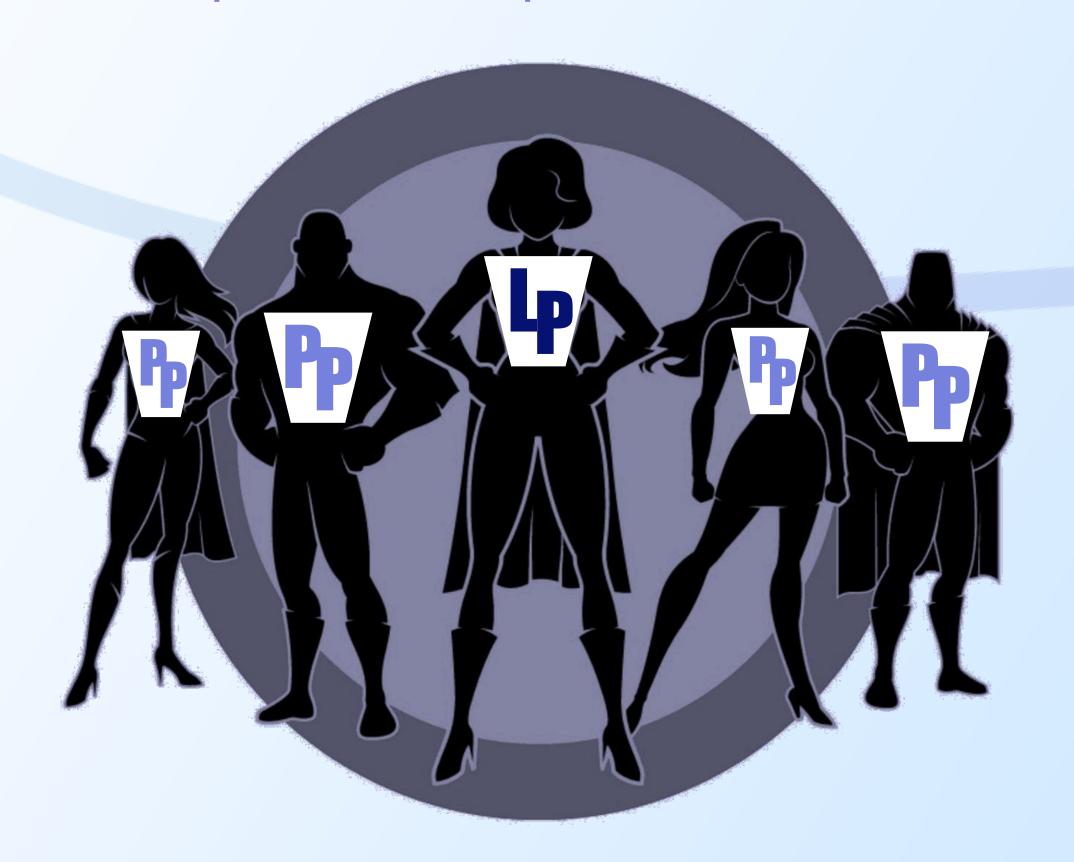


## First things first

Communication is a partnership effort





## First things first (one more)

Why communication matters

You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.





### Content overview

- 1. European requirements
- 2. Interreg NPA requirements
- 3. Next steps
- 4. Guidance and templates



# 1. EUROPEAN REQUIREMENTS





## 1. Programme-project logo

EU publicity requirements

## Applies to all materials, activities and events

- Visible and prominently featured
- Always keep free space around it
- If with other logos the size of the flag must be as big as the largest logo.
- Design template available





## 2. Information about the project

EU publicity requirements

## Applies to all partners

- On the official website of the organisation(s)
- Must include:
  - Short description,
  - Aims and results
  - Financial support received from the programme (as a minimum ERDF)





