

# Newsletter

## Nr. 2 / 2021



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European Cooperation Day – 10 YEARS of celebrations

We celebrate **the European Cooperation Day** (also known as "EC Day") on **21 September** every year. But **2021** is a special one and we have prepared a bigger event that will honour in all its greatness a decade of celebrating cooperation.



This project is funded by  
the European Union



Romania-Ukraine  
ENI-CROSS BORDER COOPERATION



Regional Office  
for Cross-border Cooperation Suceava  
Romania-Ukraine



# PROJECT WITHOUT BORDERS ROMANIA UKRAINE

European Cooperation Day 2021



Regional Brunch: projects and journalists

Suceava | Botosani | Tulcea | Baia Mare | Satu Mare |  
Chernivtsi | Ivano-Frankivsk | Uzhhorod | Izmail |

20 SEPTEMBER - 15 OCTOBER, 2021

The Joint Operational Programme Romania-Ukraine 2014-2020 is  
financed by the European Union through the European Neighbourhood  
Instrument and co-financed by the participating countries in the  
Programme.

/ENI-CBC-Romania-Ukraine-2014-2020

[www.ro-ua.net](http://www.ro-ua.net)

This year EcDay, Romania-Ukraine's celebration will include **9 local events under the name of "Cooperation Brunch"**, one in each county/region from the Programme area, during September 20<sup>th</sup> and October 1<sup>st</sup>. The events will bring together journalists and projects, facilitating the promotion of the Programme through projects results. During the "Brunches" the journalists will be invited to have a "taste" of the cooperation projects from each area, find out more about the importance of cooperation across borders and the involvement of the Romania - Ukraine Programme in the life of people in the eligible area. Also the Programme will promote the importance of European Cooperation Day to the general public through online and radio campaigns.

The local events will take place in Romania in Suceava, Botoșani, Tulcea, Baia Mare, Satu Mare and in Ukraine in Chernivtsi, Ivano-Frankivsk, Uzhhorod and Izmail as follows:

**BOTOSANI** on 20 of September 2021

**SUCEAVA** on 21st of September 2021

**UZHGOROD**, Zakarpattia on 21st of September 2021

**IVANO FRANKIVSK** on 23rd of September 2021

**CHERNIVTSI** on 24 of September 2021

**IZMAIL**, Odessa on 28 of September 2021

**TULCEA** on 30 of September 2021

**SATU MARE** on 30 of September 2021

**BAIA MARE** on 1st of October 2021



With the "European Cooperation Day" campaign we would like to remind citizens that many good things come out



when we join forces. In the past editions, people cycled together, sang together, ate together, and in general had a wonderful time in each other's company in hundreds of events organised by EU cooperation programmes in over 30 countries.

The purpose of this year's regional meetings is to show the impact of cooperation on the citizen and on the territories, and to promote the cooperation projects as useful tools to meet real problems in each region.

**What are the topics?** The discussions will focus on the results of the cooperation projects in the region and cross-border partnerships. Therefore, the events will have an accessible approach, and the discussions will target the activities of the projects that impacts the communities, the benefits of the final beneficiaries, the performance of the common cross border cooperation and the people behind the project (the project story). This way, more information will reach the people living in the area covered by the Joint Operational Programme Romania-Ukraine and each of us will be aware of how the cross-border cooperation makes our lives better.

Events About Memories Materials Social Hub Co-organizers

EUROPEAN UNION

Sep 21  
Projects without Borders, Romania- Ukraine

Keep close for more details at [www.ro-ua.net](http://www.ro-ua.net), on our facebook page, <https://www.facebook.com/ENI-CBC-Romania-Ukraine-2014-2020> and keep an eye on the ECDay dedicated platform, <https://ecday.eu/>.



...**Imagine** yourself sitting at a school desk, turning your head to the right, and there is a huge shark swimming towards you, to the left - and in front of you there is the whole colourful underwater world of the Atlantic Ocean. Take a break from the excitement, and move on: the Grand Canyon, the pyramids of Egypt, the structure of the human body at the cellular level - and all this without getting up from your own desk.

These are not footage from a film about the future, this is the new reality of the four pilot schools. **Virtual reality**.

This summer, schools in Ukraine and Romania have been given VR (virtual reality) glasses to use this modern equipment at lessons of various subjects on a regular basis.



