

# **Communicating to grab attention**

## **The impact-based narrative**

### ***From theory to practice***

Training for lead beneficiaries – capitalization projects  
Barcelona, 24 November 2021



# Project language vs impact stories

What people think about EU projects



What actually happens (and really matters)



- Steering committee
- Specific objective
- Expected results
- Outputs
- Outcome

- Real people
- Ambition
- Impact, change
- New products/services
- Benefits for people

# Communicate to raise interest not to bore

How would you tell what you do to a friend after a long day of work?

Members of the third framework coordinating committee held their second JCFHS meeting at the headquarters of the sub-regional joint action team and discussed ongoing progress in implementation of the project's strategy.



Our actions to clean up the local lake have been a spectacular success, and we're going to recommend it be opened up for public bathing for the first time in 20 years.



# A simple story structure to efficiently tell your project

## THE PROBLEM

**WHAT** is the issue the project is trying to address?

*The Mediterranean Sea is one of the areas most affected by marine litter worldwide.*

## THE CONSEQUENCES

**WHY** the project is so important?

*Marine litter gives rise to a wide range of negative impacts jeopardizing ecosystems, marine species and human activities (tourism, aquaculture).*

## THE SOLUTION

**How** the project is trying to address the problem?

*XXX EU-funded project will develop a new remote-guided robot to automatically collect floating litter in ports and marinas.*

## THE PROOF

**What** is the achieved of the project?

*Trash collecting robot was deployed in 16 ports of the Mediterranean, eventually collecting 1.3 tons of waste.*



# Attention-grabber headlines: write something 'normal' people would like to read

What picks up your attention when you open a newspaper or a news website? **Headline (+intro)** most important step to convince people to read further.

Don't write having in mind only the people with a direct involvement in your project.

Address **big issues** (health, jobs, environment, youth, etc.) that have an impact on people's life



**Project news**

07 April 2020

**Microplastics: COMMON project puts marine species under observation**

Mullet, sardines, mussels and bogues: these sentinel species will be placed under the lenses of the COMMON scientists to assess the presence of marine litter.

Environment Projects



**Project news**

18 June 2021

**Palestine: DECOST implements first ever large-scale composting system in the region of Tulkarem**

The new composting system allows to manage the organic waste of the municipalities of Anabta and Kafr Rumman.

Environment Innovation



**Project news**

24 January 2021

**Jordan: the ancient city of Gadara is blooming again with MED GAIMS project**

Gamification is exhibiting potential revolution in historic tourism. MED GAIMS is bringing this revolution to the ancient city of Gadara, Jordan.

Business Innovation Projects

## An engaging headline should be....

**ACCESSIBLE:** not too technical, avoid jargon and acronyms. Google-search free headlines

**UNIVERSAL:** a friend of yours, someone with little information should be able to understand it

**UNIQUE:** avoid generic, self-referential announcements and interchangeable effect. Put what matters most, the conclusions at the beginning

**ACTION ORIENTED:** show something is happening, not flat/still titles

**DYNAMIC:** not descriptive titles, put a verb. The project *delivers, implements, supports, highlights, improves*

**IMPACTFUL:** focus should be on *achievements, results, conclusions, findings* – what the project does, the benefits, knowledge, progress it brings - following an impact-based narrative and not on ‘processes’ (meetings, info days, publications, etc.)

**SOMETHING YOU WOULD LIKE TO READ YOURSELF**

# Locate where you work - 1

XXX Pilot Area 6: Area of **Batroun**

XXX project launched from **Kilkis**

As part of the XXX project, the municipality of **Kfar Saba** is organising

Organic waste: XX project to implement community composting in the municipality of **Anabta**

The archeological site of **Gadara**

During the last months, COVID restrictions became the new reality all over the world and **Campolide** is no exception

## Locate where you work - 2

XXX Pilot Area 6: Area of Batroun, **Lebanon**

XXX project launched from Kilkis, **Greece**

As part of the XXX project, the municipality of Kfar Saba (**Israel**) is organising

Organic waste: XXX project to implement community composting in the municipality of Anabta, **Palestine**

The archeological site of Gadara, **Jordan**

During the last months, COVID restrictions became the new reality all over the world and Campolide, **Portugal** is no exception



## Explain your concepts

- The project will implement the **Quadruple-Helix** approach
- The project is developing the concept of **Public Procurement of Innovation**
- The project will create **6 living labs**
- The project **framework, model**

