

Project Implementation Seminar



Information & Publicity



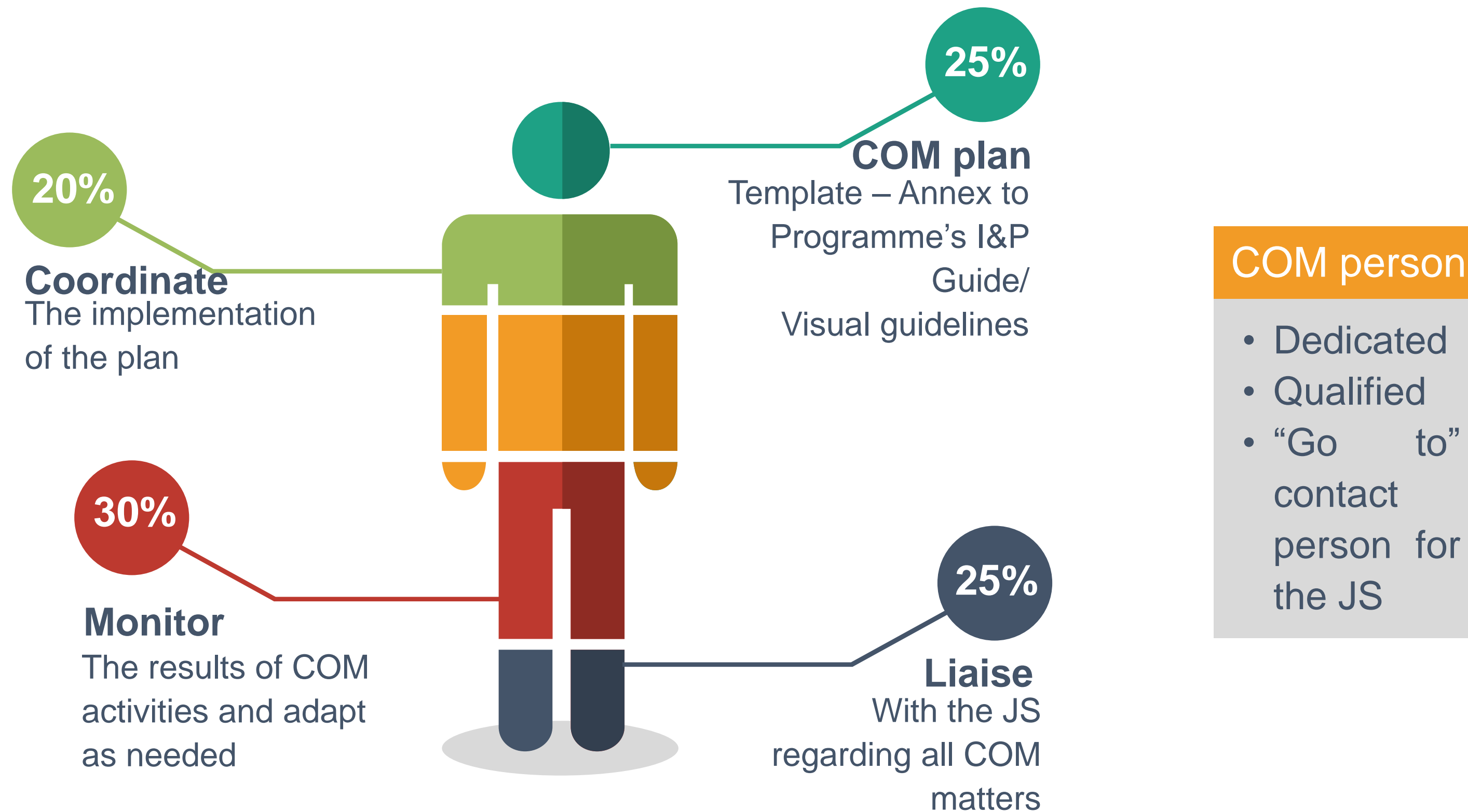
Legal Basis



- Annex XII, section 2.2 of EC Regulation 1303/2013.
- Commission Implementing Regulation (EU) No 821/2014, particularly lays out the rules for the EU flag, how to display the emblem and how to create permanent plaques or (temporary) billboards.
- The Commission Implementing Regulation (EU) No 447/2014, of 2 May 2014, especially Art 24, particularly lays down obligations for visibility of projects funded under IPA.

- *Programme Communication Strategy*
- *I&P Guide for final beneficiaries*

Whose responsibility?





