

European Union | European Regional Development Fund



Communication requirements & reporting

Irma Astrauskaite

Communication coordinator

Communication workshop - Barcelona - 30 May 2017



MEET THE TEAM

Communications team





Irma Astrauskaitė Coordinator - Communication and

Contact Points



Petra Polášková Communication Officer



Raluca Toma Communication Officer (maternity leave)



Miia Itänen Communication Officer



Laura Uotila Communication Officer



Joséphine Mazy Communication Assistant

How & when to contact us

Directly – LP/Communication manager

- For any website-related matters
- Within project partnership, all queries channelled through communication manager/LP

In CC

For any communication-related matters

In all cases

Cc your PO/FO/LP



COMMUNICATION REQUIREMENTS

Regulation says:



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

- Use EU emblem, ref. to European Union and ERDF
- Short description of project, incl. aims and results, financial support, on beneficiary's website
- A3 poster describing project in "location readily visible to the public"

Programme checklist



Checklist of publicity requirements					
 Logo set used 	Required				
 All partner institutions inform about project on their website (if such website exists) 	Required				
 All partner institutions' websites linked to Interreg Europe/ project website 	Recommended				
 All partner institutions place the A3 project poster at a readily visible place at their premises 	Required				
 ERDF support mentioned on all documents used for the public or the participants in the project's operations/activities 	Required				
 Project website updated at least once every six months 	Required				
 Disclaimer present in project publications 	Required				

EU emblem & project logo



EU emblem



European Union European Regional Development Fund

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

BID-REX

Project brand



European Union European Regional Development Fund

Download brand guidelines: http://www.interregeurope.eu/about-us/logo/

Project partner's website

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

e.g.

③ www.uudenmaanliitto.fi/en/projects/ieer_boosting_entrepreneurial_ecosystems_for_young_entrepreneurs





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 empowers policymakers to help clusters fulfil their strategic roles as drivers of smart regional ecosystems within a competitive Europe in the dynamic environment of global

www.interregeurope.eu/clusterix2

An interregional cooperation project for improving innovation delivery policies

Project Partners

ecoplus. The Business Agency of Lower Austria (AT) Flanders 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) IDM Suedtirol - Alto Adige (IT) INMA - National Institute of Research - Development for Machines and Installations designed to Agriculture and Food Industry (RO) North-East Regional Development Agency (RO) Lund University (SE) Region Skåne (SE 1.81 M European Unior ERDF European Regional Development Fu





Public has to see it







EU contribution!



Disclaimer



- Article 12 (2) of the subsidy contract
- Not required on any publication presenting information from application
- Required for any project publication presenting new content (eg policy recommendations, good practice guide...)

"...reflects the author's views; the programme authorities are not liable for any use that may be made of the information contained therein..."

Each project website footer: included already

Update your project website

← → C (i) https://www.interregeurope.eu/symbi/



Industrial Symbiosis for Regional Sustainable Growth and a Resource Efficient Circular Economy

