

PROJECT COMMUNICATION

Lead Partner Seminar

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Bodø, Norway

Interreg



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Northern Periphery and Arctic



First things first

Communication is a partnership effort



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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.



**Northern Periphery and
Arctic Programme**

2014–2020

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Content overview

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

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1. EUROPEAN REQUIREMENTS

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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)



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3. Poster size A3

EU publicity requirements

Applies to all partners

- On the premises of the organisation(s)
- Must include:
 - Short description,
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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

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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

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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 mini-website.

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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

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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



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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

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3. NEXT STEPS

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Photo Nordregio/Leneisja Jungsborg

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

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4. TEMPLATES AND GUIDANCE

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Photo Interreg NPA Circular Ocean

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

- Download 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

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Thank you!

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