the committee of selection	Datas collected by the JS annually
CO 3	<b><u>Increase the visibility of the programme and the European Union in the space of cooperation</u></b>	Number of visits on the Web page of the INTERREG Caraïbes programme	Datas collected by the JS annually
		Number of visits on the Web page of the INTERREG Caraïbes on the partners Websites	Datas given by the partners
		Number of visits on the Interreg Web page of the approved projects	Datas given by the project leaders
		Level of knowledge of the programme by the public at large	2 surveys organised in the framework of the evaluation plan

CO 4	<b>Support beneficiaries in their communication activities</b>	Satisfaction survey among the beneficiaries about the programme facilitators	Data collected by the JS at the end of projects (final execution report) and occasionally during events
CO5	<b>Ensure a flowing information for the programme stakeholders for an efficient functioning of INTERREG Caraïbes</b>	Quality and regularity of communication with beneficiaries	2 surveys to be realized through the programme evaluation plan
		Satisfaction of the programme institutional partners on the implemented communication	Annual qualitative survey carried on by the JS
CO6	<b>Improve the programme visibility in the European Union</b>	Number of participation of the programme managers to European events (INTERACT meetings, INFORM meetings, annual meetings for Managaing Authorities etc)	Participation list provided by the JS
		Number of participation to European initiatives (ECD, Joli Mois de l'Europe, RegioStars ...)	Data collected by the JS