

Communication requirements

communication@interregeurope.eu

9 April 2019 | Lead Partner Seminar, Brussels



Content



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- 2. Principles
- 3. Reporting
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Requirements



Regulation says



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

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

Programme says



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		

See the programme manual

Reference to the EU



Use:

- 1. EU emblem
- 2. reference to European Union
- 3. reference to ERDF





Project branding

- Project logo
- Colour of the topic







Download the project brand guidelines:

https://www.interregeurope.eu/fileadmin/user_upload/documents/2019_Project_banding_guide_rev_2.pdf

7

Poster

- A3 poster about the project
 - readily visible to the public
 - checked by FLC
- Not a roll-up or a TV screen

You can:

- Edit/ translate/ add partner logos
- But do not remove key info!



Project description



Application form in the online system (iOLF)	Poster
The proposed project entitled "Regional Policies towards	Social Green addresses the
Greening the Social Housing Sector" is oriented to jointly	issue of green social
tackling the topic of housing deprivation and energy	housing as a way to
efficiency in the scope of social housing sector towards a	reducing greenhouse gas
lower carbon economy . In this context the overall objective	(GHG) emissions,
of the project is to improve regional policy instruments	decreasing fuel poverty in
targeting the link between social housing sector and fuel	EU regions and contributing
poverty with green building interventions considering	to a low carbon economy.
policy, institutional, financial and technical levels.	

Other example:

■ SIE will help seven European regions address the challenges associated with SME internationalisation through trade development activities and improve other SME-focused policies and support services.





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www.interregeurope.

An interregional cooperation pt

improving SME competitiveness

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Investment and Business Development Bank Lines Linesy. Official Clambar of Commerce, Industry, Services & Navigation for 2

5ME-focused



3104ECO aims at boosting the

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of the transition to a low

carbon economy at regional level

Stripes Nations



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www.interregeurope.eu/symbi

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Harrist November Transport, an Regard Wrose on November 1997 A. M.

Since Heart City is the Experiment and European Colleges Figure 206.





www.interregeurope.eu/bio4eco An interregional cooperation project for

improving law carbon economy policies

domines crospore-brecouptieres (fives) (b) Figure Count of their finals (I).
From February of times reprinted in (II)

Assume Report - Note: See Assumed and Partie as Assumed Department (PS)

Terretor Forest Agency (AC) Parset Terretor (Activo et Paratico et PET) (MI)

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Turus Regards Development

Keen Courts





















www.interregeuro

An interregional coope improving innovation

APRIL - Intelligence is beyond

Association of Union A

Breste Centuring Seater Peterbooks?













Public has to see it













SME ORGANICS aims at enhancing the competitiveness and sustainability of SMEs in the organic sector of the participating regions, improving their performance and facilitating the growth capacity of the entire sector in regional, national and international markets.

www.interregeurope.eu/smeorganics

An interregional cooperation project for improving SME competitiveness policies

Project Partners

FIGL - Research Institute of Organic Agriculture (CH)

Department of Rural Development, Environment and Local Administration of the Government of Navana (ES) Regional Development Agency of Navarra - SODENA (ES)

Seinfjaki University of Applied Sciences (Fd. INTERBIO Aquitaine/Limousin/Poltou-Charentes (FR)

CIHEAM MAIR - Mediterraneuri Agronomic Institute of Bari (F)

Puella Region - Managing Authority of CP #SFR-4SF 2014-2010 Iff) Union of the Chambers of Commerce, Industry, Agriculture and Crafts of Lombardy (IT)

Loddille Region - Lodskie Marshall's Office (FL) North West Regional Development Agency (RC)

















Project partners' websites



Short project description on each beneficiary's website

- incl. aims & results, financial support
- e.g.



Link it to your project website!

Update your project website

1

- Once per 6 months
 - Project summary
 - Events
 - News



Disclaimer



Article 12 (2) of the subsidy contract

- In each project website footer
- Required for publication presenting new content (e.g. 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..."
- Not required on publication presenting information from the application

Copyrights of photos you use







🕮 First Stakeholder Meeting of the Lead Par

27/03/2017

The first Stakeholder meeting of the Lead partner was held

Type: Project



MightLight Photo-Painting-Workshop "art & nature"

05/05/2017 - 07/05/2017

Luxembourg invites you! We are organising our first action within the regional...

Type: Project



■ Launch of ENHANCE

15/02/2017

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

Type: Project



Might Light 2nd Policy Learning Seminar

06/06/2017 - 08/06/2017

Type: Project

Principles



Harmonised communication



Colour code



- Per topic
- Do not mix

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.







Lead partner:



Partners:













Contact:

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www.Interregeurope.eu/evenergy

#EVEnergyEU | #EVEnergy





This publication has been produced with the financial assumance of the European Union socke the EDTA frog amme to interrugated sceparation interrugations. The contest of this discusses to the sale responsibility of the EX theory project connections and care under no circumstancies his regarded as reflecting the position of the European crisms or of the leading Projectme.



