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

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_FKiBI7Z2hyx4tI1_oEwLclUYT92mLgU/edit

Interreg branding

Before…

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

Research and innovation
Information and commu-nication 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

ATM for SMEs
HIGHER
PURE COSMOS
FINERPOL
BIO4ECO
ERUDITE
HERICOAST
RuralGrowth
HELIUM
BUILD2LC
SME ORGANICS
SmartPilots
SMART-MR
REBUS
INTHERWASTE
PASSAGE
Social Green
BID-REX
SKILLS+
INNOGROW
S34Growth
RETRACE
Beyond EDP
RESOLVE
UpGradeSME
SIE
SET-UP
S3Chem
RESET
ESSPO
REGIO-MOB
OSIRIS
ZEROCO2
InnoBridge
CISMOB
SYMBI
CESME
TRINNO
INKREASE
SWARE
NICHE
INTRA
CHRISTA
SUPER
Destination SMEs
IMPACT
P2L2
iEER
CRE:HUB
CLUSTERIX 2.0
CD-ETA
BRIDGES
SPEED UP
TITTAN
SOCIAL SEEDS
NMP-REG
HoCare
LAST MILE
TRIS
TRAM
COMPETE IN
RATIO
LOCARBO
CLUSTERS3
Interreg Europe

Harmonised branding

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

BID-REX
Interreg Europe

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

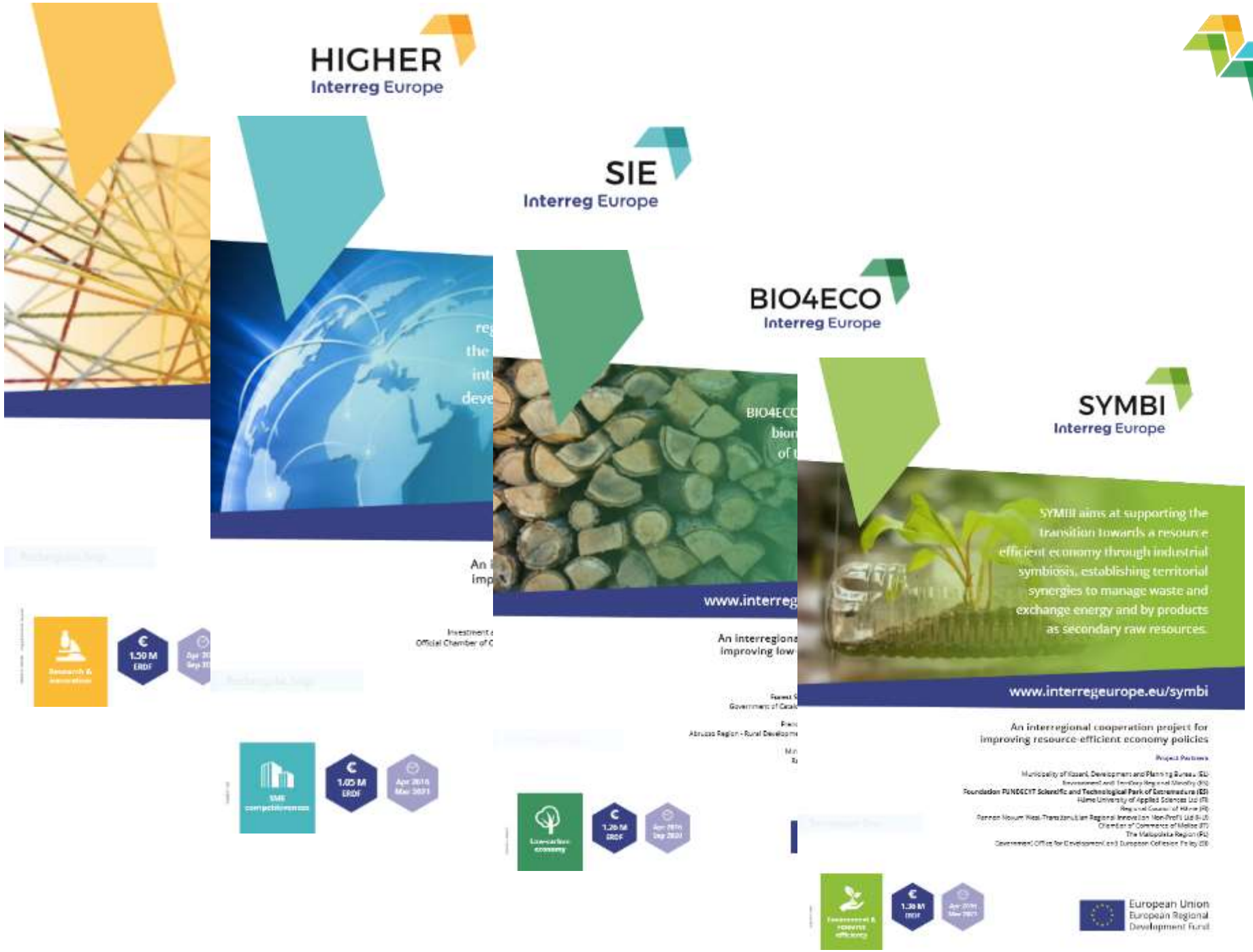
Project description

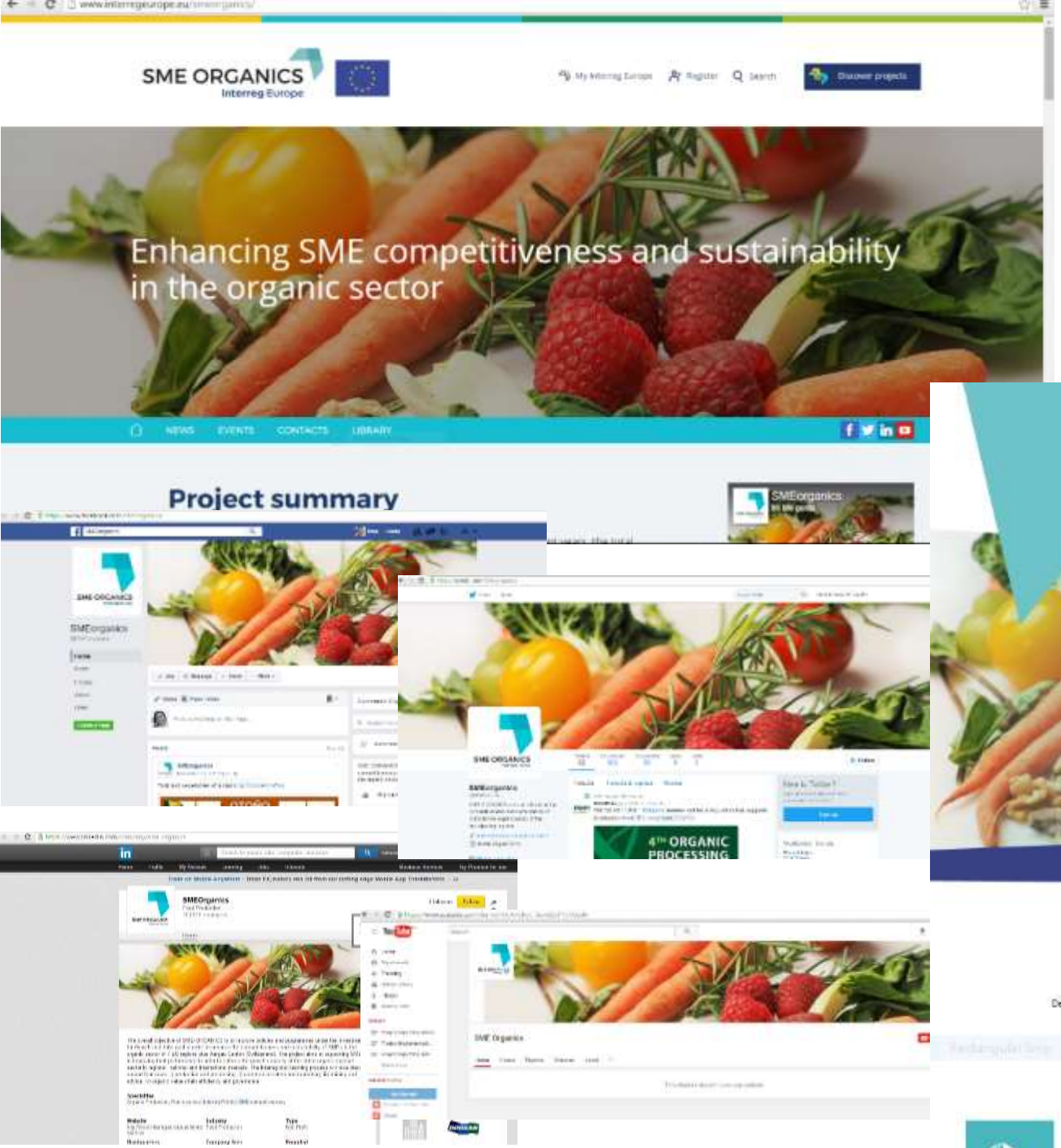
Online system (iOLF)	Poster
The proposed project entitled “Regional Policies towards Greening the Social Housing Sector” is oriented to jointly tackling the topic of housing deprivation and **energy efficiency** in the scope of **social housing sector** towards a **lower carbon economy**. In this context the overall objective of the project is to improve regional policy instruments **targeting the link between social housing sector and fuel poverty with green building** interventions considering policy, institutional, financial and technical levels.	**Social Green** 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.