What is obvious to you **might not be the case for the outer world** – explain, give more details to engage readers

# Avoid acronyms

- What do RWDS, ETIS, MoA, EE, RE, NoRKEC, EBM-ICZM, APOC, PP, WP, OMMP, SSE, DIH, EIP-SCC, CCIs mean to you? **More than likely, nothing!**
- Acronyms are **relevant only** to those involved...but not to the average person
- Make an effort to explain the acronyms if you are going to use them in an article

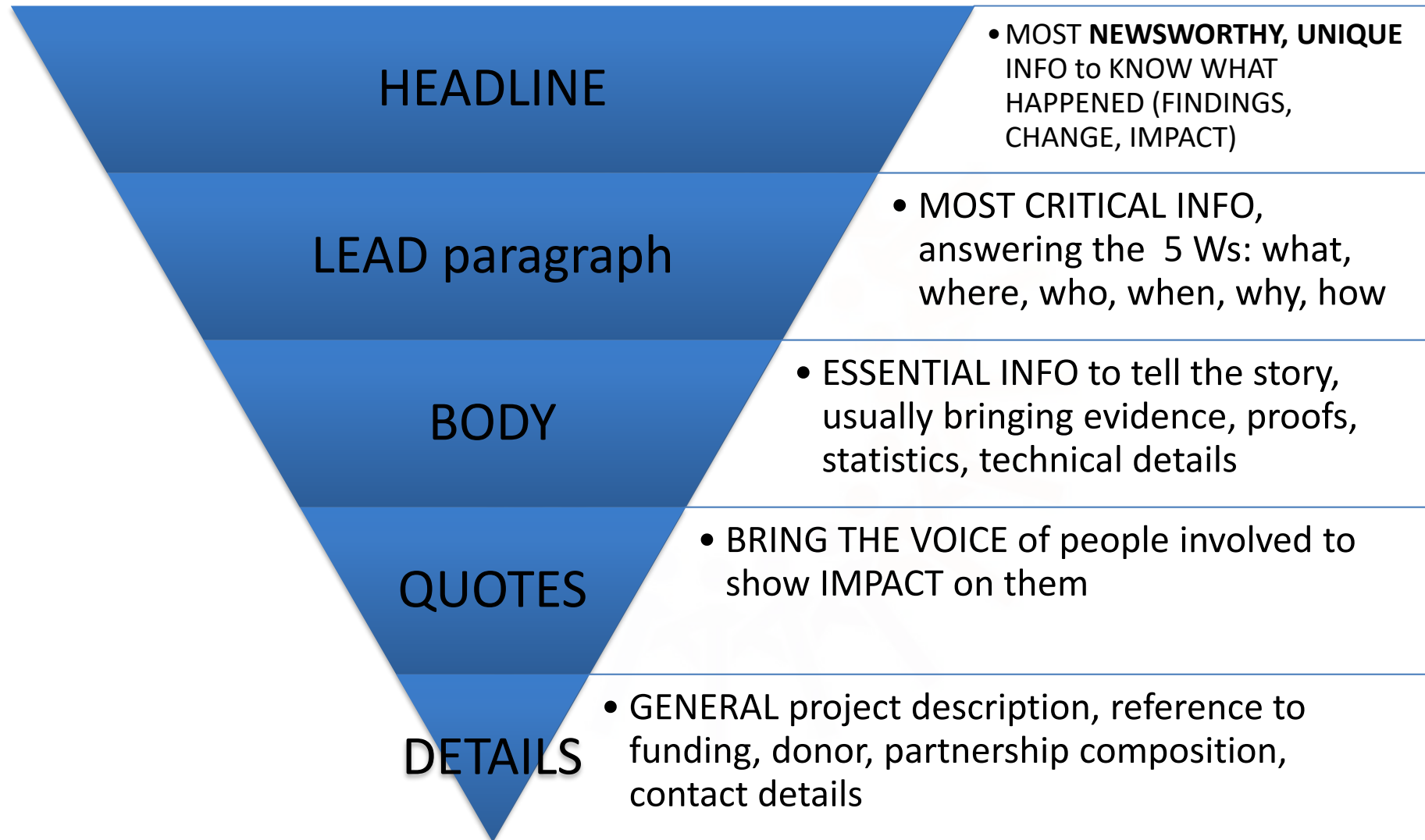
Social and Solidarity Economy (SSE)

Ministry of Agriculture (MoA)

Cultural and Creative Industries (CCIs)



# Prioritizing information





# **From theory to practice**

## **Examples**



# Examples: how to adapt the news?

## 1. Kick-off meeting (1/2)

Title:

Kick-off meeting of MedTOWN in Valencia on 18 November

What will the project address?

