Interreg Europe

European Union | European Regional Development Fund

Sharing solutions
for better regional policies

Communication requirements & reporting

Irma Astrauskaite

Communication coordinator

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

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

BID-REX
Interreg Europe

Project brand

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

e.g.

- Link to your project website!

Poster

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

NOT:

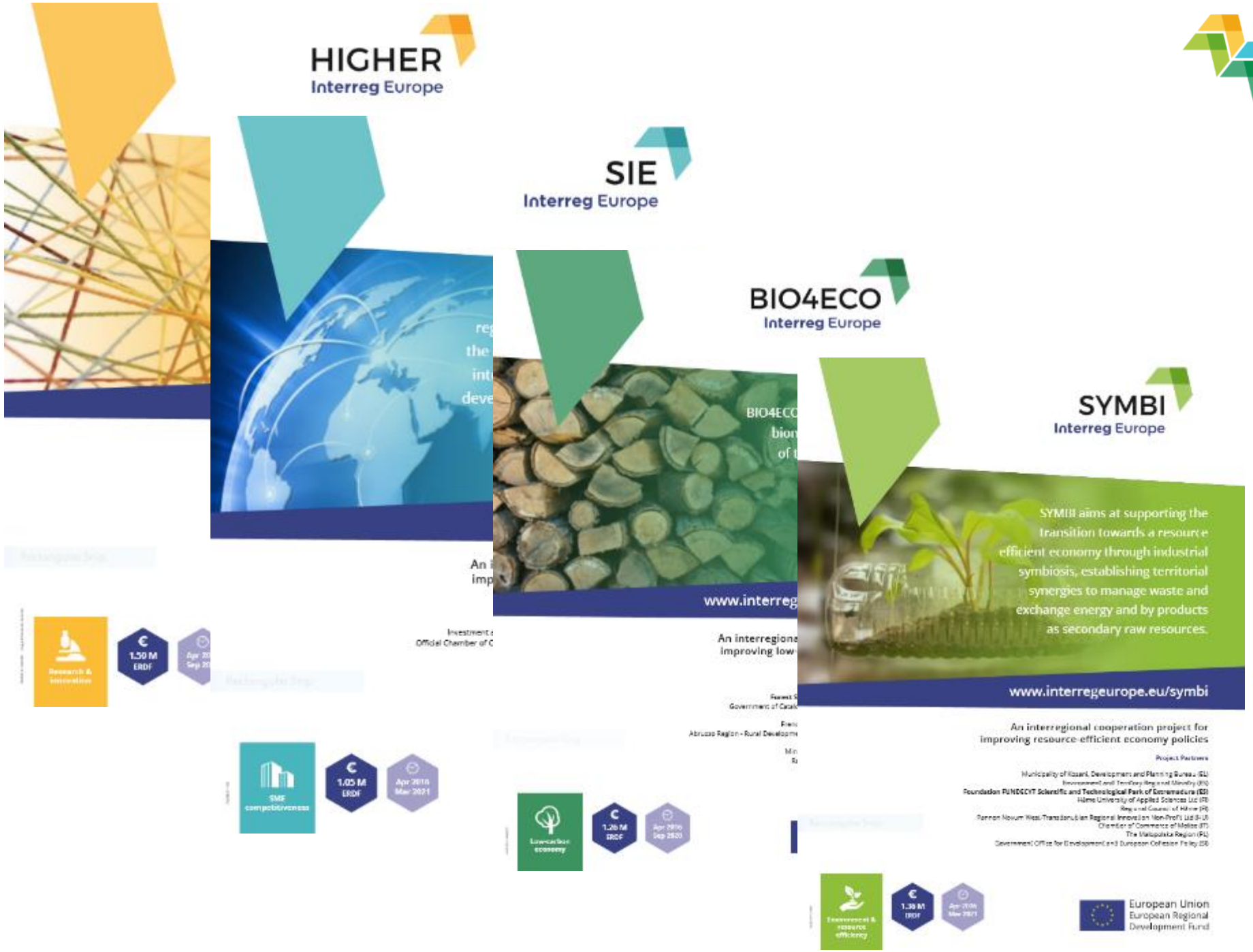
- roll-up
- TV screen

You can:

- Edit
- Translate
- Add partner logos

DO NOT REMOVE COMPULSORY INFORMATION

Poster requirements will be checked by FLC


HIGHER
Interreg Europe
SIE
Interreg Europe
BIO4ECO
Interreg Europe
SYMBI
Interreg Europe
SYMBI aims at supporting the transition towards a resource efficient economy through industrial symbiosis, establishing territorial synergies to manage waste and exchange energy and by products as secondary raw resources.
www.interregeurope.eu/symbi
An interregional cooperation project for improving resource efficient economy policies
European Union
European Regional Development Fund

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…)

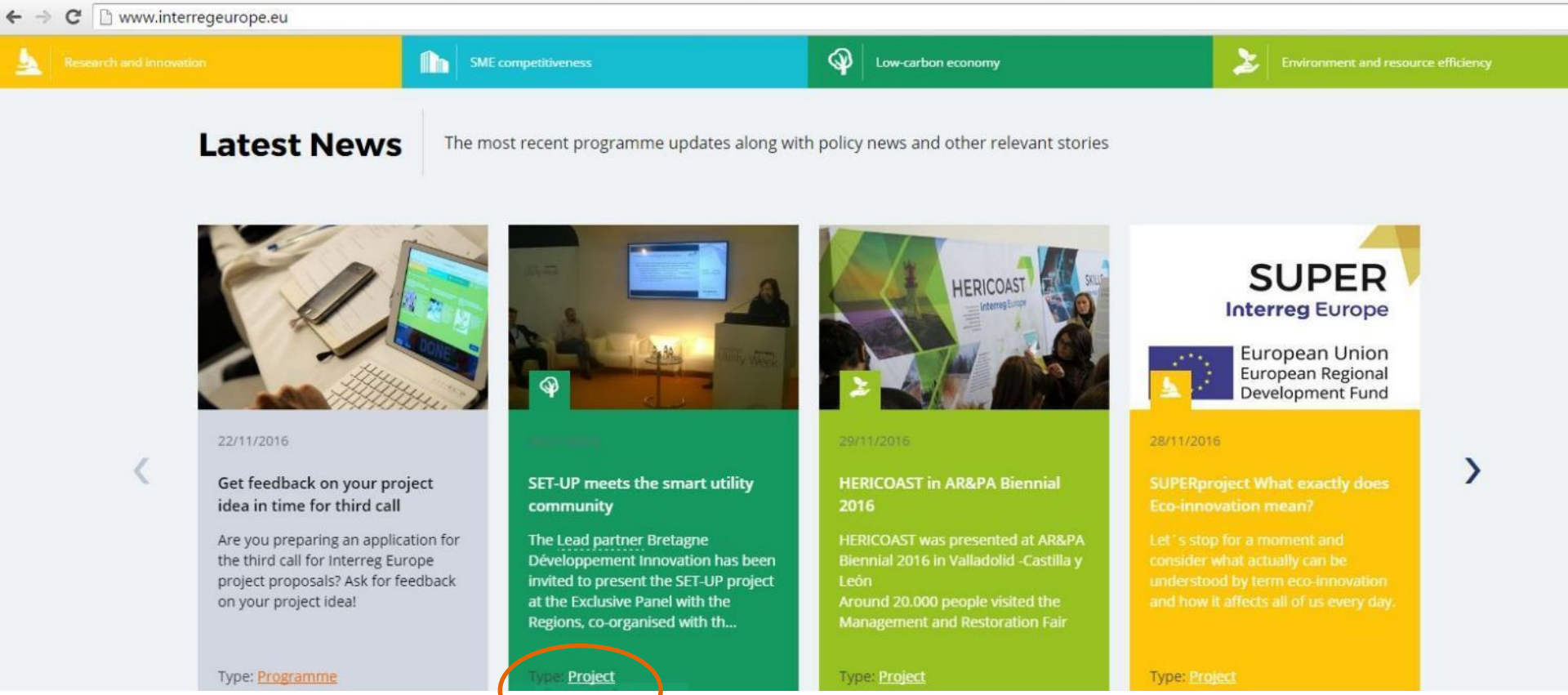
  "…reflects the author's views; the programme authorities are not liable for any use that may be made of the information contained therein…"