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
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.interregeurope.eu/symbi
An interregional cooperation project for improving resource efficient economy policies
European Union
European Regional Development Fund



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

An interregional cooperation project for improving SME competitiveness policies

Project Partners

IFOAM-EU (BE)
FiBL - 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)
Seinäjoki University of Applied Sciences (FI)
INTERBIO Aquitaine/Limousin/Poitou-Charentes (FR)
CIHEAM MAIB - Mediterranean Agronomic Institute of Bari (IT)
Puglia Region - Managing Authority of OP ESFR-ESF 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)

European Union

Powerpoint template

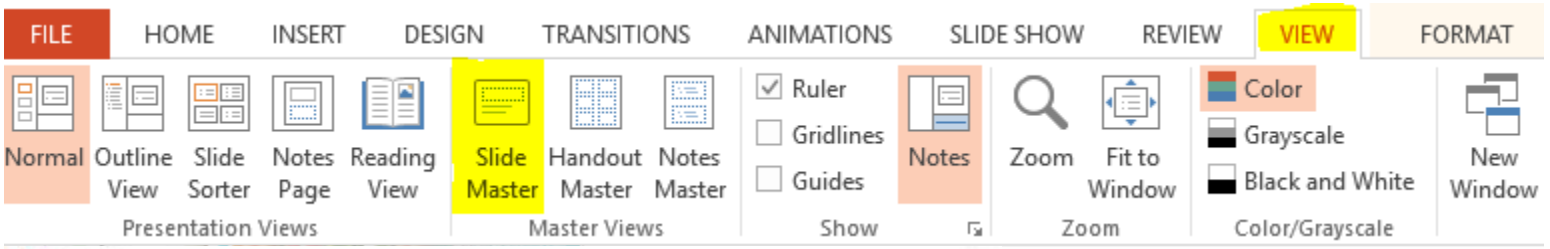
- **Suggested template – not compulsory**

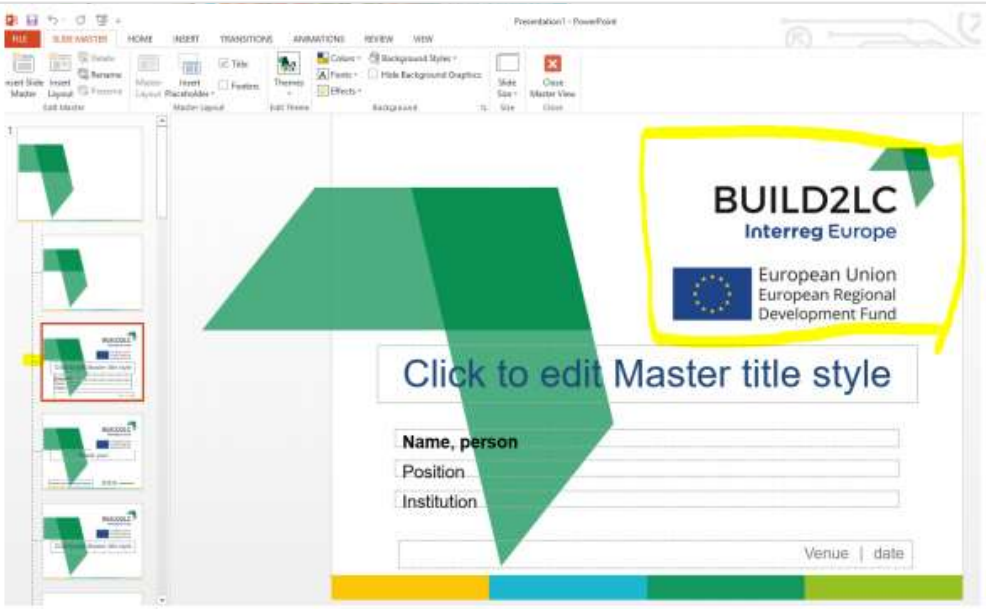
Change of chapter, or section of the document

