

**Interreg  
Europe**



European Union | European Regional Development Fund



*Sharing solutions  
for better regional policies*

# Communication requirements



# COMMUNICATION APPROACH



# Three clear principles

- **Harmonised communication**
  - On 'Interreg' level; on project level
  - Less visual 'chaos', increased impact on visibility
  
- **Integrated communication**
  - Strategic level: communication integrated into project planning & implementing => AF summary
  - Operational level: project & programme communication better integrated esp. online
  
- **Sustainable & measurable communication**
  - Only producing what is necessary to meet com objectives
  - Think sustainable: what is necessary to print, what does it add?



**WHAT'S THE MINIMUM?**

# Regulation says, Programme says



## EU regulation 1303/2013 articles 115-117 and Annex XII

- Use EU emblem, ref to European Union, ref to ERDF
- Short description of project, incl. aims & results, financial support, on beneficiary's website
- A3 poster describing project, in 'location readily visible to the public'
- Use your project branding – you're covered!
- Work on your project pitch; link to your Interreg Europe website
- Use/adapt the programme template – careful not to delete required info!



## EU emblem

Use (1) EU emblem, (2) ref to European Union, (3) ref to ERDF



## Project brand





# Website

Short description of project, incl. aims & results, financial support, on beneficiary's website

e.g.

[www.uudenmaanliitto.fi/en/projects/i eer\\_boosting\\_entrepreneurial\\_ecosystems\\_for\\_young\\_entrepreneurs](http://www.uudenmaanliitto.fi/en/projects/i eer_boosting_entrepreneurial_ecosystems_for_young_entrepreneurs)

Helsinki-Uusimaa Region | Regional Council | Development and Planning | Cooperation and Networking | **Projects** | News

Front page > Projects > iEER – Boosting Entrepreneurial Ecosystems for Young Entrepreneurs

**iEER – Boosting Innovative Entrepreneurial Ecosystem in Regions for Young Entrepreneurs**

For more information, please contact:  
> Chang, Christine  
> Schroderus-Nevalainen, Andrina

> iEER at Interreg Europe website

**iEER**  
Interreg Europe

European Union  
European Regional Development Fund

iEER aims to define smart paths and solutions for partners to boost and orchestrate regional entrepreneurship ecosystems supporting young entrepreneurs. The Helsinki-Uusimaa Regional Council is the lead partner of the project.

Projects

NSB CoRe – North Sea Baltic Connector of Regions

**iEER – Boosting Entrepreneurial Ecosystems for Young Entrepreneurs**

Project info  
News  
Partners  
Contacts

BRIGDES – Bridging competence infrastructure gaps and speeding up growth and jobs delivery in regions

Climate-KIC

PASSAGE – Low Carbon Economy in Maritime Regions

- Work on your project pitch; link to your Interreg Europe website

- **Update your project website at least every 6 months**



## Poster

A3 poster describing project, in  
'location readily visible to the public'

NOT:

- roll-up
- TV screen
- ...

You can:

- Edit
- Translate
- Add partner logos

**DO NOT REMOVE COMPULSORY  
INFORMATION**

Poster requirements will be checked  
by FLC

**CLUSTERIX 2.0**  
Interreg Europe

Clusterix 2.0 empowers policymakers to help clusters fulfill their strategic roles as drivers of smart regional ecosystems within a competitive Europe in the dynamic environment of global innovation and collaboration.

[www.interreurope.eu/clusterix2](http://www.interreurope.eu/clusterix2)

An interregional cooperation project for improving innovation delivery policies

Support partners

- scopus, The Business Agency of Lower Austria (AT)
- Randers Innovation & Entrepreneurship (BE)
- Regional Development Agency Ostrava (CZ)
- Region of Southern Denmark (DK)
- Regional Council of Auvergne (FR)
- West-Pannon Regional and Economic Development Public Nonprofit Ltd. (HU)
- EDM Suedtiroel - Alto Adige (IT)
- INMA - National Institute of Research - Development for Machines and Insulations designed to Agriculture and Food Industry (RD)
- North-East Regional Development Agency (RO)
- Lund University (SE)
- Region Skåne (SE)

Research & Innovation

1.81 M ERDF

Apr 2016 Mar 2021

European Union European Regional Development Fund





# **PUBLICITY MATERIAL/GIFTS**



# Gifts and giveaways

**Only produce what is necessary for achieving communication objectives!**

**‘Gifts’** e.g. bottle of wine as gift for a speaker, bunch of flowers = NOT ELIGIBLE EXPENDITURE

Adding logo  publicity material

**‘Communication material’** = pre-approval from JS required; max EUR50 per recipient

No branded towels, umbrellas, walking sticks unless justified part of communication campaign



# Resources

## **Programme manual v. 3 (updated Sept 2016)**

[http://www.interregeurope.eu/fileadmin/user\\_upload/documents/Call\\_related\\_documents/Interreg\\_Europe\\_Programme\\_manual.pdf](http://www.interregeurope.eu/fileadmin/user_upload/documents/Call_related_documents/Interreg_Europe_Programme_manual.pdf)

## **Programme communication kit:**

- **Branding guidelines**
- **Logo files (project & EU flag)**
- **A3 Poster template**
- **Ppt template (to be modified by project)**
- **Project website documentation**

[https://drive.google.com/drive/folders/0B\\_2u8LvpD\\_IzQndsY19rUFFzSFk](https://drive.google.com/drive/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk)

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**Thank you!**

Questions welcome



Interregeurope