

**Interreg  
Europe**



European Union | European Regional Development Fund



*Sharing solutions  
for better regional policies*

# Project communication

**Nuala Morgan, Petra Polaskova, Irma Astrauskaite, Laura Uotila**

Communication officers

Lead partner workshop – Berlin – 6 December 2016



*Sharing solutions  
for better regional policies*

# MEET THE TEAM

# Communications team



**Nuala Morgan**

Coordinator - Communication and Contact Points



**Irma Astrauskaitė**

Communication Officer



**Petra Polášková**

Communication Officer



**Raluca Toma**

Communication Officer (maternity leave)



**Joséphine Mazy**

Communication Assistant



**Laura Uotila**

Communication Officer



# How & when to contact us

## **Directly – LP/Communication manager**

- For any website-related matters
- Within project partnership, all queries channelled through communication manager/LP

## **In CC**

- For any communication-related matters

## **In all cases**

- Cc your PO/FO/LP



# PROJECT COMMUNICATION



# 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?



# **HARMONISED COMMUNICATION**



# Communication toolkit

- **Project logo**
- **Poster**
- **Powerpoint template**
- **Website**

[https://docs.google.com/document/d/17HOMVZMT8hF\\_FKiBI7Z2hyx4tl1\\_oEwLclUYT92mLgU/edit](https://docs.google.com/document/d/17HOMVZMT8hF_FKiBI7Z2hyx4tl1_oEwLclUYT92mLgU/edit)







# Interreg

European Regional Development Fund



EUROPEAN UNION

# Interreg Europe



European Union | European Regional Development Fund

**Interreg**   
Italy - Croatia

**Interreg**   
Alpine Space

**Interreg**   
Grande Région | Großregion  
Fonds européen de développement régional | Europäische Fonds für regionale Entwicklung



Research and innovation



Information and communication technologies



Competitiveness of SMEs



Low-carbon economy



Combating climate change



Environment and resource efficiency



Sustainable transport



Employment and mobility



Better education, training



Social inclusion



Better public administration



Research and innovation



SME competitiveness



Low-carbon economy



Environment and resource efficiency



# INTERREG IVC projects









# Harmonised branding

Interreg Europe Project Branding

EU Emblem + ERDF references



[1] The origami related topic colour

[2] Project acronym in Open Sans regular

[3] Interreg Europe Brand

**SMART+**  
**Interreg Europe**

Download brand guidelines:  
<http://www.interregeurope.eu/about-us/logo/>



## EU emblem

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



## Project brand



# 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



An interregional cooperation project for improving innovation delivery policies

#### Project Partners

ecopius. The Business Agency of Lower Austria (AT)  
Flanders Innovation & Entrepreneurship (BE)  
Regional Development Agency Ostrava (CZ)  
Region of Southern Denmark (DK)  
Regional Council of Auvergne (FR)  
West-Pannon Regional and Economic Development Public Nonprofit Ltd. (HU)  
IDM Suedtiro - Alto Adige (IT)  
INMA - National Institute of Research - Development for Machines and Installations designed to Agriculture and Food Industry (RO)  
North-East Regional Development Agency (RO)  
Lund University (SE)  
Region Skåne (SE)







# Project description

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 examples:

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

**REBUS** aims at improving policy instruments providing energy renovation paths to energy efficient restoration works in public buildings linked with financial and natural resources savings.



**HIGHER**  
Interreg Europe

**SIE**  
Interreg Europe

**BIO4ECO**  
Interreg Europe

**SYMBI**  
Interreg Europe



An interregional  
improving low

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

An interregional  
improving low

SYMBI aims at supporting the transition towards a resource-efficient economy through industrial symbiosis, establishing territorial synergies to manage waste and exchange energy and by products as secondary raw resources.

