



Communicate your project with  
**CONFIDENCE**



MAKE IT  
**CLEAR**



A photograph of three people in a professional setting. On the left, a man with grey hair and glasses, wearing a dark suit, is looking towards the center. In the middle, a woman with blonde hair, wearing a dark blazer over a light-colored top, is gesturing with her hands while speaking. On the right, a man with dark hair and glasses, wearing a dark suit, is looking towards the woman. The background features large indoor plants and a blurred interior space. Overlaid on the image is the text "Use everyday language" in white, with a vertical line to its left.

Use  
everyday  
language



# Be bold

**“OESA realises 5 pilots increasing ocean energy capacity by 30% and reducing 100,000 tonnes of CO<sub>2</sub> emissions.”**

**Interreg**  
North Sea Region  
**OESA**

European Regional Development Fund



EUROPEAN UNION



# Use numbers

## Objectives of SCALE-UP:



Introduce **25**  
novel, green  
products and  
services



Host **50**  
transnational  
events



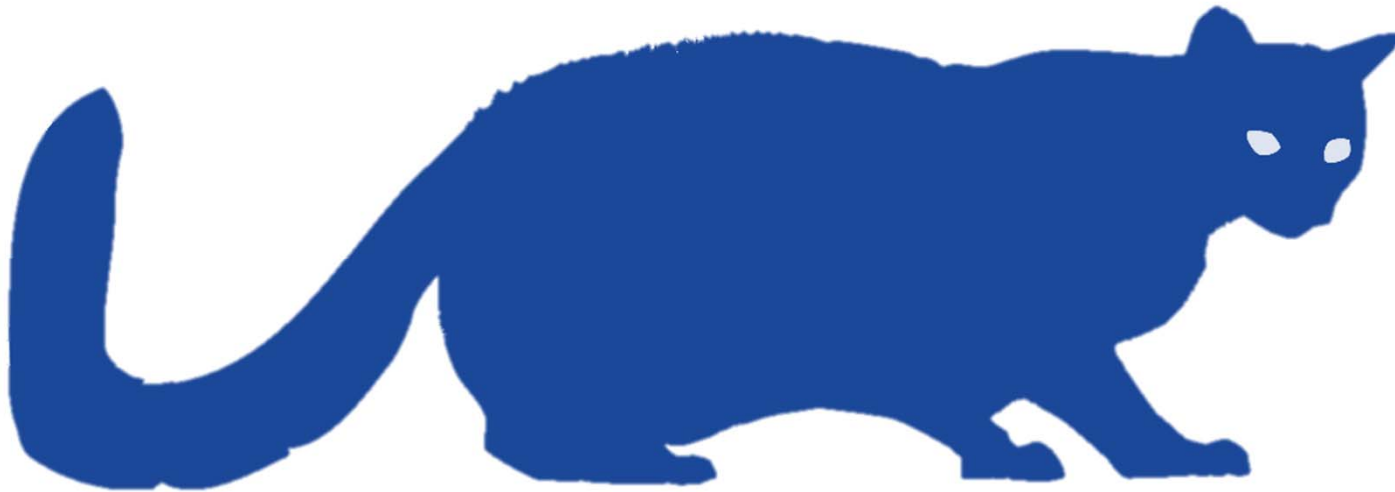
Financially  
support up to  
**250** innovators



