

**Interreg
Europe**



European Union | European Regional Development Fund



*Sharing solutions
for better regional policies*

Communication requirements & reporting

Irma Astrauskaite

Communication coordinator

Communication workshop – Barcelona – 30 May 2017



MEET THE TEAM

Communications team



Irma Astrauskaitė

Coordinator - Communication and Contact Points



Petra Polášková

Communication Officer



Raluca Toma

Communication Officer (maternity leave)



Miia Itänen

Communication Officer



Laura Uotila

Communication Officer



Joséphine Mazy

Communication Assistant



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



COMMUNICATION REQUIREMENTS



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

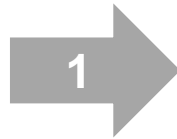
Checklist of publicity requirements	
▪ Logo set used	Required
▪ All partner institutions inform about project on their website (if such website exists)	Required
▪ All partner institutions' websites linked to Interreg Europe/ project website	Recommended
▪ All partner institutions place the A3 project 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

EU emblem & project logo



EU emblem

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



European Union
European Regional
Development Fund



Project brand



European Union
European Regional
Development Fund

BID-REX
Interreg Europe



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



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

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, Climate-KIC, and PASSAGE - Low Carbon Economy in Maritime Regions. The main content area displays the title 'iEER - Boosting Innovative Entrepreneurial Ecosystems in Regions for Young Entrepreneurs' above a large image of a crowd with the iEER logo. To the right, there is contact information: 'For more information, please contact:' followed by links to 'Chang, Christine' and 'Schristianus Novalainen, Anniina', and a link to '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' logo. A footer note states: '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.'

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

CLUSTERIX 2.0
Interreg Europe

Clusterix 2.0 empowers policymakers to help clusters fulfil their strategic roles as drivers of smart regional ecosystems within a competitive Europe in the dynamic environment of global innovation and collaboration

www.interregeurope.eu/clusterix2

An interregional cooperation project for improving innovation delivery policies

Project Partners

ecoplus. 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)



HIGHER
Interreg Europe

SIE
Interreg Europe

BIO4ECO
Interreg Europe

SYMBI
Interreg Europe



An interregional cooperation project for

www.interreg.eu

An interregional cooperation project for 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

An interregional cooperation project for improving resource-efficient economy policies

Project Partners

Municipality of Ifozard, Development and Planning Bureau (EU Environmental and Territory Regional Ministry (ER) Fundación PUNDECYT Scientific and Technological Park of Esporcedura (ES) Hódme University of Applied Sciences (HU) Regional Council of Hódme (R) Penon Novum West-Transdanubian Regional Innovation Hub (P) Chamber of Commerce of Hódme (CC) The Malaputka Region (PL) Government Office for Development and European Cohesion Policy (SE)

Technological Step

Research & innovation

€ 1.50 M ERDF

Apr 2018 Sep 2021

Technological Step

SME competitiveness

€ 1.05 M ERDF

Apr 2018 Mar 2021

Technological Step

Low-carbon economy

€ 1.26 M ERDF

Apr 2019 Sep 2020

Technological Step

Environmental & resource efficiency

€ 1.39 M ERDF

Apr 2018 Mar 2021

Public has to see it



EU contribution!





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

Update your project website



Project summary

INDUSTRIAL SYMBIOSIS FOR A RESOURCE EFFICIENT ECONOMY

SYMBI project will contribute to improve the implementation of regional development policies and programmes related to the promotion and

Sign up for the SYMBI newsletter

[Subscribe now](#)



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



Secure | <https://www.interreurope.eu/discover-projects/>



Featured Project



SHARE





Copy rights of your photos

Space TEchnology with Photonics for market and societal challenges



First Stakeholder Meeting of the Le

27/03/2017

The first Stakeholder meeting of the Lead partner

Type: Project



Launch of ENHANCE

15/02/2017

On February 7th and 8th/2017, the partners of EN

Type: Project



Night Light Kick Off Meeting

06/03/2017 - 08/03/2017

Programme Kick Off Meeting March 6 – 8

Type: Project



NightLight Photo-Painting-Workshop

05/05/2017 - 07/05/2017

Luxembourg invites you! We are organising

Type: Project



Night Light 2nd Policy Learning

06/06/2017 - 08/06/2017

Type: Project



REMEMBER



Three clear principles

Harmonised communication

- 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



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



Project branding

- Project logo
- Colour of the topic

No need to confirm designs with Secretariat!