[www.interregurope.eu/symbi](http://www.interregurope.eu/symbi)

An interregional cooperation project for improving resource-efficient economy policies

Project Partners

- Municipality of Iliava, Development and Planning Bureau (EU)
- Government of the Territory Regional Ministry (EU)
- Foundation PUNDECHT Scientific and Technological Park of Szczecinek (EU)
- Helm University of Applied Sciences Ltd (EU)
- Regional Council of Hlirsa (EU)
- Research House West Transilvania Regional Innovation Non-Profit Ltd (EU)
- Chamber of Commerce of Mabe (EU)
- The Malopolska Region (EU)
- Government Office for Development and European Cohesion Policy (EU)

Podkarpacka Siec

Research & Innovation

€ 1.50 M ERDF

Apr 2018 Sep 21

Podkarpacka Siec

SME competitiveness

€ 1.00 M ERDF

Apr 2018 Mar 2021

Investment  
Official Chamber of C

Podkarpacka Siec

Low-carbon economy

€ 1.20 M ERDF

Apr 2019 Sep 2021

Project  
Government of Czech

Project  
Abruzzo Region - Rural Developme

Min  
EU

Podkarpacka Siec

Environmental & Resource efficiency

€ 1.30 M ERDF

Apr 2019 Mar 2021



European Union  
European Regional  
Development Fund



Enhancing SME competitiveness and sustainability  
in the organic sector

Project summary



Collage of social media posts from Facebook, Twitter, and LinkedIn, all featuring the SME ORGANICS logo and images of organic produce.

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.interregurope.eu/smeorganics

An interregional cooperation project for  
improving SME competitiveness policies

Project Partners

- IPDAM-EU (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 - SODURNA (ES)
- Seinäjoki University of Applied Sciences (FI)
- INTERIO Aquitaine/Limousin/Poitou-Charentes (FR)
- CREAM MAB - Mediterranean Agronomic Institute of Bari (IT)
- Puglia Region - Managing Authority of OP SRR-45F-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)

Icons for C 1.57 M and Apr 2014



# Powerpoint template

- Suggested template – not compulsory



**CD-ETA**  
Interreg Europe



European Union  
European Regional  
Development Fund

Title of presentation

**Marie Labas**  
Project officer at the Interreg Europe secretariat  
m.labas@interregeurope.eu

21 April, 2015 | Information seminar in Rome



Change of chapter, or section of the document

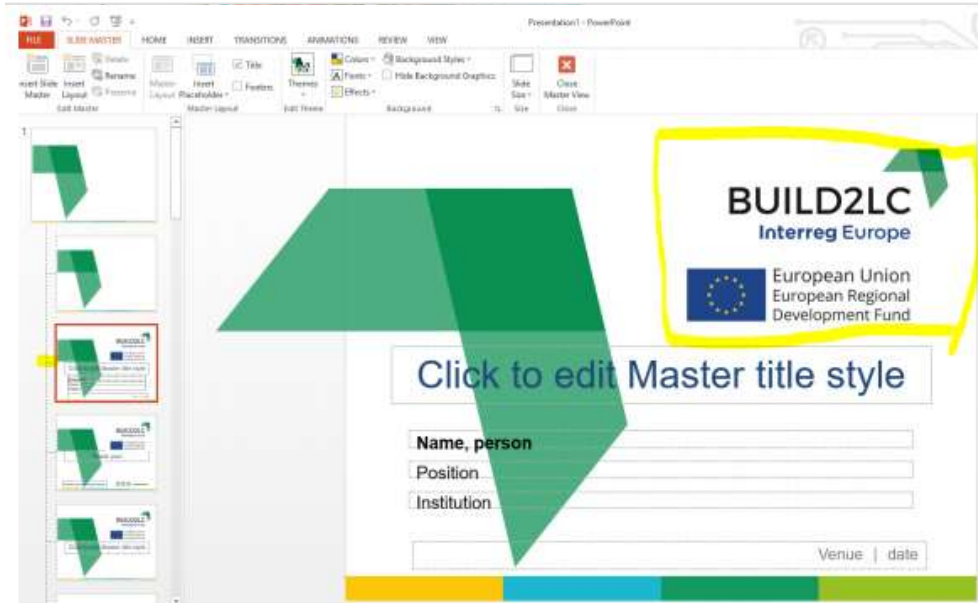
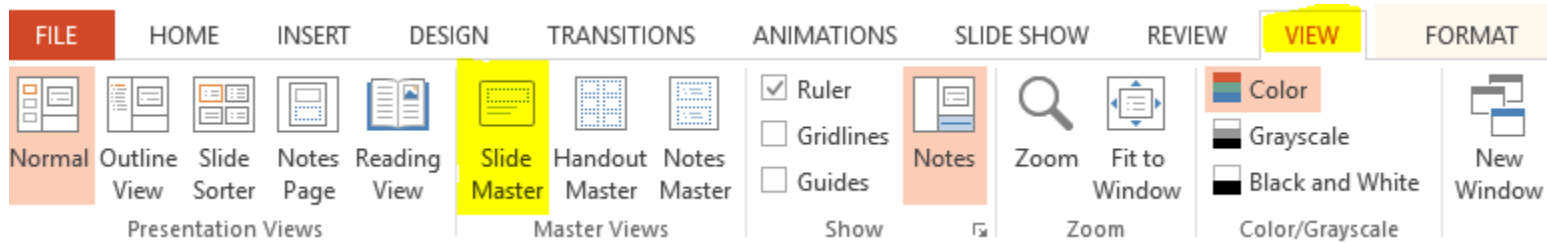
**TRANSITION SLIDE**





