



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

“Participation Bridges” Project

First visit of Konak Municipality to Bucharest

12 March 2019



Agencia 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

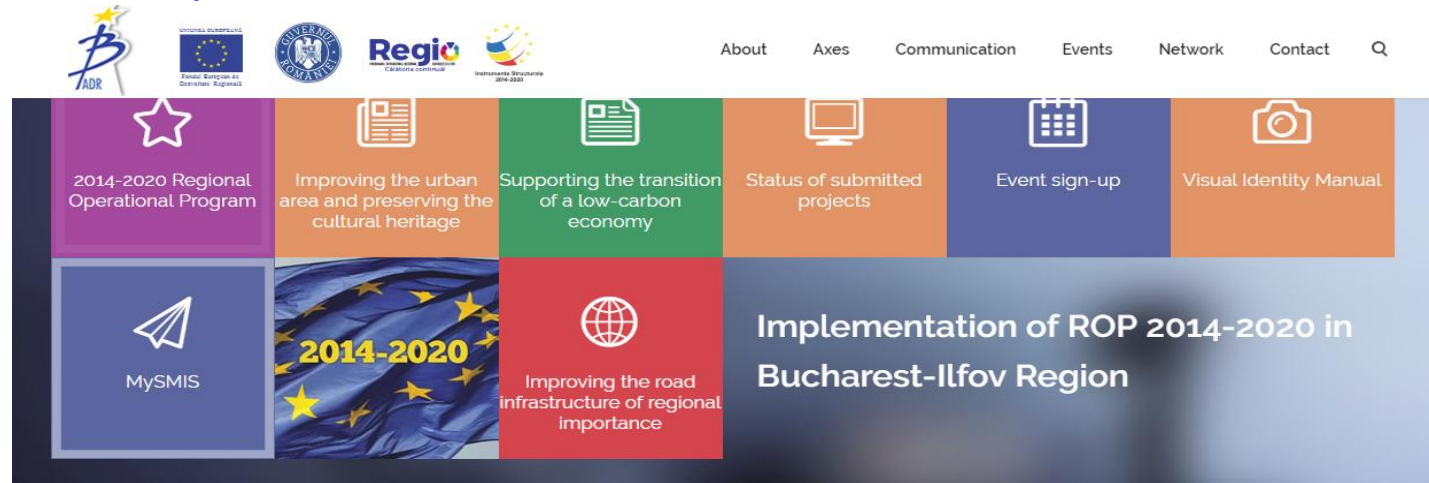
Regional Promotion and Investments Department

- Implementation of Regional Communication Plan for Regional Operational Programme (<https://goo.gl/U1Fhym>)
 - 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)

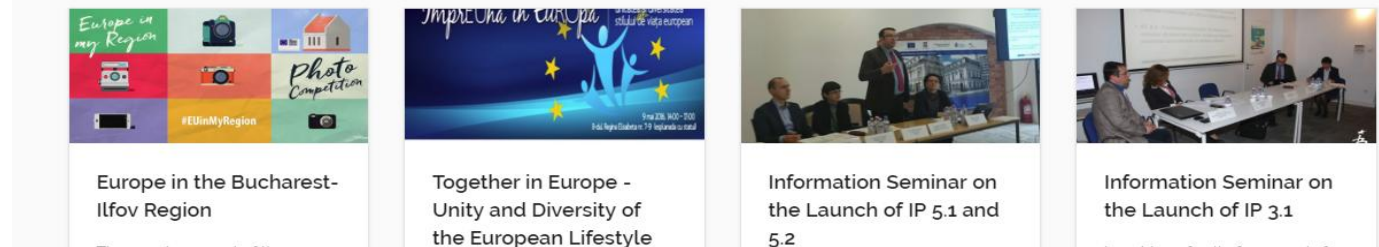
REGIO 2014-2020

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



- Websites
- Newsletter

News / Events



ELECTRONIC COMMUNICATION (II)

<https://www.facebook.com/adrbi/>

■ Social media

The screenshot shows the Facebook profile of the Regional Development Agency of Bucharest-Ilfov (ADRBI). The profile picture is a circular logo with a yellow star and the letters 'ADR'. The page header includes navigation options like 'Pagină', 'Inbox', 'Evenimente', 'Notificări', 'Statistici', 'Instrumente d...', and 'Mai mult'. A search bar at the top contains the text 'Agentia pentru Dezvoltare Regionala Bucuresti-Ilfov'. The main content area features a post with a photograph of white snowdrops and the text 'ADRBI va ureaza o primavara frumoasa si optimista!'. Below the post are interaction buttons for 'Like', 'Follow', 'Share', and 'Contactează-ne'. A sidebar on the left lists various page sections such as 'Acasă', 'Despre', 'Fotografii', 'Evenimente', 'Clipuri video', 'Notițe', 'Postări', 'Servicii', 'Magazin', 'Grupuri', 'Oferte', 'Joburi', and 'Comunitate'. A right sidebar contains a notice about a closed organization and a 'Our Story' section with a photo of a chandelier.