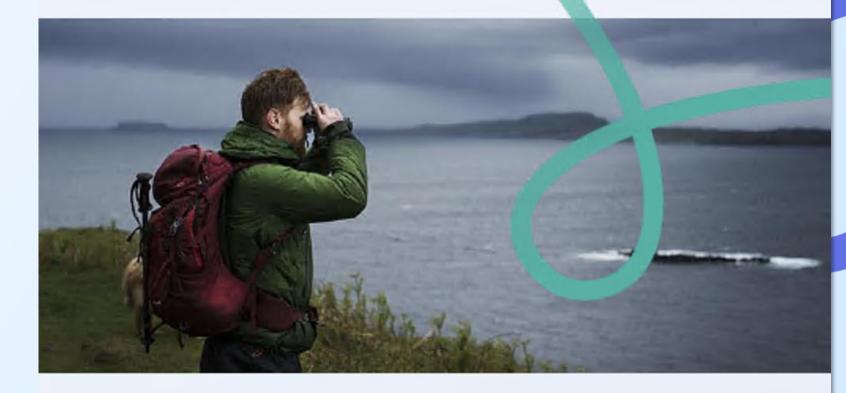
### 3. Poster size A3

EU publicity requirements

## Applies to all partners

- On the premises of the organisation(s)
- Must include:
  - Short description,
  - Aims and results
  - Financial support received from the programme (as a minimum ERDF)





#### APP4SEA

#### Arctic Preparedness Platform for oil Spill and other Environmental Accidents

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#### Partnershi

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#### Budget

Total budget received from Nordic Periphery and Arctic programme € XXX of ERDF



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## 4. Failure to comply

Risk of cuts in funds

## Applies to all partners and products

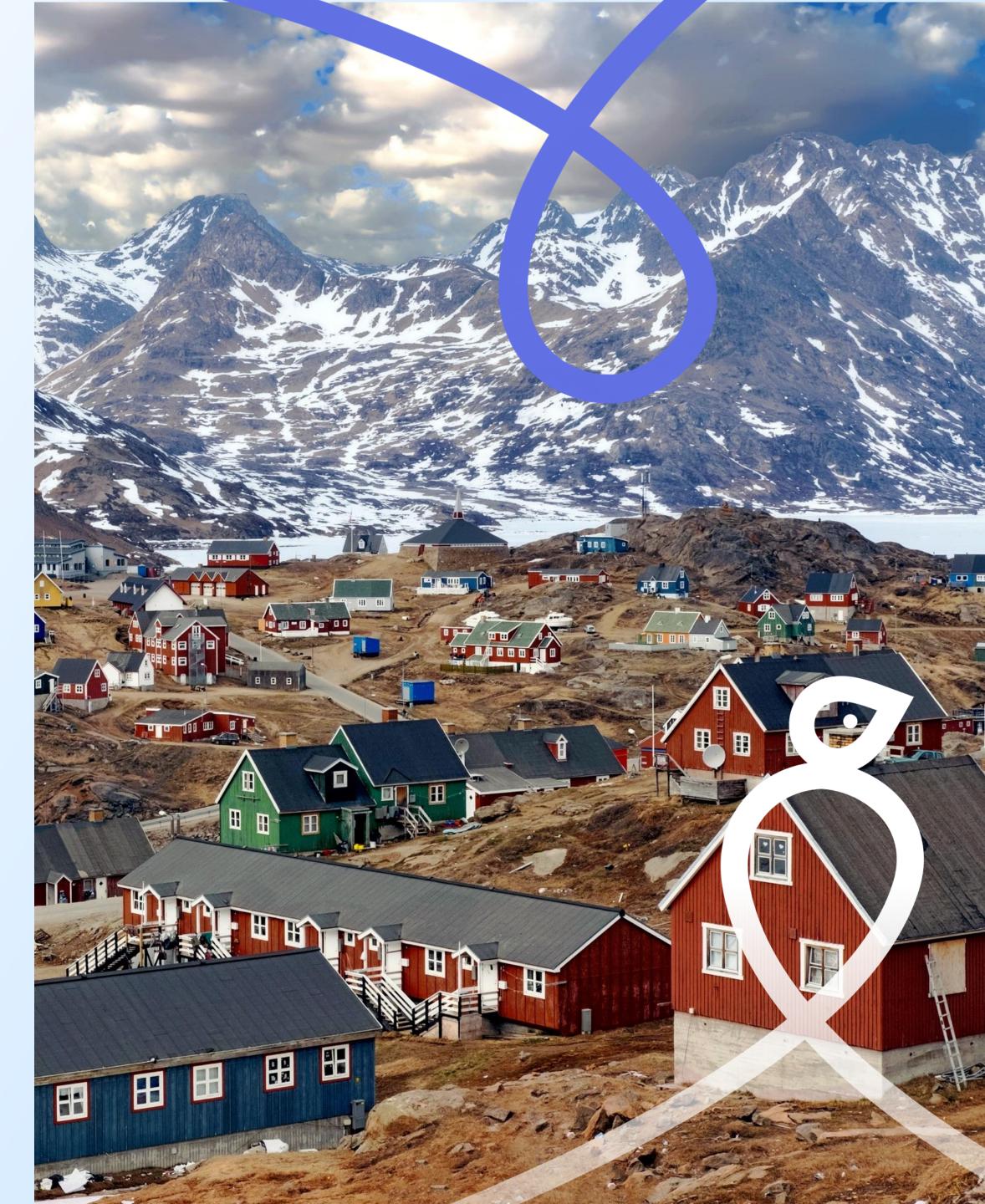
- Having received guidance
- Remedial actions are not put in place
  - Return costs related to measures with missing elements
  - Up to 2% Flat rate cut on the total budget





