

BIRDA experience in communication of Regional Operational Programme. Development of electronic brochures for beneficiaries

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Agenția pentru Dezvoltare Regională
București - Ilfov

BIRDA – BUCHAREST-ILFOV REGIONAL DEVELOPMENT AGENCY

- 1999 – Non-governmental and non-profit body of public utility
- 2004 – updating the regional development law
- 2007-2013; 2014-2020 – intermediate body for Regional Operational Programme (**ROP / REGIO**)
- provides specific services to the local public administration as well as to the private sector for the development of the Bucharest-Ilfov region



ACTIVITIES CARRIED OUT BY BIRDA FOR THE IMPLEMENTATION OF REGIO

Specialized departments provide:

- Information, communication and promotion
- Support for the development of projects
- Evaluation, selection and contracting of projects
- Projects monitoring
- Projects verification
- Technical assistance



THE INFORMATION AND PROMOTION ACTIVITIES

Regional Promotion and Investments Department

- Implementation of Regional Communication Plan
 - the regional information helpdesk (meetings, telephone, email)
 - Electronic communication (web page, newsletter, social media)
 - relations with mass media
 - the Regio communicators network

ELECTRONIC COMMUNICATION (I)

REGIO 2014-2020

<http://2014-2020.adrbi.ro/>

ADR

ROMANIA OPERATIONAL PROGRAM

EUROPEAN UNION

REGIO

2014-2020

About Axes Communication Events Network Contact

2014-2020 Regional Operational Program

Improving the urban area and preserving the cultural heritage

Supporting the transition of a low-carbon economy

Status of submitted projects

Event sign-up

Visual Identity Manual

MySMIS

2014-2020

Improving the road infrastructure of regional importance

Implementation of ROP 2014-2020 in Bucharest-Ilfov Region

News / Events

Europe in my Region

Photo Competition

#EUinMyRegion

Europe in the Bucharest-Ilfov Region

Together in Europe - Unity and Diversity of the European Lifestyle

Information Seminar on the Launch of IP 5.1 and 5.2

Information Seminar on the Launch of IP 3.1

- Websites
- Newsletter
- Social media

ELECTRONIC COMMUNICATION (II)

On Communication section / Information and promotion materials:

- Brochures
- Short and interactive movies
- Other promotional materials
- <http://2014-2020.adrbi.ro/comunicare/materiale-de-informare-si-promovare/>



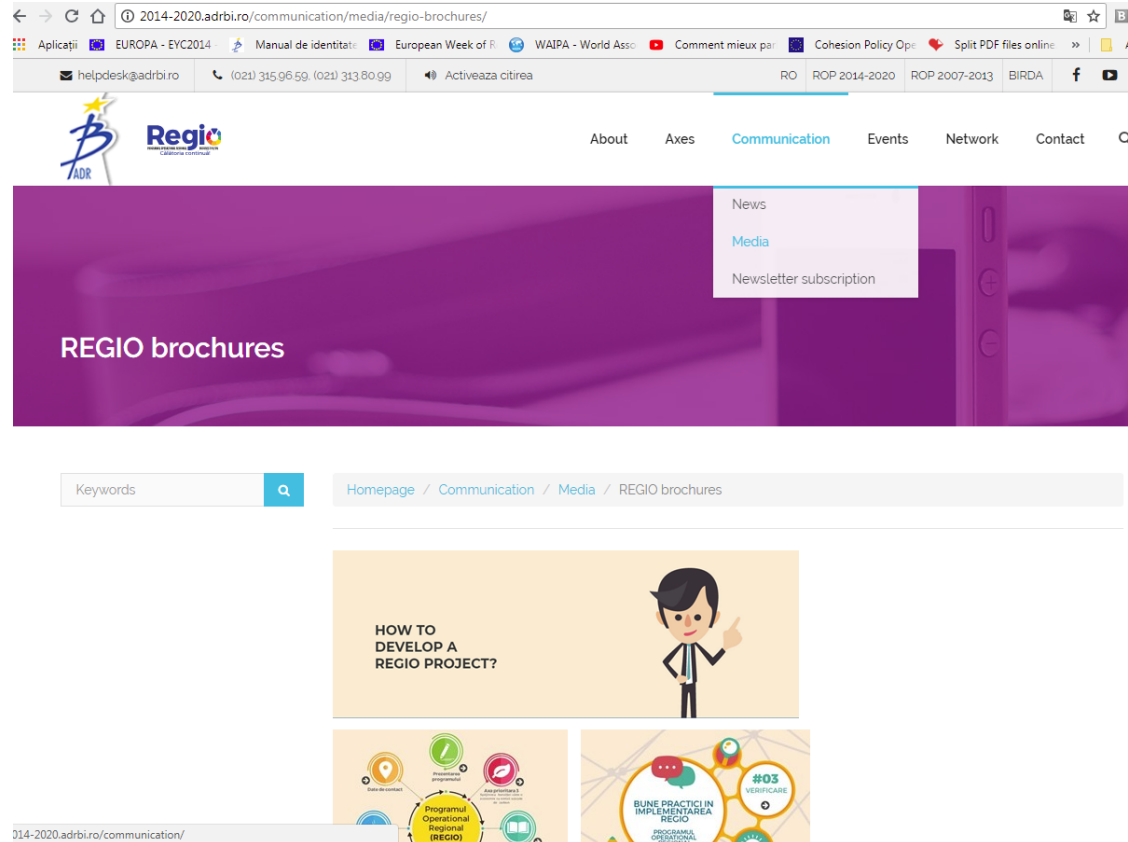
FROM PRINTED ...



