

**Interreg
Europe**



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Project training days

Welcome to day three!



26 SEPTEMBER 2024

Follow us on social media:



Meet the communication team



Irma Astrauskaitė-Denis

Head of Unit - Communication and Contact Points



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Web and Community Expert



Lisa Gheysens

Communication Intern

Communication training

26 September 2024

Agenda

08:30-09:00	<i>Registration</i>	
09:00-10:00	Introduction to the communication training	Flex 1
10:00-11:00	Workshops - Round 1 <ul style="list-style-type: none">• Group 1: How to improve my project website?• Group 2: My approach to project communication	Flex 4 (R-1) Workplace 1
11:00-11:30	<i>Coffee break</i>	
11:30-12:30	Workshops - Round 2 <ul style="list-style-type: none">• Group 1: My approach to project communication• Group 2: How to improve my project website?	Flex 4 (R-1) Workplace 1
12:30-14:00	<i>Lunch break</i>	
14:00-15:30	Share & learn <ul style="list-style-type: none">• World café	Workplace 1+2+3
15:30-16:00	Closing and conclusion	Flex 1

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Tools for effective project communication



Communication Unit | Interreg Europe secretariat

26 SEPTEMBER 2024

Introduction to the project
communication

Follow us on social media:



Content

1. Communication **requirements and principles**
2. **Social media:** good practices
3. More information

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1