- **Each project website footer:** included already

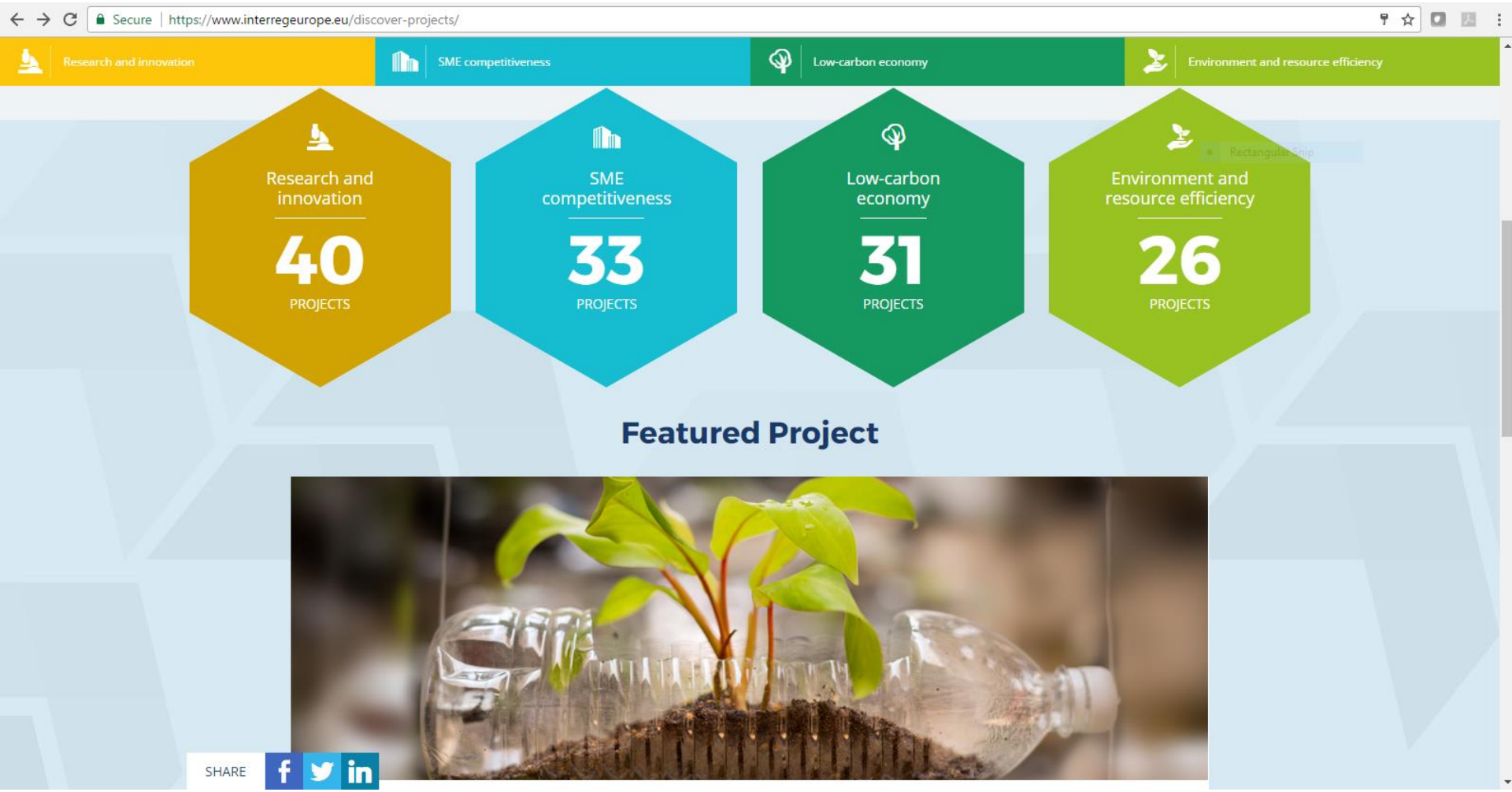
Update your project website

Integrated webspace

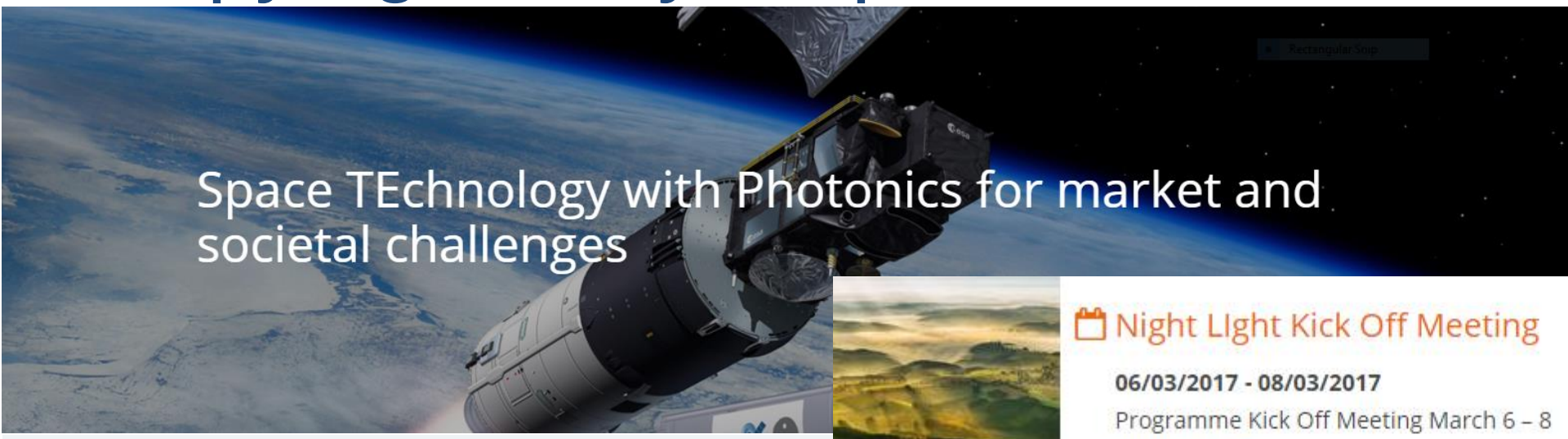
Project news visible on home page



Discover projects



Copy rights of your photos



First Stakeholder Meeting of the Le

27/03/2017

The first Stakeholder meeting of the Lead partner

Type: Project

Launch of ENHANCE

15/02/2017

On February 7th and 8th/2017, the partners of EN

Type: Project

Night LIght Kick Off Meeting

06/03/2017 - 08/03/2017

Programme Kick Off Meeting March 6 – 8

Type: Project

NightLight Photo-Painting-Wo

05/05/2017 - 07/05/2017

Luxembourg invites you! We are organising

Type: Project

Night Light 2nd Policy Learnin

06/06/2017 - 08/06/2017

Type: Project

REMEMBER

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
HIGHER
PURE COSMOS
FINERPOL
BIO4ECO
ERUDITE
HERICOAST
RuralGrowth
HELIUM
BUILD2LC
SME ORGANICS
SmartPilots
SMART-MR
REBUS
INTHERWASTE
PASSAGE
Social Green
BID-REX
SKILLS+
INNOGROW
S34Growth
RETRACE
Beyond EDP
RESOLVE
UpGradeSME
SIE
SET-UP
S3Chem
RESET
ESSPO
REGIO-MOB
OSIRIS
ZEROCO2
InnoBridge
CISMOB
SYMBI
CESME
TRINNO
INKREASE
SWARE
NICHE
INTRA
CHRISTA
SUPER
Destination SMEs
IMPACT
P2L2
iEER
CRE:HUB
CLUSTERIX 2.0
CD-ETA
BRIDGES
SPEED UP
TITTAN
SOCIAL SEEDS
NMP-REG
HoCare
LAST MILE
TRIS
TRAM
COMPETE IN
RATIO
LOCARBO
CLUSTERS3
Interreg Europe

Research and innovation
Information and commu-nication technologies
Competitiveness of SMEs
Low-carbon economy
Combating climate change
Environment and resource efficiency
Sustainable transport
Employment and mobility
Better education, training
Social inclusion
Better public administration

Research and innovation

SME competitiveness

Low-carbon economy

Environment and resource efficiency

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 **transition** 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.

1 Jan 2017
30 Jun 2021

€ 0.89 M
ERDF

Low-carbon economy

Lead partner:

Greenit
amsterdam region

Partners:

Cambra de Comerç de Barcelona

EUR
LA CITTÀ nella CITTÀ

ANCI LAZIO

ktu kaunas university of technology

Province of Flevoland

Tillväxt- och regionplaneförvaltningen
Growth and Regional Planning

Contact:

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www.interregeurope.eu/evenergy
@EVEnergyEU | #EVEnergy

EV Energy
Interreg Europe

European Union
European Regional Development Fund

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.

