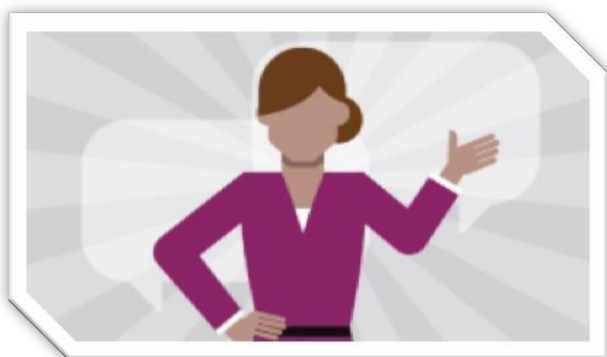


Strategic Calls for Proposals

1° Cross-border Infoday – Venezia

Joint Secretariat | Communication unit

Split, 17th October 2019
Kinoteka Zlatna Vrata



WHAT ARE WE GOING TO SPEAK ABOUT TODAY?

Communication approach in AF

Key elements of communication

EU Regulatory Framework

Roles and deliverables in project communication (minimum elements & activities)

COMMUNICATION APPROACH IN ITALY-CROATIA PROJECT

Programme Communication Strategy

Communication approach - Section G in AF

Foresee enough budget

And start from the information in your Application Form.

| Title of communication objective | Description | Target group of Communication | Tactics/Approach |
|--|---|-------------------------------|--|
| Please define up to three communication objectives | What can communications do to reach a specific project objective? | | How do you plan to reach your target groups? |

➤ Then develop in details the **activities and tools** in work plan

WP2

You can
cluster them
i.e:

2.1 Start-up activities (2.1.1 Kick-off meeting
organization 2.1.2 Communication plan..)

2.2 Media relations

2.3 Promotional materials

2.4 Public Events organization and participation

2.5 Digital /web activities

2.6 Other...

KEY ELEMENTS

All projects are obliged to disseminate the information in relation to their implementation

To attract attention of the public and to promote the project

To reinforce the project visibility because the **project that is not visible is not a good project**

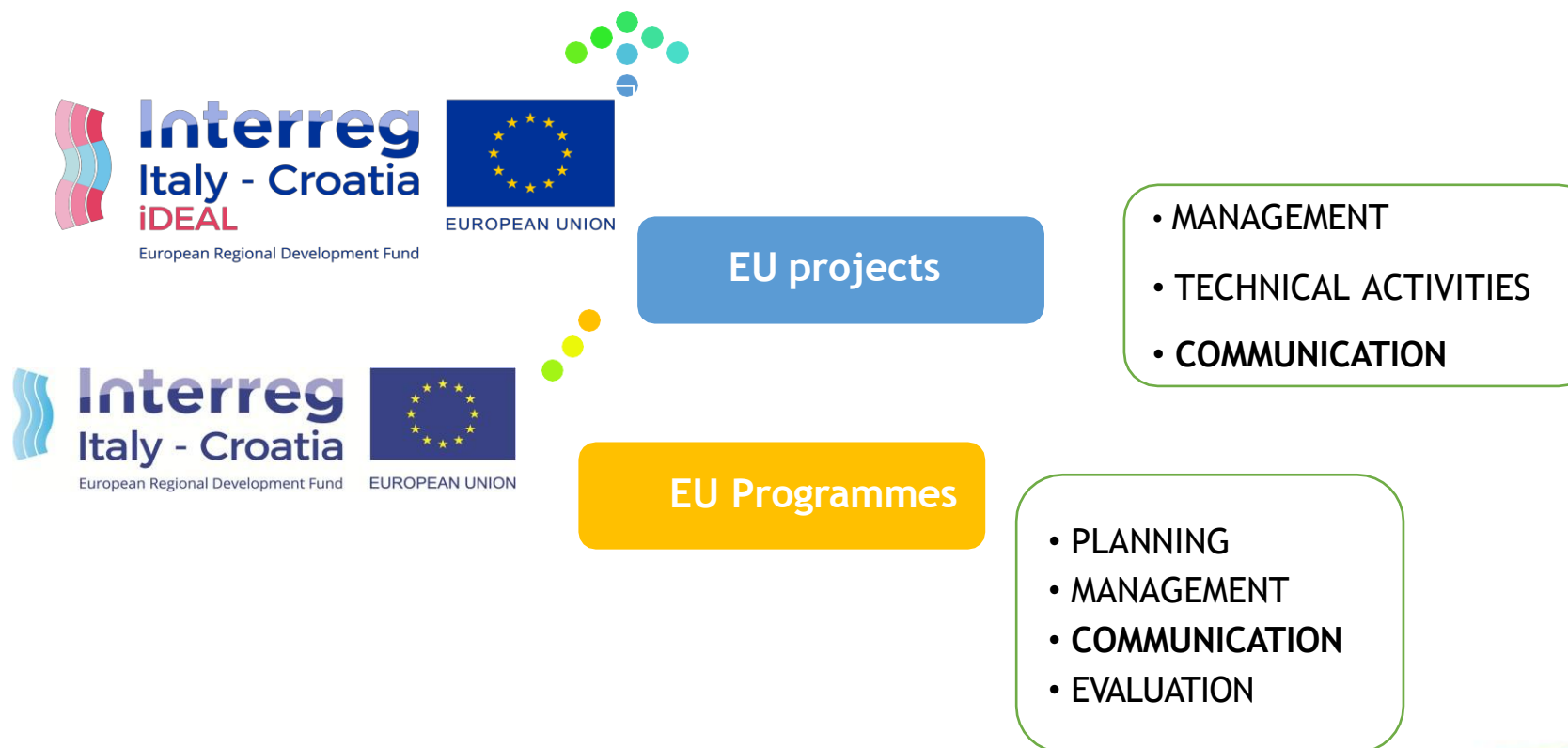
To explain the project and reach **relevant Target Groups**