Who does it involve?

Why is it important?

You have the **where**, the **when** but not the **what, who, why and how** (you can leave it for the short body)

# Examples: how to adapt the news?

## Kick-off meeting (2/2)

**FROM**

Kick-off meeting of MedTOWN  
in Valencia on 18 November

**TO**

**Engaging citizens in the  
production of social policies:  
launch of the MedTOWN  
project**



19 December 2019

### **Engaging citizens in the production of social policies: launch of the MedTOWN project**

MedTOWN project aims to provide citizens and local authorities with tools to foster the transition towards fairer, more resilient and sustainable societies in the Euro-Mediter...

Projects

Social inclusion

# Examples: how to adapt the news?

## 2. Project management meeting (1/2)

**Title:**

**U-SOLVE partners gather for first project management meeting in Cyprus**

What will the project meeting address?

# Examples: how to adapt the news?

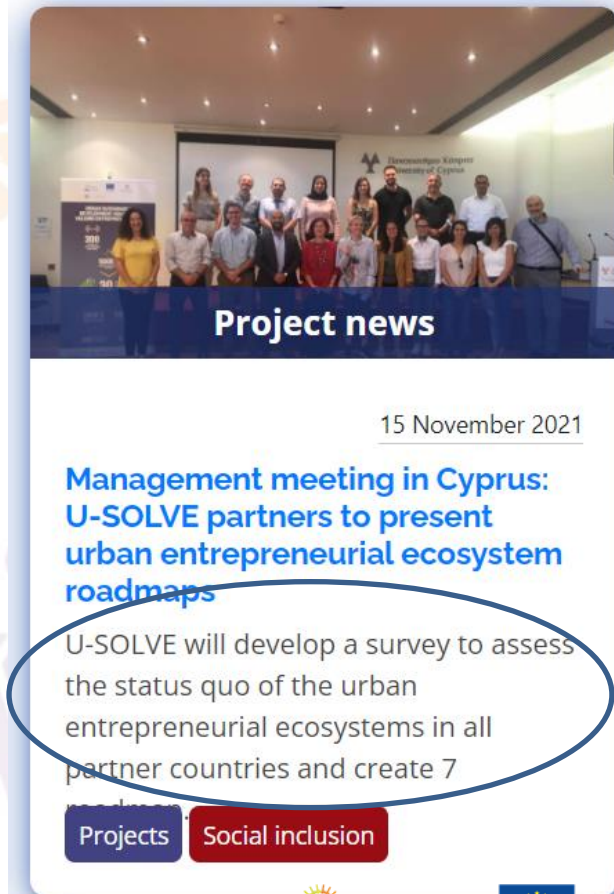
## Project management meeting (2/2)

**FROM**

U-SOLVE partners gather for first project management meeting in Cyprus

**TO**

Management meeting in Cyprus: U-SOLVE partners to present urban entrepreneurial ecosystem roadmaps





# Examples: how to adapt the news?

## 3. Event (1/2)

**Title:**

**RESMYLE in Jordan: Official opening of the Green Construction Innovation Lab (GCIL)**

What would you change?

# Examples: how to adapt the news?

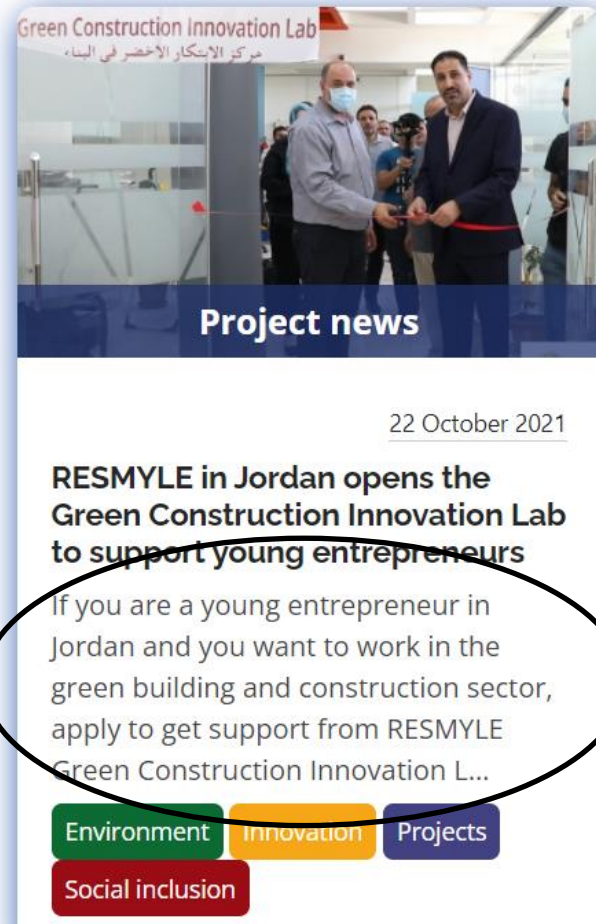
## Event (2/2)

