

**Interreg  
Europe**



European Union | European Regional Development Fund

# Communication requirements

*communication@interregeurope.eu*

9 April 2019 | Lead Partner Seminar, Brussels



# Content

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# Requirements





# Regulation says

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

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



# Programme says

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

See the programme manual



# Reference to the EU

Use:

1. EU emblem
2. reference to European Union
3. reference to ERDF



# Project branding

- Project logo
- Colour of the topic



Download the project brand guidelines:

[https://www.interregeurope.eu/fileadmin/user\\_upload/documents/2019\\_Project\\_branding\\_guide\\_rev\\_2.pdf](https://www.interregeurope.eu/fileadmin/user_upload/documents/2019_Project_branding_guide_rev_2.pdf)

# Poster

- A3 **poster** about the project
  - readily visible to the public
  - checked by FLC
- **Not** a roll-up or a TV screen

You can:

- Edit/ translate/ add partner logos
- **But** do not remove key info!





# Project description



Application form in the online system (iOLF)	Poster
<p>The proposed project entitled “Regional Policies towards Greening the Social Housing Sector” is oriented to jointly tackling the topic of housing deprivation and <b>energy efficiency</b> in the scope of <b>social housing sector</b> towards a <b>lower carbon economy</b>. In this context the overall objective of the project is to improve regional policy instruments <b>targeting the link between social housing sector and fuel poverty with green building</b> interventions considering policy, institutional, financial and technical levels.</p>	<p><b>Social Green</b> addresses the issue of green social housing as a way to reducing greenhouse gas (GHG) emissions, decreasing fuel poverty in EU regions and contributing to a low carbon economy.</p>

## Other example:

- **SIE** will help seven European regions address the challenges associated with SME internationalisation through trade development activities and improve other SME-focused policies and support services.

# HIGHER

Interreg Europe

HIGHER addresses the need to harness the innovative character of projects, finance science-industry clusters, capital investment, the clustering approach, strengthened the public's role as stakeholder.

[www.interreg.eu](http://www.interreg.eu)

An interregional cooperation project for improving innovation

Regions: ...  
Funding: ...  
Start: ...  
End: ...



# SIE

Interreg Europe

SIE will help seven EU regions jointly assess and address the challenges associated with internationalisation through development activities and in SME-focused projects and support services.

[www.interreg.eu](http://www.interreg.eu)

An interregional cooperation project for improving SME competitiveness

Project partners:  
Investment and Business Development Bank Lower Saxony  
Official Chamber of Commerce, Industry, Services & Navigation for the  
Regional Chamber of Commerce and Industry  
Turkish Regional Development Bank Group



European Regional Development Fund

# BIO4ECO

Interreg Europe

BIO4ECO aims at boosting the biomass as a key element of the transition to a low carbon economy at regional level.

[www.interreg.eu/bio4eco](http://www.interreg.eu/bio4eco)

An interregional cooperation project for improving low carbon economy policies

Project partners:  
Bio4Eco Project Agency (BIO4ECO)  
Newcastle Science and Innovation Centre (NSIC) Ltd  
Biomass Centre for Research and Innovation (BCRI) Ltd  
Regional Council of North Savoie (RS)  
Forest Research Institute of Scotland (FRIS)  
Agricultural and Rural Policy Development Unit (ARPU)  
Lithuanian Science and Innovation Centre (LISIC)  
Ministry of Agriculture, Rural Affairs and Fisheries (MARA)  
Regional Development Agency (RDA) of the Murcia Region (RDA-MUR)



European Union European Regional Development Fund

# SYMBI

Interreg Europe

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 at secondary raw resources.

