









#### Why the 'why' is important in your road map to success













### What is the why?

- + It is your DNA
- + Not always defined
- + Solving problems or filing in gaps













#### The context

- + Background and objectives
- + Knowing your audience
- + Tactics
- + Activities



# **Communication Strategy** 2014-2020

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### How do projects define the WHY

- + Go back to the root of the idea
- + Use time to brainstorm
- + Be brave Be simple
- + Humanise

Usng examples and telling stories

























## IKEA\_Ingvar Kamprad #thegenius













### IKEA Marketing and Communications

One common mission: to improve people's everyday lives

- + Start with the customer
- + How to build assembly videos
- + Using power of storytelling











# Link to the WHY













#### An Interreg example

- + Interreg \_ Transnational Cooperation
- + Why do we cooperate?





#### Ideas for Interreg post-2020 – Transnational Programmes

Input paper: March 2017

#### Report

#### Background

This paper is the result of a participatory process and workshops involving expects from Transnational interreg Programmes and Member States aimed at provising input to the European Commission on European Territoria Cooperation Objective post 2020. The paper also serves as inspiration and background information to the ongoing discussions on the future of Interreg within the Interneg community and with the European Parliament, the EU Council Presidency, the Committee of Regions, and others.

#### Territorial cooperation - an important element of EU Cohesion Policy

European Territorial Cooperation, commonly known as Interreg, is an integral part of the Chhasion Policy as stated in the Treaty, it enables partners from different regions and countries as well as from different notitutions and organizations to cooperabe across borders with the goal to jointly develop their wider regions. This is one of the most valuable European objectives. Interring reflects the values of European oxidisety, Never before has cooperation been needed as badly as new, in times of European crises to help keep together the construction and further development of a labeled Europe.



<sup>1.</sup> This paper stees not represent the official national position of the literature Book













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# Enjoy your journey