



**RegionArts**  
Interreg Europe



European Union  
European Regional  
Development Fund

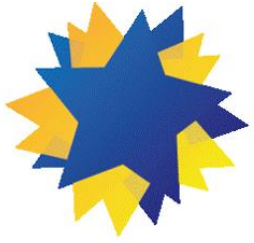
# Communication

**Andreia Mendes**

Junior Project Manager

SERN

09 & 10 July, 2018 | Kick off Meeting in Brussels



# SERN TEAM

The purpose of the SERN is to reinforce the links between regional authorities, development agencies, universities and associations who build and scale up the startup ecosystems at regional level in Europe, promoting a culture of startup friendly regions



Emma Fau,  
Adviser



Eva Bourdon,  
Project Assistant

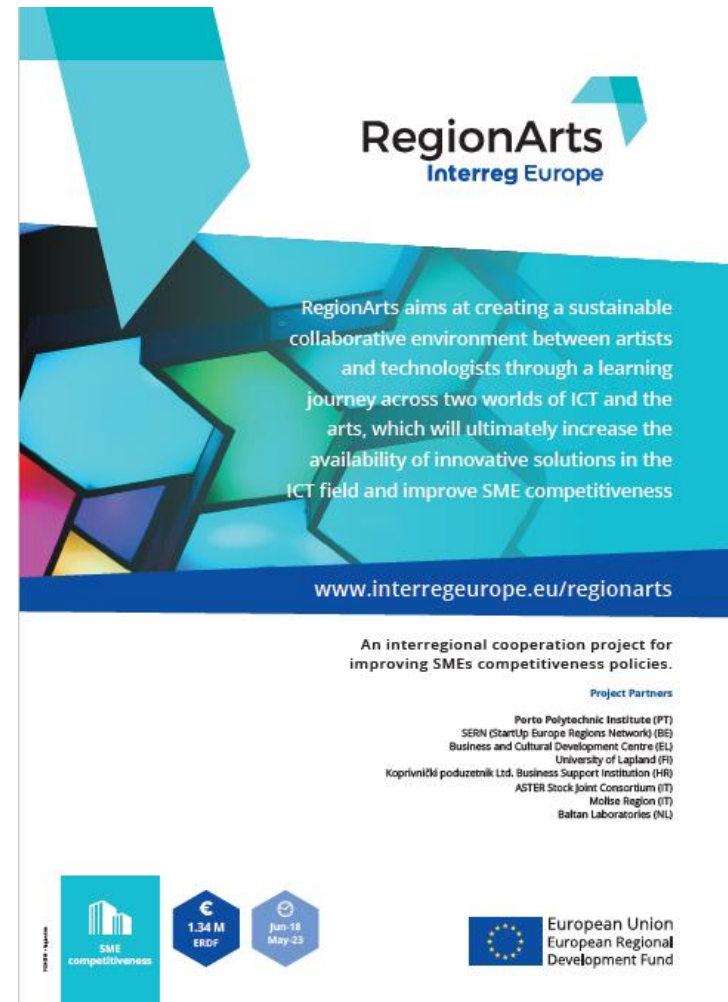
# COMMUNICATION TOOLKIT

# Harmonised branding

Interreg Europe uses a common programme visual identity.

## Communication toolkit

- Project logo
- Poster
- Powerpoint template
- Website
- Project-specific branding guidelines



# PROJECT LOGO

# Project Logo

## Interreg Europe Project Branding

## EU Emblem + ERDF references

[1] Origami related to topic colour

[2] Project acronym in Open Sans Regular



European Union  
European Regional  
Development Fund

[3] Interreg Europe brand

Download brand guidelines:

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

# POSTER

RegionArts  
Interreg Europe

RegionArts aims at creating a sustainable collaborative environment between artists and technologists through a learning journey across two worlds of ICT and the arts, which will ultimately increase the availability of innovative solutions in the ICT field and improve SME competitiveness

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

An interregional cooperation project for improving SMEs competitiveness policies.