In order to introduce the latest technologies at a professional level, teachers of pilot schools (Mircea Eliade Secondary School of Satu Mare, Technological High School of Anghel Saligny Turt village, secondary school of Nyzhnya Apsha village and grammar school of Solotvyno village in Ukraine) were trained to use VR glasses by the project experts. To say that teachers are happy is to say nothing. As a result of the trainings in Ukraine, we received a lot of positive feedback from teachers, had the opportunity to see the interest and, most importantly, the initiative of teachers who will use these modern technologies at their lessons.



Teachers presented their own projects of integrated lessons, which will use the content and headsets of Class VR glasses.

Experts of the Transcarpathian Institute of Postgraduate Pedagogical Education, who conducted trainings for teachers, shared their impressions of the three-day training: "Is this possible?", "No way!", "Fantastic!" - it was with such feedback that the trainings on the use of the ClassVR virtual reality headset at the Nizhnoapshansky Lyceum continued". Here is what the director of M. Eminescu Solotvyno boarding lyceum with Romanian language of instruction Andriana Pop said: "Thanks to the project, we have received all the necessary equipment, which we hope will help us in the educational process to achieve better results in external evaluation."

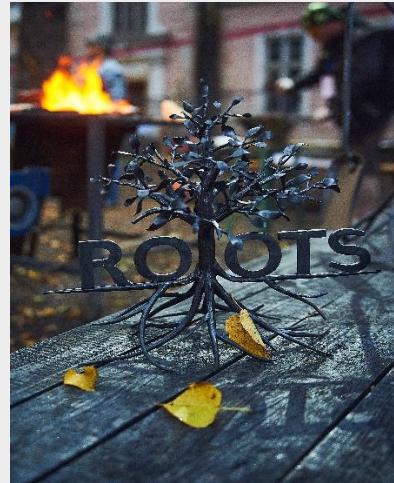
40 pairs of glasses for two Ukrainian schools and 56 pairs for Romanian ones were purchased within the project. For Ukraine, these two schools have become the first in the country where virtual reality technologies will be used in the educational process on a permanent basis. It should be recalled that computers, interactive whiteboards, projectors, MFDs (multifunctional devices) and other equipment necessary for high-quality modern schooling were previously purchased for these two schools.

The project is implemented in Zakarpattya region (Ukraine) and Satu Mare County (Romania) to improve the quality and accessibility of education in the cross-border area: Virtual and Augmented Reality equipment with software and other modern interactive technologies, SCRATCH programming environment, training opportunities for teachers of secondary schools and innovative ICT based teaching technologies and approaches for curricular and extracurricular activities of 4 schools in the border regions.



## Project Story - Back to our common ROOTS

- ▶ **2 festivals** to promote the common tangible and intangible cultural heritage;
- ▶ **2 new cross-border touristic products** - **Botosani Multimedia Museum of Cultural Diversity** and **Ivano-Frankivsk Museum of Weapon**;
- ▶ A network of **140 representatives of LPAs, cultural institutions, NGOs** working in the cultural and minorities fields, stakeholders, members of the community, mass-media, economic agents in the hospitality business;
- ▶ **exchange experience** and work together in workshops;
- ▶ **cross-border conferences** organised in Botosani and Ivano Frankivsk.



These are just a few of the outcomes of ROOTS project - Back to our Common Roots 2SOFT /2.1./133. Improving the competitiveness at the border of the European Union in the area of Botosani, Romania and Ivano Frankivsk in Ukraine through joint touristic capitalization of the multicultural heritage by 2024 is the main goal of the project team and until now it has done so wonderfully.



From joint efforts to structure the chaos, to mid-term results across the border

COVID never went away up to this day and culture, art and historical interests were the

first to experience hardship. But ROOTS activities went on. Botosani And Ivano Frankivsk cities have been developing the technical documentations for their infrastructure and revealed the concepts of

their museum to the wide public.



Soon, works will start on the Botosani Cross-Border Multimedia Museum of Cultural Diversity and the Ivano Frankivsk Museum of Weapon.

#### Revealing the lost city



Meanwhile, in Botosani there will be underground scans to reveal the lost city, hidden in the cellars under the main square of the historical centre. Soon, a scientific report and an interactive map with virtual tour will be delivered after the scan. If the scan confirms that all the catacombs in the city center form an underground labyrinth, future steps will be taken in order to enhance its touristic value. The Ukrainian partners have already organised

the 3-day Cultural Diversity Festival, workshops and meetings with stakeholders. Mirror activities will be held in Botosani in the nearest future. What counted the most was that the events could be organised offline and that in the past months the project teams have been able to finally travel, meet, plan and implement joint activities.