FROM

RESMYLE in Jordan: Official opening of the Green Construction Innovation Lab (GCIL)

TO

RESMYLE in Jordan opens the Green Construction Innovation Lab **to support young entrepreneurs**



# Examples: how to adapt the news?

## 4. Training (1/2)

**Title:**

**InnovAgroWoMed-Spain: beneficiaries are more empowered & confident for 2022**

Who are the beneficiaries?

What is it about?

# Examples: how to adapt the news?

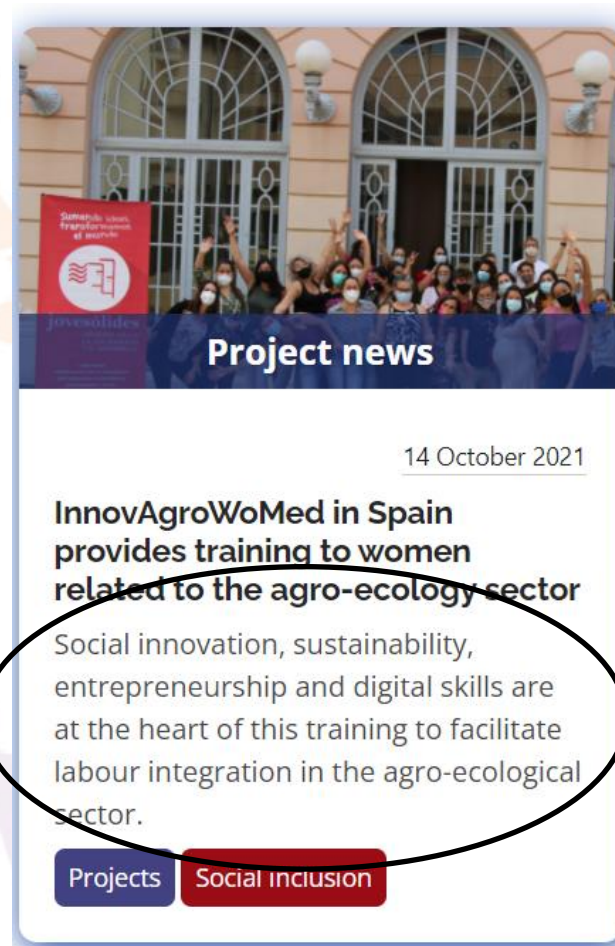
## Training (2/2)

**FROM**

InnovAgroWoMed-Spain:  
beneficiaries are more  
empowered & confident for  
2022

**TO**

InnovAgroWoMed in Spain  
**provides training to women  
related to the agro-ecology  
sector**





# Examples: how to adapt the news?

## 5. Pilot (1/4)

**Title:**

**A visit to FruitFlyNet-ii experimental sites**

What does the experimental sites refer to?

# Examples: how to adapt the news?

## 5. Pilot (2/4)

**FROM**

A visit to FruitFlyNet-ii  
experimental sites

**TO**

**Tunisia: FruitFlyNet-ii assesses  
peach orchards to implement  
its e-solutions against medfly**



20 September 2021

**Tunisia: FruitFlyNet-ii assesses  
peach orchards to implement  
its e-solutions against medfly**

# Examples: how to adapt the news?

## 5. Pilot (3/4)

**Title:**

**DECOST: The pilot in Palestine it is already operational!**

What does the pilot refer to?

# Examples: how to adapt the news?

## 5. Pilot (4/4)

FROM

DECOST: The pilot in Palestine  
it is already operational!