Provide **300**  
innovators  
with skills

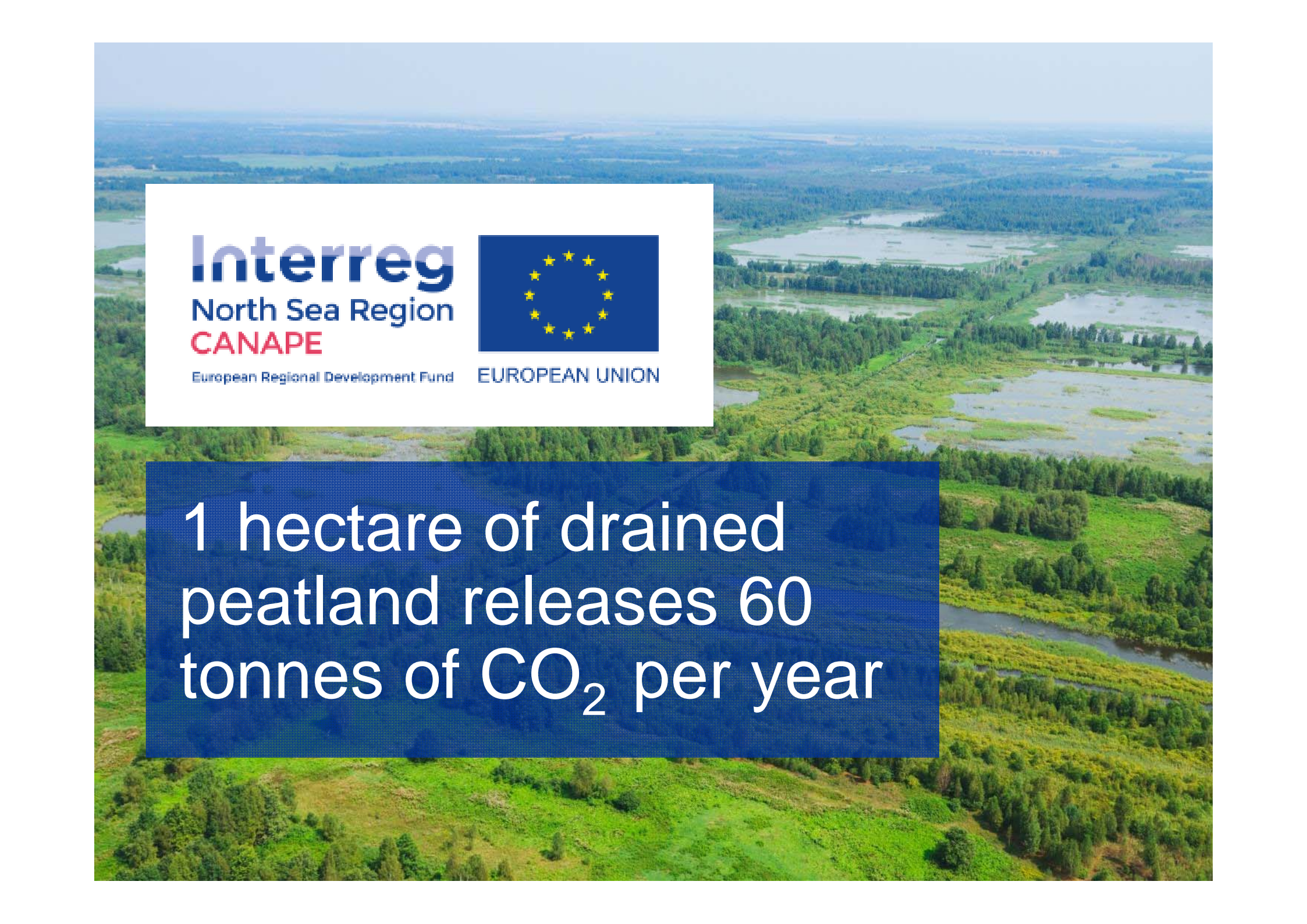


# Use comparisons



*Albert Einstein compared wireless technology to a cat.*





**Interreg**  
North Sea Region  
**CANAPE**

European Regional Development Fund

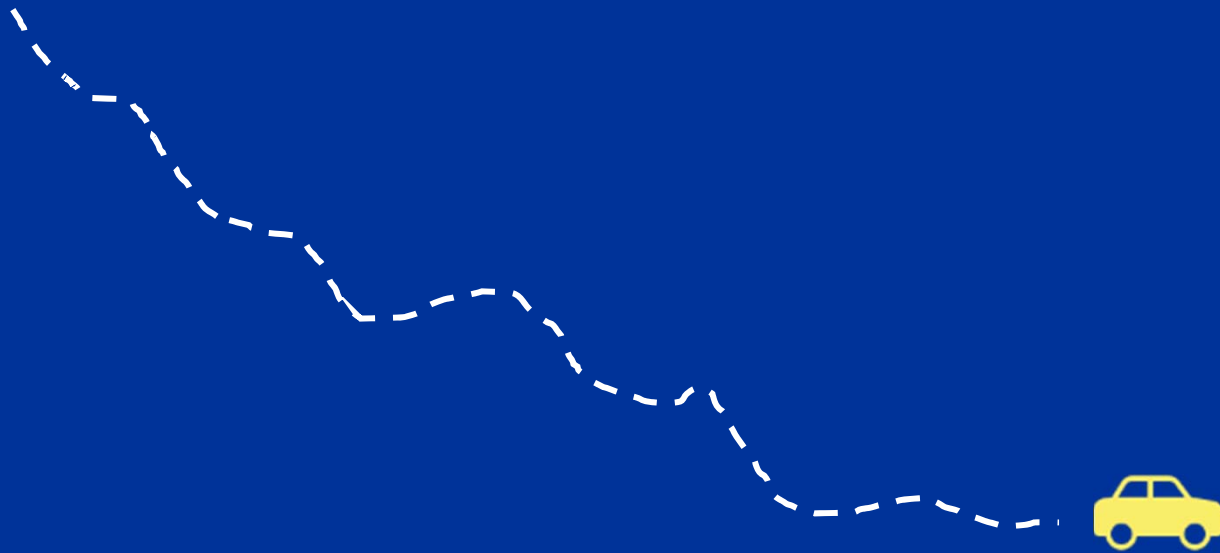


EUROPEAN UNION

1 hectare of drained  
peatland releases 60  
tonnes of CO<sub>2</sub> per year



That compares to driving  
**500,000 km**



*Source: CANAPÉ*



# EXERCISE 1

## Tell why your project matters

1. Present how your project benefits people in their everyday lives.
2. The partners swap roles & repeat step 1.

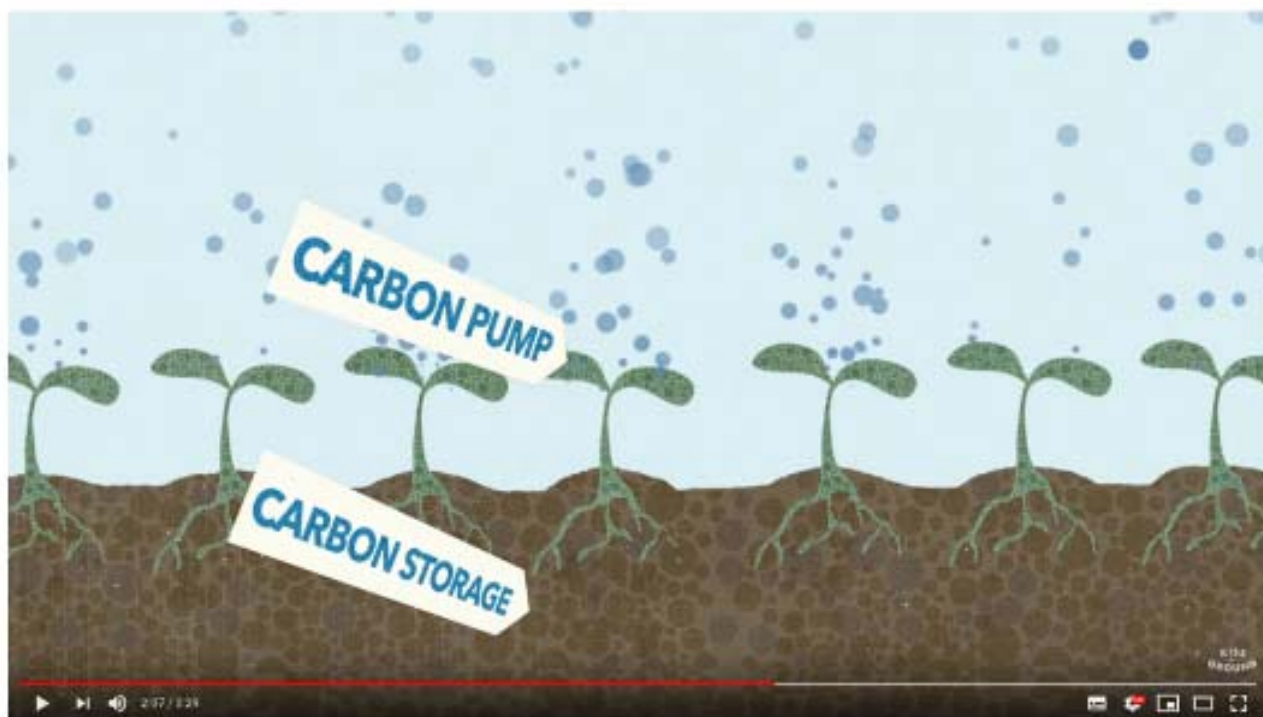




BE  
**VISUAL**







source: Kiss the ground; The Soil Story narrated by Larry Kopald

**Interreg**  
North Sea Region  
Carbon Farming  
European Regional Development Fund





# Interreg North Sea Region INDU-ZERO

European Regional Development Fund



EUROPEAN UNION

THEMATIC PRIORITY:



RESOURCE AND  
MATERIALS EFFICIENCY



## Smart Renovation Factory

PROJECT  
AREA



Project objectives: renovation packages towards energy neutrality are to be the solution for quick and inexpensive sustainability improvements of existing homes in Northwestern Europe. The aim is to develop a blueprint for a fully automated factory within three years.