# Powerpoint template

- Provided one per thematic ‘colour – need to adapt with own logo
  - View > Slide master



Replace logo with own project logo – keeping same size

4 master slide templates where logo should be changed



# **INTEGRATED COMMUNICATION**



# Communication strategy

## Communication = a tool to reach project objectives

- Application form – outline of communication strategy

Objectives Target group Activities

Sustainable communication and dissemination Three main identified target groups will benefit from - Development, set up, evaluation and adaptation of

- Turn it to specific communication (work) plan
  - Close link to project activities (site visits, stakeholder meetings, interregional meetings)

Activity	Target group	Time-plan	Budget	Expected results	Responsible partner

- Monitor and evaluate your communication activities
  - 2 programme indicators
  - Set your own indicators



# Integrated webspace


## Project news visible on home page

← → ↻ www.interregeurope.eu

Research and innovation SME competitiveness Low-carbon economy Environment and resource efficiency

### Latest News

The most recent programme updates along with policy news and other relevant stories




22/11/2016

#### Get feedback on your project idea in time for third call

Are you preparing an application for the third call for Interreg Europe project proposals? Ask for feedback on your project idea!

Type: [Programme](#)




22/11/2016

#### SET-UP meets the smart utility community

The Lead partner Bretagne Développement Innovation has been invited to present the SET-UP project at the Exclusive Panel with the Regions, co-organised with th...

Type: [Project](#)




29/11/2016

#### HERICOAST in AR&PA Biennial 2016

HERICOAST was presented at AR&PA Biennial 2016 in Valladolid -Castilla y León. Around 20.000 people visited the Management and Restoration Fair.

Type: [Project](#)



28/11/2016

#### SUPERproject What exactly does Eco-innovation mean?

Let's stop for a moment and consider what actually can be understood by term eco-innovation and how it affects all of us every day.

Type: [Project](#)



## Discover Projects

Enter the world of interregional cooperation projects. Explore the policy learning and change taking place in each of the four themes.

The results will take you to individual project websites, maintained and updated by the project partnership directly. You can discover the policies each partner is working on, find out more about the partnership, follow the evolution of the exchange of experience and keep up with project news and events.

You can find a full list of the 64 projects to export in CSV at the end of this page.



### Featured Project





# Disclaimer

- Article 12 (2) of the subsidy contract
- **Not required** on any publication presenting information from application
- **Required** for any project publication presenting new content (eg 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...”
- **Each project website footer:** included already



# Project partner's website

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

e.g.

- Link to your project website!

[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)

The screenshot shows a website page with a navigation bar at the top containing: Helsinki Uusimaa Region | Regional Council | Development and Planning | Cooperation and Networking | **Projects** | News. The main content area features a sidebar on the left with a 'Projects' section listing: NSB CoRe - North Sea Baltic Connector of Regions, **iEER - Boosting Entrepreneurial Ecosystems for Young Entrepreneurs** (selected), BRIGDES - Bridging competence infrastructure gaps and speeding up growth and jobs delivery in regions, and Climate-KIC. Below this is a 'PASSAGE - Low Carbon Economy in Maritime Regions' section. The main content area displays the title 'iEER - Boosting Innovative Entrepreneurial Ecosystem in Regions for Young Entrepreneurs' above a large image of a crowd with the iEER logo. To the right, contact information is provided: 'For more information, please contact: > Ohang, Christine > Schröderus Nevalainen, Anttiina' and a link '> iEER at Interreg Europe website'. At the bottom right, the iEER logo is shown above the text 'Interreg Europe' and the European Union European Regional Development Fund logo.