[www.interreg.eu/symbi](http://www.interreg.eu/symbi)

An interregional cooperation project for improving resource efficient economy policies

Project partners:  
Horwath Project Development and Planning (HWP) Ltd  
Proton Energy and Technology Park of Loughborough (PETP)  
Department of Science and Technology Park of Loughborough (DSTP)  
North West University of Applied Sciences (NWUAS)  
Biomass Centre of North Savoie (BCRS)  
Hellenic Rural Innovation and Regional Services in Technology Park of Thessaloniki (HRSIT)  
The Malakota Region (MR)  
Department of the Environment and European Cooperation Policy (DEP)



European Union European Regional Development Fund

# Public has to see it



# SME ORGANICS

Interreg Europe

SME ORGANICS aims at enhancing the competitiveness and sustainability of SMEs in the organic sector of the participating regions, improving their performance and facilitating the growth capacity of the entire sector in regional, national and international markets.

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

An interregional cooperation project for improving SME competitiveness policies

#### Project Partners

- IPDAM-4U (BE)
- RIL - Research Institute of Organic Agriculture (CH)
- Department of Rural Development, Environment and Local Administration of the Government of Navarra (ES)
- Regional Development Agency of Navarra - SODENA (ES)
- Sveinbjörg University of Applied Sciences (IS)
- INTRERIO Aquitaine/Limousin/Poitou-Charentes (FR)
- CIHEAM MABR - Mediterranean Agronomic Institute of Bari (IT)
- Puglia Region - Managing Authority of OP ESRR-LEADER 2014-2020 (IT)
- Union of the Chambers of Commerce, Industry, Agriculture and Crafts of Lombardy (IT)
- Lodzkie Region - Lodzkie Marshall's Office (PL)
- North-West Regional Development Agency (RO)

Participating Smp



1,57 M ERDF

Apr 2018  
Mar 2020





# Project partners' websites

Short project description on each beneficiary's website

- incl. aims & results, financial support
- e.g.

[www.uudenmaanliitto.fi/en/projects/ieer\\_boosting\\_entrepreneurial\\_ecosystems\\_for\\_young\\_entrepreneurs](http://www.uudenmaanliitto.fi/en/projects/ieer_boosting_entrepreneurial_ecosystems_for_young_entrepreneurs)

Link it to your project website!



# Update your project website

- Once per **6 months**
  - Project summary
  - Events
  - News

The screenshot shows a web browser displaying the SYMBI project website. The URL in the address bar is <https://www.interreg-europe.eu/symbi/>. The main header features a large image of a plant growing in a repurposed plastic bottle, with the text "Industrial Symbiosis for Regional Sustainable Growth and a Resource Efficient Circular Economy" overlaid. Below the header is a green navigation bar with a home icon, the word "NEWS" circled in orange, "EVENTS", "CONTACTS", and "LIBRARY". Social media icons for Facebook and Twitter are also present. The main content area is titled "Project summary" and includes the sub-heading "INDUSTRIAL SYMBIOSIS FOR A RESOURCE EFFICIENT ECONOMY". The text describes the SYMBI project's goal to improve regional development policies and disseminate information on Industrial Symbiosis and Circular Economy. A "Sign up for the SYMBI newsletter" section with a "Subscribe now" button is on the right. At the bottom, there are social media sharing icons for Facebook, Twitter, and LinkedIn, and a small thumbnail for the SYMBI 2018 Issues.



# Disclaimer

## Article 12 (2) of the subsidy contract

- In each project website footer
- Required for publication presenting **new** content  
(e.g. 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...”
- **Not required** on publication presenting information from the application

# Copyrights of photos you use



## 📅 Night Light Kick Off Meeting

06/03/2017 - 08/03/2017

Programme Kick Off Meeting March 6 - 8

Type: Project



## 📅 First Stakeholder Meeting of the Lead Partners

27/03/2017

The first Stakeholder meeting of the Lead partner was held

Type: Project



## 📅 NightLight Photo-Painting-Workshop "art & nature"

05/05/2017 - 07/05/2017

Luxembourg invites you! We are organising our first action within the regional...