- **Communication requirements**



Communication **timeline**

https://miro.com/app/board/uXjVMhLxXjg=?share_link_id=274973225327

Communication timeline

All the time



Once



Communication toolkit

All the time

Project visual



Copyrights



Project website

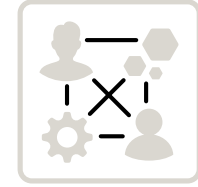


Project presentation



Participate in programme events

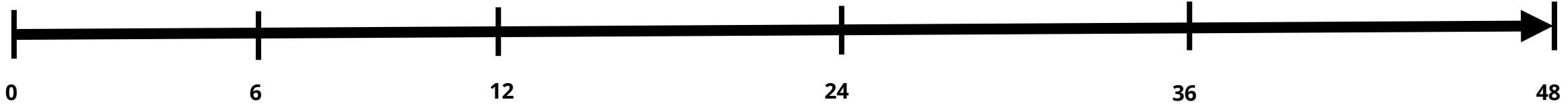
Community



EU support mentioned



months



Communication - HR

Project image/ photo



Project poster

Once

Info on institutional websites + social media



Video 1



Plaques/ billboards



Video 2



Project dissemination event



Harmonised project communication

One brand for all Interreg programmes

⇒ **Main project visual**

- Templates in individual project toolkits

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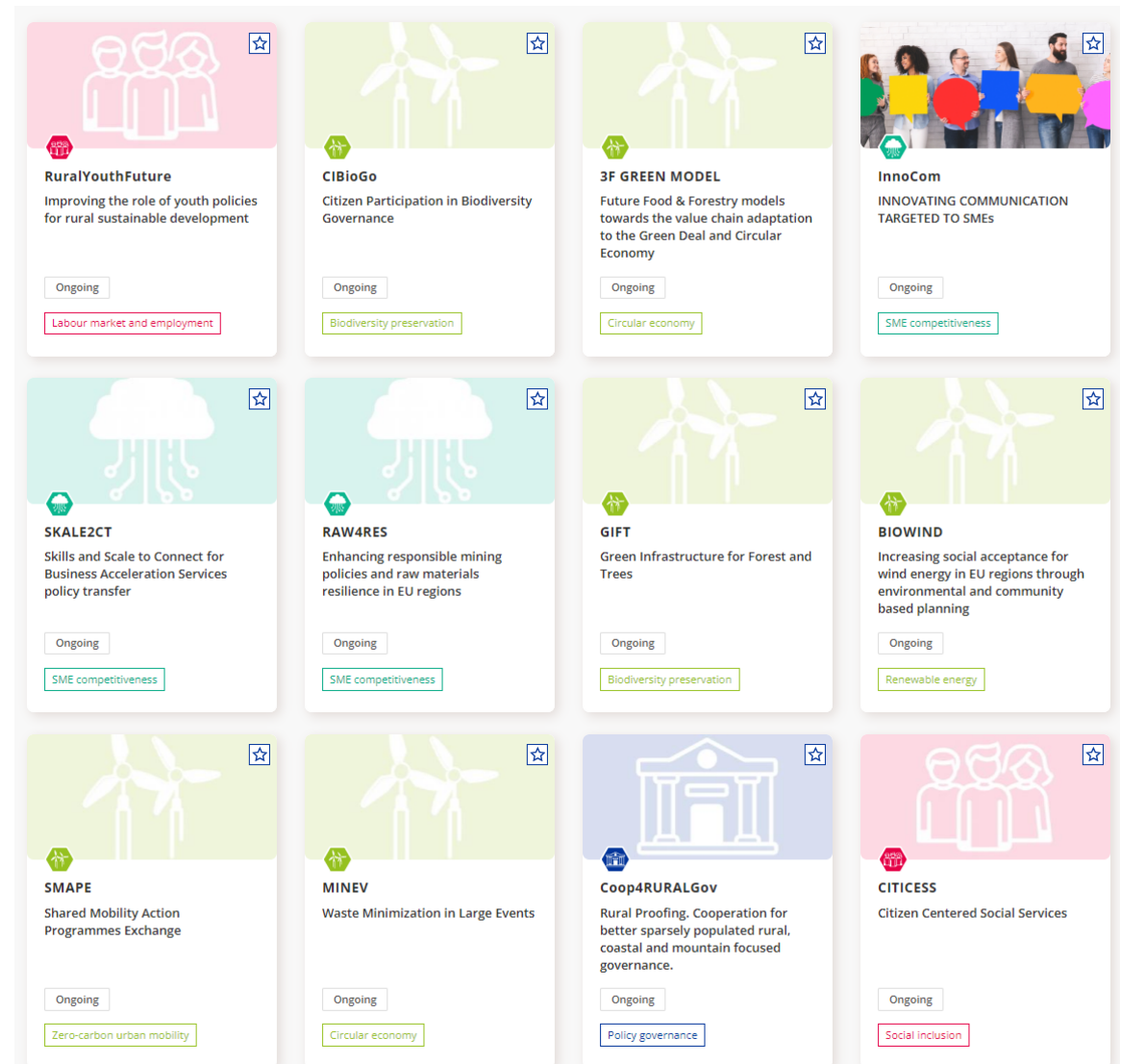
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Sample Project

Use on **all communication material** for the public or participants in project activities

Integrated project communication

- **Project websites** hosted by the programme
 - Your project visible in the search
 - We will promote your key news & events (contact us)



Required activities

- **Partners' websites and social media**

Short project description (aims and results) and the EU financial support

- **Project website updates**

Images, videos, publications, etc., free to use by the programme and the European Commission