# Regulation says:

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

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



# Programme checklist

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



# **SUSTAINABLE & MEASURABLE COMMUNICATION**



# 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 EUR 50 per recipient

**No** branded giveaways unless justified part of communication campaign



# Progress reporting

- Required communication indicators
- Storytelling
- Internal project communication monitoring





# Indicator

## Number of appearances in media (for example the press)

- 'Earned news' not 'own news'
- Media, not social media
- Number: in progress report
- Evidence: on your project website



# Indicator

**Average number of sessions at the project pages per reporting period**

- Measured by Google Analytics, report sent monthly to LP, Com manager
- Monthly report cumulated, six-monthly figure reported



# Storytelling

**Think of 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 project monitoring

## Evaluation of communication strategy requires further metrics

For example:

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

**Be ready to tell us about your communication implementation if we ask!**



# PROJECT WEBSITES



# Key principles

1. What is the format?  
**Individual websites**, integrated to the Interreg Europe platform
2. What are the sources of content/data?
  - Automatically imported from online system (iOLF)
  - Content you create
3. How to edit?  
**Front-end**, upon simple log-in to Interreg Europe community account



# Same layout, yet specific

[www.interregeurope.eu/project-acronym](http://www.interregeurope.eu/project-acronym)



[My Interreg Europe](#) [Register](#) [Search](#)

[Discover projects](#)



## Towards new Regional Action plans for sustainable urban Mobility

[Home](#) [NEWS](#) [EVENTS](#) [CONTACTS](#) [LIBRARY](#)



### Project summary

TRAM project is designed to strengthen the urban dimension of regional and local policymaking, contributing to the implementation of EU Transport White Paper, Urban Agenda and the EU 2020 strategy and facilitating the shift to low carbon economy. In this sense, TRAM project contributes to the development of a competitive, resource-efficient and low-carbon oriented European transport



# Sitemap and sources of content



## **Home/About project** includes:

- Project summary: from iOLF, editable
- Budget & duration: from iOLF, **no** further edits
- Partners on interactive map
- Policy instruments' details: from iOLF, only descriptions are editable
- News and events carousels
- **Sidebar**: social media feeds, newsletter link etc.: editable
- **Toolbox**: link to Interreg Europe website (community buttons, search function, 'Discover projects' page)

## **News**

## **Events**

**Contacts**: from iOLF; only logo, description and website are editable

## **Library**

**Extra pages** (max 2 with up to 2 subpages): editable



## Project summary

EUSSG highlights that the EU and Member States should enable SMEs to turn environmental challenges into opportunities. Green growth can offer significant benefits, however as stated in the Small Business Act (SBA 2014/2020) policy makers need to fully understand the potential of the green economy, while being aware of the barriers that SMEs face regarding the greening of their products, production processes, business practices and services.

The circular economy is a key concept of the green economy, based on optimising systems rather than components, away from Resource to Waste to Resource to waste and productive circular systems. Strategic alliances between business organisations such as Dan McKArthur Foundation, McKinsey Company, etc and multinational enterprises have been at the forefront of circular economy exploration and application. SMEs rarely have the same access to knowledge networks to stay up to date with new technologies, or communicate with potential clients or investors, it is therefore key to understand how SMEs can exploit the opportunities of circular value chains.

The CESME project addresses SME inclusion in the circular economy, by interregional meetings identifying good practices aiming to examine how best regional and local authorities and business development agencies can improve relevant policy instruments and design support packages to assist SMEs to enter the circular economy. Through the creation of a return on investment analysis quantifying the economic and social benefits of circular value chains as well as a white book guiding SMEs step by step into circular economy, the CESME partnership hopes to introduce new circular initiatives targeted SMEs. These initiatives will be implemented and tested for feedback and adaptation in order to be replicable across EU as well as monitored against their expected impact. Finally, this will lead to the improved effectiveness of the policy instruments addressed by the project partners.



