



MOMAr
Interreg Europe



European Union
European Regional
Development Fund

Communication activities

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18 September 2019 □ Kick-off meeting

CONTEXT AND BACKGROUND

Why communications?



Mandatory and **evaluated** by Interreg Europe

Strategic project tool at **all stages** of the project development to **achieve the project's objectives**

Involve the communities and **increase the project's visibility** to guarantee its **success**

Mix of tools and actions based on what the project is expected to achieve

Request the **active participation of all partners**, under the lead of Provincial Government of Teruel

Communication strategy



Communication strategy as a **roadmap** during the project's implementation

Summary of **objectives, tools, activities** and **rules** to follow

Adapted to 2 phases of the project – **main focus: 1st phase**

Still under construction, soon shared with partners

Internal communication



Effective and easy flow of information between partners

1 contact person for communication per organisation

Google Drive for sharing documents (google account)?

Communication tutorials after each project meeting

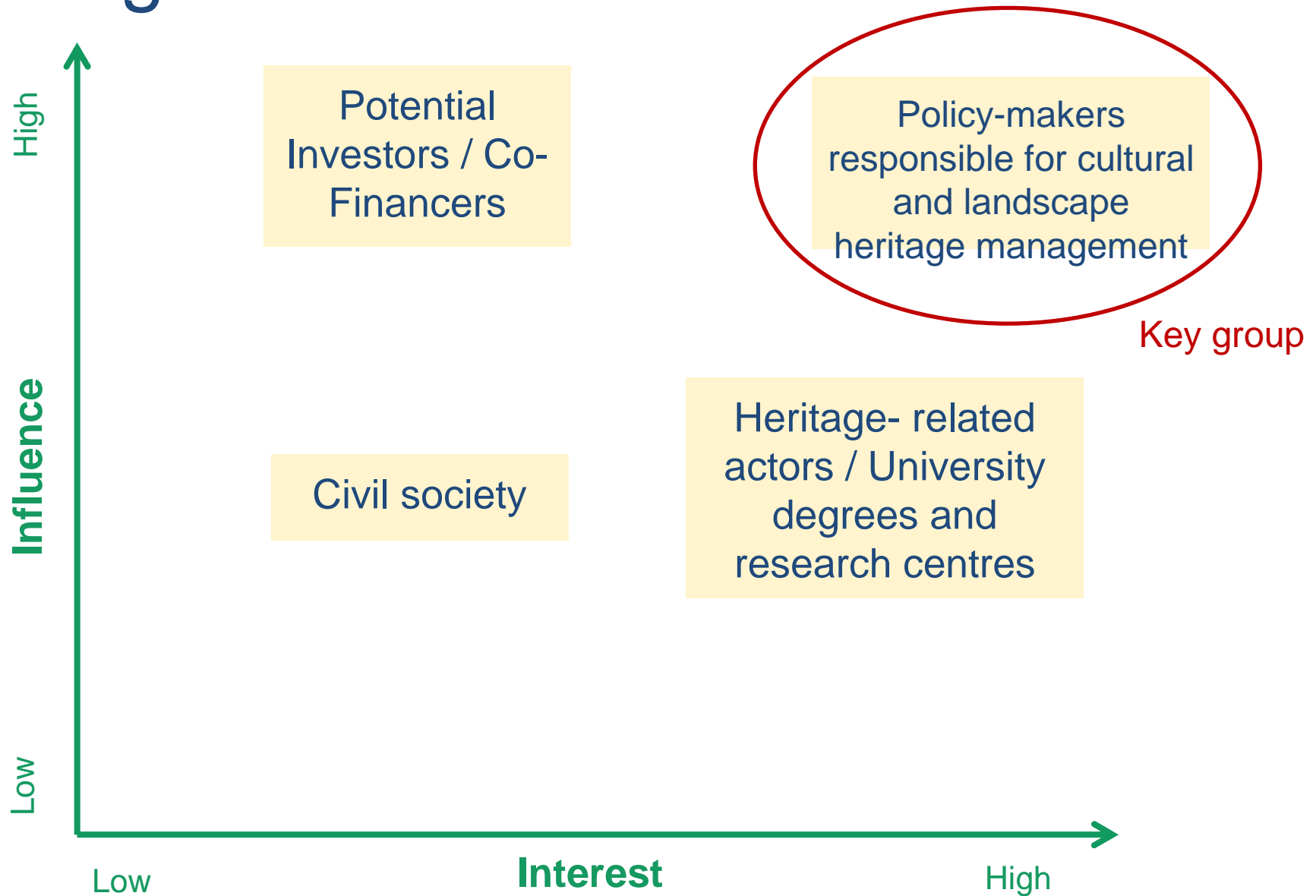
Communications objectives (1)

Determined by project's objective: **promote new cultural and landscape heritage management systems and approaches at policy level**

O1: Persuade **policy-makers** responsible for cultural and landscape heritage management of the partner territories **to foster the introduction of new management systems in cultural and landscape heritage in instruments under their competences**, so that action plans drafted by the end of 2021 contain actions in this direction;