# 2. INTERREG NPA REQUIREMENTS





## Project mini-website

#### Standardised information meeting all requirements

- Templated small website with essential information
- Mandatory
- Target: mostly institutional
- Hosted on the Interreg NPA website also after project closure







## Project logo, or no project logo?

Projects' own corporate image only in justified cases

- Is an own project brand the best way to reach your target audience?
- Are you creating something that is self-standing and needs to be individually recognised?
- Who are the best organisations to promote the project outputs?
- Own project logo or website will need to integrate the mandatory combined programme/project logo and will not replace the miniwebsite.





## Programme expectations

#### Time, staff, budget

- ✓ One communication coordinator at project level
- ✓ Communication resources at partner level
- ✓ Participate to events (NPA, RCP, EU, Other)
- ✓ Social media, you decide which ones
- ✓ At least 2 products: ambition and achievements
- ✓ Engagement of target groups across NPA regions
- ✓ Local media outreach





## Remember your audience

Customize your communication

- Create based on your target group!
- Be more creative!
- Simpler content
- More direct message
- Always
   display programme-project logo
- EU Closer to citizens





## The bigger picture

#### Jointly EU Commission, Interreg NPA and projects

- Publicly available outputs and results
- All materials should be: royalty-free, non-exclusive and with irrevocable license to use
- Jointly communicate the advantages of cooperating
- More transparent use of public funding
- Better together





## 3. NEXT STEPS





### What to do now

#### Kick off the communication work

- 1. Start a project communication managers group
- 2. Draft a basic project communication plan based on your AF
- 3. Develop and share the main messages
- 4. Download the templates
- 5. Requirements completed by the 1st project report
- 6. Always welcome to contact the JS







# 4. TEMPLATES AND GUIDANCE





## Templates

#### Work in progress

- ✓ Programme-project logo
- √ A3 Poster
- ✓ Basic stationery (letter-head, post-its, notebooks...)
- ✓ Programme map vector graphic
- Mini-website
- Roll-up







## Guidance and community

#### Also work in progress

- Downloand centre
- Project design guide
- Communication guidance
- Virtual space for communication managers to meet and network

The NPA programme and the projects are a valuable target audience





## Thank you!

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