TO

Palestine: DECOST implements  
first ever large-scale  
composting system in the  
region of Tulkarem





# Examples: how to adapt the news?

## 6. Launch of tools (online platform/database) (1/3)

**INTECMED e-bazaar :**  
**the ultimate tool to connect**  
**innovators and investors in**  
**the Mediterranean**



# Examples: how to adapt the news?

## 6. Launch of tools (online platform/database) (2/3)

### Title:

MoreThanAJob: A pilot initiative for an integrated offer of welfare services and opportunities for socio-labour inclusion

What do you understand from this title?

# Examples: how to adapt the news?

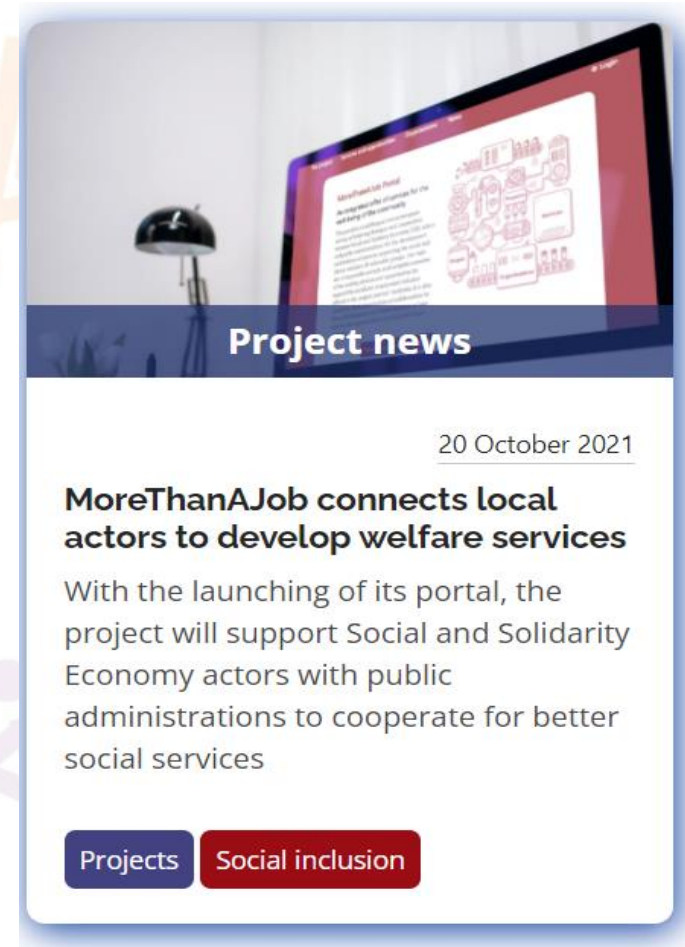
## 6. Launch of tools (online platform/database) (3/3)

From

MoreThanAJob: A pilot initiative for an integrated offer of welfare services and opportunities for socio-labour inclusion

TO

**MoreThanAJob connects local actors to develop welfare services through its e-platform**



# Examples: how to adapt the news?

## 7. Signing agreements (1/4)

### Title:

The Royal Scientific Society (RSS), Jordanian of BEEP signed an agreement with “Sterling”

What is more relevant? Informing about the signature of the agreement or what will be done thanks to signing this agreement?

# Examples: how to adapt the news?

## 7. Signing agreements (2/4)

**From**

The Royal Scientific Society  
(RSS), Jordanian of BEEP  
signed an agreement with  
“Sterling”

**TO**

**Sterling company will develop  
the virtual model of the BEEP  
project's pilot building in  
Jordan**



07 June 2021

**Sterling company will develop the  
virtual model of the BEEP project's  
pilot building in Jordan**

Sterling company will develop a virtual  
model using the Heritage Building  
Information Modelling (HBIM) process  
for the hospitality building ...

Environment

Projects



# Examples: how to adapt the news?

## 7. Signing agreements (3/4)

**Title:**

Damietta: Signature of two MoUs with local companies

Which project are we talking about?

Where is Damietta?

What is a MoU?

What does the project tackle?

# Examples: how to adapt the news?

## 7. Signing agreements (4/4)

From

Damietta: Signature of two MoUs with local companies

TO

YEP MED in Egypt signs two agreements to reinforce youth employment in the port sector



# Examples: how to adapt the news?

## 8. Newsletter (1/2)

**Title:**

HELIOS newsletter: the fourth edition is now available!

What is it about?

# Examples: how to adapt the news?

## 8. Newsletter (2/2)

From

HELIOS newsletter: the fourth edition is now available!

TO

HELIOS actions to increase youth employment in the Blue and Circular Economy highlighted in 4<sup>th</sup> project newsletter

