

# PROJECT COMMUNICATION

Lead Partner Seminar

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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,
  - Aims and results
  - Financial support received from the programme (as a minimum ERDF)



# 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





# 2. INTERREG NPA REQUIREMENTS

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# Project mini-website

Standardised information meeting all requirements

- Target: mostly institutional
- PLANNED: Hosted on the Interreg NPA website also after project closure
- CURRENTLY: on the partners' own website, ref. point 2 Information about the project

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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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## Project logo

- Certificate of nordic algae
- Scientific tourism platform

- Need to be marketed
- Very broad target group of users



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## NO Project logo

- Collection of practices for retention of medical staff in rural areas
- Energy efficiency tools for local municipalities

- Need to communicate that is the collective work of partners
- Easier uptake if promoted by a known institution

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**Project name**



# 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!
- Simple content
- Prefer direct messages
- **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 Jungsberg



# 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. Always welcome to contact the JS



# 4. TEMPLATES AND GUIDANCE

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Photo Interreg NPA Circular Ocean



# Templates

## Available in the Programme Manual

- ✓ Programme-project logo Vertical and Horizontal (.ai and .eps)
- ✓ A3 Poster Portrait and Landscape (Word and ai)
- ✓ PPT
- ✓ Programme map vector graphic
- ✓ Roll-up (.ai)
- ✓ Design guidance





# THANK YOU!

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