



# Communication requirements



## **COMMUNICATION APPROACH**



# 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 comobjectives
- Think sustainable: what is necessary to print, what does it add?



## WHAT'S THE MINIMUM?

# Regulation says, Programme says

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

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

- Use your project brandingyou're covered!
- Work on your project pitch; link to your Interreg Europe website
- Use/adapt the programme template – careful not to delete required info!



#### **EU** emblem

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



**Project brand** 









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

 Work on your project pitch; link to your Interreg Europe website

e.g.

www.uudenmaanliitto.fi/en/projects/ieer\_boosting\_entrepreneurial\_ecosystems\_for\_young\_entrepreneurs



Update your project website at least every 6 months



#### **Poster**

A3 poster describing project, in 'location readily visible to the public'

#### NOT:

- roll-up
- TV screen

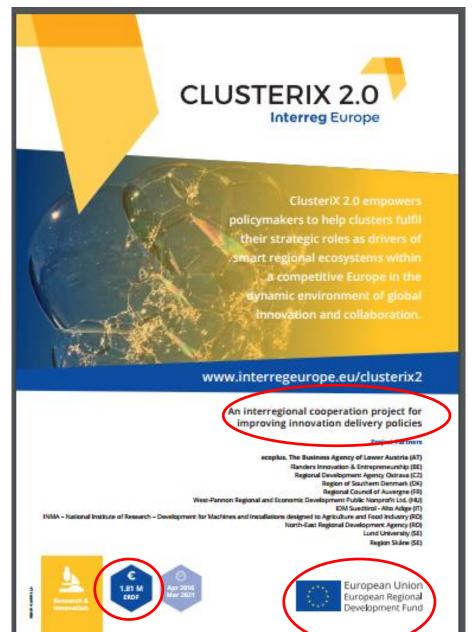
- ..

#### You can:

- Edit
- Translate
- Add partner logos

DO NOT REMOVE COMPULSORY INFORMATION

Poster requirements will be checked by FLC





## **PUBLICITY MATERIAL/GIFTS**



# 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 EUR50 per recipient

No branded towels, umbrellas, walking sticks unless justified part of communication campaign

### Resources



#### Programme manual v. 3 (updated Sept 2016)

http://www.interregeurope.eu/fileadmin/user\_upload/documents/Call\_related\_documents/Interreg\_Europe\_Programme\_manual.pdf

#### **Programme communication kit:**

- Branding guidelines
- Logo files (project & EU flag)
- A3 Poster template
- Ppt template (to be modified by project)
- Project website documentation

https://drive.google.com/drive/folders/0B\_2u8LvpD\_lzQndsY19rUFFzSFk





# Thank you!