European Union
European Regional Development Fund

EV Energy
Interreg Europe

Electric Vehicles for City Renewable Energy Supply

Project brochure 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 climate 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

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

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@EVEnergyEU | #EVEnergy

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European Union
European Regional Development Fund

EV Energy
Interreg Europe

Electric Vehicles for City Renewable Energy Supply

Electric Vehicles_v3.indd 1 9/5/17 15:12

Project brochure v2

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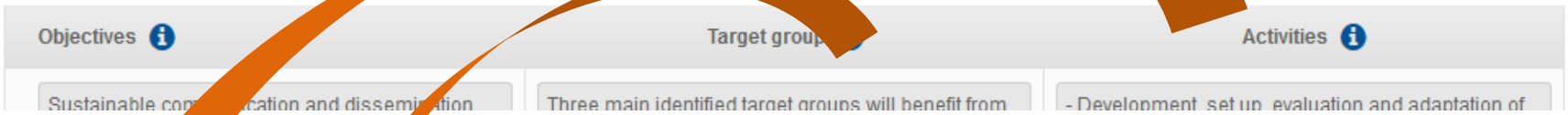
WHAT AND HOW TO REPORT?

Communication strategy

Communication = a tool to reach project objectives

- Application form – outline of communication strategy



- Turn it to specific communication (work) plan

  Close link to project activities (site visits, stakeholder meetings, interregional meetings)

Activity	Target group	Time-plan	Budget	Expected results	Responsible partner

- Monitor and evaluate your communication activities

  2 programme indicators

  Set your own indicators

Progress reporting

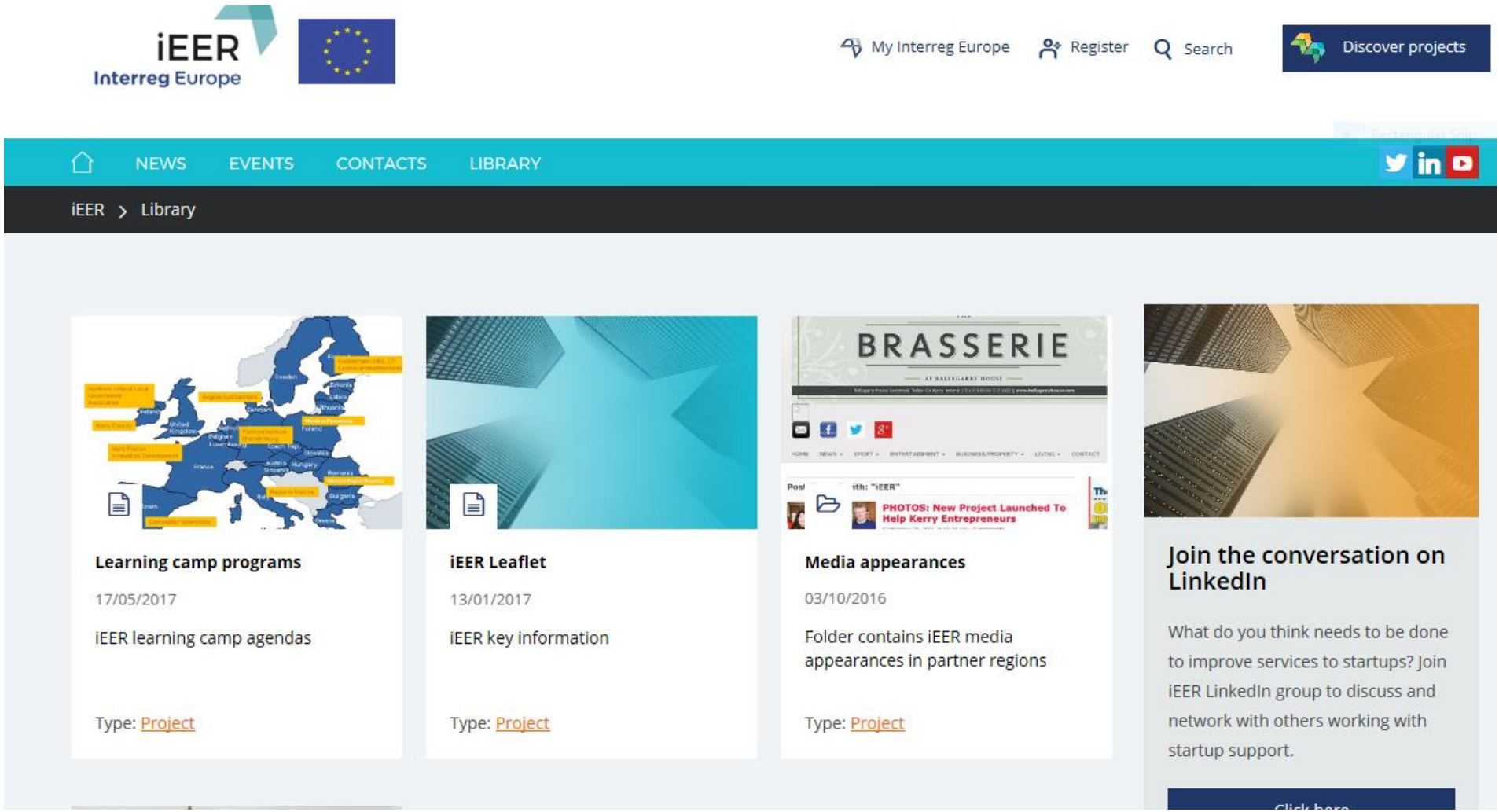
- Required communication indicators
- Storytelling
- Internal project communication monitoring