#### The challenge continues

"As the COVID-19 issue brings about uncertainty every day, we are preparing back-up plans to make sure that we can take the project to its good end. While the infrastructure works, underground scanning, endowment of the two museums are activities that can be performed even on a state of alert/quarantine, with the right safety measures, the events that suppose gathering of people are still on a high risk. For instance, now we are planning the festival and workshop in Botosani, which should be held in the next couple of months with physical presence of the participants, but again we fear that our events might coincide with the fourth wave of pandemics. This is why, in our opinion, risk management and constantly updating the contingency plan, within the project team and seeking the support of JTS, will be our main task for the next months to come. We hope the project will end as planned", says the project manager Raluca Balascau.

#### The birth of a friendship

The collaboration between the two cities will not end when this project is completed. The mayors met and an official cooperation agreement is currently under preparation. Cultural, educational and sports cooperation and of course, more cross-border projects will follow. The project planning teams are already designing ideas for the next RO-UA crossborder programme. To sum up, ROOTS Project was the birth of a new friendship which is being discovered every day, with every step and every challenge overpassed together.



## First road directions in Interreg Next Romania – Ukraine

In July, the Joint Programming Committee met to discuss the findings of the territorial analysis of the area covered by the Interreg NEXT Romania-Ukraine 2021-2027 and to decide over the future areas of funding.

Based on the analysis of the situation in the eligible area of the future cooperation programme and the consultations carried out with stakeholders from both countries, including relevant authorities and institutions, former and current beneficiaries of the cooperation programmes in the area, and NGOs, the Joint Programming Committee selected the following policy objectives to be addressed by the future programme:

Policy Objective 2 – A greener, low-carbon transitioning towards a net zero carbon economy and resilient Europe

Policy Objective 4 – A more social and inclusive Europe implementing the European Pillar of Social Rights

Interreg Specific Objective 2 – A safer and more secure Europe



Here is a more elaborate overview on the decisions made by the JMC:

The policy objectives and their specific objectives and Interreg Specific Objectives and actions to be financed are:

Policy Objective 2	SO4 Promoting climate change adaptation and disaster risk prevention and resilience, taking into account eco-system-based approaches SO7 Promoting access to water and sustainable water management SO5 Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution	1: “A better Interreg Specific Objective cooperation governance”
Policy Objective 4	SO5 Improving equal access to inclusive and quality services in education, training and lifelong learning through developing accessible infrastructure, including by fostering resilience for distance and on-line education and training SO2 Ensuring equal access to healthcare and fostering resilience of health systems, including primary care and promoting the transition from institutional to family based and community-based care. SO6 Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation	
Interreg Specific Objective 2	Border crossing management Other actions for a safer and more secure Europe	

## HAVE YOUR SAY!

In the next period, the process of elaborating the Programme will continue, so that its submission to the European Commission will be possible at the beginning of 2022. At this stage you can have your say regarding what can be financed! Use the link below to express your opinions regarding possible activities to be financed by Romania-Ukraine 2021-2027 Programme! The link will be active until September 25<sup>th</sup> and we are looking forward to receiving your input!

<https://ru.surveymonkey.com/r/C8VFFPN>

More information on the process of elaboration of the Interreg NEXT Romania-Ukraine Programme for 2021-2027 is available on the website [www.ro-ua.net](http://www.ro-ua.net).



## Communication materials – TIPS & TRICKS

It goes without saying that the results of our actions and projects have to be visible in order to reach their final beneficiaries, whether we work in marketing and communication or we just aim at making our works available to a broader audience. We always have to bear in mind that even if our efforts are constant and our investments generous, if we do not walk the extra mile to promote those investments properly we cut their wings towards success. Even if the projects should speak for themselves, we live in the era of branding and social media, when all platforms are used as effective online marketing tools.

A.T.T.E.N.T.I.O.N. M.A.R.K.E.T.I.N.G.

Obviously, we are not ignoring the standard communication tools, designed to enable the development of a dynamic communication strategy that will highlight the achievements of EU support.

Communication should focus on your projects' development (**with the EU as donor**) and on the achievements and impact of the action, not on administrative or procedural milestones.

Therefore, technical language and jargon should be avoided, as most of the times unnecessarily complicated language is used to impress, rather than to inform your audience.

Even though we're not advocating

leaving out necessary technical terms, we are saying to make sure the language used is as clear as possible. For example, there may not be another correct way to refer to the source of your financing or certain compulsory statements requested by the Communication and Visibility Manual.