NEWS EVENTS CONTACTS LIBRARY

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Project summary

INDUSTRIAL SYMBIOSIS FOR A RESOURCE EFFICIENT ECONOMY

SYMBI project will contribute to improve the implementation of regional

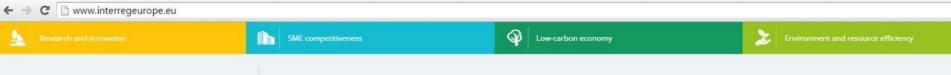


Subscribe now

Integrated webspace

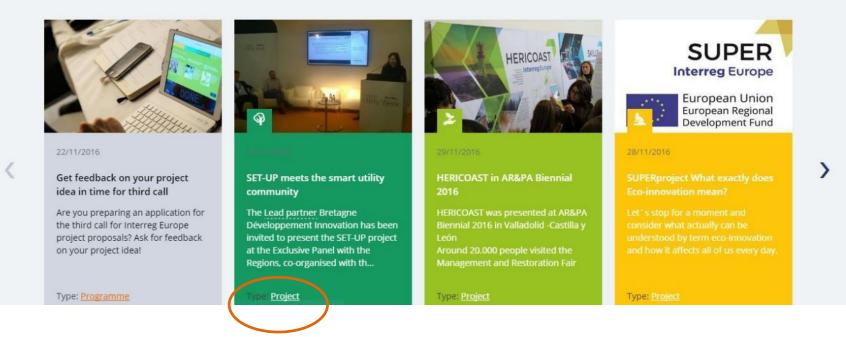


Project news visible on home page



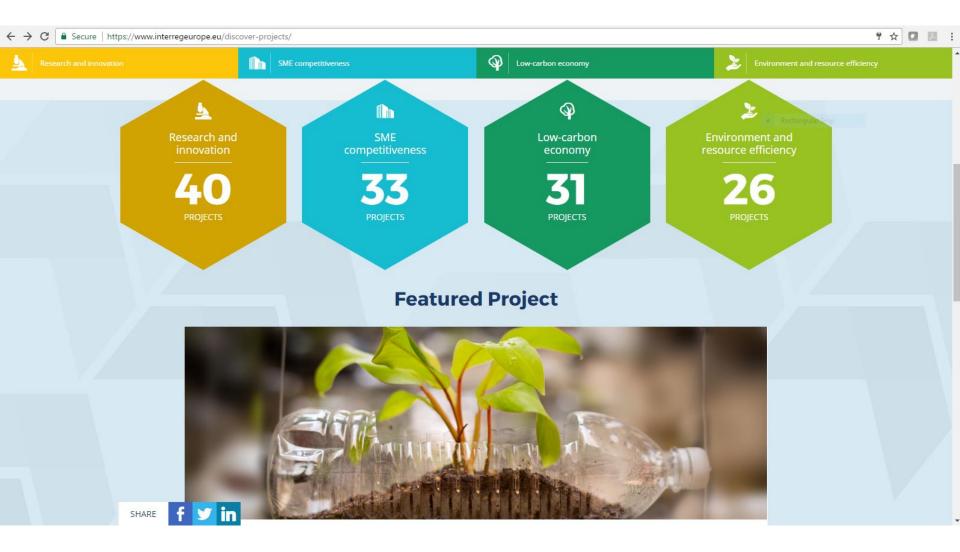
Latest News

The most recent programme updates along with policy news and other relevant stories



Discover projects







Copy rights of your photos

Space TEchnology with Photonics for market and societal challenges

💾 Night Light Kick Off Meeting

06/03/2017 - 08/03/2017 Programme Kick Off Meeting March 6 – 8 Type: Project



回 First Stakeholder Meeting of the Le

27/03/2017

The first Stakeholder meeting of the Lead partner **Type:** Project



🖰 NightLight Photo-Painting-Wo

05/05/2017 - 07/05/2017

Luxembourg invites you! We are organising
Type: Project



💷 Launch of ENHANCE

15/02/2017 On February 7th and 8th/2017, the partners of EN Type: Project



🛗 Night Light 2nd Policy Learnin

06/06/2017 - 08/06/2017

Type: Project



REMEMBER

19

Three clear principles



Harmonised communication

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

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 EUR 50 per recipient

No branded giveaways unless justified part of communication campaign

Project branding



- Project logo
- Colour of the topic

No need to confirm designs with Secretariat!

ATM for SMEs				BIO4ECO Interreg Europe		HERICOAST	
	BUILD2LC			SMART-MR Interreg Europe	REBUS Interreg Europe		
	BID-REX	SKILLS+ Interreg Europe					
		SET-UP	S3Chem			RECIO-MOB	OSIRIS Interreg Europe
ZEROCO2 Interreg Europe				CESME			SWARE Interreg Europe
				Destination SMEs		P2L2 Interreg Europe	IEER
	CLUSTERIX 2.0	CD-ETA Interreg Europe					
		TRIS Interreg Europe					











Project brochure v1

About our project

EV Energy is a project under the European Commission's programme for interregional cooperation Interreg Europe. The project's total budget is € 1,049,797 out of which the European Regional Development Fund (ERDF) co-finances 85%.

