

**Interreg  
Europe**



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# About project **communication**

## Part 2: Principles



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# 2. Communication principles



# Harmonised project communication

One brand for all Interreg programmes

## ⇒ Main project visual

- Acronym = 18 characters
- Templates in individual project toolkits

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Sample Project

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

The screenshot displays the Interreg Europe website interface. At the top, there is a navigation bar with the following links: Discover the programme, Look for funding, Approved projects, Get policy advice, Find policy solutions, and Meet the community. Below the navigation bar, a grid of project cards is shown, each featuring a representative image, a project title, a description, a status indicator, and a key objective.

Project Name	Description	Status	Key Objective
Success Road	Enhance the Competitiveness and Sustainability of European SMEs through succession procedures and models	On going	SME competitiveness
INTENCIVE	INnovation and Technology ENhancing Customer Oriented Health SerVICes	On going	Research and innovation capacities
CityZen	Enhancing scalable innovations and new business models based on urban farming ecosystem values	On going	Biodiversity preservation
SinCE-AFC	Enhancing the Entrepreneurship of SMEs in Circular Economy of the Agri-Food Chain	On going	SME competitiveness
CRAFTS CODE	CReative Actions For Tailoring Smes' CCompetitive DEvelopment	On going	SME competitiveness
PROSPERA	PROMoting Sustainable development and regional attractiveness through PERI-urban Areas	On going	Integrated urban development
SMARTY	Smart SMEs for Industry 4.0	On going	Digitisation
Blue Green City	Blue and Green Infrastructure for Sustainable Cities	On going	Integrated urban development
EMOBICITY	Increase of energy efficiency by Electric MOBILITY in the CITY	On going	Zero-carbon urban mobility
RAMSAT	Revitalizing Remote And Mountainous areas through Sustainable Alternative Tourism	On going	Integrated non-urban development
S3UNICA	Smart Specialisation UNIVercity Campus	On going	Energy efficiency
CAPonLITTER	Capitalising good coastal practices and improving policies to prevent marine litter	On going	Circular economy

# **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

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# Thank you!

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