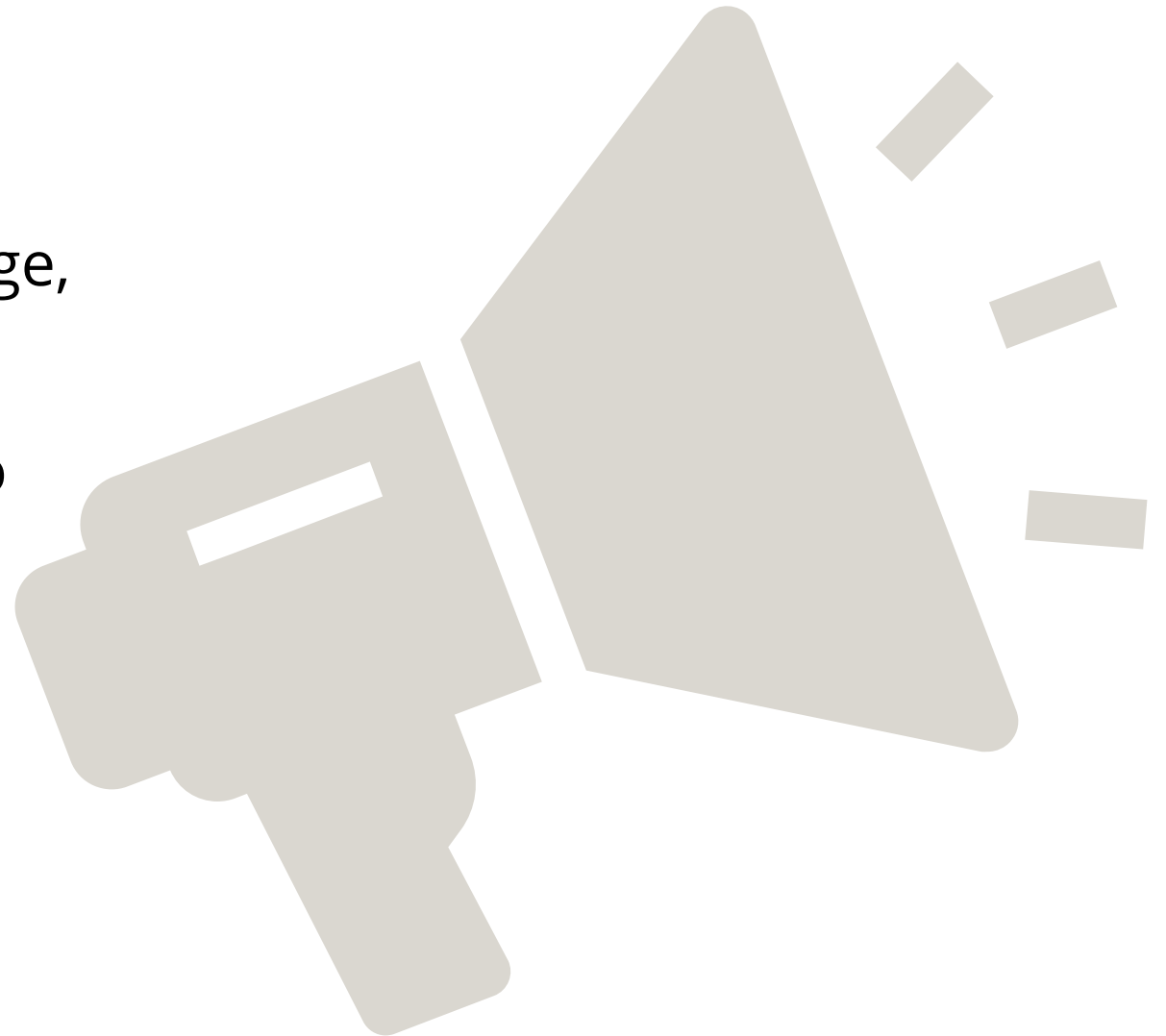
Updating your website

- At least **once every six months**
- High-quality **visual** content
- Your **activities**
- Focus on **achievements**
- Write in **English**



Copyright

Royalty-free, non-exclusive and **irrevocable license** for your image, and that any preexisting **rights** attached to it must be **granted** to the **EU** institutions, and our **programme** on demand.



Topic colour matters: main visual



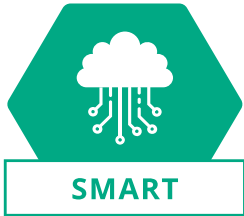
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Sample Project

Topic colour matters: presentation



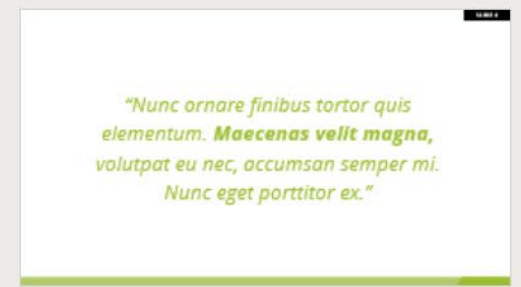
1



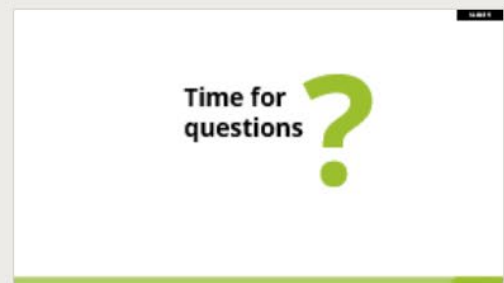
2



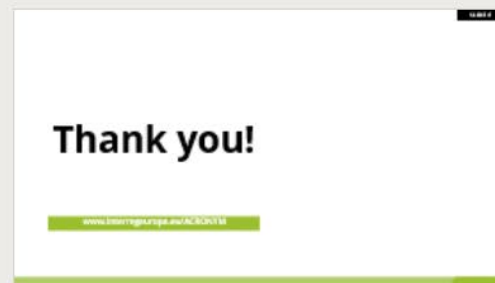
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4



5



6

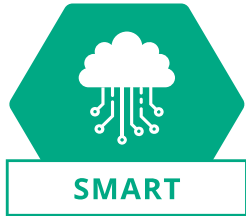


7



8

Topic colour matters: poster



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SCHOOL CHANCE

SCHOOL CHANCE aims at boosting the biomass as a key element of the transition to a low carbon economy at regional level.