The project aims to prepare cities for a transltion from fossil driven energy towards fair priced, decarbonised, clean and integrated resources and mobility systems in urban areas. It focuses on the integration of electric vehicles and renewable energy through ICT solutions. EV Energy is a partnership of experienced cities and regions, transferring the most appropriate policies and actions to accelerate this transition.

Low-carbon

economy



Lead partner:



Partners:



Green IT Amsterdam julie.chenadec@greenitamsterdam.nl

www.Interregeurope.eu/evenergy



This publication has been produced with the financial assistance of the European Union under the ERDF's Programme for interregional cooperation interreg Europe. The content of this document is the sole responsibility of the EV Energy project consortium and can under no circumstances be regarded as reflecting the position of the European Union or of the funding Programme.







Electric Vehicles for City Renewable Energy Supply

Project bro[®]chure v1

Context



European targets

In 2014, the European Council agreed on the "2030 Climate and Energy Framework" containing the new EU-wide targets on greenhouse gas reductions, renewable energy consumption and energy efficiency for the period between 2020 and 2030. To achieve these ambitious targets, policy change seeking a decarbonisation of the energy and mobility sector is of prime importance.



Urban challenges

Cities are the main energy consumers, but also offer the greatest opportunities for change. Two Important technologies are currently gaining momentum in European cities: Electric vehicles (EVs) and renewable energies. Both technologies offer a high potential for cilmate change mitigation. Thus, their intelligent integration into the energy and mobility system is crucial.



How does EV Energy address those challenges?

EV Energy analyses and develops Innovative policies that promote renewable energies, electric mobility and the use of ICT for their integration. Through interregional policy learning, the most appropriate policies are transferred to cities, regions and partner countries and subsequently implemented. Identified best practices and policies are further disseminated for the benefit of the widest possible audience.

Tags Urban Energy Transition Innovative Technologies Green Energy Policies Electric Mobility Renewable Energy Transfer of Best Practices

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Project Tasks and Objectives

- Establish a network of cooperation among stakeholders within and across regions.
- Identify and assess regional best practices and policies related to electric mobility, renewable energy and ITC solutions for their integration.
- Exchange and transfer best practices and policies in between cities, regions and partner countries.
- Record a set of policies within a framework of topics, along with measured actions and conditions for implementation.
- Create a shortlist of policy options for achieving regional and national objectives.
- Improve policy strategies and implement regional action plans.

Project brochure v2

About our project

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Lead partner:

Greent amsterdam region

Partners:



Contact:

Julie Chenadec Green IT Amsterdam julie.chenadec@greenitamsterdam.nl

> www.Interregeurope.eu/evenergy @EVEnergyEU | #EVEnergy



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European Union European Regional





Electric Vehicles for City Renewable Energy Supply

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Project brochure v2

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Project Tasks and Objectives

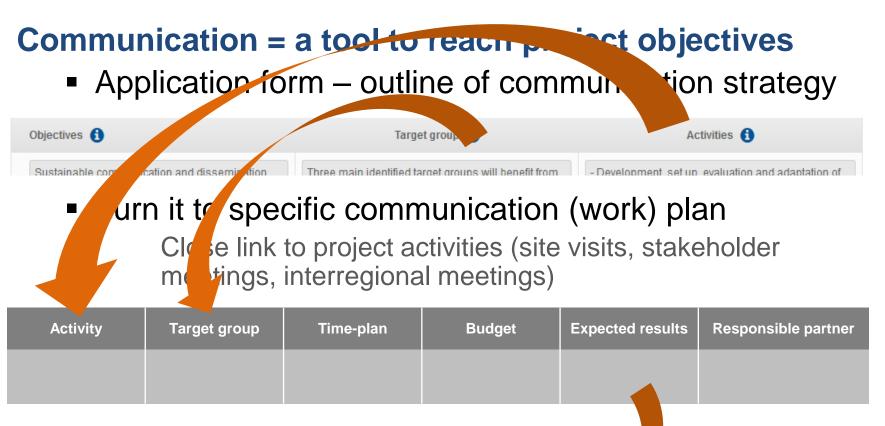
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WHAT AND HOW TO REPORT?

