

**Interreg  
Europe**



European Union | European Regional Development Fund

# Communication requirements

*communication@interregeurope.eu*

9 April 2019 | Lead Partner Seminar, Brussels



# Content

1. Requirements
2. Principles
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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

Interreg Europe Project Branding

EU Emblem + ERDF references



**BID-REX**  
Interreg Europe



Download the project brand guidelines:

[https://www.interregeurope.eu/fileadmin/user\\_upload/documents/2019\\_Project\\_branding\\_guide\\_rev\\_2.pdf](https://www.interregeurope.eu/fileadmin/user_upload/documents/2019_Project_branding_guide_rev_2.pdf)

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

## 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.



# Public has to see it



# SME ORGANICS

Interreg Europe

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](http://www.interregeurope.eu/smeorganics)

An interregional cooperation project for improving SME competitiveness policies

#### Project Partners

- IPDAM-4U (BE)
- RIL - Research Institute of Organic Agriculture (CH)
- Department of Rural Development, Environment and Local Administration of the Government of Navarra (ES)
- Regional Development Agency of Navarra - SODENA (ES)
- Sveinbjörg University of Applied Sciences (IS)
- INTRERIO Aquitaine/Limousin/Poitou-Charentes (FR)
- CIHEAM MABR - Mediterranean Agronomic Institute of Bari (IT)
- Puglia Region - Managing Authority of OP ESRR-LEADER 2014-2020 (IT)
- Union of the Chambers of Commerce, Industry, Agriculture and Crafts of Lombardy (IT)
- Lodzkie Region - Lodzkie Marshall's Office (PL)
- North-West Regional Development Agency (RO)

Participating Smp



1,57 M ERDF

Apr 2018  
Mar 2020





# Project partners' websites

Short project description on each beneficiary's website

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

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

**Projects**

- MSB Cafe – North Sea Baltic Connector of Regions
- iEER – Boosting Entrepreneurial Ecosystems for Young Entrepreneurs**
- BRIDGES – Bringing outstanding infrastructure gain and speeding up growth and job delivery in regions
- Climate-KIC
- PASSAGE – Low Carbon Economy in Maritime Regions

**iEER – Boosting Innovative Entrepreneurial Ecosystem in Regions for Young Entrepreneurs**

**iEER**  
Interreg Europe

iEER aims to define smart policy 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.

For more information, please contact:

- Ching, Cristina
- Sakariina Hiltunen, Anetta

iEER at Interreg Europe website

**iEER**  
Interreg Europe  
European Union  
European Regional Development Fund

Link it to your project website!



# Update your project website

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

The screenshot shows a web browser displaying the SYMBI project website. The URL in the address bar is <https://www.interreg-europe.eu/symbi/>. The main header features a large image of a plant growing in a recycled plastic bottle, with the text "Industrial Symbiosis for Regional Sustainable Growth and a Resource Efficient Circular Economy". Below the header is a green navigation bar with a home icon, and menu items for "NEWS", "EVENTS", "CONTACTS", and "LIBRARY". The "NEWS" item is circled in orange. To the right of the navigation bar are social media icons for Facebook and Twitter. The main content area is titled "Project summary" and includes the sub-heading "INDUSTRIAL SYMBIOSIS FOR A RESOURCE EFFICIENT ECONOMY". The text describes the SYMBI project's goal to improve regional development policies and disseminate information on Industrial Symbiosis and Circular Economy. A "Sign up for the SYMBI newsletter" section with a "Subscribe now" button is visible on the right. At the bottom, there are social media sharing icons for Facebook, Twitter, and LinkedIn, and a small thumbnail for the SYMBI 2018 Issues.



# 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



Space Technology with Photonics for market and societal challenges



## 📅 Night Light Kick Off Meeting

06/03/2017 - 08/03/2017

Programme Kick Off Meeting March 6 - 8

Type: Project

## 📅 First Stakeholder Meeting of the Lead Partners

27/03/2017

The first Stakeholder meeting of the Lead partner was held

Type: Project



## 📅 NightLight 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 c

Type: Project



## 📅 Night Light 2nd Policy Learning Seminar

06/06/2017 - 08/06/2017

Type: Project



# Principles



# Harmonised communication



# Colour code

- Per topic
- Do not mix

## 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.



### Lead partner:



### Partners:



### Contact:

Julie Chenadec  
Green IT Amsterdam  
julie.chenadec@greentiamsterdam.nl



This publication has been produced with the financial assistance of the European Union under the ERDF's Programme for interregional cooperation Interreg Europe. The content of this document is the sole responsibility of the EV Energy project consortium and can under no circumstances be regarded as reflecting the position of the European Union or of the funding Programme.



