



About project communication

Part 2: Principles



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Communicationprinciples

Harmonised project communication

One brand for all Interreg programmes

⇒ Main project visual

- Acronym = 18 characters



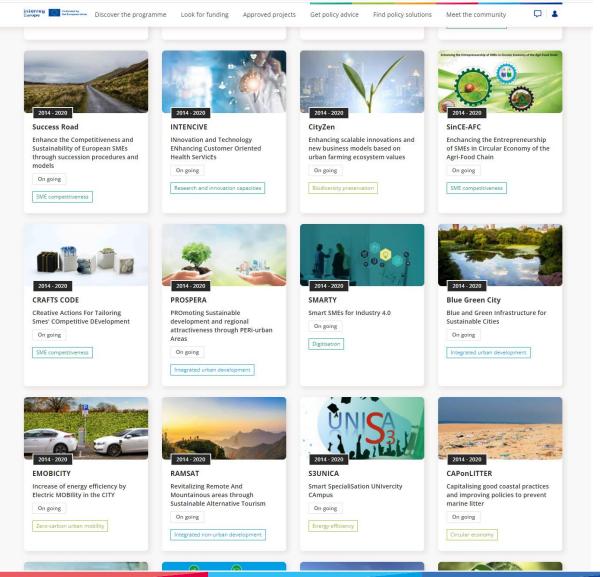




Use on **all communication material** for the public or participants in project activities

Integrated project communication

- Project websites hosted
 by the programme
 - Standard website map
 - Link with the Portal
 - Key channel for project promotion
 - Image, videos, presentations



Sustainable project communication

- Produce only material necessary for your communication
 - **Digital** publications instead of print, if reasonable
 - Procurements with sustainability criteria
- Use existing material in your institution
 - 15% of staff costs for administration costs (pens, notepads, etc.)
- Online events/ meetings if reasonable





Thank you!

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