Project Acronym

Visual Identity Elements (VSE)

- ✓ The project logo shall be used in all outputs (including tender notices)
- ✓ *Featured:* Design file & technical details to be provided by the JS
- ✓ Textual reference to the sources of financing in websites, printed material, radio/TV spots, tender notices, billboards etc.

Project logo

Programme logo

The project is co-funded by the European Union and by National Funds of the participating countries

Reference to the sources of financing

Application of VSE



Stickers



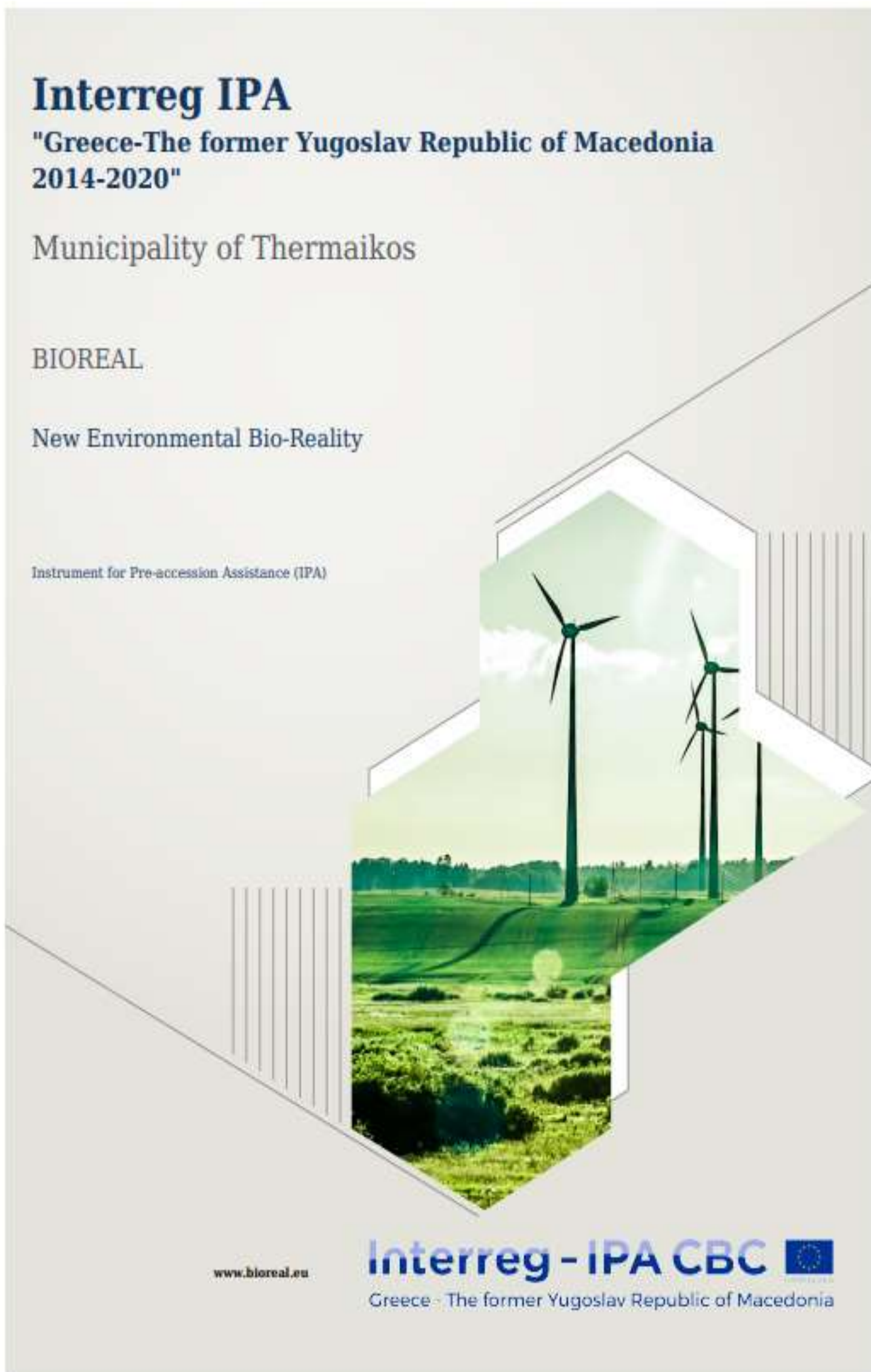
Information signs



Billboards/
Permanent plaque

The project beneficiaries must mark the objects financed from the Programme funds with a **sticker, information sign, billboard or permanent explanatory plaque**, according to the nature of the object and the conditions prescribed in the I&P Guide (p.14-17)

+ Poster



Poster

If not obliged to put billboard/plaque
→ **poster of minimum size A3**,
including the Union support, at a
location readily visible (ex. Entrance
of a building)

Online tool that allows Project
beneficiaries to create a **poster** for their
Project, according to the requirements
of Regulation (EC) 1303/2013.