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

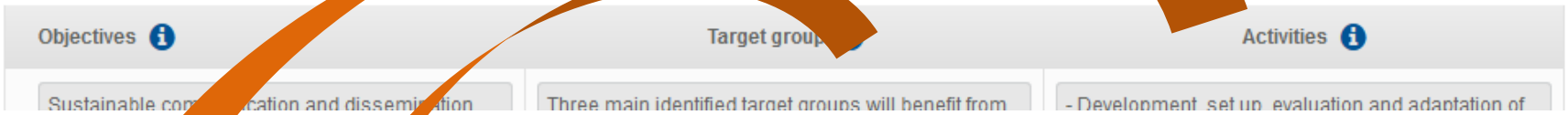
4 master slide templates where logo should be changed

INTEGRATED COMMUNICATION

Communication strategy

Communication = a tool to reach project objectives

- Application form – outline of communication strategy



- 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

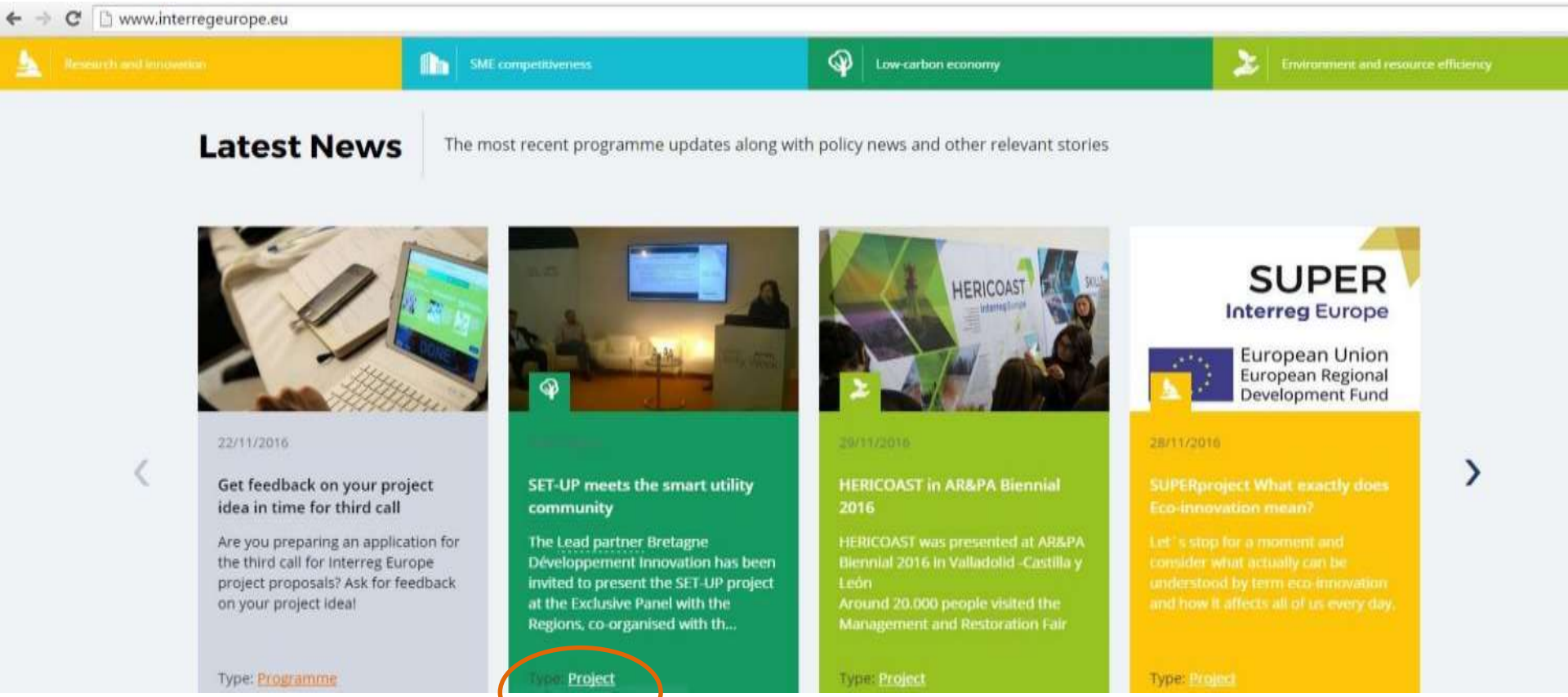
- Monitor and evaluate your communication activities