Project partners

Porto Polytechnic Institute (PT)  
SERN (StartUp Europe Regions Network) (BE)  
Business and Cultural Development Centre (EL)  
University of Lapland (FI)  
Koprivnički poduzetnik Ltd. Business Support Institution (HR)  
ASTER Stock Joint Consortium (IT)  
Molise Region (IT)  
Baltan Laboratories (NL)



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

It is not acceptable to substitute the poster with a roll-up banner or digital screen.

**Poster requirements will be checked by FLC**

**Compulsory information**





**WEBSITE**

# Project Website

- Interreg Europe designs, develops and hosts all project websites;
- Their use is mandatory for each project.
- They are an integral part of the already existing ‘mother’ website: [www.interregeurope.eu](http://www.interregeurope.eu).
- There is a close link between the project websites and the Interreg Europe website. For example, news and events published on the project websites will appear as well on the Interreg Europe homepage level, thereby multiplying their reach.

# Key Features

## **What are the sources of content/data?**

R: Automatic link between website and the iOLF & content created upon log-in

## **What is the format?**

R: Individual websites, based on the same layout

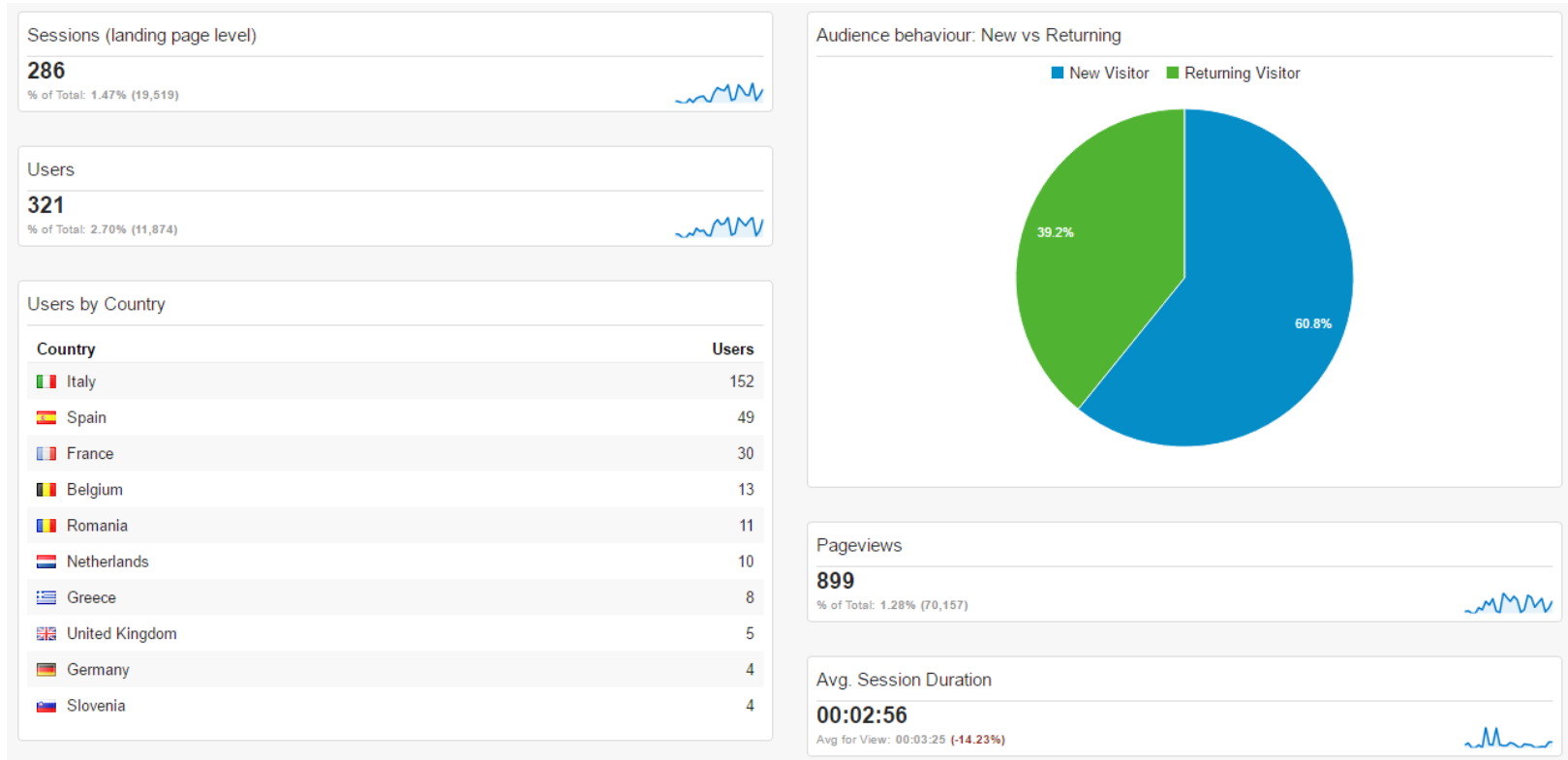
**Does the joint secretariat monitors the activity on the project website? Yes!!!!**

