

**Interreg
Europe**



European Union | European Regional Development Fund



*Sharing solutions
for better regional policies*

Communication requirements & reporting

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Interreg Europe joint secretariat

Communication workshop – Dublin – 13 November 2018



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c

Photo by Giammarco Boscaro on Unsplash



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

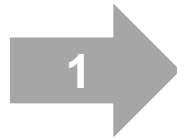
Checklist of publicity requirements		
A	Logo set used	Required
B	All partner institutions inform about project on their website (if such website exists)	Required
C	All partner institutions' websites linked to Interreg Europe/ project website	Recommended
D	All partner institutions place the A3 project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

A / EU emblem & project logo



EU emblem

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



European Union
European Regional
Development Fund



Project brand



European Union
European Regional
Development Fund

BID-REX
Interreg Europe



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



B / Project partner's website

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

e.g.

- Link to your project website!

www.uudenmaanliitto.fi/en/projects/ieer_boosting_entrepreneurial_ecosystems_for_young_entrepreneurs

The screenshot shows a website page with a navigation bar at the top containing: Helsinki-Uusimaa Region | Regional Council | Development and Planning | Cooperation and Networking | Projects | News. The main content area features a sidebar on the left with a 'Projects' section listing: NSB CoRe - North Sea Baltic Connector of Regions, iEER - Boosting Entrepreneurial Ecosystems for Young Entrepreneurs (selected), BRIGDES - Bridging competence infrastructure gaps and speeding up growth and jobs delivery in regions, Climate-KIC, and PASSAGE - Low Carbon Economy in Maritime Regions. The main content area displays the title 'iEER - Boosting Innovative Entrepreneurial Ecosystems in Regions for Young Entrepreneurs' above a large image of a crowd with the iEER logo. To the right, there is contact information for 'Chang, Christine' and 'Schristorus Nevalainen, Anniina', and a link to 'iEER at Interreg Europe website'. At the bottom right, there is a logo for 'iEER Interreg Europe' and the 'European Union European Regional Development Fund'. A footer text at the bottom states: '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.'

C / 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 fulfil their strategic roles as drivers of smart regional ecosystems within a competitive Europe in the dynamic environment of global innovation and collaboration