## Communication and visibility manual

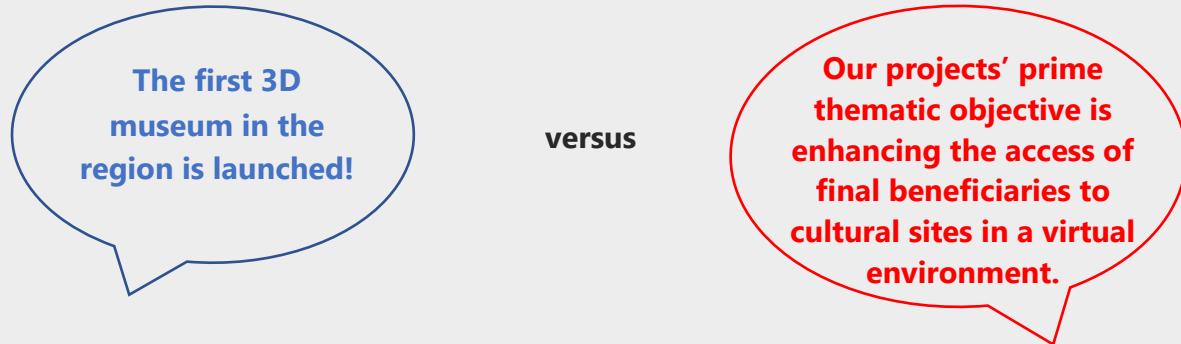
Joint Operational Programme Romania- Ukraine 2014-2020

However, that doesn't prevent you from saying the actual result of your works and make them clear at the beginning of your informative material, making the documents catchy, easy to read and eye pleasing.

There are a few tips and tricks for you to use while redacting your communication materials depending on what they are:

## Press releases:

- **Focus on the actual result of your activity!** Don't get stuck in technicalities about your project as it distracts your reader and also the journalists may treat your information as bulk.



Begin with what it is NEW and INTERESTING and you want the world to know.

Keep it simple and think about what you would like to hear about the world around you. Even if your project focuses on *improving the human resources in the health department*, try getting excited about the 100 doctors that were trained in an international environment and how the patients will benefit from a highly educated team of doctors. The cool stuff is there. What has to change is the perspective.

- **Appearance matters!** Try using a formal font such as Times New Roman or Arial (in opposition with Comic Sans MS). Do not be afraid of white spaces in the document, leave up to two inch margins, use two spaces between the title and the body of the press release. Also, each paragraph must be separated from the others. If you don't indent the first line, then skip a line between paragraphs. Also keep in mind that justified text looks cleaner.

This is Arial  
This is Calibri  
This is Tahoma  
This is Comic Sans  
This is Times New Roman  
This is Garamond

- **Proofread your writing!** In the final stage of your draft focus on correcting the spelling errors or other grammatical mistakes.
- **Structure!** Upper left side: date and place of release. One or two lines below, centered: *title*. Two lines below: *first paragraph* (catchy, basic information, answering to the five Ws – Who, what, when, where, why), *second paragraph* – more information, why is the information interesting, quotes, details, key phrases. The length of the press release may vary, but in the last paragraph do not forget about contact details.

## Pictures:

Sometimes press releases are supported with relevant pictures, logos or videos, as it goes without saying that much of the communication relies on visuals, so images drive attention more than a text will do all by itself.

Where possible, the project team should make provisions for the use of a professional photographer on a regular basis to illustrate the evolution of an action. The photos chosen should be those which will best illustrate the results and impact of the action, and should match any written information on the action. As with written material, people

involved in the action are the focus, not the officials involved in managing the action, in holding meetings about the issue, and so on.

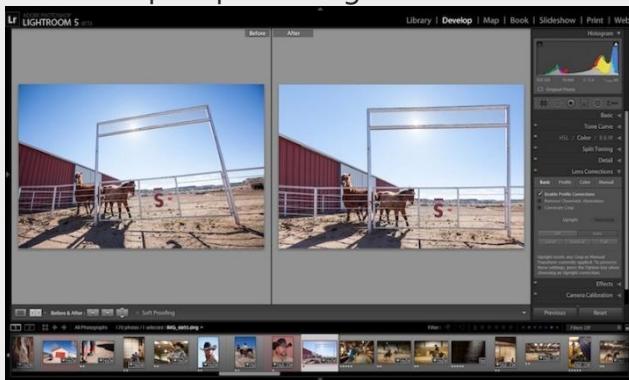
Photography should be used in order to facilitate re-production on web sites and other information material (for producing printed materials, 300 dpi is the minimum quality standard)