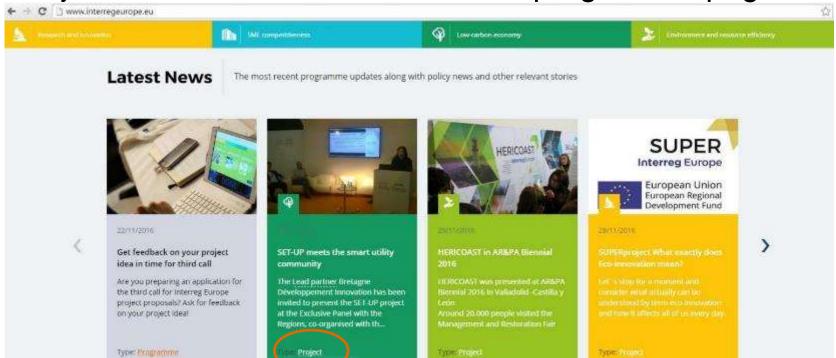


Electric Vehicles for City Renewable Energy Supply

Integrated webspace



Project news & events visible on the programme page



Sustainable communication



- Produce/ use only what is necessary!
- Adding logo = publicity material
- Communication material
 - Pre-approval by JS required (in application form or by email)
- Gifts = not eligible expenditure
 - e.g. bottle of wine as gift for a speaker, bunch of flowers
- No branded giveaways
 - Unless as a justified part of a communication campaign

Reporting



Indicator



Number of appearances in media (e.g. the press)

- 'Earned' news not 'own' news
- Media, not social media

Number => to progress report Evidence => fill in Google Doc table https://www.interregeurope.eu/ieer/library/





An ordine article in Zoua de Vest (West Region Romania) published 22,9,2016.

Ziua de Vest 22.9.2016



Indicator



Average number of sessions at the project pages per reporting period

- Measured by Google Analytics
- Monthly report sent to web admins
- Number for progress report provided by JS in PDF

Storytelling



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 guides or interviews, or insert a limit to a picture, video or any other means which could provide a lively illustration of this aspect.

Internal evaluation of communication



Other optional metrics

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

Tell us about your communication achievements!

Help



Communication toolkit



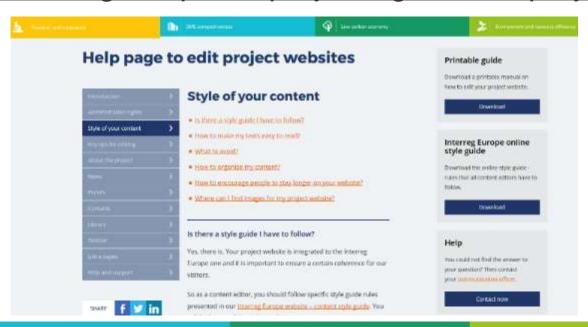
- Project logo
- Poster
- Powerpoint template
- Website

Frequently asked questions



About web editing and other communication issues:
 http://www.interregeurope.eu/projects/guidance/project

-websites/



Visuals



- Are you or your colleague a talented photographer?
 Take pictures for your project needs
- Does your institution have 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:

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

Useful links



Implement a project

http://www.interregeurope.eu/projects/implement-a-project/Check guidance videos on reporting

Programme manual

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

Project communication kit

https://drive.google.com/drive/folders/0B_2u8LvpD_IzQndsY19rUFFz SFk

Communications team



Irma Astrauskaitė-Denis Coordinator - Communication and Contact Points



Petra Polášková

Communication Officer



Julie Patenaude

Communication Officer



Miia Itänen Communication Officer



Joséphine Mazy

Communication Assistant

How & when to contact us



Directly – lead partner/ communication manager

- For any website-related matters
- Questions of other partners should go through communication manager/ lead partner

In CC

For any communication-related matters

In all cases

CC your PO/ FO/ lead partner

To do



Check your application form



- Spelling mistakes
 - in the project title + institution names => shows on the web!
- Change CAPITALS to normal characters
- Remove all "
- Shorten titles to max 10 words
- Shorten names of partner institutions (if possible)
- Check for empty spaces or extra empty lines

Not easy to change once application form closed!

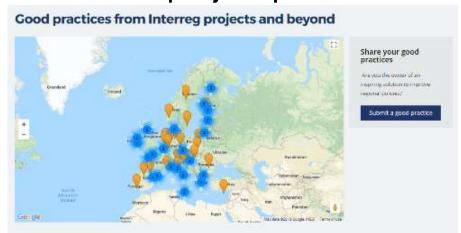
Join Interreg Europe community

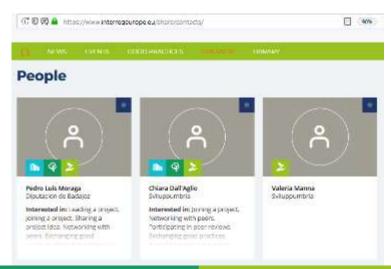


Register (lead partner + communication manager)

https://www.interregeurope.eu/account/registration/

- Needed for website generation!
- Invite all project partners





Steps to take - checklist



When?	What?	Status
April 2019	Attend the lead partner seminar in Brussels (organised by JS).	Ø
// E	Select COM manager for the project.	
May - June 2019	Invite project partners to join Interreg Europe community	
	Select project website administrators.	
	Ensure all project website administrators are registered to Interreg Europe community.	
	Turn communication strategy (AF, Sections C5, D) into communication plan.	
	Download project logo (provided by JS).	
	Modify ppt template (provided by JS) or create your own.	
	Design other templates (word, excel, etc.).	
	Prepare a short description of the project (to be sent to JS).	
	Select project photo (to be sent to JS).	
	Share your project logo and other templates with your project partners.	
July – August 2019	Collect from each partner institutional logo, website and short description of their institution. Note: Will be needed for undating the contact cards on the project website.	

Time for questions





Thank you www.interregeurope.eu



Interreg Europe secretariat

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