## EV Energy Interreg Europe

Electric Vehicles  
for City  
Renewable  
Energy Supply



# Integrated webspace

## Project news & events visible on the programme page

The screenshot shows the website [www.interregurope.eu](http://www.interregurope.eu) with a navigation bar containing four categories: Research and innovation, SME competitiveness, Low-carbon economy, and Environment and resource efficiency. The main content area is titled 'Latest News' and includes the subtitle 'The most recent programme updates along with policy news and other relevant stories.' Below this, there are four news cards:

- Card 1 (Grey background):** Dated 22/11/2016, titled 'Get feedback on your project idea in time for third call'. The text asks if the user is preparing an application for the third call for Interreg Europe project proposals and offers feedback on their project idea. The type is 'Prograzone'.
- Card 2 (Green background):** Dated 22/11/2016, titled 'SET-UP meets the smart utility community'. The text mentions the lead partner Bretagne Développement Innovation and an exclusive panel at the Regions co-organised with th... The type is 'Project', which is circled in orange.
- Card 3 (Light Green background):** Dated 22/11/2016, titled 'HERICOAST in AR&PA Biennial 2016'. The text states that HERICOAST was presented at the AR&PA Biennial 2016 in Valladolid-Castilla y León, attended by around 20,000 people at the Management and Restoration Fair. The type is 'Project'.
- Card 4 (Yellow background):** Dated 22/11/2016, titled 'SUPERproject What exactly does Eco-innovation mean?'. The text asks what eco-innovation means and how it affects daily life. The type is 'Project'.



# 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/>

**NEWS**

### European project aiming to boost entrepreneurs is launched in Kerry

Friday, September 23rd, 2016 11:22:20 AM

[Tweet](#)
[Like](#)
[Share](#)
[Print](#)

A European project which aims to boost young entrepreneurs has been launched in Kerry.

Seeking Innovative Entrepreneurial opportunities is being run by two partners in the Interreg Entrepreneurial Business Region (IEER).

It Kerry it's headed by CEED or the Centre for Entrepreneurship and Enterprise Development at IT Tralee.

Speaking on In-Business on Radio Kerry, Cilla Gilis, IEER Co-ordinator at CEED explained what the project is about.

Cilla Gilis

**ieER podcast on radio Kerry 23.9.2016**  
 ieER partner ITT Tralee discussing the project on radio Kerry on 23 September 2016.

**ZIUA DE VEST**

### Gheorghe Seculici: „Camera de Comerț Areă vrea să dezvolte clustere de creativitate și inițiativă pentru tinerii antreprenori”

22.09.2016 10:11

[Facebook](#)
[Twitter](#)

**Acasă**  
 Actualitate  
 Eveniment  
 Economie  
 Politică  
 Editorial  
 Administrație  
 Sport  
 Muzică  
 Cultură  
 Știință  
 Educație  
 Turism  
 Contact

**EDUCARE**

**Li LaCe Epine**

Un nou proiect de dezvoltare a regiunii Areă este în desfășurare în cadrul Camerei de Comerț și Industrie din județul Giurgiu. Acest proiect este intitulat „Clustere de creativitate și inițiativă pentru tinerii antreprenori” și este finanțat de Camera de Comerț și Industrie din județul Giurgiu în cadrul proiectului „Clustere de creativitate și inițiativă pentru tinerii antreprenori” finanțat de Camera de Comerț și Industrie din județul Giurgiu în cadrul proiectului „Clustere de creativitate și inițiativă pentru tinerii antreprenori”.

**Ziua de Vest 22.9.2016**  
 An online article in Zaua de Vest (West Region Romania) published 22.9.2016.

**Kerry's Eye 19.9.2016**  
 An article in Kerry's Eye newspaper 19.9.2016.





# 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 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

# 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/>

**Help page to edit project websites**

**Style of your content**

- [Is there a style guide I have to follow?](#)
- [How to make my texts easy to read?](#)
- [What to avoid?](#)
- [How to organize my content?](#)
- [How to encourage people to stay longer on your website?](#)
- [Where can I find images for my project website?](#)

**Printable guide**

Download a printable manual on how to edit your project website.

[Download](#)

**Interreg Europe online style guide**

Download the online style guide - rules that all content editors have to follow.

[Download](#)

**Help**

You could not find the answer to your question? Then contact your [national contact officer](#).

[Contact now](#)

SMART [f](#) [t](#) [in](#)

# 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](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\\_IzQndsY19rUFFzSFk](https://drive.google.com/drive/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk)



# 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

**Good practices from Interreg projects and beyond**



Share your good practices




Are you the owner of an inspiring solution to improve results (action)?

[Submit a good practice](#)

<https://www.interregeurope.eu/showcontacts/>

HOME | NEWS | EVENTS | GOOD PRACTICES | CONTACTS | LIBRARY

## People

 <p><b>Pedro Luis Moraga</b> Diputacion de Euzkadi</p> <p>Interested in: launching a project, joining a project, Sharing a project idea, Networking with peers, Exchanging good practices</p>	 <p><b>Chiara Gal'Aglio</b> Svilupumbria</p> <p>Interested in: joining a project, Networking with peers, Participating in peer reviews, Exchanging good practices</p>	 <p><b>Valeria Manna</b> Svilupumbria</p>
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# Steps to take - checklist



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

**Time for  
questions**





# Thank you!

[www.interregeurope.eu](http://www.interregeurope.eu)





## **Interreg Europe secretariat**

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**interregeurope**