www.interregeurope.eu/clusterix2

An interregional cooperation project for improving innovation delivery policies

Project Partners

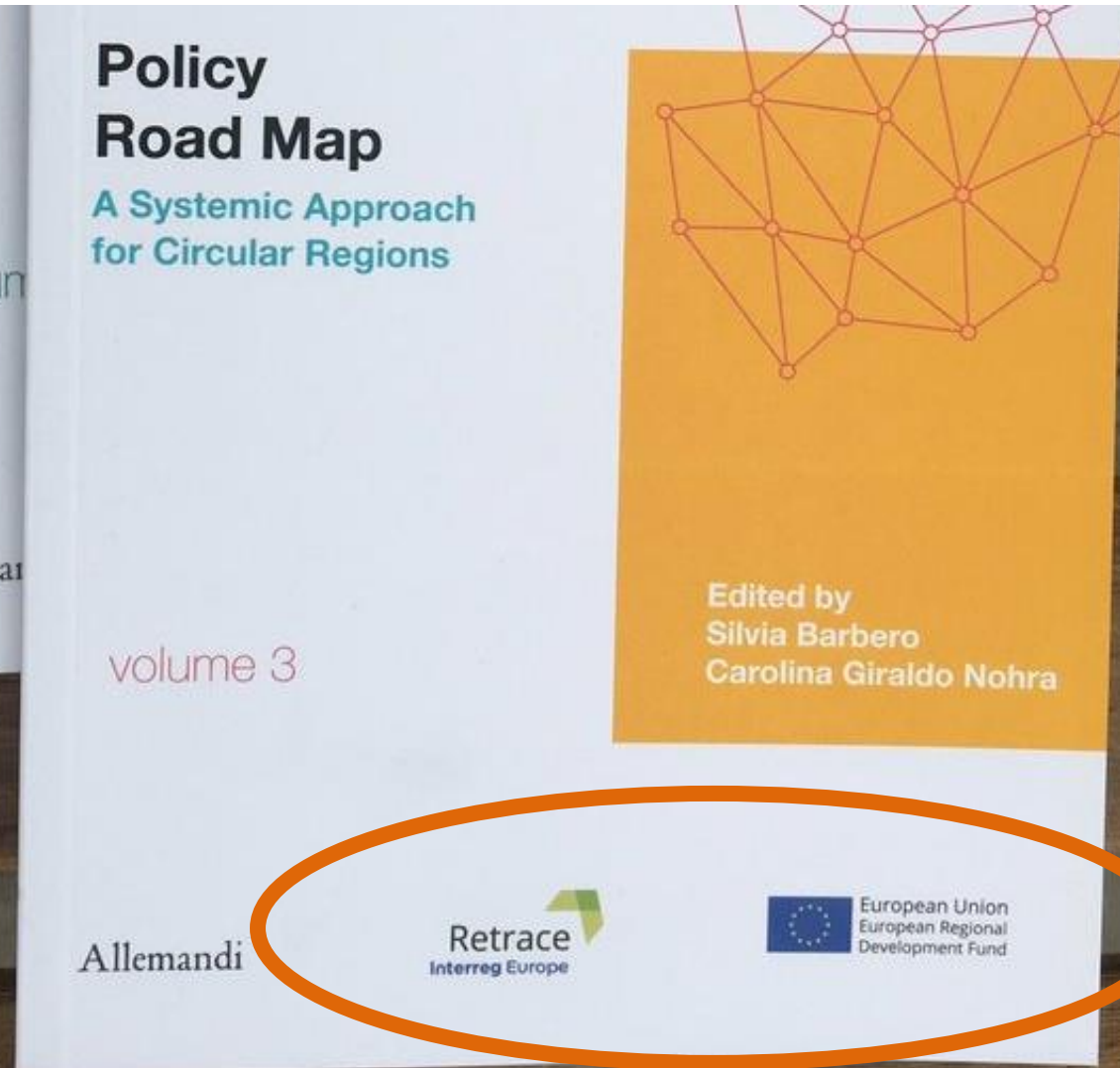
ecoplus. The Business Agency of Lower Austria (AT)
Flanders Innovation & Entrepreneurship (BE)
Regional Development Agency Ostrava (CZ)
Region of Southern Denmark (DK)
Regional Council of Auvergne (FR)
West-Pannon Regional and Economic Development Public Nonprofit Ltd. (HU)
IDM Suedtiroi - Alto Adige (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)



Public has to see it



F / EU contribution!





E / 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

G/ Update your project website



Project summary

INDUSTRIAL SYMBIOSIS FOR A RESOURCE EFFICIENT ECONOMY

SYMBI project will contribute to improve the implementation of regional development policies and programmes related to the promotion and

Sign up for the
SYMBI newsletter

Subscribe now



G / Integrated webspace


Project news visible on home page

← → ↻ www.interregeurope.eu

Research and innovation | SME competitiveness | Low-carbon economy | Environment and resource efficiency

Latest News

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




22/11/2016

Get feedback on your project idea in time for third call

Are you preparing an application for the third call for Interreg Europe project proposals? Ask for feedback on your project idea!

Type: [Programme](#)




22/11/2016

SET-UP meets the smart utility community

The Lead partner Bretagne Développement Innovation has been invited to present the SET-UP project at the Exclusive Panel with the Regions, co-organised with th...

Type: [Project](#)




29/11/2016

HERICOAST in AR&PA Biennial 2016

HERICOAST was presented at AR&PA Biennial 2016 in Valladolid -Castilla y León
Around 20.000 people visited the Management and Restoration Fair

Type: [Project](#)



28/11/2016

SUPERproject What exactly does Eco-innovation mean?

Let 's stop for a moment and consider what actually can be understood by term eco-innovation and how it affects all of us every day.

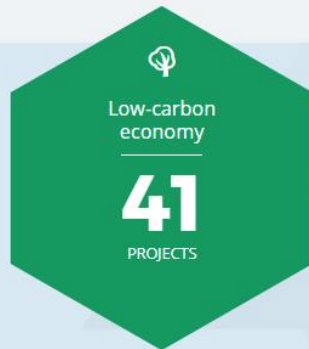
Type: [Project](#)

G / Approved projects



Research and innovation | SME competitiveness | Low-carbon economy | Environment and resource efficiency

See all projects



Featured Project





Copy rights of your photos

Space TEchnology with Photonics for market and societal challenges



📅 First Stakeholder Meeting of the Le

27/03/2017

The first Stakeholder meeting of the Lead partner

Type: Project

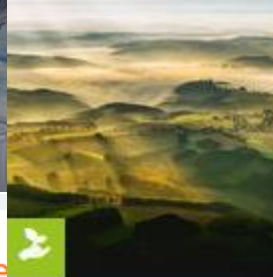


📅 Launch of ENHANCE

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-Workshop

05/05/2017 - 07/05/2017

Luxembourg invites you! We are organising

Type: Project



📅 Night Light 2nd Policy Learning

06/06/2017 - 08/06/2017

Type: Project



PROJECT BRANDING



Project branding

- Project logo
- Colour of the topic

No need to confirm designs with Secretariat!