**ESME**  
SMEs turnover and resource efficiency

From 1 Apr 2024  
to 31 Mar 2025

## Partnership



Sign up for the CESME newsletter

Subscribe now



**CESME Project**

Regulatory barriers in the Circular Economy: Lessons for member states

A report issued by EC CRECIT and over a set of circular economy business

Tweets by @CESMEProject

**CESME Project**

Regulatory barriers in the Circular Economy: Lessons for member states

A report issued by EC CRECIT and over a set of circular economy business

**CESME Project**

Implementation of Circular Economy Business Models by Small & Medium-Sized Enterprises (SMEs) across the EU

A report issued by EC CRECIT and over a set of circular economy business

**CESME Project**

Smart Describes companies powered green potential

## What policy instruments does the project address?

- Regional Growth and Development Strategy, specific objectives 6.4.2 Green Growth
- 2020-2025 Growth Strategy (Regional operational programme, Sub-1.2 Change Processes and Modernisation of Industrial Systems, Operational priority 10: Support the creation and expansion of enterprises for the development of products and services)
- Regional Strategy of South-West Slovakia, article 6.10.2
- National Development Programme of Hungary 2021, Objective 5: Priority 5: Sustainable Growth, Support for cooperation in research, innovation and innovation-friendly manufacturing products and design of services in enterprises (eg. using industrial symbiosis)
- Operational Programme for Wales, specific objective 2.4

The Regional Authority of Central Macedonia prioritises the improvement of resource efficient SMEs, which is stated in Priority Axis 2 of the Operational Programme. The aim of the policy instrument is to utilize the enormous potentials for cost savings and for gaining a higher productivity, thus enabling companies to become more competitive and in a better position in the global value chain.

By transferring knowledge and good practices, new project will be financed by already existing budget line of the Regional Operational Programme. In addition, by addressing this policy instrument through CESME, awareness from potential SMEs will be raised and nurtured and hopefully they will be included in the projects that are going to be financed by the Regional Operational Programme.

Which partners are working on this?

- Development Agency of Eastern Thracian Plain Local Authorities
- Region of Central Macedonia

## Latest News



**Handbook of activities**  
The handbook contains the 20+ activities developed by the CESME partners, covering the entire value chain of SMEs, from production to distribution and marketing.



**CESME presented in Circular Economy Club webpage**  
The CESME project is presented in the Circular Economy Club webpage, which is a platform for SMEs to share their experiences and best practices.



**CESME presented in The Recycler webpage**  
The CESME project is presented in The Recycler webpage, which is a platform for SMEs to share their experiences and best practices.



**Smart Describes companies powered green potential**  
The Smart Describes project is presented in the Smart Describes webpage, which is a platform for SMEs to share their experiences and best practices.

## Project News

Sort results by  



### Hundreds of new ideas

21/11/2016

"Move the wood" seminar on CE & the wood industry in Tuuri (FI), by CESME,...

Type: **Project**



### CESME presented in Circular Economy club webpage

30/09/2016

CESME gaining growing attention.

Type: **Project**



### CESME presented in The Recycler webpage

30/09/2016

CESME gaining growing attention.

Type: **Project**



Sign up for the CESME newsletter

Subscribe now



 Μου αρέσει η ΣεΝΙΣα!

Γίνεστε ο πρώτος από τους φίλους σας στον στόφο αρέσει!



 CESME Project  
10 hrs

Regulatory barriers for the Circular Economy: Lessons from ten case studies

A report issued by DG GROWTH analyses a set of circular economy business practices to identify and support policy and



## Contacts



### Business Development Centre North Denmark

Lead partner

Denmark (Danmark)

[Website](#)

Ms. Jane Ribergaard Holm

+45 25 38 22 41

[Send me an email](#)



NORTH DENMARK REGION

### North Denmark Region

Partner

Denmark (Danmark)

[Website](#)

Mr. Per Toppenberg

+45 22 44 70 30

[Send me an email](#)



### Metropolitan City of Bologna

Partner

Italy (Italia)

[Website](#)

Marino Cavallo

39 051 659 8596

[Send me an email](#)

Sign up for the CESME  
newsletter

[Subscribe now](#)



Γίνε ο πρώτος από τους φίλους σας  
στον απο/ο απέρσι!



**CESME Project**  
10 hrs

Regulatory barriers for the  
Circular Economy: Lessons from  
ten case studies

A report issued by DG GROWTH  
analyses a set of circular  
economy business practices to  
identify and suggest policy and  
regulatory actions to unlock their  
full growth potential.

Partnership of 4th year  
Business barriers for the Circular Economy



### The CESME Good Practices

07/11/2016

The CESME Good Practices

Type: [Project](#)



### CESME Aalborg meeting...

29/09/2016

Material

Type: [Project](#)



### Audio - Video

13/10/2016

Audiovisual material available through the project.

Type: [Project](#)

Sign up for the CESME newsletter

Subscribe now



Μου άρσσει η ΣΕΜΕδα!