Total budget received from Interreg North Sea Region:  
**€2.2 million of ERDF**

Total project budget:  
**€4.4 million**

[www.northsearegion.eu/indu-zero](http://www.northsearegion.eu/indu-zero)

## SURFLOGH

SMART • URBAN • FREIGHT • LOGISTICS • HUBS

Surflogh aims to stimulate sustainable, efficient cargo distribution in urban areas

Interreg  
North Sea Region  
SURFLOGH  
European Regional Development Fund

Total budget received from Interreg North Sea Region Programme (2014-2020): € 1,350,188  
Total project budget: € 2,718,376  
Priority 4: Promoting green transport and mobility

Twitter: [www.twitter.com/surflogh](https://twitter.com/surflogh)  
Website: [www.northsearegion.eu/surflogh](http://www.northsearegion.eu/surflogh)

## SUCCESS STORIES





status



CO<sub>2</sub> savings

**Enervalis**  meets **De Alliantie** 

 Letter of Intent signed

 29%





**De Alliantie**, a large housing provider, seeks tools to externalise energy transition process for a 800-dwelling community.



**Enervalis** offers blockchain-enabled technology and created a business opportunity for a local energy cooperation through energy trading and other services.

**Dearman**  meets **Bidfood** 

 Pilot case

 35%



**Bidfood's** 350 lorries deliver daily to 25.000 supermarkets and restaurants. Their refrigeration units are environmental unfriendly and noisy.



With their liquid nitrogen fuelled Transport Refrigeration Unit, **Dearman** is able to reduce CO<sub>2</sub> emissions (35%), NO<sub>x</sub> emissions (100%) and PM emissions (100%).



### THE SOLUTION WITH INDU-ZERO

#### Problem



Sustainable housing  
too slow, too expensive



Further development  
of renovation packages

Blueprint Smart  
Renovation Factory

Market uptake Smart  
Renovation Factory

#### Future perspective



Factory building in NSR



Renovation houses



Future proof houses







**FRAME**  
YOUR TOPIC

A photograph of a large iceberg floating in the ocean. The top of the iceberg is visible above the water, while the much larger, submerged portion is visible below the surface. The water is a deep blue, and the sky is a light blue. The iceberg's surface is rugged and textured. The text "Talk about the" is overlaid in white, and "BIGGER PICTURE" is overlaid in large, bold, yellow letters across the submerged part of the iceberg.