ATM for SMEs
Interreg Europe

HIGHER
Interreg Europe

PURE COSMOS
Interreg Europe

FINERPOL
Interreg Europe

BIO4ECO
Interreg Europe

ERUDITE
Interreg Europe

HERICOAST
Interreg Europe

RuralGrowth
Interreg Europe

HELIUM
Interreg Europe

BUILD2LC
Interreg Europe

SME ORGANICS
Interreg Europe

SmartPilots
Interreg Europe

SMART-MR
Interreg Europe

REBUS
Interreg Europe

INTHERWASTE
Interreg Europe

PASSAGE
Interreg Europe

Social Green
Interreg Europe

BID-REX
Interreg Europe

SKILLS+
Interreg Europe

INNOGROW
Interreg Europe

S34Growth
Interreg Europe

RETRACE
Interreg Europe

Beyond EDP
Interreg Europe

RESOLVE
Interreg Europe

UpGradeSME
Interreg Europe

SIE
Interreg Europe

SET-UP
Interreg Europe

S3Chem
Interreg Europe

RESET
Interreg Europe

ESSPO
Interreg Europe

REGIO-MOB
Interreg Europe

OSIRIS
Interreg Europe

ZEROCO2
Interreg Europe

InnoBridge
Interreg Europe

CISMOB
Interreg Europe

SYMBI
Interreg Europe

CESME
Interreg Europe

TRINNO
Interreg Europe

INKREASE
Interreg Europe

SWARE
Interreg Europe

NICHE
Interreg Europe

INTRA
Interreg Europe

CHRISTA
Interreg Europe

SUPER
Interreg Europe

Destination
SMEs
Interreg Europe

IMPACT
Interreg Europe

P2L2
Interreg Europe

iEER
Interreg Europe

CRE:HUB
Interreg Europe

CLUSTERIX 2.0
Interreg Europe

CD-ETA
Interreg Europe

BRIDGES
Interreg Europe

SPEED UP
Interreg Europe

TITTAN
Interreg Europe

SOCIAL SEEDS
Interreg Europe

NMP-REG
Interreg Europe

HoCare
Interreg Europe

LAST MILE
Interreg Europe

TRIS
Interreg Europe

TRAM
Interreg Europe

COMPETE IN
Interreg Europe

RATIO
Interreg Europe

LOCARBO
Interreg Europe

CLUSTERS3
Interreg Europe



Research and innovation



Information and communication 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 v2

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.



Low-carbon economy

Lead partner:



Partners:



Contact:

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



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EV Energy

Interreg Europe

Electric Vehicles for City Renewable Energy Supply

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.



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.



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.

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.



WHAT AND HOW TO REPORT?



Communication strategy

Communication = a tool to reach project objectives

- Application form – outline of communication strategy

Objectives **i** Target group **i** Activities **i**

Sustainable communication and dissemination Three main identified target groups will benefit from - Development, set up, evaluation and adaptation of

- 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
- Fill in the table on the google drive

Reporting media appearances - SPEEDUP ☆

File Edit View Insert Format Data Tools Add-ons Help Last edit was made on July 22 by anol Working...