  2 programme indicators

  Set your own indicators

Integrated webspace

Project news visible on home page



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!

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

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

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

EU 2020 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 (SP 2014/2209 INI) 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 resilient and productive circular systems. Strategic alliances between support organisations such as Ellen MacArthur 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 (re)regional 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 cases 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.

€1,625,830.00

From 1 Apr 2016 to 31 Mar 2020

THEME
Environment and resource efficiency

Partnership

Lead Partner Partner

Sign up for the CESME newsletter

CESME Project

Regulatory barriers for the Circular Economy: Lessons from law enforcement

A report issued by DG CROSS-Th analyses a set of circular economy business

Tweets by @CesmeProject

CESME Project @CesmeProject

Regulatory barriers for the Circular Economy: Lessons from law enforcement

CESME Project @CesmeProject

Implementation of Circular Economy Business Models by Small & Medium-Sized Enterprises (SMEs): Barriers and Enablers

Embed View on Twitter

What policy instruments does the project address?

Regional Council and Development Strategy, specific objectives 6 & 7 Crete Council

2014-2020 Attiko Metro plan (Regional operational programme, Axis 7 Competitiveness and attractiveness of Attica's local systems, Investment priority 1b: Support the creation and expansion of innovative activities and the development of products and services

Regional Strategy of Sterea Ellada Region, axis/area 4 SME 6

National Development Programme of Bulgaria 2020, Objective 3, Priority 3 Interbranch and support for cooperation between small and non-office-family-like surrounding peripheries and escape of tourists, an environment-friendly, ecology-balanced transformation

Operational Programme for Water, specific objectives 6.A

Regional Council Macedonia Operational Programme, priority axis 3, "Improve Resources Efficiency of SMEs"

The Regional Authority of Central Macedonia prioritize the improvement of resource efficient SMEs, which is stated in Priority Axis 3 of the Operational Programme. The aim of the policy instruments is to utilise 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 projects will be financed by already existing budget lines of the Regional Operational Programme. In addition, by addressing this policy instrument through CESME, awareness from potential SMEs will be raised and matured 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 Thessaloniki's Local Authorities
- Region of Central Macedonia

Latest News

See all project news

Hundreds of new ideas

"Within the second semester of 2016 the second workshop on Circular Economy (CE) by CESME - Project, SME Business Service and Network Development Greece Partners on 16.11.2016,

Type: Project

CESME presented in Circular Economy club webpage

CESME growing, growing, attention

Type: Project

CESME presented in The Recycler webpage

CESME growing, growing, attention

Type: Project

North Germany companies presented green potential

CESME's partners' project meeting at the CESME project was held on 20-21 September in Hamburg, Germany.