WHY DO PROJECTS COMMUNICATE? THE BENEFIT

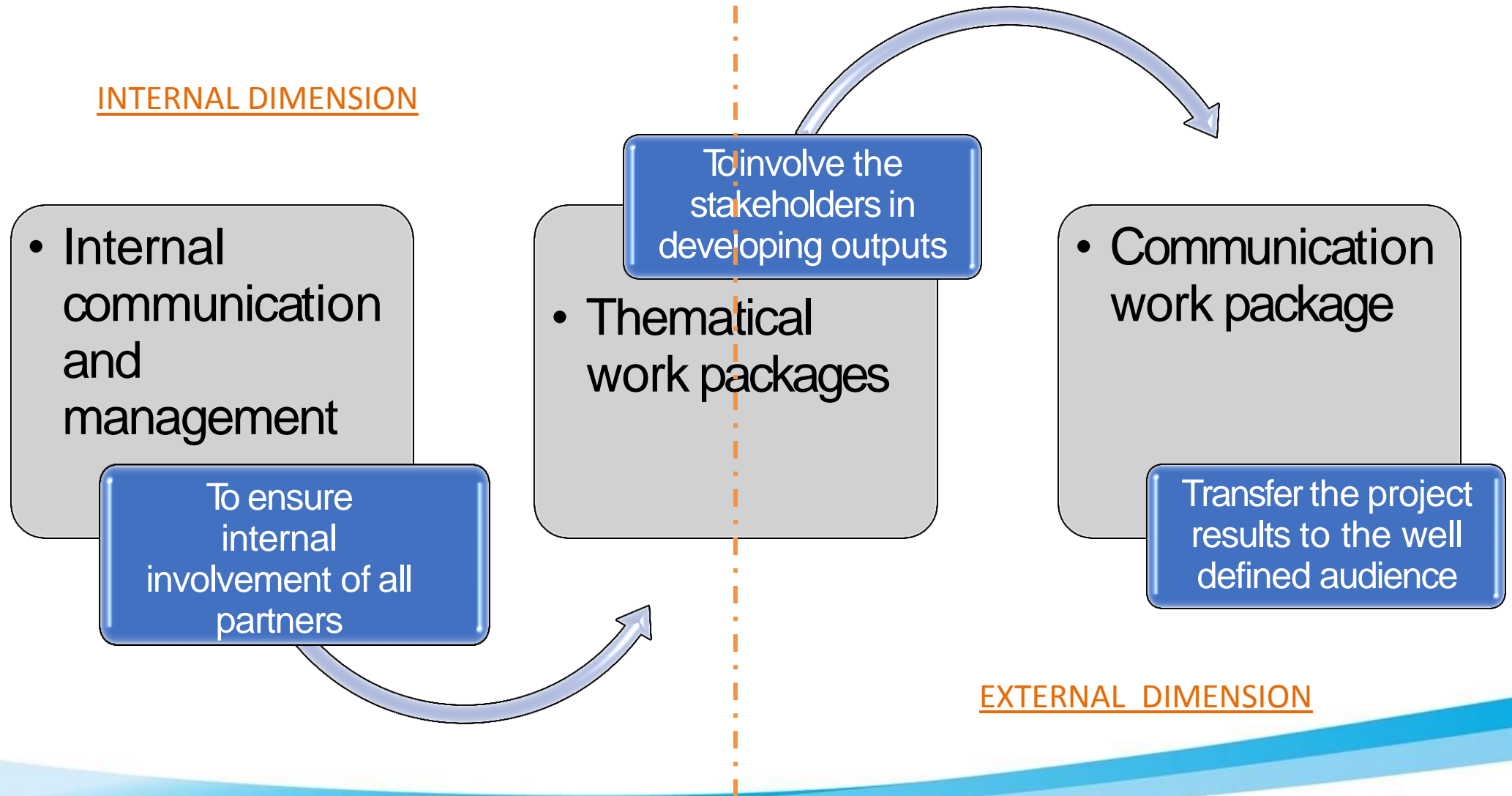
The main message that the projects have to communicate is *the benefit* that is being brought to the territories *thanks to the financement received by the European Union* (by the *ERDF fund*).