When taking a photograph that pictures your project or activity, even if you don't own a professional camera, the result will be surprisingly better if you follow some **basic rules**:

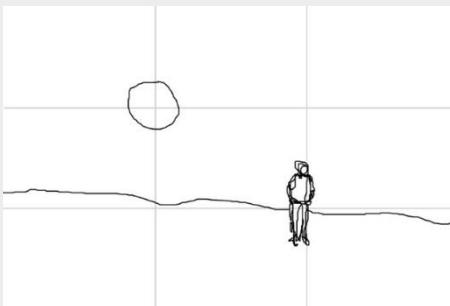
- **Natural light.** Always aim for natural light as it highlights the best of your object and it lowers the risk of getting blurred, pixelated or out of focus images.



- **Straight pictures.** Guide yourself after the horizon, use the gridlines options in the camera in order to make sure you hold it straight, or eventually fix any crooked horizon in post processing.



- **Rule of thirds.** Place the object of your picture on one of those gridlines your camera or phone has, to draw the attention of the viewer and balance your composition.



- **No blur,** unless it is a professional camera and you want to highlight the subject. Photos don't have to contain, as much as possible, elements that distort their general appearance (cables, trash cans, advertisements of economic operators, lighting companies, etc.). If they exist, they will be framed in a way that does not affect the artistic quality of the images or will be removed for editing;



- **Overall images and detailed images.**

Because the photographed objectives are, in general, represented by buildings, equipment, infrastructure, etc. it is necessary that the photos capture both sides of the activities, to highlight the infrastructure in itself but also the impact on those who use it.



- **GDPR.** For the photos taken at events (festivals, events organized in the public space or in event halls), make sure to use angles so that the participants cannot be identified, for the GDPR purpose. Also bear in mind that official signs or elements of visual identity displayed (logos, roll-up, spider, etc.), or the name of the event/project: must be found as visibly as possible in several of the photos.

## VIDEO

The video presentations are becoming mainstream in promoting results, both on traditional media channels, but especially on social media. We live in the era of video content and the competition is fierce. Nowadays, video content creators have their own successful channels with hardly, or even no backup at all, so your video products should excel in quality and attractiveness as well as comply with the EU regulations.

Because general audience finds video more engaging, memorable, and widespread than any other type of content, video is no longer an option but a necessity.



Therefore, in order to make a video relevant for your project, there should be followed 3 phases: pre-production, production, post-processing.

**PRE-PRODUCTION**  
represents the planning phase, the preparation of footage coverage of project outcomes / events by establishing the video concept.

In the **PRODUCTION** of the video, the illustration frames will aim at both the overall scene and the primary subjects well as how to connect those two. Particular attention must be paid to filming so as not to have moving (shaky), tilted, dark (without enough light), blurry, defective framing, jumping over the axis, or disturbed sound or intensity oscillations. The final video should be in at least 2 versions, standard resolution (720x480) and compressed format for web/social media, if not even 3 if we add the high resolution version (1920x 1080). All of this should be communicated to the contractor in order to avoid misunderstandings

**POST-PROCESSING** involves assembling filmed frames, inserting elements (presentations, logos, mandatory elements), adding a soundtrack and synchronizing the sound. The illustration frames and transitions and cuts are decided. Alternating slow frames with moving ones and perhaps also interviews, will add to the dynamics of the video and increase the attractiveness for the audience.

An after-movie on the entire project should be somewhere around 5-10 minutes, while a video for an activity or event should not exceed 2-3 minutes to maintain the audience's interest.