ATM for SMEs
Interreg Europe

HIGHER
Interreg Europe

PURE COSMOS
Interreg Europe

FINERPOL
Interreg Europe

BIO4ECO
Interreg Europe

ERUDITE
Interreg Europe

HERICOAST
Interreg Europe

RuralGrowth
Interreg Europe

HELIUM
Interreg Europe

BUILD2LC
Interreg Europe

SME ORGANICS
Interreg Europe

SmartPilots
Interreg Europe

SMART-MR
Interreg Europe

REBUS
Interreg Europe

INTHERWASTE
Interreg Europe

PASSAGE
Interreg Europe

Social Green
Interreg Europe

BID-REX
Interreg Europe

SKILLS+
Interreg Europe

INNOGROW
Interreg Europe

S34Growth
Interreg Europe

RETRACE
Interreg Europe

Beyond EDP
Interreg Europe

RESOLVE
Interreg Europe

UpGradeSME
Interreg Europe

SIE
Interreg Europe

SET-UP
Interreg Europe

S3Chem
Interreg Europe

RESET
Interreg Europe

ESSPO
Interreg Europe

REGIO-MOB
Interreg Europe

OSIRIS
Interreg Europe

ZEROCO2
Interreg Europe

InnoBridge
Interreg Europe

CISMOB
Interreg Europe

SYMBI
Interreg Europe

CESME
Interreg Europe

TRINNO
Interreg Europe

INKREASE
Interreg Europe

SWARE
Interreg Europe

NICHE
Interreg Europe

INTRA
Interreg Europe

CHRISTA
Interreg Europe

SUPER
Interreg Europe

Destination
SMEs
Interreg Europe

IMPACT
Interreg Europe

P2L2
Interreg Europe

iEER
Interreg Europe

CRE:HUB
Interreg Europe

CLUSTERIX 2.0
Interreg Europe

CD-ETA
Interreg Europe

BRIDGES
Interreg Europe

SPEED UP
Interreg Europe

TITTAN
Interreg Europe

SOCIAL SEEDS
Interreg Europe

NMP-REG
Interreg Europe

HoCare
Interreg Europe

LAST MILE
Interreg Europe

TRIS
Interreg Europe

TRAM
Interreg Europe

COMPETE IN
Interreg Europe

RATIO
Interreg Europe

LOCARBO
Interreg Europe

CLUSTERS3
Interreg Europe



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

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.



1 Jan 2017
30 Jun 2021



0.89 M
ERDF



Low-carbon
economy

Project brochure v1

Lead partner:

Greenit
amsterdam region

Partners:



Cambra de Comerç de Barcelona



LA CIUTAT DE GIRONA



ANCI
LAZIO



ktu
KANSAS
UNIVERSITY OF
TECHNOLOGY



PROVINCE OF FLEVOLAND



Tillväxt-och
regionplaneförvaltningen
Growth and Regional Planning

Contact:

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

www.interregeurope.eu/evenergy

@EVEnergyEU | #EVEnergy

EV Energy
Interreg Europe



European Union
European Regional
Development Fund

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.



European Union
European Regional
Development Fund



EV Energy
Interreg Europe

**Electric Vehicles
for City
Renewable
Energy Supply**

Context



European targets

In 2014, the European Council agreed on the “**2030 Climate and Energy Framework**” containing the new EU-wide targets on **greenhouse gas reductions, renewable energy consumption and energy efficiency** for the period between 2020 and 2030. To achieve these ambitious targets, policy change seeking a **decarbonisation of the energy and mobility sector** is of prime importance.



Urban challenges

Cities are the main energy consumers, but also offer the greatest opportunities for change. Two **important technologies** are currently gaining momentum in European cities: Electric vehicles (EVs) and renewable energies. Both technologies offer a **high potential for climate change mitigation**. Thus, their **Intelligent Integration Into the energy and mobility system** is crucial.