COMMUNICATION: PROGRAMMES AND PROJECTS

“EUROPEAN” COMMUNICATION ACTION



COMMUNICATION WITHIN THE PROJECT



STRATEGIC PROJECT = PROGRAMME FLAGSHIP PROJECTS

Programme suggestion

Foresee strong involvement of project stakeholders and communication actions and boost innovative communication products also related to the technical work packages (WP3-4-...)

Foresee in your work plan **multimedia products** and **innovative/citizen friendly solutions** for communicating project deliverables. ALSO AND ESPECIALLY FOR THE TECHNICAL/SCIENTIFIC REPORTS AND OUTCOMES

Tangible communication proof of deliverables = clear and easy understandable demonstration of how the EU funds have been committed and spent (with success)

COMMUNICATION IN AN EUROPEAN PROJECT

EU REGULATORY FRAMEWORK

FOR (PROGRAMME) & PROJECT COMMUNICATION

EU REGULATORY FRAMEWORK FOR (PROGRAMME) & PROJECT COMMUNICATION (I)

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

- ❑ Use **EU emblem**, with reference to **European Union and ERDF**
- ❑ Short description of project, including aims and results, financial support, on **beneficiary's website** (also in national language)



The screenshot shows a project announcement for BLUE KEP. It features a date '06 mar 2018' and a category 'eventi'. The title is 'Al via il progetto BLUE KEP'. The main text describes the project as a partnership and start-up meeting for the BLUE KEP - 'BLUE Knowledge Exchange Program and integration of education systems in the cross-border area', financed by the Interreg Italy - Croatia programme. It mentions the project is part of the first call 'STANDARD+' of the 2007-2013 programming period. The project partners listed are Euroregion Adriatic-Ionic (AIE) (CRO), Marche Region, Istrian County (CRO), Agency for Development of the County of Šibenik-Knin (CRO), and Agency for Coordination and Development of the County of Šibenik-Knin (CRO).