Indicator

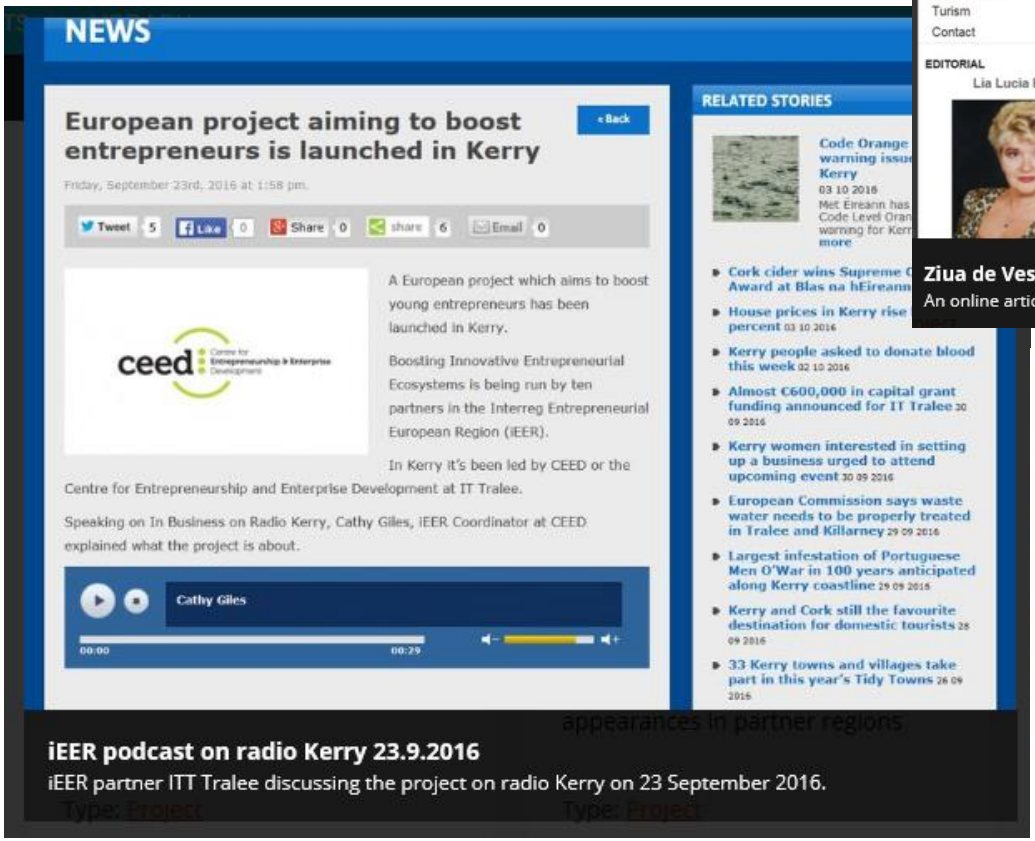
Number of appearances in media (for example the press)

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

Media folder on your website



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



iEER podcast on radio Kerry 23.9.2016
iEER partner ITT Tralee discussing the project on radio Kerry on 23 September 2016.