100% £ % .0 .00 123 Arial 10 B I U A

	A	B	C	D	E
1		Example			
2	Start date	01-04-2016			
3					
4	Partner numb	Publishing date	Kind of media	Name of media channel	Title in original language
5	PP03	20-05-2017	Internet portal	Siauliu krastas	Projektas gauna finansavimą
6	PP08	06-09-2016	Newsletter	ЖЕЛЕЗОПЪТЕН И ИНТЕРМОДАЛЕН ТРАНСПОРТ	Проект: Последна миля/Last Mile/
7	PP03	16-08-2016	Internet portal	edroga	W poszukiwaniu alternatywy dla auta
8	PP04	31-01-2017	TV	Stargardzka (www.stargardzka.pl)	Jak pokonać "ostatnią milę"? W poszukiwaniu alternatywy dla prywatnego samochodu С изложба и семинар „Последната

Media folder on your website



My Interreg Europe Register Search

Discover projects

NEWS EVENTS CONTACTS LIBRARY



iEER > Library



Learning camp programs

17/05/2017

iEER learning camp agendas

Type: [Project](#)

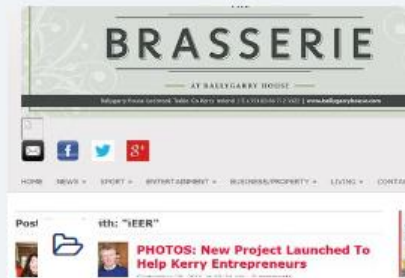


iEER Leaflet

13/01/2017

iEER key information

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.

[Click here](#)



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

https://drive.google.com/drive/u/1/folders/0B_2u8LvpD_IzTnFvOUVwLWxiYjQ



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.

0 / 4,000 characters



Publish your stories

← → ↻ https://www.interregeurope.eu/niche/news/news-article/3303/niche-leads-to-innovation-in-honey-value-chain/ 🔍 ☆ 🌐 🗨️ 📧 📧

🏠 NEWS EVENTS GOOD PRACTICES CONTACTS LIBRARY



23/05/2018

NICHE leads to innovation in "honey" value chain



business venture
which is developing
an innovative
of Manuka Honey.

Through the Enterprise
Ireland Innovation



An **interesting cooperation** arose between members of the local stakeholders' groups from 4 NICHE regions: **West Region - Romania, Kujawsko-Pomorskie - Poland, Crete - Greece and Border - Ireland**. They share the same goal - to **create greater value for local honey and for consumers' knowledge about the honey source and quality**, by providing at the same time **support to small honey producers for testing and certifying the quality** of their honey and bring it on the international market at a fair price.

Everything started in **Donegal, Ireland**, when based on the **"Active honey" research project** conducted by the **Institute of Technology Sligo** end 2013, a group of Irish entrepreneurs launched the **"Active Irish Honey" brand** which has gained very rapidly a high recognition of the local community. Initially the research was restricted to evaluating the medicinal properties of local Irish honey comparative to New Zealand "Manuka" Honey.

At the same time, they developed **HIVE Honey, a marketing model** aiming to create a new and sustainable honey production and sales model that is scalable, commercially viable and offering quality local products.

Both the geographic reach and scope of the project expanded when **international partners from NICHE regions** joined the research which enabled market visits, meetings and workshops involving HIVE and



Join our dialogue on LinkedIn

Join us and share ideas, insights, experiences, events and opportunities in order to address the demands of the food sector in 7 European regions.

[Click here](#)

[Subscribe to newsletter](#)



Internal project monitoring

Further evaluation metrics:

For example:

- Number and nature of participants at events
- Number of newsletter subscribers
- % of satisfied participants at events
- Session duration on website
- Number of likes, shares, mentions on social media

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



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



RESOURCES



Useful links

Programme manual v. 5 (updated April 2018)

<https://www.interregeurope.eu/about-us/programme-manual/>

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

Sharing space on google with other projects:

https://drive.google.com/drive/u/1/folders/1XIYG4j2X_p15kFx2z-nhyats0EL6hRpE



Help and support

Implement a project page:

<https://www.interregeurope.eu/projects/implement-a-project/>

The screenshot shows the website's navigation bar with four main categories: Research and innovation (yellow), SME competitiveness (teal), Low-carbon economy (green), and Environment and resource efficiency (light green). Below the navigation bar, there are five sub-navigation links: Approved projects, Implement a project (highlighted in orange), Call for projects, Find partners, and Project results. The main header features a large image of a forest with the text 'Implement a project' and 'Guidance for all those involved in Interreg Europe projects.' Below the header, there are two dropdown menus for 'I am...' and 'Looking for...', both currently set to 'Please Choose'. To the right of these menus is a section titled 'Find what you are looking for' with a welcome message and a list of filter options: 'Programme manual and templates (7)', 'Legal documents (2)', 'Tutorials & webinars (8)', and 'Guidance (6)'. Below this list is a section titled 'What is your role?' with a message asking to select a role: 'lead partner', 'partner', or 'first level controller'. Below that is a section titled 'Type of information required?' with a message asking to filter by type to find links to key documents, tutorial videos, templates, and other guidance. On the right side of the page, there is a 'Previous page version' section with a message: 'If you liked the previous guidance page better, click below.' and a 'See previous version' button. Below this is an image of a person's hands typing on a laptop keyboard, and a 'Report online' section.