ELECTRONIC COMMUNICATION (III)

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/>
(<https://goo.gl/bMa2Jf>)



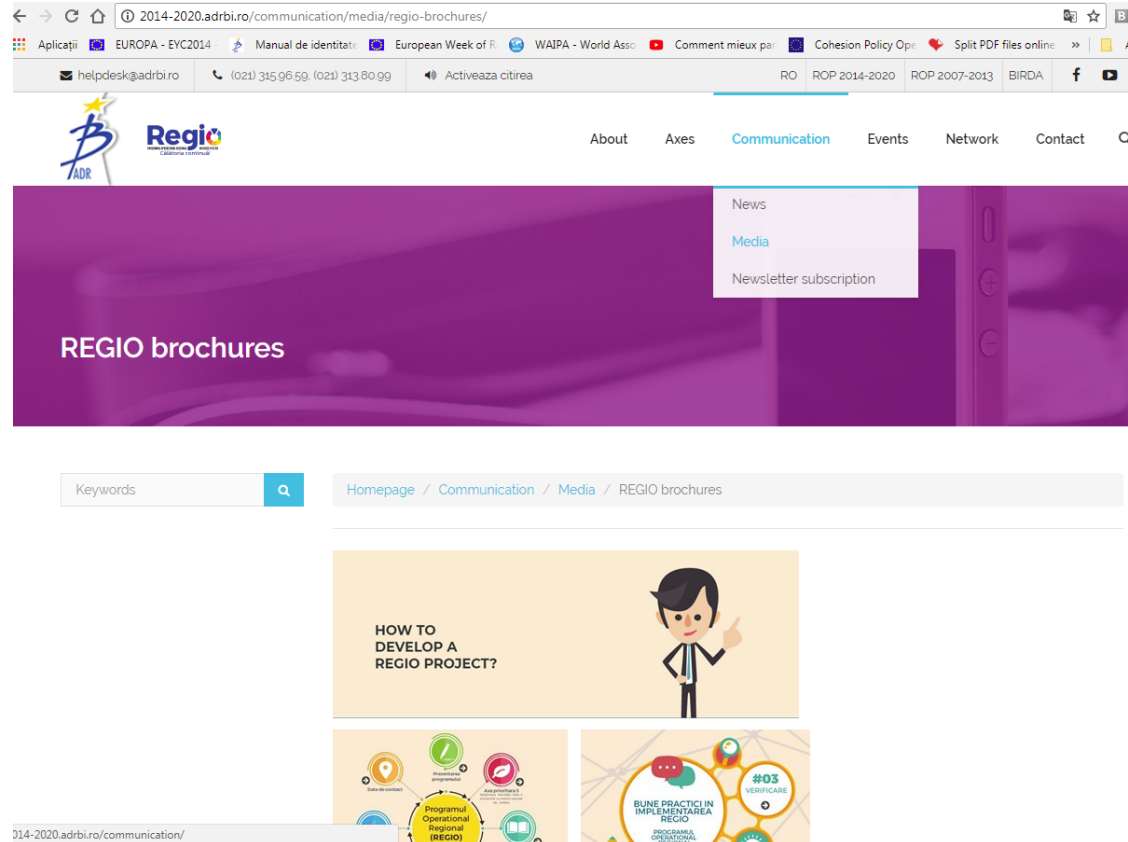
FROM PRINTED ...



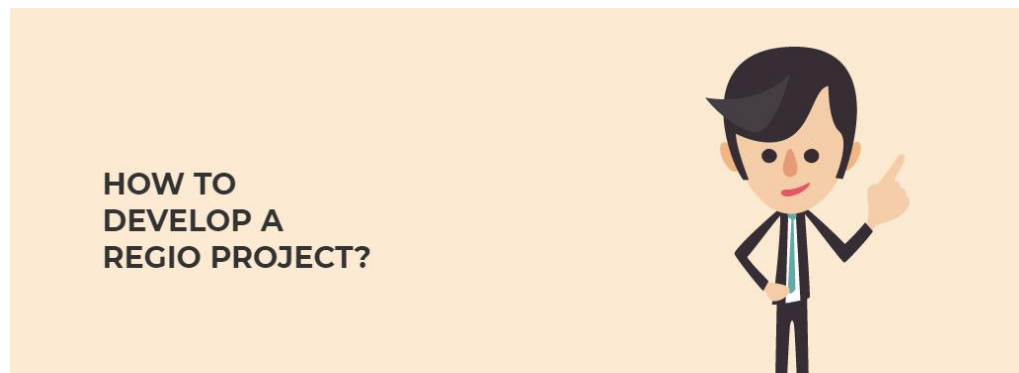
... TO SOMETHING ELSE

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

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



AN ELECTRONIC 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://goo.gl/yARxzD>

OTHER ELECTRONIC BROCHURES



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



THANK YOU FOR YOUR ATTENTION!

BUCHAREST-ILFOV REGIONAL DEVELOPMENT AGENCY

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București - Ilfov