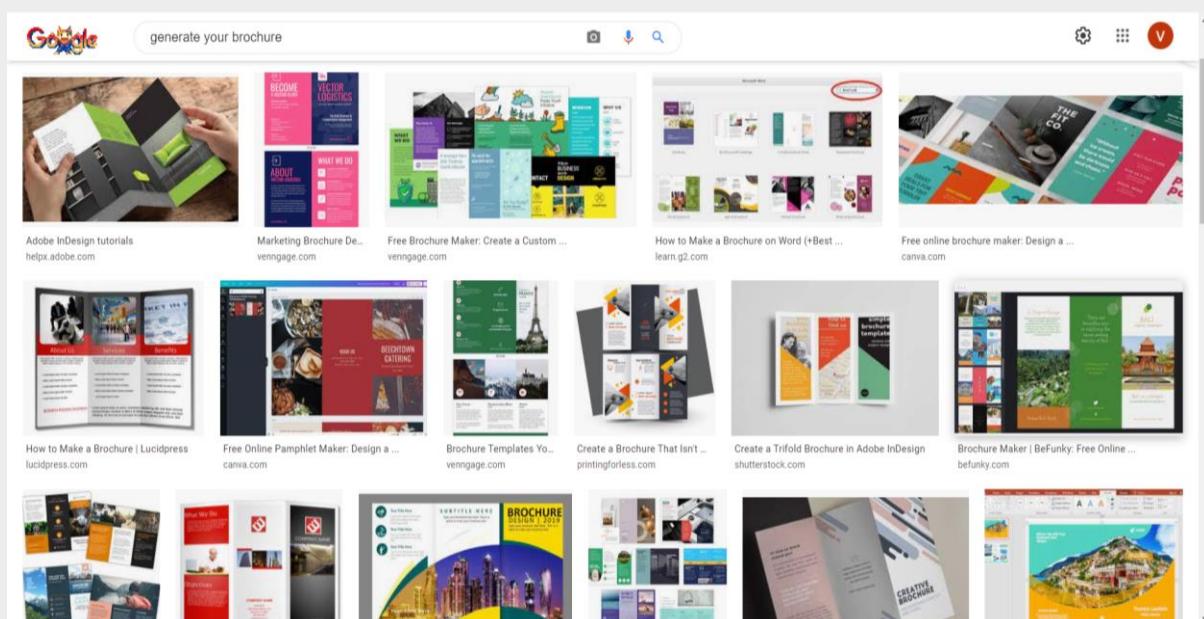
## Brochures:

The brochure is a wonderful tool to promote the products, services, activities and outcomes of your project, and generally any business. Information is the main purpose of creating brochure so you need to arouse the curiosity of your reader and spark their interest. There are plenty of things to take into account for creating an attractive leaflet, flyer or brochure like picture quality, the impact of the chromatics used, the message that resides in the you sending to the general public or stakeholders. Ideally, you should employ a contractor, some expert



brochure designers to identify your brochure's needs and design. Nevertheless, you can produce it internally and here are some tips for this:

1. Get all the help available. You don't have to design it from A to Z, there are a lot of online tools copyright free or subscription based, that generate templates for you to use according to your needs.



- Do not be afraid of colour. Let the colour represent you. If your project has a certain visual identity, use that as part of your design and keep in mind that colourful brochures always catch the readers eye more easily.
- Columns, columns, columns! Blank spaces in a promotional material give the reader time to rest and to focus of the information provided without difficulty. The text simply looks better.
- Use shapes, charts and graphs whenever



possible. Instead of explaining data, try to picture it in an attractive way, pleasing to the eye. Instead of enumeration, use a graph or a bulleted list with some catchy shapes. It will save you space and reach the public more easily.

#### Miscellaneous:

Whatever communication material you plan on producing, be aware of the basic layout that makes the material look presentable.

- Symmetry. In you align center the titles, make sure you align them all the same.
- Use text boxes and bullet points to make it more focused.
- Line spacing, Make sure all your text has the same line spacing, single, double, 1.5 to reflect the purpose of the communication, or if you change it, be aware of the reasons behind your decision, in order for it to not be perceived as a mistake.
- Catchy headlines. From the first beginning of your communication, readers will decide if they are hooked or not. If you want people to keep reading your document, include some easy, yet powerful words like: free, easy, new, etc.



Use any opportunity offered by media (radio and TV interviews, other written materials such as brochures, paper articles, etc) and by participation to public events, to promote the project and the opportunities provided by cooperation programme, by mentioning, as well, the correct source of funding (European Union funds, by JOP Romania-Ukraine).

European Neighbourhood Instrument (ENI) and co-financed by the participating countries in the Programme.

The Programme is dedicated to the border areas between Romania and Ukraine and will contribute to the overall objective of the European Neighbourhood Instrument: progress towards an area of prosperity and good neighbourliness for the benefit of Member States and non-EU members through cross-border cooperation actions.

[www.ro-ua.net/en/](http://www.ro-ua.net/en/)



This Programme is funded  
by the European Union



ENI-CROSS BORDER COOPERATION

The European Union is made up of 27 Member States who have decided to gradually link together their knowhow, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.