Talk about the

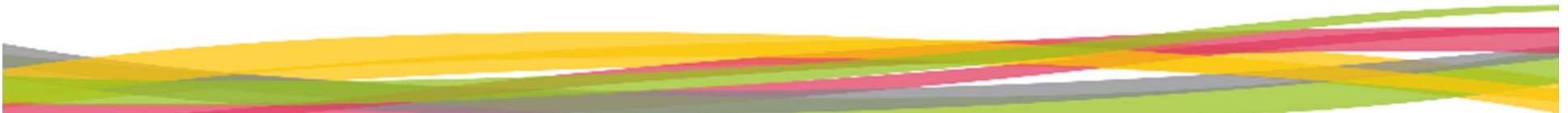
**BIGGER PICTURE**

# Link to European policies



## **New Cohesion Policy goals**

1. A smarter Europe
2. A greener Europe
3. A more connected Europe
4. A more social Europe
5. A Europe closer to citizens





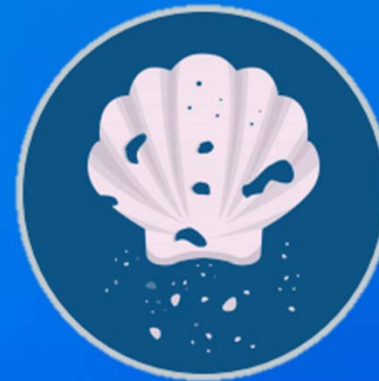


# SUSTAINABLE DEVELOPMENT GOALS



Use metaphors

# Osteoporosis Acidification of the sea



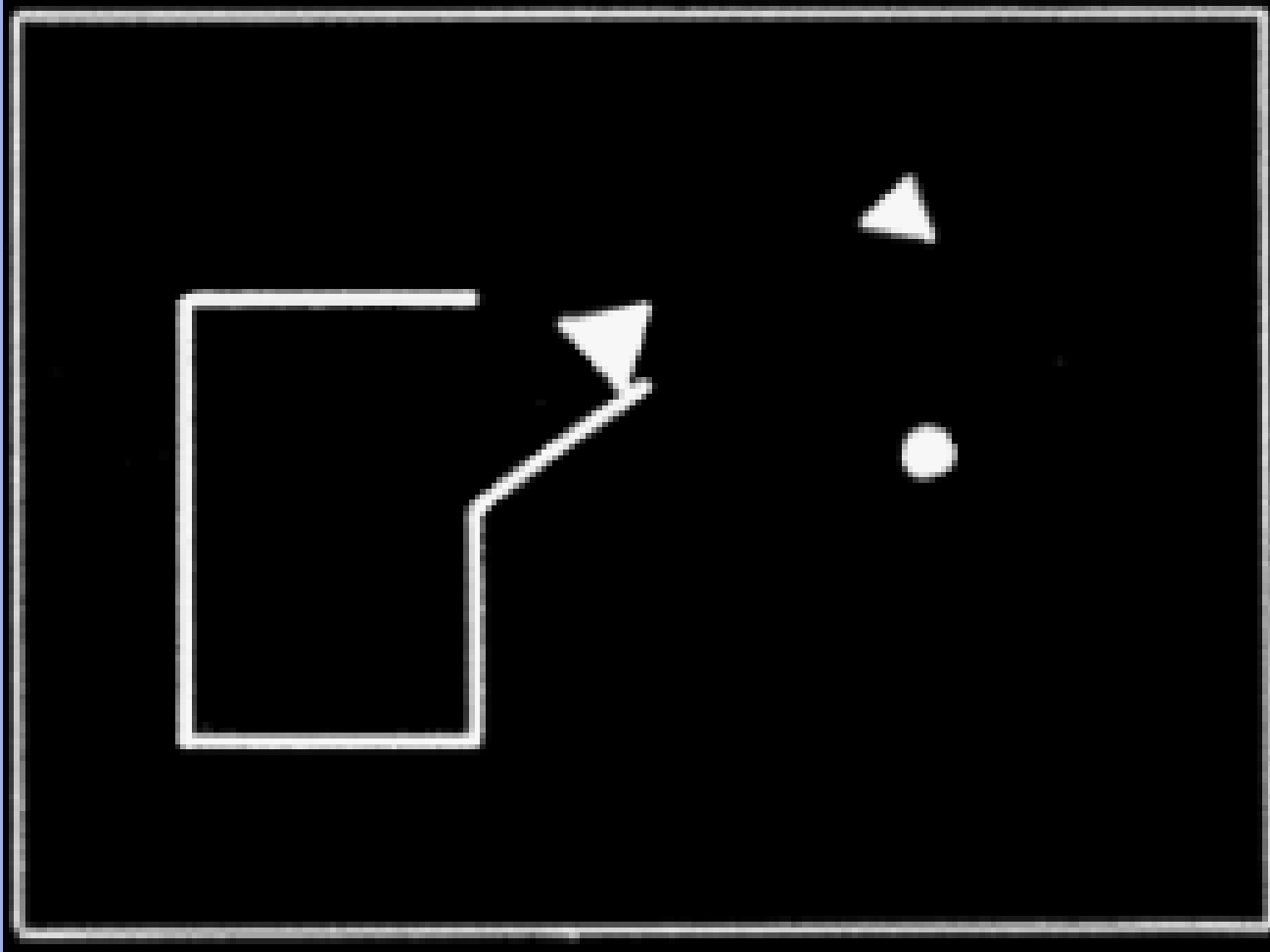
*Source: Frameworks Institute*

# TELL YOUR **STORY**

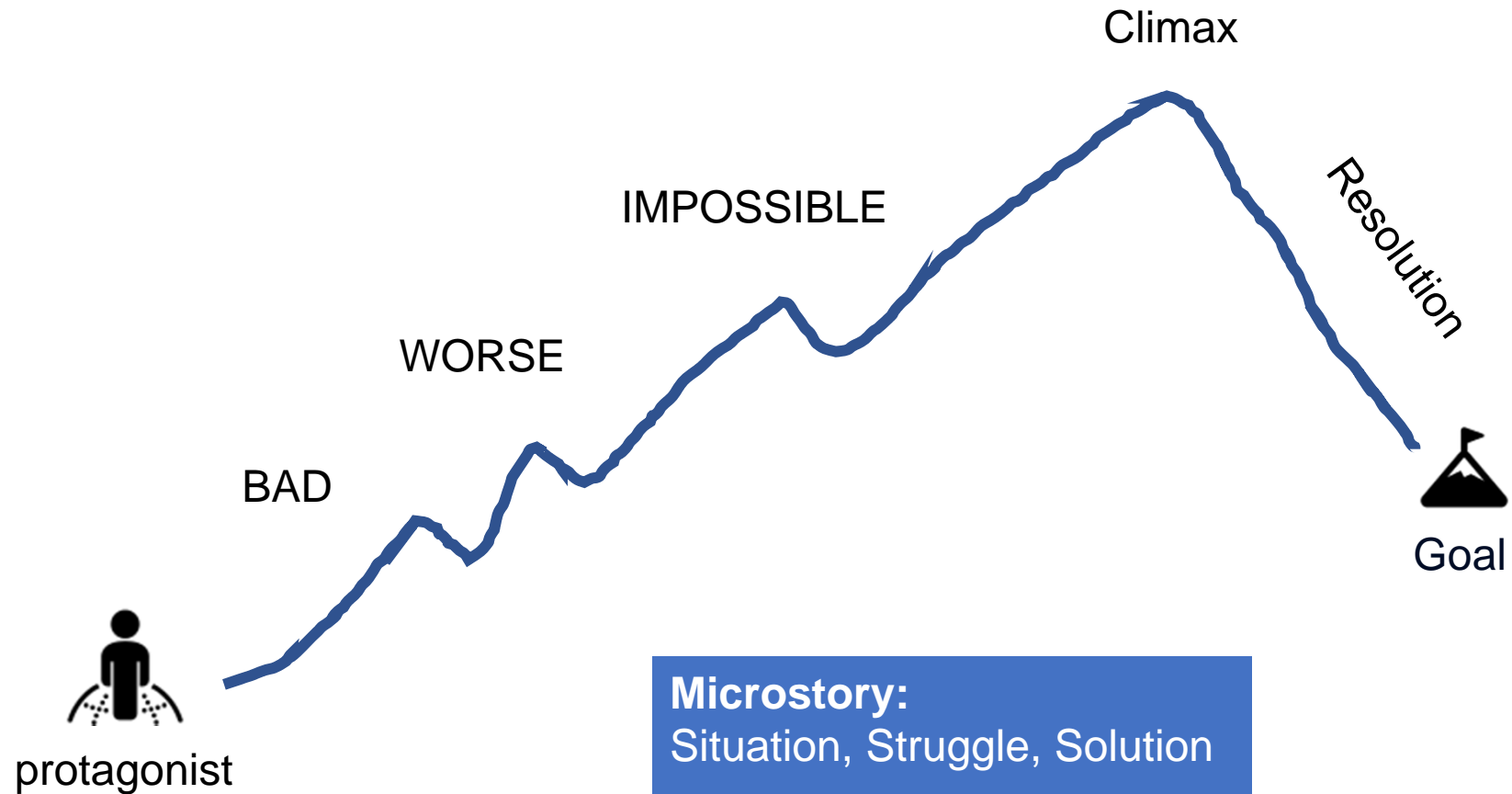




# The Heider-Simmel illusion



# Story formula



# Focus on individuals



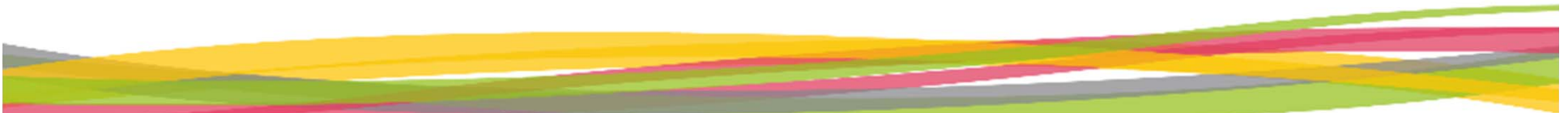


## EXERCISE 2

1. Consider ways to frame your project.
2. Choose one of the following tasks:  
A: Sketch a visual - an image, video or infographic; or  
B: sketch a story using a storyboard of maximum 9 scenes.



15 minutes