You may access the tool at this address;

<http://poster.interreg.gr/?lang=en-GB>

Mandatory I&P outputs

COM PLAN

- In English
- At project start
- Submit to JS
- Dynamic document
- Use template – Annex III of the I&P Guide

WEBSITE

- At least in English
- Programme description
- Interreg project logo & sources of financing on the homepage
- Disclaimer
- Links
- Domain name (ex. www.projectname.eu)
- Operation

RESULTS' PUBLICATION

- At least in English
- Disclaimer
- Interreg project logo & sources of financing

FINAL EVENT

- Public
- At least in English
- Interreg project logo & sources of financing

What to highlight in a project?

Direct impacts on the lives of project's target groups and wider public

Most spectacular outputs

Number of people it positively effects and other key figures

Key improvements

As a cooperation Programme, show what people across borders can achieve by working together.

Direct impacts

Outputs

Key figures

Key improvements

Partnership

Videos

Consider using videos for promoting your achievements.

The videos should be kept short and show what your project actually achieved.

You could feature interviews with people directly benefiting from your project to pass on the key messages through authentic stories.

Use simple storytelling techniques: Bad situation – project – improvement of bad situation for the better.



- 01 Keep them short
- 02 Interviews
- 03 Storytelling

→ Interact publication '[Interreg in Motion](#)' for more tips on videos

Press

- Actuality of project topics/results
- Relevance of project achievements to the country/region that makes up the audience of the media you are targeting
- Present a story that the media and society can identify with
- Keep a journalist contact list that you can send your interesting stories to
- Build a win-win partnership with the journalist.



Social media

Videos

Feature videos with key project results

Visuals

Share catchy visuals



Hashtags

Use them to highlight your content info

Spread

Subscribe to relevant accounts /Re-tweet

In writing



Programme website

01
LEGAL FRAMEWORK

02
DOCUMENTS FOR PROJECT
IMPLEMENTATION

03
PROGRAMME &
PROJECT NEWS/EVENTS

04
CONTACTS



The screenshot shows the homepage of the Interreg - IPA CBC website. At the top, there is a navigation menu with links for Home, The Programme, Projects & Calls, Library, News & Events, and Contacts. The main banner features a landscape image with the text: "Training seminars on project implementation for final beneficiaries Friday, 4 May 2018". Below the banner are two icons representing Priority Axes: "Axis 1 Development and Support of Local Economy" and "Axis 2 Protection of Environment - Transportation". The footer contains a summary of the programme: "The INTERREG IPA Cross Border Cooperation Programme 'Greece - The former Yugoslav Republic of Macedonia 2014-2020' offers ample opportunities for cooperation...". At the bottom, a green bar displays statistics: 2 Priority Axes, 45 Million Euros, 2 Countries, and 3 Million People.

Programme's social media



LinkedIn

<https://www.linkedin.com/in/interreg-ipa-cbc/>



TWITTER

<https://twitter.com/InterregIPACBC>

Connect with us!

Our Services

What can the Joint Secretariat do for your project?

Programme website/Twitter

- Publish project summary, beneficiaries, budget ([project example](#))
- Publish project news & events
- Re-tweet project related news
- Promote project (kick-off) events in our Twitter account

Documentation/ Assistance

- Information & Publicity Guide ([Library](#) --Documents For Project Implementation)
- Provision of editable templates (featured I&P Guide)
- Organization of thematic seminar in Communication (tbc)
- 5-day telephone & email assistance
- Projects' COM plans check

Project effect multipliers

- Include your project in KEEP database
- Include your project in Programme major events (ex. in project shows, EC Day)
- Include your project in basic Programme promotional material
- Participate as speakers in your kick-off/ major events

AND WHAT DO **YOU** HAVE TO DO?

**INFORM JS ABOUT
EVERY PUBLICITY
ACTION!**

IN ADVANCE


VISIT US



CONTACT US

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