Γίνε ο πρώτος από τους φίλους σας στον οποίο άρσσει!



**CESME Project**  
10 hrs

Regulatory barriers for the Circular Economy: Lessons from ten case studies

A report issued by DG GROWTH analyses a set of circular economy business practices to identify and suggest policy and regulatory actions to unlock their







# What is not included?

- Extranet/ restricted area
- Newsletter tool



# Website administrator interface

## Once logged in to Interreg Europe community

The screenshot shows the 'Manage Project' interface for 'SME Resilience'. At the top, there is a navigation bar with the Interreg Europe logo, the European Union flag, and a progress indicator for 'My Interreg Europe' at 89%. Below this is a main navigation menu with links for 'About us', 'Projects', 'Policy learning platform', 'News and events', 'In my country', 'Library', 'Help', and 'Contact us'. A breadcrumb trail shows 'Home > Account > Manage Project'. The main heading is 'Manage project: **SME Resilience**'. A yellow callout box on the right says 'Need help? Check out our admin support section.' Below the heading is a sub-navigation menu with 'About the project' (selected), 'Policy Instruments', 'News', 'Events', 'Contacts', 'Sidebar', 'Extra pages', and 'Library'. The 'Cover image' section shows a placeholder image of a person's arm and a dog. A yellow notice box states: 'Notice - Make sure you comply with copyright. don't upload any images that you'. Below the image is a 'Browse...' button, a 'No file selected.' message, and a 'Pick from pool' link. The 'Abstract' section shows a rich text editor with a toolbar containing icons for bold, italic, underline, strikethrough, bulleted list, numbered list, link, unlink, table, and code. The text in the editor reads 'Bacon ipsum dolor amet jowl ball tip filet mignon,'. A large blue oval callout on the right contains the text 'Update at least once every six months!'.



# Help and support

## Frequently asked questions (FAQ) page:

<http://www.interregeurope.eu/projects/guidance/project-websites/>

**Help page to edit project websites**

Introduction >  
Administration rights >  
**Style of your content >**  
Key tips for editing >  
About the project >  
News >  
Events >  
Contacts >  
Library >  
Roster >  
Let's go! >  
Help and support >

### 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 organise my content?](#)
- [How to encourage people to stay longer on your website?](#)
- [Where can I find images for my project website?](#)

---

#### Is there a style guide I have to follow?

Yes, there is. Your project website is integrated to the Interreg Europe one and it is important to ensure a certain coherence for our visitors.

So as a content editor, you should follow specific style guide rules presented in our [Interreg Europe website – content style guide](#). You

**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 [communication officer](#).  
[Contact now](#)

SHARE



# Delivery of your project website

## Prerequisites:

1. Select at least one project website administrator
2. Create a community profile on [www.interregeurope.eu](http://www.interregeurope.eu)
3. Communicate email details of your website administrators (same email as used to log in to Interreg Europe community) to JS

## January 2017:

- **JS: gather necessary information**
- **Projects: prepare content** (cover image, short description of the project, news and events)

## February 2017:

- **JS: generate and hand over the project websites**
- **Projects: start updating your website**





# RESOURCES



# Useful links

## Implement a project

<http://www.interregeurope.eu/projects/implement-a-project/>

## 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)

## Guidance videos on reporting

<http://www.interregeurope.eu/projects/implement-a-project/#report-activities>

## Project communication kit:

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



# Upcoming trainings

- Webinar on how to update project websites  
January - February 2017, online
- Communication workshop  
May 2017, tbc
- Finance workshop  
May 2017, tbc



# Useful dates

- Europe, let's cooperate!  
3<sup>rd</sup> interregional cooperation forum  
22-23 March 2017, Malta
- Lead applicant webinars – third call  
24-28 April 2017, 10:00-11:00 AM



# Where to find pictures?

- Maybe you or your colleague is a talented photographer and can provide some pictures or could take one for your project needs?
- Maybe your institution has a library of images?  
You can 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:**

<http://deathtothestockphoto.com/about/>

<https://www.pexels.com/>

<https://pixabay.com/>

<http://www.istockphoto.com/fr>

<https://eu.fotolia.com/>

<http://www.stockfreeimages.com/>

<http://www.freeimages.com/>

<https://unsplash.com/> (10 high resolution photos download per day)

<http://foter.com/>



**TIME FOR QUESTIONS**



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# Thank you!

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



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