SOCIAL

€ 1.26 M EU FUNDING

Apr 2014 - Sep 2020

An interregional cooperation project for improving social economy policies

Project Partners

- Executive Forest Agency (EG)
- Forest Sciences Centre of Catalonia (CTFC) (ES)
- Government of Catalonia - Directorate General of Forestry (ES)
- Regional Council of North Marche (FR)
- French Federation of forest municipalities (FR)
- Abruzzo Region - Rural Development and Fisheries Policies Department (IT)
- Lithuan Forest Owners' Association (LT)
- Ministry of Agriculture Republic of Latvia (LV)
- Regional Development Agency Centre (BG)
- Slovenia Forest Service (SI)

www.interreurope.eu/bio4eco

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DEBUTING

Developing Business Through Inclusiveness and Gender Awareness - New Cluster Competences

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SKYLA

Communication toolkit

It includes:

- Project branding guidelines
- Main project visual
- Project poster template
- Project plaque/billboard template
- Project Power Point template
- Project social media template

Available to download – email sent to lead partners

Q & A



3

- **Social media:** good practices

Social media: 78 second call projects



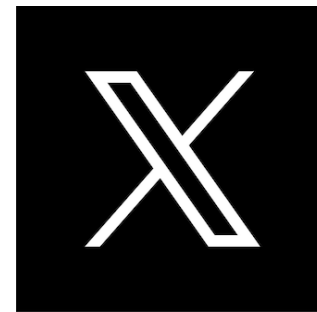
44 are on
LinkedIn



20 are on
Instagram



34 are on
Facebook



22 are on
X

55 second call projects in total are active on social media

Identifying **Interreg Europe**

- Don't forget to tag us or use the hashtag #InterregEurope
- Mention your project acronym early on
- Include your logo somewhere

Banners and avatars



Debuting project
38 likes · 47 followers

Liked Search

Interreg Across
14 likes · 27 followers

Liked Search



CC3ACCESS

CIVITEC

ClimateGO



Templates for your posts



By expanding

volunteering opportunities for youth in EU regions, we cultivate **active citizenship**, nurture leadership skills, and drive **positive change** within communities.





TEXAD project
36 abonnés
2 sem. • 🔔

+ Suivre ...

Did you know?
That around 4-6% of the EU's overall environmental footprint can be traced back to textiles. It is estimated that 3.3 to 3.7 million tonnes are discarded in mixed household waste. But reality might be worst as currently there is no Europe-wide obligation to report on the amount of textile collected from consumers or companies, meaning that extra tones of textile waste might end up in regular bins. It becomes then crucial that the different agents of the recycling value-chain led by municipal power jointly cooperate to ensure that circularity becomes the driver of the textile and fashion sector.

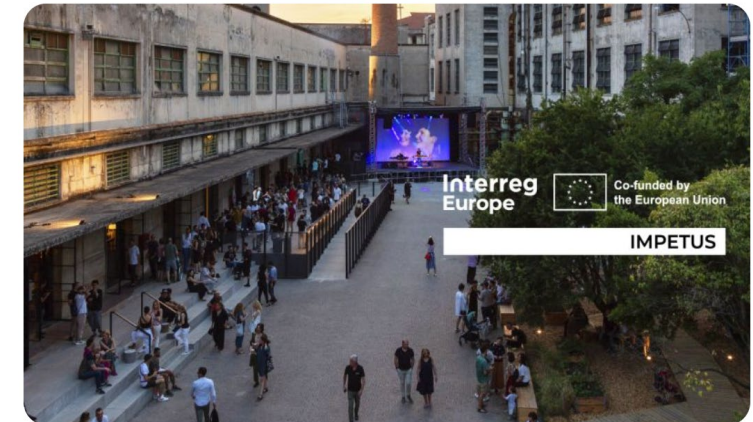
Read more about TEXAD here: <https://lnkd.in/drFKTp6F>

Afficher la traduction






TEXAD



Variety in your posts



Home, Search, Post, Share, Video icons

#Mobility. A few highlights from the Irish/Slovenian [EMBRACER_InterregEurope](#) Staff Exchange in Cork.

Find out more!
<https://tinyurl.com/49aj7ys9>
[Interreg Europe](#)

the Lord Mayor Councillor Dan Boyle. So our eh Slovenian

DEBUTING Project
 400 abonnés
 4 mois · 🌐

Iñaki Mendióroz Casallo, General Director of Social Economy and Labour at the Government of Navarra, talks about InnovaRSE, an initiative to promote sustainability in Navarre's companies. ... plus

Afficher la traduction

1:31 1x 🔊 🗄

Tourism4SDG
 58 abonnés
 2 sem. · Modifié · 🌐

+ Suivre ...