<https://www.interregeurope.eu/innova-fi/>

# Google Analytics report

How does it work:

- User visits your website
- When the user navigates on a specific page, the tracking code on the page sends a message to Google Analytics
- Google Analytics automatically captures and stores the user's information on its database
- Communication manager will receive a monthly report;



**Session:** a session is the period time a user is actively engaged with a website

**Users:** users that have had at least one session within the selected date range. Includes both new and returning users

**Pageview:** total number of pages viewed. Repeated views of a single page are counted.

**Avg. Session Duration:** average length of a session

Top Channels ✎ ✕

Default Channel Grouping	Sessions
Direct	128
Organic Search	118
Referral	25
Social	15

Sessions Drilldown

Landing Page	Sessions
/retrace/	224
/retrace/news/news-article/80/regional-dissemination-event-italy/	11
/retrace/contacts/	7
/retrace/news/news-article/128/promoting-the-sustainable-growth-packag	7
/retrace/news/	5
/retrace/news/news-article/143/2nd-field-visit-france/	5
/retrace/news/news-article/144/promoting-the-sustainable-growth-packag	5
/retrace/news/news-article/80/regional-dissemination-event-italy/	5
/retrace/events/	4
/retrace/events/event/166/retrace-kick-off-meeting/	4

Most visited pages (page views)

Page	Pageviews
/retrace/	329
/retrace/events/	90
/retrace/news/news-article/80/regional-dissemination-event-italy/	82
/retrace/news/news-article/128/promoting-the-sustainable-growth-packag	78
/retrace/news/	74
/retrace/communication/	39
/retrace/contacts/	38
/retrace/news/news-article/143/2nd-field-visit-france/	21
/retrace/news/news-article/142/communication-and-finance-seminar/	20
/retrace/news/news-article/144/promoting-the-sustainable-growth-packag	19

Bounces and Pageviews by Page Title

Page Title	Bounces	Pageviews
RETRACE   Interreg Europe	151	330
REGIONAL DISSEMINATION EVENT - ITALY   Interreg Europe	9	89
2nd Field Visit - FRANCE   Interreg Europe	5	21
Contacts   Interreg Europe	3	38
PROMOTING THE SUSTAINABLE GROWTH PACKAGE   Interreg Europe	3	19

**Top channels:** acquisition details –how did the users find your website?

**Sessions drilldown** (previously: “Sessions by landing page”): further details on sessions per page

**Bounce:** A bounce is a visit in which the person left your site from the entrance page without interacting with the page. Together with “pageviews” can give you an accurate feeling on how relevant is a page content for the user