# ACTIVATE YOUR **MULTIPLIERS**



# Engage your audience



@NorthSeaRegion  
#NorthSeaRegion  
#Interreg



# Pitfalls

- Is the project actually behind your news?
- How is the news linked to your project's aims?



# Tap into European events



# Upcoming events...

11 APRIL

The future of manufacturing

13-17 MAY

European Green Week

16-17 MAY

EU Maritime Days

17-21 JUNE

EU Sustainable Energy Week

21 SEP

European Cooperation Day

16-22 SEP

EU Mobility Week

7-10 OCT

#EURRegionsWeek



# Become a guest blogger

## North Sea Region Blog

Because transnational cooperation matters

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## Summers are heating up: Will water scarcity become the new normal?



Stevie Swenne

December 5, 2018

Climate adaptation,  
Climate resilience

TOPSOIL

The dry summer of 2018 was a forewarning of what lies ahead. Using advanced technology, the North Sea Region project TOPSOIL investigates how water in the uppermost soil layers responds to climate change. This helps identify risks and opportunities to prevent water scarcity, salt intrusion, or flooding in the future. In this article, Stevie Swenne of TOPSOIL presents some of the challenges that the North Sea Region is facing and how the project addresses them.

According to meteorological services across Europe, the record-breaking summer of 2018 was one of the hottest ever, raising concerns about the impacts of global warming and climate change.



### SUBSCRIBE

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### RECENT POSTS

Interreg high-level conference to inspire Maritime Spatial Planning in two seas  
January 14, 2019

Join our video competition



# Toolbox for project communicators



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