How does EV Energy address those challenges?

EV Energy analyses and develops **Innovative policies** that promote renewable energies, electric mobility and the use of ICT for their integration. Through interregional policy learning, the **most appropriate policies are transferred to cities, regions and partner countries and subsequently implemented**. Identified best practices and policies are further disseminated for the benefit of the widest possible audience.

Tags

Urban Energy Transition
Innovative Technologies
Green Energy Policies
Electric Mobility
Renewable Energy
Transfer of Best Practices

Project Tasks and Objectives

- Establish a network of cooperation among stakeholders within and across regions.
- Identify and assess regional best practices and policies related to electric mobility, renewable energy and ITC solutions for their integration.
- Exchange and transfer best practices and policies in between cities, regions and partner countries.
- Record a set of policies within a framework of topics, along with measured actions and conditions for implementation.
- Create a shortlist of policy options for achieving regional and national objectives.
- Improve policy strategies and implement regional action plans.

Project brochure v2

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Low-carbon economy

Lead partner:



Partners:



Contact:

Julle Chenadec
Green IT Amsterdam
julie.chenadec@greenitamsterdam.nl



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EV Energy

Interreg Europe

Electric Vehicles for City Renewable Energy Supply

Context



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WHAT AND HOW TO REPORT?



Communication strategy

Communication = a tool to reach project objectives

- Application form – outline of communication strategy

Objectives **i** Target group **i** Activities **i**

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



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

Media folder on your website



My Interreg Europe Register Search

Discover projects

NEWS EVENTS CONTACTS LIBRARY



iEER > Library



Learning camp programs

17/05/2017

iEER learning camp agendas

Type: [Project](#)

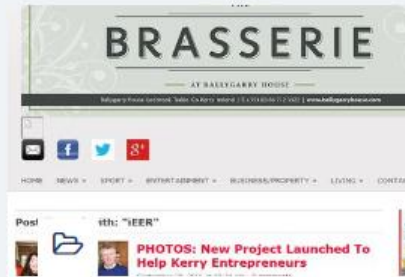


iEER Leaflet

13/01/2017

iEER key information

Type: [Project](#)



Media appearances

03/10/2016

Folder contains iEER media appearances in partner regions

Type: [Project](#)



Join the conversation on LinkedIn

What do you think needs to be done to improve services to startups? Join iEER LinkedIn group to discuss and network with others working with startup support.

[Click here](#)



ZIUA DE VEST

JUL 22 SEPTembrie 2016 11:17 SCRIS DE ZIUA DE VEST ACCESARI 431

Acasă
Actualitate
Eveniment
Economic
Politică
Editorial
Administrație
Sport
Monden
Cultură
Sănătate
Ediția tipărită
Turism
Contact

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



EDITORIAL
Lia Lucia Epure

Conducerea Camerei de Comerț, Industrie și Agricultură Arad a participat astăzi la o întâlnire cu tinerii antreprenori, organizații de sprijin și afacerilor universității din Regiunea Vest și reprezentanți ai Agenției pentru Dezvoltare Regională, la sediul ADR Vest. Evenimentul a avut loc în contextul în care ADR Vest, în calitate de partener în cadrul unui consorțiu format din 10 regiuni europene, denumit Institutul IEER - Sprijinirea antreprenoriatului în rândul tinerilor prin politici la nivel regional, finanțat prin Programul Interreg Europe. Obiectivul este acela de a identifica și implementa soluții care să sprijine dezvoltarea de afaceri noi, în special în rândul tinerilor și creșterea implică a locurilor de muncă. Cu această ocazie, Camera de Comerț, Industrie și Agricultură Arad și-a manifestat intenția fermă de a fi cooperată în Grupul Local de dezvoltare de politici publice în domeniul

appearances in partner regions

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

NEWS

European project aiming to boost entrepreneurs is launched in Kerry « Back

Friday, September 23rd, 2016 at 1:58 pm.