Al via il progetto BLUE KEP
eventi

06 mar 2018

Si svolgerà l'8 marzo a Trieste il primo incontro di partenariato e di avvio del Progetto **BLUE KEP** - "**BLUE Knowledge Exchange Program and integration of education systems in the cross-border area**" finanziato dal Programma di Cooperazione Territoriale Interreg Italia - Croazia nell'ambito del primo bando "STANDARD+" di capitalizzazione di progetti della passata programmazione 2007-2013

BLUE KEP che vede Informest capofila coinvolge i seguenti partner: Euroregione Adriatico-Ionica (AIE) (CRO), Regione Marche, Contea Istriana (CRO), Agenzia di Sviluppo della Contea di Sebenico-Knin (CRO) e Agenzia per il Coordinamento e lo Sviluppo della Contea Spalato-Dalmatina (CRO).

Interreg Italy - Croatia
European Regional Development Fund

EUROPEAN UNION

EU REGULATORY FRAMEWORK FOR COMMUNICATION (II)

Interreg Italy - Croatia BEAT

EUROPEAN UNION

BEAT
Blue enhancement action
for technology transfer

BRIEF SLOGAN (IF ANY)
(max 50 characters space included)

PROJECT DURATION
XXXX - XXXX

ERDF
XXXXXXXX

TOTAL BUDGET
XXXXXXXX

DESCRIPTION
(max 300 characters space included)

Please specify your project objectives, give short description on what is it all about, what are the positive effects of your project and any other relevant information you would like to share. Please avoid any technical jargon and use journalistic story-telling style.

PROJECT PARTNERS
Logos

CONTACT
Name of institution
Contact person
Email

European Regional Development Fund

www.italy-croatia.eu/acronym

A3 poster describing project in “location readily visible to the public” like entrance (template provided by the Programme:

IT IS NOT PERMITTED:

- roll-up
- TV screen

YOU CAN:

- Edit (.indd) fill out and print
- Translate
- Add partners' logos

✓ DO NOT REMOVE COMPULSORY INFORMATION

✓ DO NOT MODIFY THE LOGO, NOR THE CORPORATE IDENTITY ELEMENT

Poster requirements will be checked by FLC

EU REGULATORY FRAMEWORK FOR COMMUNICATION (III)



DESCRIPTION

(Max 300 characters space included)

Description of the main project objective and the objective of the supported activity, avoid any technicism and using simple understandable style

ORGANIZATION
XXXXXXXX

PROJECT DURATION
XXXX - XXXX

CONTACT PERSON
XXXXXXXX

ERDF
XXXXXXXX

TOTAL BUDGE
XXXXXXXXXX

European Regional Development Fund

www.italy-croatia.eu/acronym

Partners' institutions planning small-scale constructions have to place **temporary billboard and permanent plaque** (within 3 months of the work completion)

You can:

- Edit (.indd) fill out and print
- Translate
- Add partner logo

DO NOT REMOVE COMPULSORY INFORMATION

DO NOT MODIFY THE LOGO, NOR THE CORPORATE IDENTITY ELEMENT



DESCRIPTION

(Max 300 characters space included)

Description of the main project objective and the objective of the supported activity, avoid any technicism and using simple understandable style

ORGANIZATION
XXXXXXXX

PROJECT DURATION
XXXX - XXXX

CONTACT PERSON
XXXXXXXX

ERDF
XXXXXXXX

TOTAL BUDGE
XXXXXXXXXX

European Regional Development Fund

www.italy-croatia.eu/acronym

PROJECT COMMUNICATION TOOLKIT

- Logos (in different versions)

VERSION 1 - WITH ERDF



VERSION 2 - WITHOUT ERDF



- **Office pack** (word, excel, ppt), you may adapt to your needs with project partners' logos
- **Poster** (the design template provided in InDesign and pdf formats, modifiable with simple graphic design programs)
- **Permanent plaque/temporary billboard** (only where the total public support for a project carrying out infrastructure or construction measures exceeds EUR 500.000,00)
- **Invitation** (InDesign and pdf formats)
- **Cover**
- **Key Visual**
- **Programme Area Map**

ROLES AND DELIVERABLES

IN PROJECT COMMUNICATION

WHO MANAGES?

The project communication manager!



- Prepares the project communication plan communication Plan (to share with pps)
- Acts as project website content manager/admin.
- Ensures that all pps have read and understood the Project brand manual and are using the Project Communication toolkit
- Takes care about overall Project Communication report each semester
- Cooperates with JS on communication issues

WHAT ARE THE MINIMUM REQUIRED ACTIVITIES/DELIVERABLES (I)?