Type: Project



## 📅 Launch of ENHANCE

15/02/2017

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

Type: Project



## 📅 Night Light 2nd Policy Learning Seminar

06/06/2017 - 08/06/2017

Type: Project



# Principles



# Harmonised communication



# Colour code

- Per topic
- Do not mix

## 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.



### Lead partner:



### Partners:



### Contact:

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



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## EV Energy

Interreg Europe

Electric Vehicles  
for City  
Renewable  
Energy Supply



# Integrated webspace

## Project news & events visible on the programme page

The screenshot shows the website [www.interregeurope.eu](http://www.interregeurope.eu) with a navigation bar containing four categories: Research and innovation, SME competitiveness, Low-carbon economy, and Environment and resource efficiency. The main content area is titled 'Latest News' and includes the subtitle 'The most recent programme updates along with policy news and other relevant stories.' Below this, there are four news cards:

- Card 1:** 'Get feedback on your project idea in time for third call' (dated 22/11/2016). Type: Programme.
- Card 2:** 'SET-UP meets the smart utility community' (dated 23/11/2016). Type: Project. This card is circled in orange.
- Card 3:** 'HERICOAST in AR&PA Biennial 2016' (dated 23/11/2016). Type: Project.
- Card 4:** 'SUPERproject What exactly does Eco-innovation mean?' (dated 23/11/2016). Type: Project.



# Sustainable communication

- Produce/ use **only what is necessary!**
- Adding logo **≠** publicity material
- Communication material
  - Pre-approval by JS required (in application form or by email)
- Gifts = **not eligible** expenditure
  - e.g. bottle of wine as gift for a speaker, bunch of flowers
- **No branded giveaways**
  - Unless as a justified part of a communication campaign

# Reporting





# Indicator

## Number of appearances in media (e.g. the press)

- **'Earned'** news not 'own' news
- Media, not social media

Number => to progress report

Evidence => fill in Google Doc table







## Indicator

### **Average number of sessions at the project pages per reporting period**

- Measured by Google Analytics
- Monthly report sent to web admins
- Number for progress report provided by JS in PDF

# Storytelling



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 evaluation of communication



## Other optional metrics

- N° and nature of participants at events
- N° of newsletter subscribers
- % of satisfied participants at events
- % of stakeholders aware of project activities
- Session duration on website
- N° of likes, shares, mentions on social media

Tell us about your communication achievements!

Help



# Communication toolkit



- Project logo
- Poster
- Powerpoint template
- Website



# Frequently asked questions

- About web editing and other communication issues:  
<http://www.interregeurope.eu/projects/guidance/project-websites/>

**Help page to edit project websites**

**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?](#)

**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 [our customer service office](#).

[Contact now](#)

# Visuals



- Are you or your colleague a talented photographer?

Take pictures for your project needs

- Does your institution have a library of images?

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:

<https://unsplash.com/> (10 high resolution photos download per day)

<https://pixabay.com/>    <http://www.istockphoto.com/fr>

<https://eu.fotolia.com/>    <http://www.stockfreeimages.com/>

<http://www.freeimages.com/>



# Useful links

## Implement a project

<http://www.interregeurope.eu/projects/implement-a-project/>

Check guidance videos on reporting

## Programme manual

[http://www.interregeurope.eu/fileadmin/user\\_upload/documents/Call\\_related\\_documents/Interreg\\_Europe\\_Programme\\_manual.pdf](http://www.interregeurope.eu/fileadmin/user_upload/documents/Call_related_documents/Interreg_Europe_Programme_manual.pdf)

## Project communication kit

[https://drive.google.com/drive/folders/0B\\_2u8LvpD\\_IzQndsY19rUFFzSFk](https://drive.google.com/drive/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk)



# Communications team



**Irma Astrauskaitė-Denis**

Coordinator - Communication  
and Contact Points



**Petra Polášková**

Communication Officer



**Julie Patenaude**

Communication Officer



**Miia Itänen**

Communication Officer



**Joséphine Mazy**

Communication Assistant



# How & when to contact us

## Directly – lead partner/ communication manager

- For any website-related matters
- Questions of other partners should go through communication manager/ lead partner

## In CC

- For any communication-related matters

## In all cases

- CC your PO/ FO/ lead partner

To do





# Check your application form

- Spelling **mistakes**
  - in the project title + institution names => shows on the web!
- Change **CAPITALS** to normal characters
- Remove all "
- Shorten titles to max **10 words**
- Shorten names of partner institutions (if possible)
- Check for **empty spaces** or extra **empty lines**

Not easy to change once application form closed!