O2: Raise awareness of **main territorial actors responsible for cultural and landscape heritage** about the gaps and chances for development existing in the heritage field;

Targets



Messages

Tailored to each target group

Kept **clear** and **simple**, addressing directly the target

Limited number

COMMUNICATION TOOLS AND GUIDELINES

Contacts

Target of **600 contacts** for the whole project

Issue with **European data protection rules**

Email to be sent to all your contacts to ask them to subscribe/follow MOMAr – procedure and template to be sent by ACR+

Project visual identity



Project identity developed by Interreg Europe in relation with the theme



To be used on **all material linked to the project**

Reference to the ERDF and EU emblem mandatory



Partners logo when possible

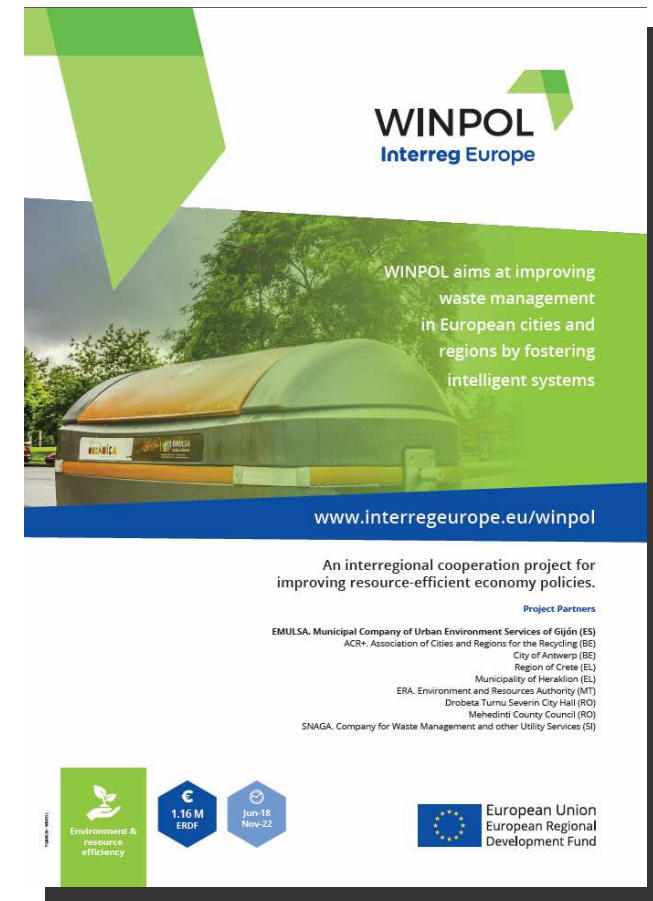
More info: [Interreg Europe Graphic Book](#)

Poster

“Each partner must place at least 1 poster (**minimum size A3**) including the financial support from the ERDF, at a location readily visible to the public.”

Will soon be shared by ACR+

Text can be translated into national languages (not by ACR+)



To print and display as soon as available

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More info: [Interreg Europe Graphic Book](#)

Roll-up

To be displayed at **events, conferences, meetings, etc.**

6 roll-ups produced in total

Translation possible

Will be shared by Lead Partner



MOMAr Website



www.interregeurope.eu/momar

Standardised communication tool for all projects – some elements show at programme level (search, news, events)

Managed by **LEAD PARTNER**, updated with information from iOLF

Needs **regular updates** (at least once in 6 months) and **contributions from all partners**

Main sections: About, **News**, **Events**, Library, Contacts

Create an account on Interreg Europe platform and connect to MOMAr

Partners' websites

Each partner's website must include a **short description of the project**, including **aims and results, financial support**

Recommended: a **link to Interreg Europe website or MOMAr website**

Social networks



Use of twitter: @momarinterreg2019
(<https://twitter.com/momarinterreg2019>)

Any partner with a twitter account?

Send information to LP

Tags and links (also for other social networks): #MOMAr;
@interregeurope

Use of other social networks encouraged

Flyers

1 flyers, produced by LP+ with contribution of all

- Flyer (S2): presentation of MOMAr, its topic, project partners and aims

To be translated by partners

Available in **digital** and **hard copy** (printing costs in budget)

Distributed during events, meetings, etc.

Newsletters

5 newsletters to be sent in total

Every 6 months during the first 2.5 years of MOMAr

Prepared by **LP with support of all partners**

In English – need for translation?

Subscription via button on website

Brief, effective and attractive: title, image, short paragraph and read more



1st issue: January 2020

VIDEO

Lead partner will design a project video on behalf of all partnership.

Partners will send photos and images according to the technical characteristics given by LP.

VIDEO will be a supporting material for being showed in any event organized by partners during the life of the project. It will be loaded in social networks and in youtube

Press release

Main tool: **press release** – draw attention of journalists

7 press releases per partner to be sent (42 in total). 1 per semester of the project life

Template and guidelines available

Each partner will prepare press release for main events

Inform LP when sending a press release

 **1st press release: after kick off meeting**

Let's try!

When would you send a **press release**?