Project **poster** (of minimum A3 size) at a location readily visible to the public (all project partners)

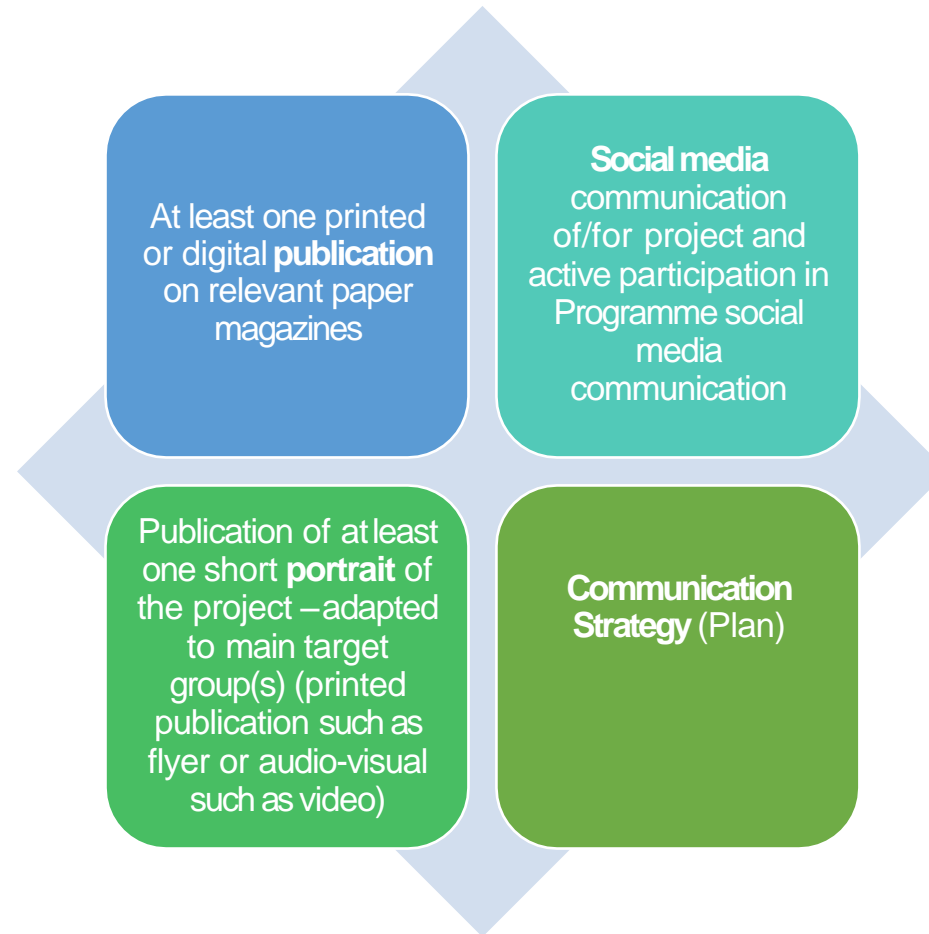
Publish on **institutional websites a short description** of the operation, in English or in the local language (all project partners)

At least one high level **event** (involving relevant policy makers, presence of Programme MA/JS, eventually presence of other ESI funds MA and Macro-regional strategies governing board, etc.)

Start-up activities: organization of the project kick-off meeting

Regular project **website** (available on the Programme web-platform) set up and updates

WHAT ARE THE MINIMUM REQUIRED ACTIVITIES/DELIVERABLES (II)?




WHAT ELSE IS PROGRAMME EXPECTING FROM PROJECTS?

The projects are invited to foresee some budget and HR to contribute to the other activities organised by the Programme such as:

- Annual Programme events
- Events organised by European institutions (RegioStar/ The European Week of Regions and Cities)
- European Cooperation Day
- Relevant (thematic) events organized by other ETC Programmes and projects overlapping the same cooperation area
- Participation in information and training seminars (at least LP and appointed responsible pp).

CONTACTS

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Communication Manager

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 www.italy-croatia.eu

Thank you for your attention!

*...from your JS Communication
Manager*