# Join Interreg Europe community

**Register** (lead partner + communication manager)

<https://www.interregeurope.eu/account/registration/>

- Needed for website generation!
- Invite all project partners

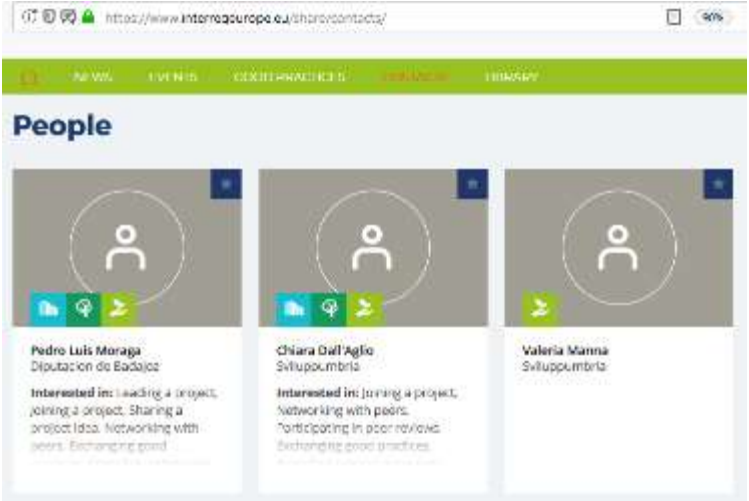
**Good practices from Interreg projects and beyond**



Share your good practices

Are you the owner of an inspiring solution to improve results (actions)?

[Submit a good practice](#)



<https://www.interregeurope.eu/showcontacts/>

HOME NEWS EVENTS GOOD PRACTICES CONTACT LIBRARY

## People

**Pedro Luis Moraga**  
Diputacion de Badajoz

Interested in: launching a project, joining a project, Sharing a project idea, Networking with peers, Exchanging good practices

**Chiara Gal'Aglio**  
Svilupumbria

Interested in: joining a project, Networking with peers, Participating in peer reviews, Exchanging good practices

**Valeria Manna**  
Svilupumbria

# Steps to take - checklist



When?	What?	Status
April 2019	Attend the lead partner seminar in Brussels (organised by JS).	<input checked="" type="checkbox"/>
May - June 2019	Select COM manager for the project.	<input type="checkbox"/>
	Invite project partners to join Interreg Europe community	<input type="checkbox"/>
	Select project website administrators.	<input type="checkbox"/>
	Ensure all project website administrators are registered to Interreg Europe community.	<input type="checkbox"/>
	Turn communication strategy (AF, Sections C5, D) into communication plan.	<input type="checkbox"/>
	Download project logo (provided by JS).	<input type="checkbox"/>
	Modify ppt template (provided by JS) or create your own.	<input type="checkbox"/>
	Design other templates (word, excel, etc.).	<input type="checkbox"/>
	Prepare a short description of the project (to be sent to JS).	
	Select project photo (to be sent to JS).	<input type="checkbox"/>
Share your project logo and other templates with your project partners.	<input type="checkbox"/>	
July – August 2019	Collect from each partner institutional logo, website and short description of their institution. <i>Note: Will be needed for updating the contact cards on the project website</i>	<input type="checkbox"/>

**Time for  
questions**





# Thank you!

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





## **Interreg Europe secretariat**

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**interregeurope**