



EU Strategy for the
Adriatic and Ionian Region
EUSAIR

Interreg 
EUROPEAN UNION

ADRION **ADRIATIC-IONIAN**

European Regional Development Fund - Instrument for Pre-Accession II Fund

EUSAIR FACILITY POINT 

EUSAIR COMMUNICATION ACADEMY



Capacity building programme for:

- **EUSAIR Government communicators**
- **EUSAIR Key implementers**
- **Youth participants**

Why communicating EUSAIR?

EUSAIR (EU Strategy for the Adriatic and Ionian Region) is a **Macro-regional Strategy** joining **10 countries** striving to find **solutions for common challenges** in the common sea basins and its hinterlands. The Strategy joins EU Member states and non-EU Member states working together as **equal partners**.

In this process, **cooperation is not only one of the main objectives but is a mean to achieve the Strategy's aims. Cooperation cannot take place without communication.** For successful cooperation of the various EUSAIR stakeholders, they need to effectively communicate among themselves. At the same time, EUSAIR is facing a low level of awareness of its work and achievements among relevant audiences. In this regard raising awareness via efficient external communication is crucial. By including a group of young participants in the EUSAIR Communication Academy, we hope to build the foundation for their further inclusion in EUSAIR.



About EUSAIR Facility Point

EUSAIR Facility Point project, led by the Government Office for Development and European Cohesion Policy of Slovenia, connects 9 partners from the Adriatic-Ionian macro-region with the common goal – to support the Key implementers of the strategy in their daily work, to pave the way for new innovative approaches in multilevel governance and cross-sectorial cooperation among the countries, and to increase the visibility of the strategy and its good practises as such.



About CEP

The Centre for European Perspective (CEP) is an Institute founded in 2006 by the Government of the Republic of Slovenia. It aims to contribute to regional stability and prosperity through developing and strengthening friendly relations with beneficiary countries and achieving visibility of Slovenian know-how in Southeast Europe. CEP works in various areas, including rule of law, strategic communication, peace and security, and regional cooperation.

For those reasons, the EUSAIR Facility Point Lead Partner in cooperation with the Centre for European Perspective (CEP) are initiating the **EUSAIR Communication Academy**. The aim of the Communication Academy is to equip members of three groups of participants – **EUSAIR Government communicators, EUSAIR key implementers, and Youth participants** – with **knowledge, skills, and tools** that will give them the capacity for **effective and successful communication** among themselves and with the relevant public.

JOIN US

AND BECOME A PART OF
THE EUSAIR COMMS
ACADEMY!

Why should I learn about communication?

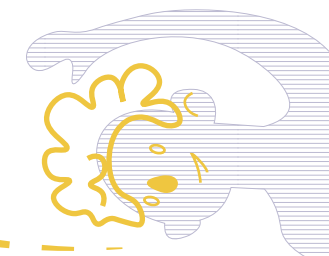
Communication is an intrinsic part of our life, be it professional or personal. It is not only about transferring information but it is an interactive process that requires knowledge and specific skills. We live in an interconnected world where constantly evolving communication is inescapable. To effectively communicate we need to be aware of the developments in the field, learn new skills, and how to use many communication tools.

EUSAIR, as an innovative and unique approach of cooperation among stakeholders from different levels of governance coming from several countries, has achieved a lot in the past years. Nonetheless, despite its successes and concrete results, there seems to be a gap between the achievements of the Strategy on one hand and a lack of internalisation of the Strategy by the participating countries and a general lack of awareness of its work on the other hand. Learning how to successfully communicate can help bridge this gap.

At the same time, we need to be aware that communication is everybody's responsibility. Everybody should be able and should have the skills to communicate the achievements of their work. Only with effective internal communication can we be successful in external communication and share the word about our successes. Good communication by itself is not enough. Person-to-person connections are vital. By bringing together EUSAIR Key implementers and Government communicators we hope to use this link to showcase the many synergies between EUSAIR's and each nation's communication objectives. Youth contribution to the Strategy can be invaluable since they can offer a fresh perspective, their knowledge and skills. Moreover, they are the ones that will be living the future that the Strategy is creating and need to be given a voice in co-shaping it.

LEARNING HOW TO EFFECTIVELY COMMUNICATE CAN HELP US:

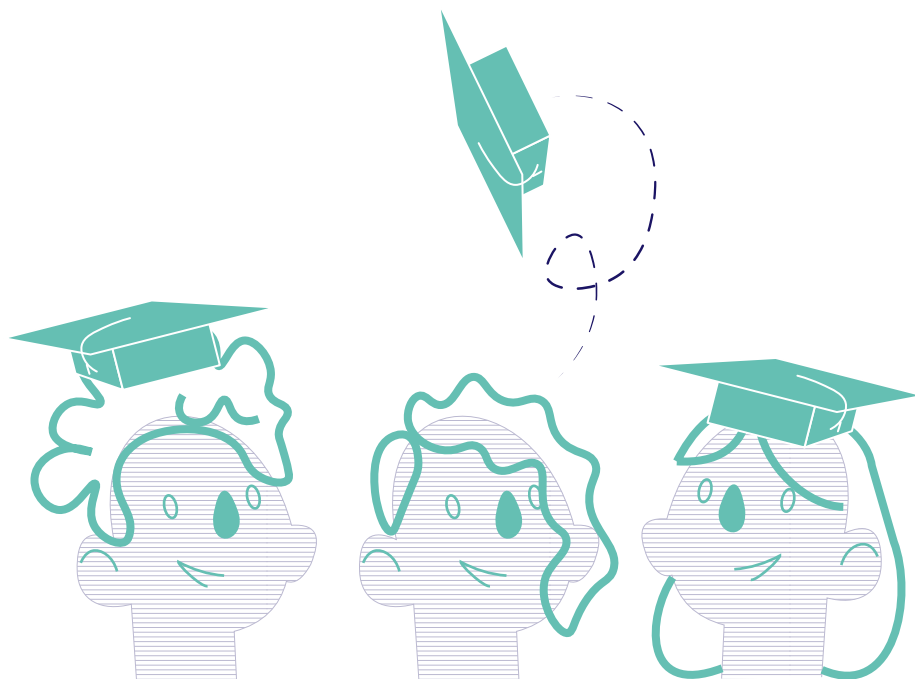
- ▶ RAISE PUBLIC AWARENESS
- ▶ CONTRIBUTE TO AN EFFICIENT IMPLEMENTATION OF OUR PRIORITIES AND PROJECTS
- ▶ FORM A UNANIMOUS ATTITUDE
- ▶ INFLUENCE EVERYDAY BEHAVIOUR