Communication strategy





Monitor and evaluate your communication activities

2 programme indicators Set your own indicators

Progress reporting



- Required communication indicators
- Storytelling
- Internal project communication monitoring





Number of appearances in media (for example the press)

- 'Earned news' not 'own news'
- Media, not social media
- Number: in progress report
- Evidence: on your project website

Media folder on your website





Type: Project





Media appearances

03/10/2016

Folder contains iEER media appearances in partner regions

Type: Project



Join the conversation on LinkedIn

What do you think needs to be done to improve services to startups? Join iEER LinkedIn group to discuss and network with others working with startup support.



JOI 22 SEPTEMBRE 2016 11 17 SCRIS DE ZUA DE VEST ACCESÁRI 401

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C 4

Acasā Actualitate Eveniment Politică Editorial Administratie Sport Monden

Gheorghe Seculici: "Camera de Comert Arad vrea să dezvolte clustere de creativitate și initiativă pentru tinerii antreprenori"



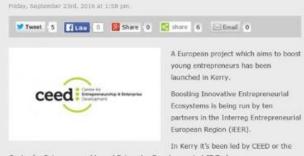
Conducerea Camerei de Comert, Industrie și Agricultură Arad a participat astăzi la o întâlnire cu tineri antreprenori, organizații de sprijin a afacerilor, universități din Regiunea Vest și reprezentanți ai Agenției pentru Dezvoltare Regională, la sedul ADR Vest. Evenimentul a avut loc în contextul în care ADR Vest, în calitate de partener în cadrul unui consorțiu format din 10 regiuni europene, derulează inițiativa IEER - Sprijinirea noriatului în nândul tinerilor prin politici la nivel regional, finanțat prin Programul Interreg Europe. Obiectivul este acela de a identifica și implementa soluții care să sprijine dezvoltarea de afaceri noi, în special în rândul tinerilor și creșterea implicită a locurilor de muncă. Cu această ocazie, Camera de Comert, Industrie și Agricultură Arad și-a manifestat esta fermă de a li cooptată în Grupul Local de dezvoltare de politici publice în domeniul

An online article in Ziua de Vest (West Region Romania) published 22.9.2016.



NEWS

European project aiming to boost entrepreneurs is launched in Kerry





Speaking on In Business on Radio Kerry, Cathy Giles, iEER Coordinator at CEED explained what the project is about.



iEER podcast on radio Kerry 23.9.2016

iEER partner ITT Tralee discussing the project on radio Kerry on 23 September 2016.



Pictured at the launch the Interreg Entrepreneurial European Region (IEER) Project at the Ballygarry House Hotel on Monday were in foreground: Noel Spillane, South Kerry Development and Brendan Griffin TD, Catherine Kanne, Cathy Giles, Project Coordinator - (EER, Anne Looney, MEP Sean Kelly, Brid McElligott, IT Tralee, Oliver Murphy, IT Tralee and Con Stack, Tricel,

38 iEER launch 4743.3pg Copyright Kerry's Eye Newspaper

19 Sep 2016

E m f Get Like Share 0

Email to a Friend

https://www.interregeurope.eu/ieer/library/

Kerry's Eye 19.9.2016 An article in Kerry's Eye newspaper 19.9.2016





Culturā Sănătate Ediția tipărită Turism

- Ziua de Vest 22.9.2016
- 03 10 2016 Met Eireann h Code Level Ora warning for more Cork cider wins Supre Award at Blas na hEirea House prices in Kerry ris
- percent of 10 2016

RELATED STORIES

e Back

Kerry people asked to donate blood this week 02 10 2016

Kerry

- Almost C600,000 in capital grant funding announced for TT Tralee 20 09 2016
- Kerry women interested in setting up a business urged to attend upcoming event 30 09 2016
- European Commission says waste water needs to be properly treated in Tralee and Killarney 29 09 2016
- Largest infestation of Portuguese Men O'War in 100 years anticipated along Kerry coastline 29 09 2015
- Kerry and Cork still the favourite. destination for domestic tourists 28 09 2016
- 33 Kerry towns and villages take part in this year's Tidy Towns 26 09 2016