Type: Project

CESME
rreg Europe

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> News

oject News

Sort results by: Newest first

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

Γίνετε ο πρώτος από τους φίλους σας στον οποίο 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

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

Partner

Denmark (Danmark)

Website

Mr. Per Toppenberg

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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

NEWS EVENTS CONTACTS LIBRARY

CESME > Library

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

Γίνετε ο πρώτος από τους φίλους σας στον οποίο αρέσει

CESME Project
10 hrs

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

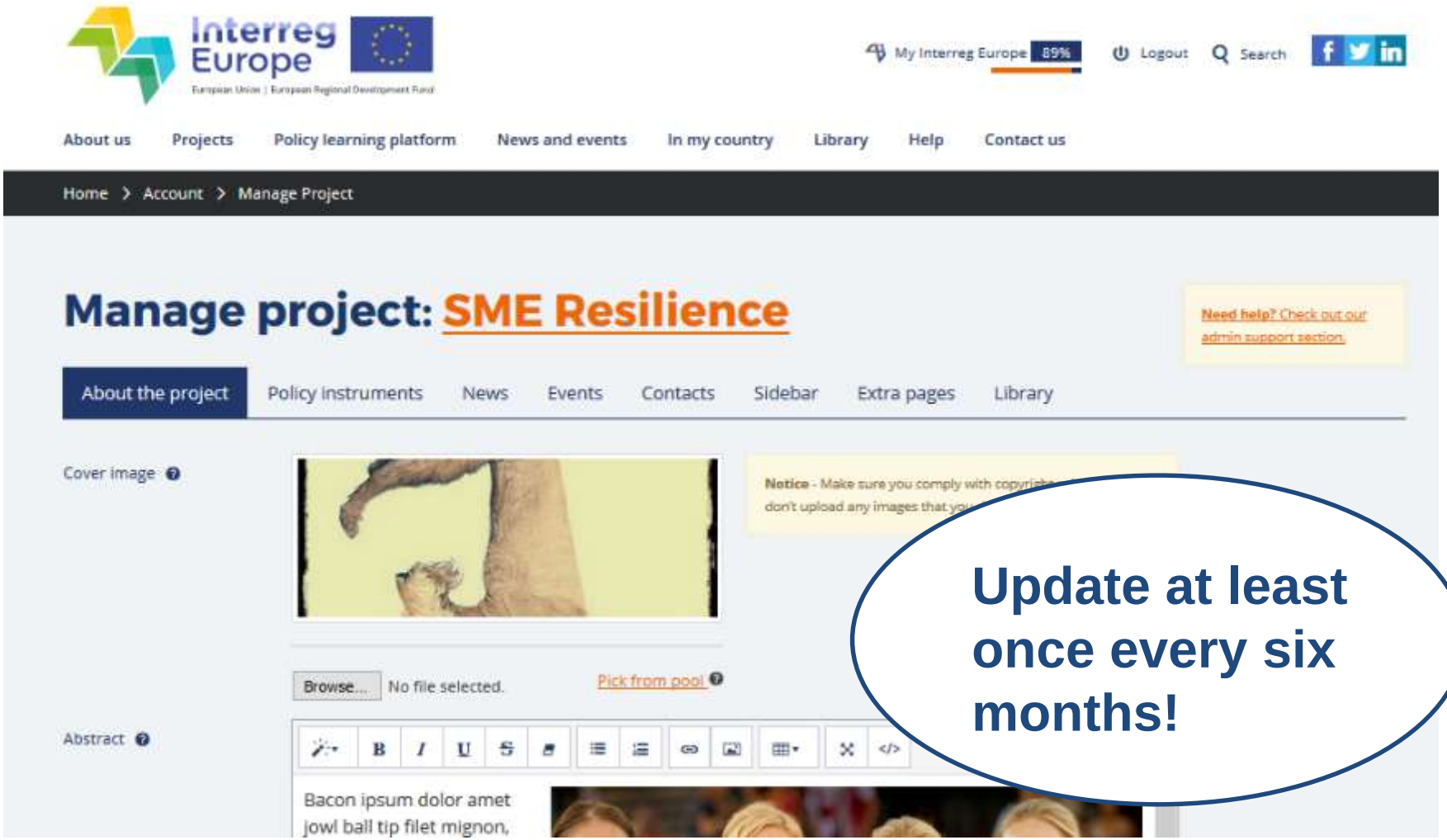
A report issued by DG GROWTH analyses a set of circular economy business practices to identify and suggest policy and regulatory actions to unlock their

What is not included?