🌐 **Get to Know Our Partners' Region: Lubelskie Voivodeship**

🌿 **Lubelskie is Poland's Gateway to Healthy and Green Living.** Lubelskie, one of the leading regions in eastern Poland, stands as the national gateway to healthy, green living and an international bridge to the further East. Its capital, Lublin, is home to friendly and welcoming citizens, who actively contribute to shaping green spaces and advancing sustainable infrastructure. **Indeed, Lublin's greatest strength is its active citizens, who truly love their city!**

Did you know? The name "Lublin" comes from the Old Polish word "lub," which means "love" ❤️

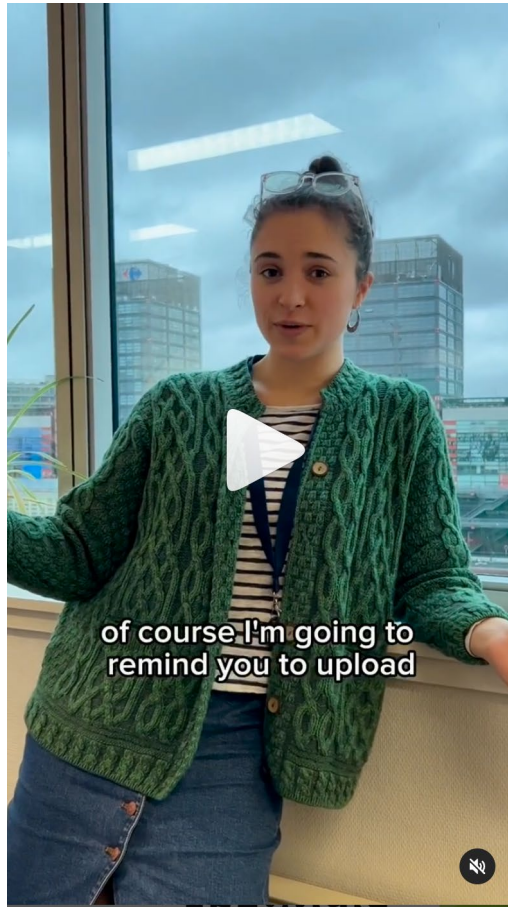
Festival galore. The people of Lubelskie's love festivals! The region has the highest number of festivals in Poland, celebrating invaluable traditions and folklore. Annual events such as the Magicians' Carnival, International Theatre Festival, and the Capital of Polish Language Festival in Zamość and Szczepieszyn are true pearls of the region, drawing visitors from all over.

Travel to the past. Even a casual stroll through the well-preserved, medieval old town of Lublin feels like stepping back in time! The cobblestone streets and colourful burgher houses are often the backdrop for historical films or international dramas. 🏰 The cozy streets of the irregularly shaped, built-on-hill old town of Lublin are immersed in history and mystery.

To learn more about Lubelskie Voivodeship, visit 🌐 www.lubelskie.pl



Add a **little fun** in your posts



CHEERS4EU 70 abonnés
2 sem. • Modifié •

WE ARE BACK from our holidays and we are REFRESHED and READY for the next work on our [Interreg Europe](#) project... 🙌🙌

We shared our holiday experiences together but most importantly we were talking about our upcoming activities today.
For example, every partner has to prepare and organize their stakeholder meeting and most of them will take place in September.

Stay tuned because we would like to inform you about the most important outcomes from every partner meeting... 🗣️

Cheers

Afficher la traduction

58:08

🔗❤️ Branislav Štefanča et 24 autres personnes 1 commentaire • 1 republication

- Don't be afraid of tapping into **trends**
- Don't be afraid of **video!**
- Try **new formats** to see what works best



Quality over quantity

More **tips**

- Match your post to the platform
- Respect platform frequency for best results (less is more)
- Look at your analytics to improve your results
- Tag us and each other!



Contribute to our survey

- Are you using social media?
- Would you like to have **online groups with other projects?**

Take **five minutes** to answer our survey (by 4 October)!

<https://www.surveymonkey.com/r/projectgroupsocialmedia>

Q & A



4. More information



Upcoming **events**

7-10 October: EU Regions Week, Brussels

Early 2024: Online training on storytelling

March: Annual event 2024 – tbc

All the time: Policy Learning Platform events



Contact us for help

Send your questions to your communication officer.

Include:

- Policy Officer
- Finance Officer
- Lead partner



Help us improve

Give us some feedback!



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Group division – day 3

Participants: *by project acronym*

- Group 1: A (ACROSS) – G (Green4Heat)
- Group 2: G (GreenGov) – Y (YESVolunteer)

Controllers / Points of contact:

- Group 1: A (Albania)
- Group 2: M (Moldova) – N (North Macedonia)

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Thank you!

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communication