MANAGING AUTHORITY
OF EUROPEAN TERRITORIAL
COOPERATION PROGRAMMES

ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ
ΤΩΝ ΕΠΙΧΕΙΡΗΣΙΑΚΩΝ ΠΡΟΓΡΑΜΜΑΤΩΝ
ΤΟΥ ΣΤΟΧΟΥ «ΕΥΡΩΠΑΪΚΗ ΕΔΑΦΙΚΗ ΣΥΝΕΡΓΑΣΙΑ»

European Union

European Territorial Cooperation Programmes are co-funded by the European Union and National Funds of the countries participating in them

INTERREG

www.interreg.gr

Balkan-Mediterranean Programme Launching Event - Info Day on 1st Call for Project Proposals

Interreg
EUROPEAN UNION
Balkan-Mediterranean
European Regional Development Fund

Project Communication and Dissemination

European Territorial Cooperation: The Coca Cola approach

General principles

Increase transparency and awareness of EU funds

Let the public know that EU money is being well spent

Helping others to benefit from your activities, good practices and results achieved

Ensure maximum benefit by multiplying the effects of EU funding

Creating awareness of project activities and results

Why is what you are doing important?

Communication strategy

Objectives

What do you want to achieve?

Target groups

Who do you want to reach?

Message

What do you want to say?

Means (outputs)

How should you say it?

Time plan

When should you say it?

Measure impact

Did it work?

The “brand”

A corporate identity must be build for a coherent image of the Project. It will be used in all communication and will include clear messages and good quality and quantity information

The tools

- Logo (fixed)
- Website
- Graphic elements and templates
- Stickers, Information signs, billboards, boards of gratitude
- Press kit
- Printed and digital publications: leaflets, infographics, brochures, manuals, studies and reports
- Social media platforms
- Press releases, newsletters, articles
- Conferences, seminars and targeted events
- Audiovisual material (e.g. Videos)

Special attention

Social Media

The use of Social Media is strongly recommended, only in cases where there is a strong commitment from the Partners side

Media relations: highly recommended

Gender equality and non-discrimination

Corporate Social Responsibility

Social and environmental concerns should be highlighted via practical means

Some lessons learned

Communicate clearly

Don't assume your target public is a specialist in your field

Differentiate process from result and from impact

- "We had 3 group meetings and 4 field trips"
- "We shared our knowledge… to produce a guide…"
- "The number of tourists increased because of the guide, is…"

The Project's Communication Plan

The Project's Communication Plan should be developed as soon as the project starts and should be submitted to the MA/ JS. It must include (but is not limited to) the following four essential elements:

- Creation of a **project logo and slogan**, to be used together with the Programme logo and the EU logo
- Development of the **project website**
- Publication of **at least one publication** (brochure, booklet) detailing the results of the project
- Organization of one **final public event**

Information and Publicity Project Partners' Guidebook

The guide will be prepared so that all Projects shall comply with the Regulation (EC) 1303/2013

- Covers the way the EU identity should be promoted
- Sets out requirements and guidelines for all tools used to highlight EU participation in Projects
- Guarantees that information and publicity becomes an integrated part of any Project funded by BalkanMed throughout its life cycle

Last but not least…

The specifics of communication, including the method and frequency, vary depending on your Project's needs. Thus, the Project Partners need to develop tailor made communication plan that fits to their Project's nature

Communication plays an integral role in keeping a Project on task. A solid communication plan increases the consistency of how the Project is handled

Thank you for your attention!

BalkanMed Website: https://sites.google.com/site/interregbalkanmed

Follow us on Twitter: http://twitter.com/etc_interreg