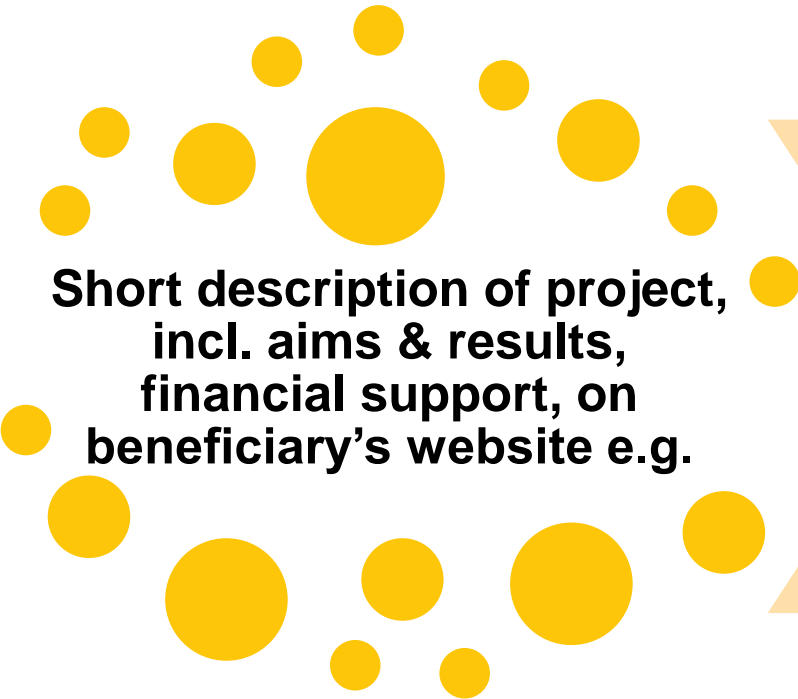
# Website: To Do List

## Projects have to:

- Edit project summary and **description of policy instruments (homepage level)**
- Publish news about the project's implementation and achievements
- Publish information about main project events **(no later than two weeks before the event)**
- Publish pictures, videos, documents/ publications about the project's work
- Publish digital project outputs
- Manage the social media section
- **Keep records of their media appearances**

# Project partner's website

All project partners have to follow the requirements laid down in the EU Regulation and publish information about the project on their institutional website



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



**Link to  
your  
project  
website!**



# Communication: How to report

## Progress reporting

- Required communication indicators
- Intra-project communication monitoring
- Storytelling

### On-line system with:

- Progress report (template)
- Partner FLC certificate (process online)
- Partner control report and checklist
- Expenditure list by partner (fill in a template)



# Report 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  
website

# Report Indicator



Average number of sessions at the project pages per reporting period

- Measured by Google Analytics
- Monthly report cumulated, six-monthly figure reported

# Other metrics

## Evaluation of communication strategy requires further metrics:

- 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

# Sum up

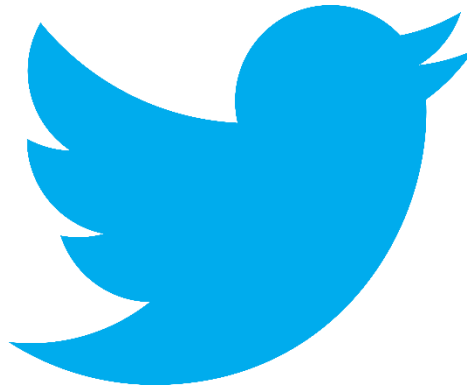
## Checklist of publicity requirements

Logo set used	Required
All partner institutions inform about the project on their website	Required
All partners institutions websites linked to Interreg Europe / project website	Recommended
All partner institutions place 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 projects operations/activities	Required
Project website updated	Required
Disclaimer present in project publication	Required

Checklist; Interreg Europe

# SOCIAL MEDIA ACCOUNTS

## Social media accounts to be created and embed in the website



**Linked**



# NEWSLETTERS



# Newsletters





# TEMPLATES

# Templates

PowerPoint Template;

Forms for reporting dissemination for all attendees;

Stakeholders Pool List;

**Dropbox Domain: Partners need to choose the email that is going to be linked to this account**



# EXERCICES

# Establishing an editorial calendar

## Practical exercise (15 min)

What should be published?	Where should we publish?	Who is responsible?	When should it be published by the partners?



# Hashtags Team

#innova-FI

#interregeurope,

#erwc



# HOMEWORK



# Stakeholders List

## Stakeholders List

- Complete the Stakeholders Map (dropbox)
- At least, 20 stakeholders per partner
- Same that will be invited to your LSG

## Website Revision

- Logos
- Policy Instruments
- Contact Info
- Request to be part of the project

## Create a Media Database (template dropbox)

## News – Translation





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# Thank you!

Questions welcome



*Project media*