Tweet 5 Like 0 Share 0 share 6 Email 0



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

Boosting Innovative Entrepreneurial Ecosystems is being run by ten partners in the Interreg Entrepreneurial European Region (IEER).

In Kerry it's been led by CEED or the Centre for Entrepreneurship and Enterprise Development at IT Tralee.

Speaking on In Business on Radio Kerry, Cathy Giles, IEER Coordinator at CEED explained what the project is about.

Cathy Giles

00:00 00:29

RELATED STORIES

- Code Orange warning issued in Kerry 03 10 2016 Met Eireann has Code Level Orange warning for Kerry more
- Cork cider wins Supreme Court Award at Blas na hÉireann 03 10 2016
- House prices in Kerry rise percent 03 10 2016
- Kerry people asked to donate blood this week 02 10 2016
- Almost €600,000 in capital grant funding announced for IT Tralee 20 09 2016
- Kerry women interested in setting up a business urged to attend upcoming event 30 09 2016
- European Commission says waste water needs to be properly treated in Tralee and Killarney 29 09 2016
- Largest infestation of Portuguese Men O'War in 100 years anticipated along Kerry coastline 29 09 2016
- Kerry and Cork still the favourite destination for domestic tourists 28 09 2016
- 33 Kerry towns and villages take part in this year's Tidy Towns 28 09 2016

appearances in partner regions

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



Pictured at the launch the Interreg Entrepreneurial European Region (IEER) Project at the Ballgarry House Hotel on Monday were in foreground: Noel Flynn, General Manager Kerry Development and Innovation Centre, Catherine Keane, Cathy Giles, Project Coordinator - IEER, Anne Loney, MEP Sean Kelly, Seán MacÉilgáin, IT Tralee, Oliver Murphy, IT Tralee and Con Stack, Tralee.

38 IEER launch 4741.jpg
Copyright Kerry's Eye Newspaper
19 Sep 2016

Twitter LinkedIn Facebook Google+ Facebook Like Share

Email to a friend

03/10/2016

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

Folder contains IEER media

<https://www.interregeurope.eu/ieer/library/>

Projektas "SUPER" ekoinovacijų kurimo, plėtros bei tarptautiskumo skatinimas

<http://www.inovacijos.lt/lt/naujiena/id/projektas-super-ekoinovacijų-kurimo-plėtros-bei-tarptautiskumo-skatini-mas/tp/naujienos/>

Projektas „SUPER“ ekoinovacijų kurimo, plėtros bei tarptautiskumo skatinimas

2016-09-08

SUPER
Interreg Europe

Visame pasaulyje vis garsiau kalbama apie sustiprintą aplinkos saugojimo svarbą ir tam pasiekti būsnas naudoti priemones. Ekoinovacijos – tai įvairių formų naujų, degimo veikla ir priemonės, kuriomis siekiama gerokai sumažinti neigiamą šiltnamio efektą sukeliančių dujų poveikį aplinkai, taip pat skatinti pramoninę simbiozę ir užtikrinti ištisą aplinkos apsaugos efektą. Ekologinės naujovės apima naujus gamybos procesus, naujus produktus ar paslaugas bei naujus valdymo ir verslo metodus. Dauguma Lietuvos verslo įmonių neišnaudoja ekoinovacijų srities galimybių, tačiau be inovacijų naujovė panaudojimo, neįmanomas ir proverdis, o taip pat ir pateikimas į tarptautines rinkas tarpą sudėtingesnis. To pasekoje, Lietuva su dar aštuoniasis Europos valstybėmis pradėjo įgyvendinti INTERREG Europe programos finansuojamą projektą „SUPER“, kurio tikslas – vystyti, tobulinti ir taikyti tokia regioninę politiką, kuri skatintų tarptautinę mažo ir vidutinio verslo įmonių (toliau – MV) kurtamą ekologiškai tvarią inovacijų ir aplinkai draugiškų produktų komercializaciją.