Communication toolkit

- Project logo
- Poster
- Powerpoint template
- Website

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



Help and support for web admins

Frequently asked questions (FAQ) page:

<http://www.interregeurope.eu/projects/guidance/project-websites/>

The screenshot shows the 'Help page to edit project websites' on the Interreg Europe website. The page has a navigation bar at the top with four categories: Research and innovation, SME competitiveness, Low carbon economy, and Environment and resource efficiency. The main content area is titled 'Help page to edit project websites' and features a navigation menu on the left with the following items: Introduction, Administration rights, Style of your content (highlighted), Key tips for editing, About the project, News, Events, Contacts, Library, Sidebar, Extra pages, and Help and support. The main content area is titled 'Style of your content' and contains a list of frequently asked questions: 'Is there a style guide I have to follow?', 'How to make my texts easy to read?', 'What to avoid?', 'How to organise my content?', 'How to encourage people to stay longer on your website?', and 'Where can I find images for my project website?'. Below this list, there is a section titled 'Is there a style guide I have to follow?' with the text: 'Yes, there is. Your project website is integrated to the Interreg Europe one and it is important to ensure a certain coherence for our visitors. So as a content editor, you should follow specific style guide rules presented in our [Interreg Europe website - content style guide](#). You'. To the right of the main content area, there are three boxes: 'Printable guide' with a 'Download' button, 'Interreg Europe online style guide' with a 'Download' button, and 'Help' with a 'Contact now' button.



Project videos overview

A	B	C	D	E	F	G	H
Date	Project acronym	Topic	Description of the video	Duration	Language	Type	Link
19/04/2018	BID-REX	Environment and resource efficiency	Video about the ideas arose during the 2nd workshop about how to match biodiversity information with the needs of decision-makers	04:50	EN	Other	https://youtu.be/ozgKPL0HvFQ
24/08/2017	BIOREGIO	Environment and resource efficiency	Video about the project	03:05	EN	Project presentation	https://www.youtube.com/watch?v=htF
29/8/2018	BIOREGIO	Environment and resource efficiency	Video about the project - update	03:51	EN	Project presentation	https://www.youtube.com/watch?v=SqjI
18/04/2018	BRIDGES	Environment and resource efficiency	Two videos made during the interregional policy learning meeting	01:42 and 02:04	EN	Other	https://www.youtube.com/watch?v=NX https://www.youtube.com/watch?v=TGH
18/04/2018	BUILD2LC	Low-carbon		04:40	EN	Study visit	https://www.youtube.com/watch?v=DcF https://www.youtube.com/watch?v=b-zf
18/04/2018	CLEAN	Low-carbon		00:38	EN	Project presentation	https://www.youtube.com/watch?v=4kh
18/04/2018	CLEAN	Low-carbon		00:36	EN	Project presentation	https://www.youtube.com/watch?v=4khs https://www.youtube.com/watch?v=4khs
24/09/2018	ClusterFY	Research and innovation	Movie about ClusterFY Interregional Seminar Northern Netherlands Oct 16th 2017.	02:47	EN	Thematic workshop	https://www.youtube.com/watch?v=
24/09/2018	ClusterFY	Research and innovation	Video made during a study visit about the context and the content of the project, the topic of the meeting which includes interviews with project partners	01:35:07	PL, EN translator	Thematic workshop	https://www.youtube.com/watch?v=ZaY https://www.youtube.com/watch?v=ZaY
18/04/2018	CLUSTERS3	Research and innovation	Brief video about the project	01:54	EN	Project presentation	https://www.youtube.com/watch?v=HcF

<https://docs.google.com/spreadsheets/d/1Q-j28ARJlv1W16JpMb6MMKUI4qMMAcw9FbtMny4bxKo/edit#gid=0>



Where to find pictures?

- Pool of photos on the website
- A talented colleague/ photographer?
- Your institution has a library of images?
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/>

Questions?



ideas

ideas

ideas

● Ideas

IDEAS