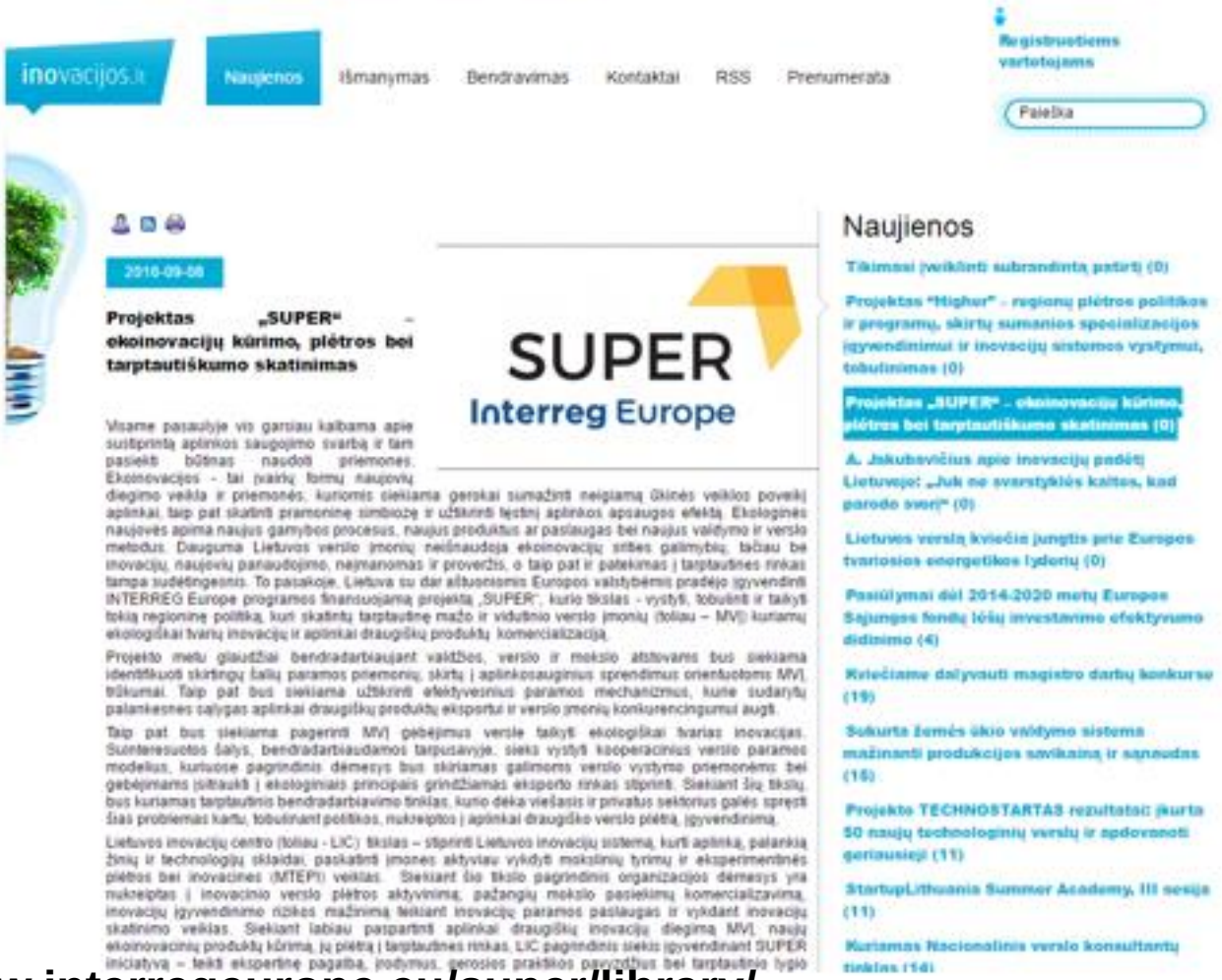
Kerry's Eye 19.9.2016
An article in Kerry's Eye newspaper 19.9.2016

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

- **Lithuania, September 2016**

Projektas "SUPER" ekoinovaciju kurimo, pletros bei tarptautiskumo skatinimas

http://www.inovacijos.lt/lt/naujiena/id/projektas_super__ekoinovaciju_kurimo_pletros_bei_tarptautiskumo_skatinimas/tp/naujienos/



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

Indicator

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

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_related_documents/Interreg_Europe_Programme_manual.pdf

Guidance videos on reporting

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

Project communication kit:

https://drive.google.com/drive/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk

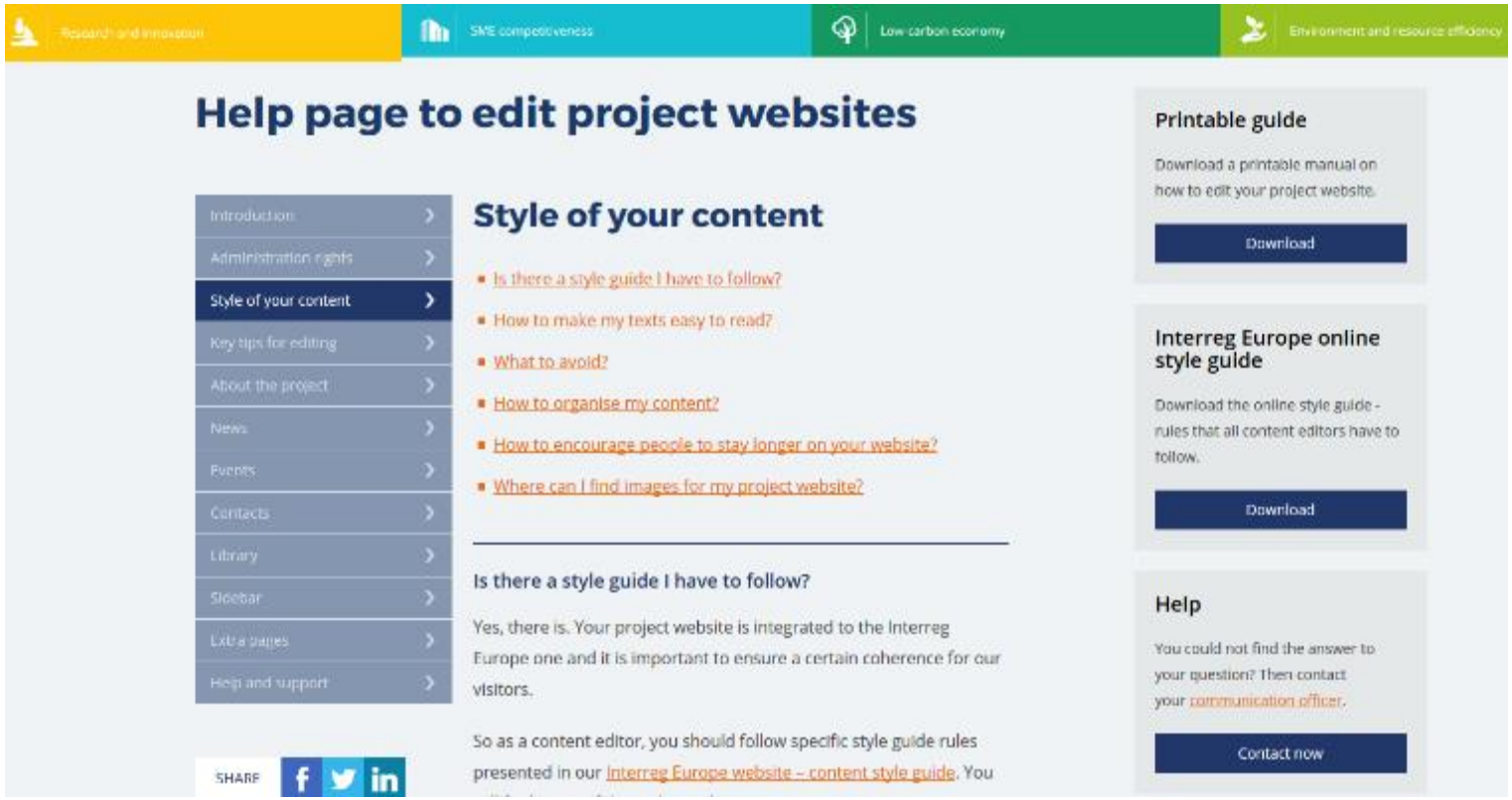
Communication toolkit

- Project logo
- Poster
- Powerpoint template
- Website

https://docs.google.com/document/d/17HOMVZMT8hF_FKiBI7Z2hyx4tI1_oEwLclUYT92mLgU/edit

Help and support

Frequently asked questions (FAQ) page:
http://www.interregeurope.eu/projects/guidance/project-websites/



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:
  http://ec.europa.eu/avservices/photo/index.cfm?sitelang=en
- 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

European Union | European Regional Development Fund

Thank you!