Projekto metu glaudžiai bendradarbiaujant valdžios, verslo ir mokslo atstovams bus siekiama identifiikuoti skirtingų šalių paramos priemonių, skirtų aplinkosauginius sprendimus orientuotoms MV, būklumai. Taip pat bus siekiama užtikrinti efektyvesnius paramos mechanizmus, kurie sudarytų palankesnes sąlygas aplinkai draugiškų produktų eksportui ir verslo įmonių konkurencingumui augti.

Taip pat bus siekiama pagerinti MV gebėjimus versle taikyti ekologiškai tvarias inovacijas. Suinteresuotos šalys, bendradarbiaudamos tarpusavyje, sieks vystyti kooperacinius verslo paramos modelius, kuriuose pagrindinis dėmesys bus skiriamas galimoms verslo vystymo priemonėms bei gebėjimams (įstaigų) ir ekologinio principais grindžiamas eksperto rinkas stiprinti. Siekiant šių tikslų, bus kuriamas tarptautinis bendradarbiavimo tinklas, kurio dėka viešasis ir privatus sektorius galės spręsti šias problemas kartu, tobulinant politikas, makrolygius ir aplinkai draugiško verslo plėtrą, įgyvendinimą.

Lietuvos inovacijų centro (toliau – LIC) tikslas – stiprinti Lietuvos inovacijų sistemą, kuri aplinkai, palankią žinių ir technologijų sklaidai, pasitelkti imones aktyviau vykdyti mokslinių tyrimų ir eksperimentinės plėtros bei inovacines (MTEPI) veiklas. Siekiant šio tikslo pagrindinis organizacijos dėmesys yra makrolygis į inovacinio verslo plėtros aktyvinimą, pažangių mokslo pasiekimų komercializavimą, inovacijų įgyvendinimo rizikos mažinimą, teikiant inovacijų paramos paslaugas ir vykdant inovacijų skatinimo veiklas. Siekiant labiau patpartinti aplinkai draugiškų inovacijų diegimą MV, naujų ekoinovacinių produktų kūrimą, jų plėtrą į tarptautines rinkas, LIC pagrindinis siekis įgyvendinti SUPER iniciatyvą – teikti ekspertinę pagalbą, podėjimus, gerosios praktikos pavyzdžius bei tarptautinio lygio

Naujienos

- Tikimasi įveikti subrandintą patirtį (0)
- Projektas "Higher" - regionų plėtros politikos ir programų, skirtų sumanios specializacijos įgyvendinimui ir inovacijų sistemos vystymui, tobulinimas (0)
- Projektas „SUPER“ - ekoinovacijų kūrimo, plėtros bei tarptautiskumo skatinimas (0)**
- Š. Jakubavičius apie inovacijų padėtį Lietuvoje: „Juk ne svarstyklės kaitos, kad parodo svorį“ (0)
- Lietuvos verslą kviečia jungtis prie Europos trartosios energetikos lyderių (0)
- Pasiūlymai dėl 2014-2020 metų Europos Sąjungos fondų lėšų investavimo efektyvumo didinimo (4)
- Kviečiame dalyvauti magistro darbų konkurse (19)
- Sukurta žemės ūkio valdymo sistema mažinant produkcijos svikimą ir sąnaudas (16)
- Projekto TECHNOSTARTAS rezultatai: įkurta 50 naujų technologinių verslų ir apdovanoji geriausieji (11)
- StartUpLithuania Summer Academy, III sesija (11)
- Kuriamas Nacionalinis verslo konsultantų tinklas (14)

<https://www.interregeurope.eu/super/library/>



Indicator

Average number of sessions at the project pages per reporting period

- Measured by Google Analytics, report sent monthly to Web admins (LP, Com manager, etc.)
- 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!



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



Communication toolkit

- Project logo
- Poster
- Powerpoint template
- Website

https://docs.google.com/document/d/17HOMVZMT8hF_FKiBI7Z2hyx4tl1_oEwLclUYT92mLgU/edit



Help and support

Frequently asked questions (FAQ) page:

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

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

Help page to edit project websites

- Introduction >
- Administration rights >
- Style of your content >**
- Key tips for editing >
- About the project >
- News >
- Events >
- Contacts >
- Library >
- Sidebar >
- Extra pages >
- 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   



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!

www.interregeurope.eu



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