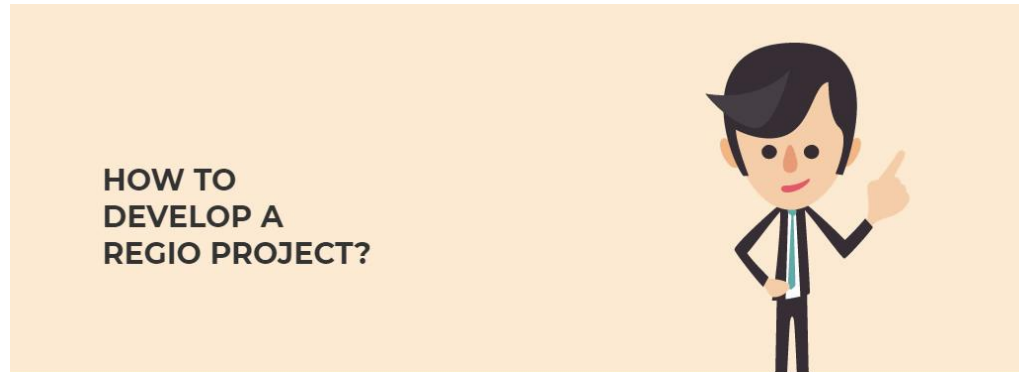
... TO SOMETHING ELSE

- <http://2014-2020.adrbi.ro/communication/media/regio-brochures/>

- different
- simple
- friendly
- useful
- dynamic
- comprehensive



'HOW TO DEVELOP A REGIO PROJECT?' BROCHURE



- Being an instrument meant to help the beneficiaries and potential beneficiaries located in Bucharest-Ilfov Region to access grants from the Regional Operational Programme
- Presenting the main aspects to be considered in the preparation, elaboration and implementation of a project

THE ELABORATION OF THE BROCHURE

- approx. 4 months
- providing information, exchanging emails, phones, simulations, trials
- many data, necessary links, supporting documents to check
- office meetings, brainstorming, coffee

BIRDA experts  Web developer



THE FINAL PRODUCT

- <http://proiecte.regioadrbi.ro/?lang=en>



And also a movie: **How to Develop a Successful REGIO Project**

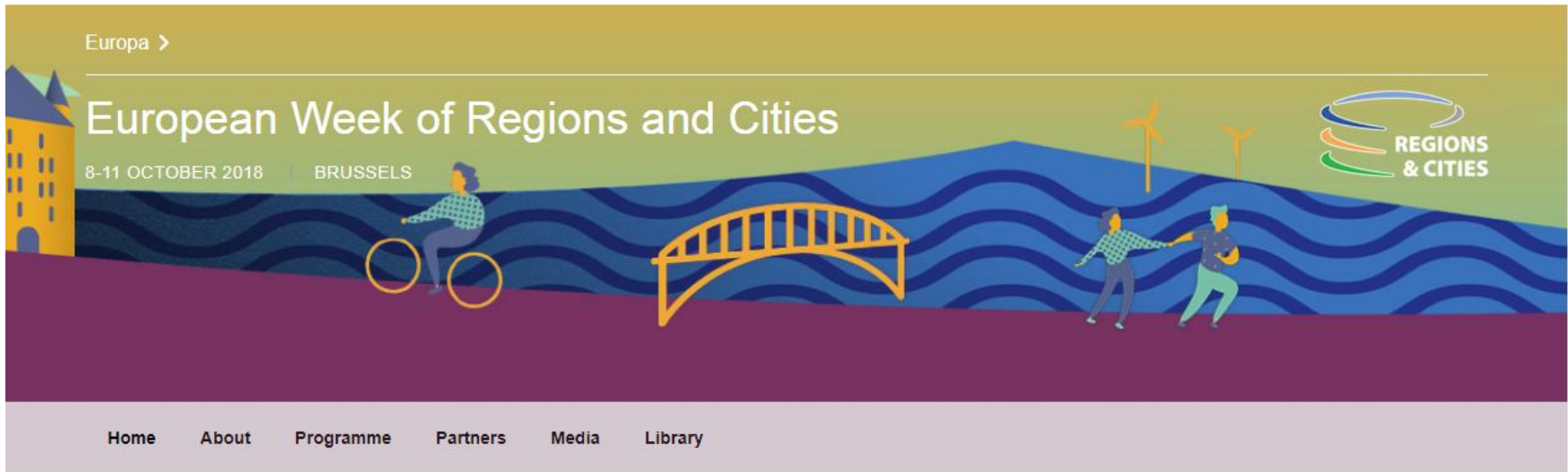
<https://www.youtube.com/watch?v=yAiuQ6E5JtA>

OTHER ELECTRONIC BROCHURES



<http://2014-2020.adrbi.ro/communication/media/regio-brochures/>

NEXT ACTIVITIES



<https://europa.eu/regions-and-cities/>

Brussels, 8-11 October 2018

- BIRDA participation at EWRC (“[Innovative technologies and partnerships in developing regions](#)” – Square-Brussels Meeting Centre, 11 October 2018)
- Other events organized by BIRDA in Brussels are under preparation



THANK YOU FOR YOUR ATTENTION!

BUCHAREST-ILFOV REGIONAL DEVELOPMENT AGENCY

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