



This project has received  
European Regional  
Development Funding  
through INTERREG IV B.



INTERREG IVB

# 3rd Project meeting

London (15<sup>th</sup> April, 2013)



## Report on Communication plan and activities





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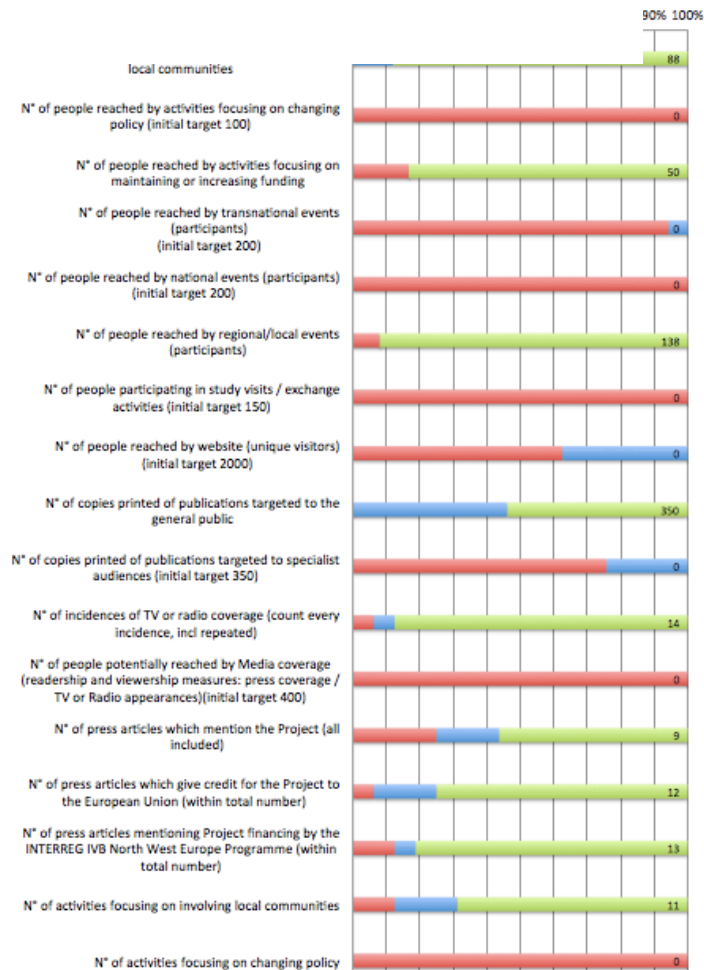
- **Results from April – October 2013**

- **What's next?**

- **Quick brainstorming on FAQ**



- Attained value in this period
- Cumulative value for project so far
- Target value project level



### What needed to be improved:

- Local activities and events
- Press articles giving credit to the EU and the Interreg IVB NWE Programme
- Activities focusing on increasing funding
- TV and radio coverage
- Publications for the general public
- Translated documents
- Press releases
- Transnational meetings organised at governmental level
- Guidelines and best practice manuals
- Transnational training/education courses





# Results from April to October 2013



## Media coverage

- French press: Hydroplus, La Houille Blanche, Science & Environnement, France Matin, Industrie et Technologies, Educ'Actu, Guid'Formation
- Dutch Press: Kennislink, Telegraph, Alpha Galileo Foundation, Metro, RTL Tv, Omroep Tv
- Partners' Medias: Acutalités Enpc, Actualités CG94, CG94 web tv

## 2 Newsletters with new format

**Festival de l'Oh! (300 visitors at our stand, 85 participants to a quiz-game)**

**Exhibition on RainGain at fund raising event at ENPC**

**RainGain « Itinerant laboratory » visited 3 schools of Paris Region**







# RainGain's Educational Kit




# What's new on raigain.eu?

- New design
- New hierarchical structure
- New structure for the intranet
- Twitter
- Vimeo
- Blog
- Rss feeds
- Links page

FOLLOW US

Focus vidéo



NEWSLETTER

E-MAIL ADDRESS

MEMBERS' AREA

BLOG



The screenshot shows the website's layout with a blue header containing the Rain Gain logo and navigation links: HOME, ABOUT RAINGAIN, EVENTS, SCIENTIFIC PUBLICATIONS, MEDIA CORNER, LINKS, CONTACT. A search bar is located in the top right. Below the header is a main content area featuring a map of Europe with arrows pointing to London, Rotterdam, Lacuen, and Paris. A headline reads "Four cities gain rain". To the right of the map is a "Focus vidéo" section with a video player. Below the map are sections for "FOCUS", "NEWS", and "UPCOMING EVENTS". The "FOCUS" section contains a video thumbnail and text about X-band radars. The "NEWS" section lists several articles with "Read more" links. The "UPCOMING EVENTS" section lists dates like "OCT 21 2013" and "OCT 23 2013". At the bottom of the page, there is a footer with "Copyright 2012 - Rain Gain - Imprint - Sitemap - Links" and social media icons.

## What's next ?

### Planned outputs

- Bimonthly review of intranet access
- Online questionnaire to assess website's performance
- Periodic questionnaire to target groups (e.g. quiz presented at Festival de l'Oh)
- Posters
- Brochures for the general public
- Yearly press conferences



## What's next ?

### Other ideas to improve RainGain's visibility

- PRESS KIT (press release, project's description sheet, biographies, background information, case studies, photos, recent articles about the project)
- PRESS RELEASES:
  - Write about the urgent need to better cope with intense storms
  - Make the link with external events
  - Vary format, (letter to an editor, opinion editorials)
  - Contact international media (Eu observer, Euroactive, Eurozine, Environment for European)
- INTERESTING EVENTS: Open Days, Regiostars, Greenweek







## Quick brainstorming



**What are the 3 questions about RainGain you are asked most often?**