- Kick off meeting
- New staff member working on the project
- Publication of the 54 best practices
- An

Which **element(s)** would you include in the **first press release of the project**?

- Objectives of the project
- When the application was accepted
- Partners and participants
- Agenda of the meeting
- Reporting activities
- Study visits
- ...?

COMMUNICATION ACTIVITIES

Media

Informing general public about activities and results

82 media references in total for all project duration (2 per semester per partner)

Appearances in media which are not owned by partners

Main tool to use: press release

Must mention MOMAr name, programme and the ERDF

Reporting every semester to LP (then to Interreg)

Let's try!

Can this be included as a media appearance?

EMULSA Medioambiente
@EMULSAGijon

Abonné

Toda la info del #WinPol #Interreg que lidera @gijon aqui cuidadoambiental.gijon.es /noticias/show/ ...

alfonsoroa @alfonsoroa
@EMULSAGijon lidera un nuevo proyecto europeo #Interreg #WinPol sobre aplicación de tecnología en la gestión de residuos. Del #reciclaje a la #economiacircular largo y apasionante camino twitter.com/Mertrak/status...

Traduire le Tweet

09:19 - 26 avr, 2018

1 Retweet 1 J'aime

1 1 1



Guided visits in 2018
The public is invited to join ERA's guided walks at Fomm ir-Rih

The Environment and Resources Authority
Committed to safeguarding and enhancing the sustainability of the environment

ERA emergency contact number
In case of an emergency related to the environment, contact ERA on 99210404

"To safeguard the environment for a sustainable quality of life"

Theme: All Topics

- INFORMATION**
- NEWS**
- PUBLICATIONS**
- DATA AND MAPS**
- APPLICATIONS**

Interreg Europe WINPOL project - Waste Management Intelligent Systems and Policies

July 25, 2018

The Waste Management Intelligent Systems and Policies (WINPOL) project is an Interreg Europe project aiming to improve policies for waste management so that they increasingly



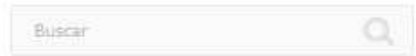


EMULSA LIDERA UN PROYECTO SOBRE EL USO DE LAS TIC EN LA GESTIÓN DE RESIDUOS URBANOS

Inicio - Noticias - Innovación e Investigación - Emulsa lidera un proyecto sobre el uso de las TIC en la gestión de residuos urbanos.

19

MAR - 2018



El objetivo final del proyecto es estudiar los hábitos de uso de los contenedores de residuos e implementar medidas de control de los mismos, para aplicar políticas que incentiven el reciclaje y la minimización de residuos.



RecuWaste
Resources and Life

8 y 9 OCTUBRE 2018
TECNOCAMPUS MATARÓ (BARCELONA)

IV JORNADA DEBATE
PLÁSTICOS Y ECONOMÍA CIRCULAR:
SOSTENIBILIDAD Y RECICLADO



23 de OCTUBRE en MADRID



Targeted communication events

Each territory must organise 2 MOMAr Tours (S2, S3).

Each territory must organise 1 targeted communication event in S4 (6 in total) addressed to co-financers, investors and university degrees and research centres.

Information to be shared with LP to be **published on the website**

Feedback form after events

Final conference

Requested by programme

To present the **results of the project** to a wide audience
(high-level policy-makers, press, general public)

Organised by **LP in Phase 2**

External events

Promoting MOMAr at **technical workshops, seminars and conferences** (or others) on related topics

Attendance by the project to minimum **3 external events** – from S3 to S5

Active participation of all partners

Feedback form to be filled in after each event and sent to LP

Importance of creating partnerships with other projects

Let's discuss!

**Do you already have some events written
in your calendars?**

EXPECTED RESULTS

Expected results in numbers

- 1 project website with 300 sessions per reporting period
- 1 fan page: Twitter account
- 1 dissemination list of 600 contacts
- 6 information posters
- 6 roll-ups
- 1 leaflet of the project
- 1 video
- 5 digital newsletters
- 42 press releases
- 12 MOMAr circuits
- 6 targeted communication events
- 3 external events attended for the whole partnership
- 1 final conference

Reporting (1)

Every semester to LP (for communications)

Google form (and link to Google Drive)

Indicators

- Pre-defined at programme level
 - Average **number of sessions** at the project pages: **300 per period**
Sent by Interreg Europe
 - **Number of appearances in media** (e.g. press, radio, TV, news websites, blogs ,etc.): **82** in total

Reporting (2)

Reporting media appearances:

- Publishing date
- Kind of media
- Name of media channel
- Title in original language
- Title in English (if available)
- Link (if available)
- Coverage (country)

+ screen shot/pdf to be sent to LP

WHAT'S NEXT?

To do before end of S1

1 press release/partner and monitor media appearances

Display MOMAr **poster**

Update the **website** (LP with partners' inputs).

Logo, short description of the entity, crosscheck location of partners on the map, contact details.

Social Media: **Facebook & Twitter**

Publish a **specific page** about MOMAr on your websites

Roll-up and Newsletter 1 (LP and translation by partners)

Reporting!



MOMAr
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Thank you!

Questions welcome



www.interregeurope.eu/winp0l