Lithuania, September 2016

Projektas "SUPER" ekoinovaciju kurimo, pletros bei tarptautiskumo skatinimas

http://www.inovacijos.lt/lt/naujiena/id/projektas super ekoinovaciju kurimo pletros be i tarptautiskumo skatinimas/tp/naujienos/







Average number of sessions at the project pages per reporting period

- Measured by Google Analytics, report sent monthly to Web admins (LP, Com manager, etc.)
- Monthly report cumulated, six-monthly figure reported

Storytelling



Think of a story from each reporting period to share with us

Progress report => tell us what you are proud of

Specific activity Engagement of partners or stakeholders Testimony from a policymaker

1.2 Storytelling

What are you particularly proud of in this reporting period?

If possible, please develop one aspect of your project you have found particularly interesting during this reporting period (e.g. specific activity, exchange among partners, testimony from a stakeholder). Do not hesitate to use quotes or interviews, or insert a link to a picture, video or any other means which could provide a lively illustration of this aspect.

Internal project monitoring

Evaluation of communication strategy requires further metrics

- For example:
- Number and nature of participants at events
- Number of newsletter subscribers
- % of satisfied participants at events
- % of stakeholders aware of project activities
- Session duration on website
- Number of likes, shares, mentions on social media

Be ready to tell us about your communication implementation if we ask!



RESOURCES

Useful links



Implement a project

http://www.interregeurope.eu/projects/implement-a-project/

Programme manual v. 3 (updated Sept 2016)

http://www.interregeurope.eu/fileadmin/user_upload/documents/Call_rela ted_documents/Interreg_Europe_Programme_manual.pdf

Guidance videos on reporting

http://www.interregeurope.eu/projects/implement-a-project/#reportactivities

Project communication kit:

https://drive.google.com/drive/folders/0B_2u8LvpD_lzQndsY19rUFFzSFk

Communication toolkit



- Project logo
- Poster
- Powerpoint template
- Website

https://docs.google.com/document/d/17HOMVZMT8hF_FKi BI7Z2hyx4tI1_oEwLclUYT92mLgU/edit

Help and support



Frequently asked questions (FAQ) page:

http://www.interregeurope.eu/projects/guidance/projectwebsites/

Research and Immosphere	SWE compositiveness	Q Low carbon economy	Environment and resource efficient		
Help p	websites	Printable guide			
Introduction	Style of your c	ontent	how to edit your project website.		
Administration r	ints > . Is there a style guide I have to	n fullen?	Download		
Style of your con	tent 💙				
Key tips for edition	How to make my texts easy t What to avoid?	o read/	Interreg Europe online style guide		
About the project	>		and the second second		
News	 How to organise my content. 		Download the online style guide - rules that all content editors have to		
Events	How to encourage people to		tollow.		
Contacts	Where can I find images for r	ny project website?	Download		
Library					
Sidebar	Is there a style guide I have	to follow?	Help		
Extra pages	Yes, there is. Your project webs		You could not find the answer to		
Heigt and suppor		to ensure a certain coherence for our	your question? Then contact your communication officer.		
	So as a content editor, you sho	uld follow specific style guide rules	Contact now		

Where to find pictures?



- Maybe you or your colleague is a talented photographer and can provide some pictures or could take one for your project needs?
- Maybe your institution has a library of images? You can check also EU database: <u>http://ec.europa.eu/avservices/photo/index.cfm?sitelang=en</u>
- Use the online databases

Few links to the databases (paid and free) of images:

http://deathtothestockphoto.com/about/ https://www.pexels.com/ https://pixabay.com/ http://www.istockphoto.com/fr https://eu.fotolia.com/ http://www.stockfreeimages.com/ http://www.freeimages.com/ https://unsplash.com/ (10 high resolution photos download per day) http://foter.com/



TIME FOR QUESTIONS





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Thank you!

www.interregeurope.eu

