

**Interreg  
Europe**



European Union | European Regional Development Fund



*Sharing solutions  
for better regional policies*

# Communication requirements



# COMMUNICATION APPROACH



# Three clear principles

- **Harmonised communication**
  - On 'Interreg' level; on project level
  - 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
  - Think sustainable: what is necessary to print, what does it add?



**WHAT'S THE MINIMUM?**

# Regulation says, Programme says



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

- Use EU emblem, ref to European Union, ref to ERDF
- Short description of project, incl. aims & results, financial support, on beneficiary's website
- A3 poster describing project, in 'location readily visible to the public'
- Use your project branding – you're covered!
- Work on your project pitch; link to your Interreg Europe website
- Use/adapt the programme template – careful not to delete required info!



## EU emblem

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



## Project brand





# Website

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

e.g.

[www.uudenmaanliitto.fi/en/projects/i eer\\_boosting\\_entrepreneurial\\_ecosystems\\_for\\_young\\_entrepreneurs](http://www.uudenmaanliitto.fi/en/projects/i eer_boosting_entrepreneurial_ecosystems_for_young_entrepreneurs)

The screenshot shows a website page with an orange navigation bar at the top containing 'Helsinki-Uusimaa Region', 'Regional Council', 'Development and Planning', 'Cooperation and Networking', 'Projects', and 'News'. The main content area has a breadcrumb trail: 'Front page > Projects > iEER - Boosting Entrepreneurial Ecosystems for Young Entrepreneurs'. The title is 'iEER - Boosting Innovative Entrepreneurial Ecosystem in Regions for Young Entrepreneurs'. Below the title is a large image with the iEER logo and the text 'Interreg Europe'. To the right of the image, there is contact information: 'For more information, please contact: > Chang, Christine > Schroderus-Nevalainen, Andrina' and a link '> 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'. On the left side, there is a sidebar with a 'Projects' section containing several project cards: 'NSB CoRe - North Sea Baltic Connector of Regions', 'iEER - Boosting Entrepreneurial Ecosystems for Young Entrepreneurs' (highlighted), 'BRIGDES - Bridging competence infrastructure gaps and speeding up growth and jobs delivery in regions', 'Climate-KIC', and 'PASSAGE - Low Carbon Economy in Maritime Regions'. Below the sidebar, there are links for 'Project info', 'News', 'Partners', and 'Contacts'. At the bottom of the page, there is a short paragraph: '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.'

- Work on your project pitch; link to your Interreg Europe website

- Update your project website at least every 6 months



## Poster

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

NOT:

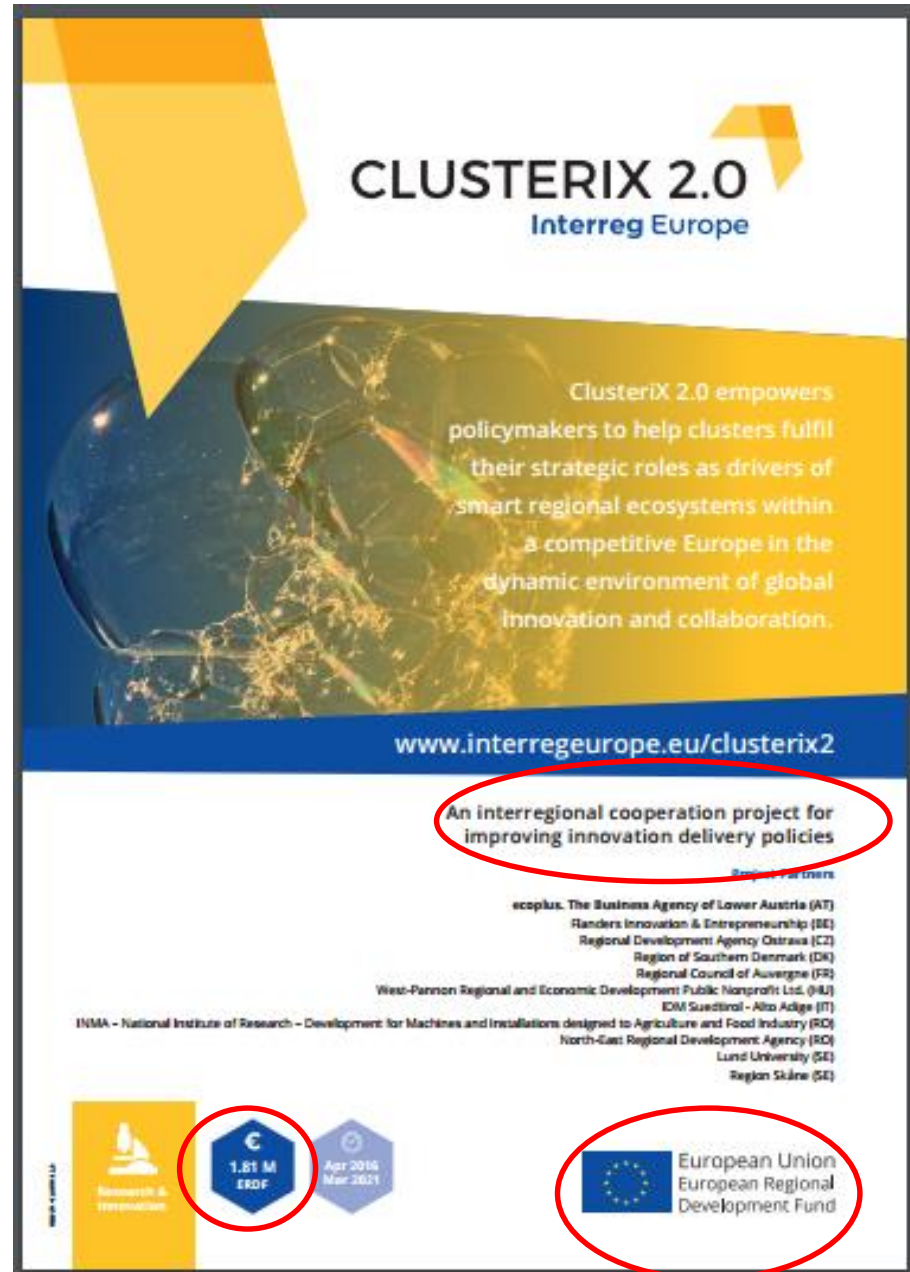
- roll-up
- TV screen
- ...

You can:

- Edit
- Translate
- Add partner logos

**DO NOT REMOVE COMPULSORY INFORMATION**

Poster requirements will be checked by FLC







# **PUBLICITY MATERIAL/GIFTS**



# 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 EUR50 per recipient

No branded towels, umbrellas, walking sticks unless justified part of communication campaign



# Resources

## **Programme manual v. 3 (updated Sept 2016)**

[http://www.interregeurope.eu/fileadmin/user\\_upload/documents/Call\\_related\\_documents/Interreg\\_Europe\\_Programme\\_manual.pdf](http://www.interregeurope.eu/fileadmin/user_upload/documents/Call_related_documents/Interreg_Europe_Programme_manual.pdf)

## **Programme communication kit:**

- **Branding guidelines**
- **Logo files (project & EU flag)**
- **A3 Poster template**
- **Ppt template (to be modified by project)**
- **Project website documentation**

[https://drive.google.com/drive/folders/0B\\_2u8LvpD\\_IzQndsY19rUFFzSFk](https://drive.google.com/drive/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk)

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**Thank you!**

Questions welcome



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