- Extranet/ restricted area
- Newsletter tool

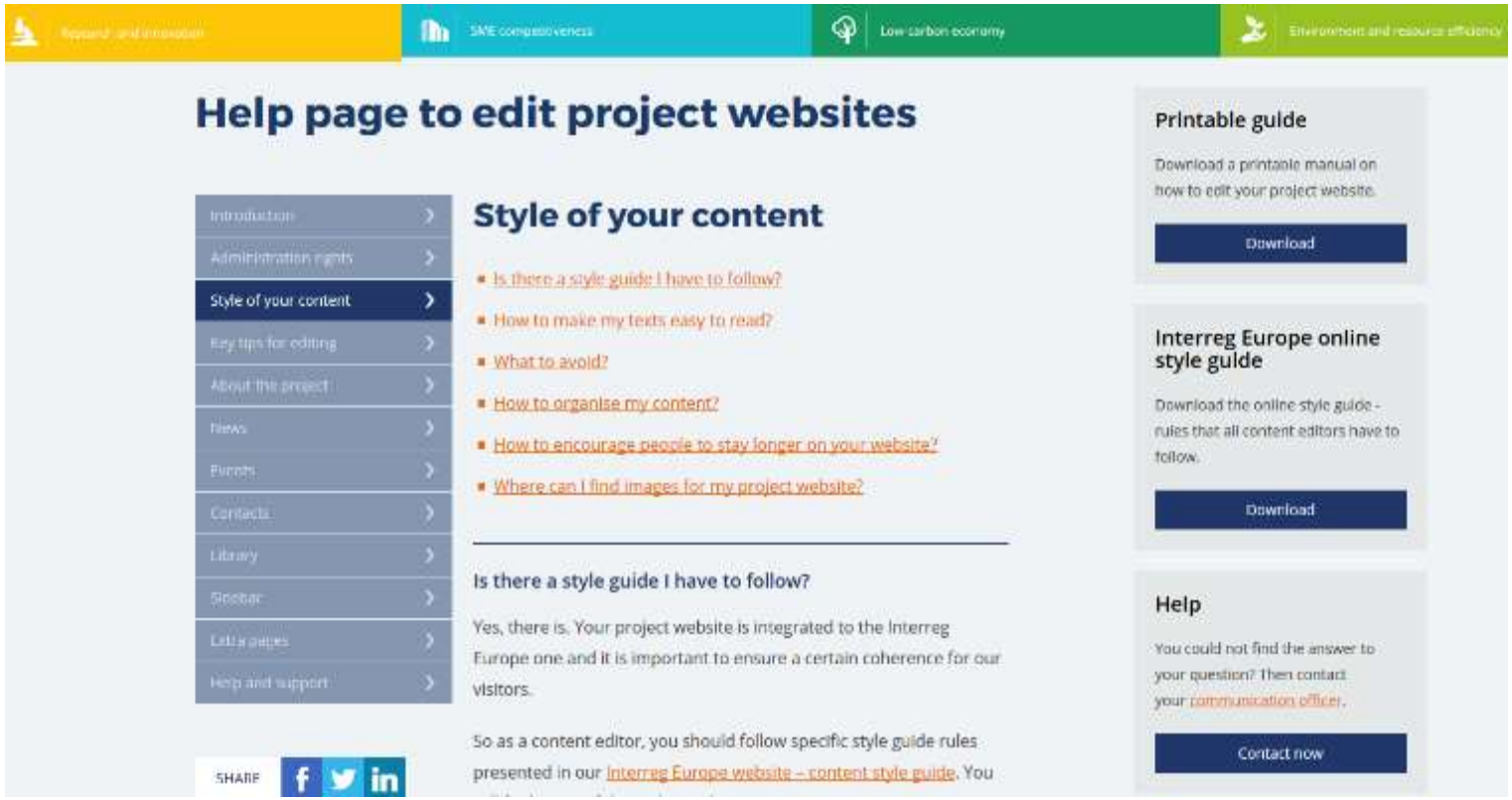
Website administrator interface

Once logged in to Interreg Europe community



Help and support

Frequently asked questions (FAQ) page:
http://www.interregeurope.eu/projects/guidance/project-websites/



Delivery of your project website

Prerequisites**:**

1. Select at least one project website administrator
2. Create a community profile on 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

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

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!
  3rd 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

European Union | European Regional Development Fund

Thank you!