Why EUSAIR Communication Academy?

EUSAIR Communication Academy is a **capacity building programme** for **EUSAIR Government communicators, EUSAIR Key implementers, and youth participants**. The programme was developed in line with the goals of the EUSAIR communication strategy and it aims to **raise awareness, increase motivation, and change the attitude of the key stakeholders**. The overarching goal is to **empower the participants, give them knowledge and practical skills for effective internal as well as external communication and raise awareness of the Strategy**.

The programme is divided into **three interlinked modules**, two will take place **online** and one will take place **in person** in Slovenia. The individual parts are complementary and it is therefore highly advisable that the same participant attends all three modules. The programme is designed to be **interactive, in-depth, and applicable** not only in the EUSAIR-related work but in everyday life. Communication is after all, around us at all times.



WHAT ARE YOU GOING TO LEARN?

IMPROVE COMMUNICATION SKILLS

MEET COMMUNICATION PROFESSIONALS AND YOUR PEERS

DISCOVER AND LEARN HOW TO USE VARIOUS AVAILABLE TOOLS FOR BETTER COMMUNICATION

LEARN BY DOING

ENHANCE YOUR RHETORICAL SKILLS

DISCOVER AND LEARN ABOUT DIGITAL COMMUNICATION

DISCOVER HOW TO BEST TAKE ADVANTAGE OF YOUR SMARTPHONE

GAIN KNOWLEDGE ABOUT STORYTELLING

What are we going to do?

GOVERNMENT COMMUNICATORS PROGRAMME

WHO can attend?

- ▶ Communicators of the ministries engaged in the EUSAIR

WHY should I attend?

Because I want to:

- ▶ Learn how to streamline EUSAIR messages in regular communication
- ▶ Gain knowledge about new tools, techniques for effective digital communication
- ▶ Exchange knowledge and meet other professionals
- ▶ Meet and work with EUSAIR Stakeholders

WHAT will I learn?



EUSAIR KEY IMPLEMENTERS PROGRAMME

WHO can attend?

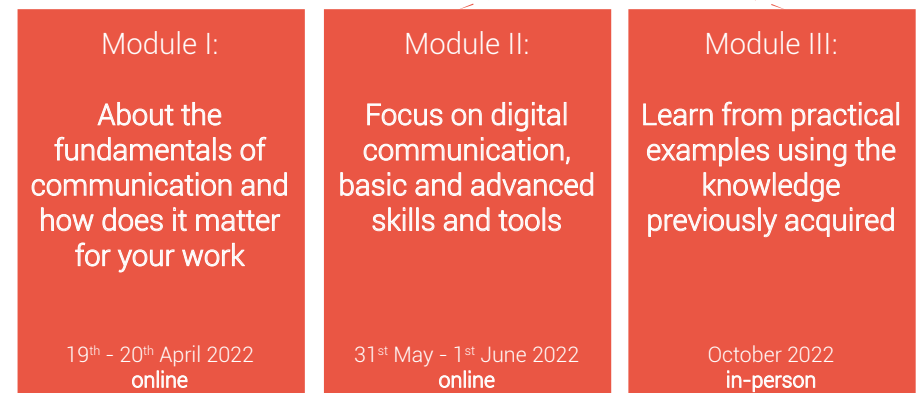
- ▶ National Coordinators
- ▶ Pillar Coordinators
- ▶ Thematic Steering Groups members
- ▶ EUSAIR Facility Point Project Partners

WHY should I attend?

Because I want to:

- ▶ Learn about the benefits of communication
- ▶ Expand my knowledge on digital communication, how and why to use it
- ▶ Learn new skills and tools for more efficient digital communication
- ▶ Meet other EUSAIR key implementers and government communicators

WHAT will I learn?



YOUTH PARTICIPANTS PROGRAMME

WHO can attend?

- ▶ Youth representatives interested in EUSAIR and macroregional cooperation aged between 18 and 35

WHY should I attend?

Because I want to:

- ▶ Gain fundamental knowledge about communication
- ▶ Take a deep dive into digital communication skills, tools, and techniques
- ▶ Meet and work with other young professionals from Adriatic and Ionian region

WHAT will I learn?

Module I:

Why does EUSAIR matter & communication essentials: from building arguments to communication styles

21st - 22nd April 2022
online

Module II:

Everything you need to know about digital communication – digital platforms, campaign development and digital tools

2nd - 3rd June 2022
online

Module III:

About storytelling in communication and application the knowledge acquired on practical examples

October 2022
in-person

APPLY HERE



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Get in touch with us: eusair.point.svrk@gov.si

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