

INTERREG

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PROJECT COMMUNICATION AND DISSEMINATION

Interreg
Greece-Bulgaria
European Regional Development Fund



General principles



Increase transparency and awareness of EU funds

Let the public know that EU money is being well spent

Helping others to benefit from your activities, good practices and results achieved

Ensure maximum benefit by multiplying the effects of EU funding

Creating awareness of project activities and results

Why is what you are doing important?

EC 1303/2013, 821/2014

Communication strategy



Objectives

What do you want to achieve?

Target groups

Who do you want to reach?

Message

What do you want to say?

Means (outputs)

How should you say it?

Time plan

When should you say it?

Measure impact

Did it work?

The “Project Brand”

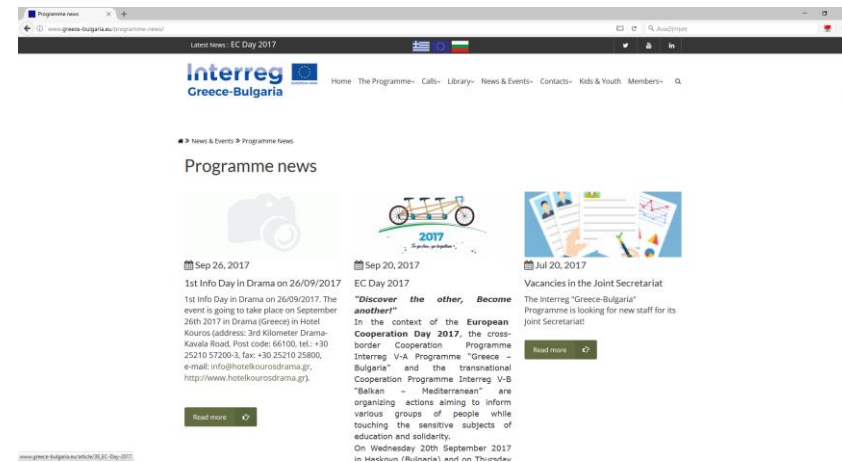
A corporate identity must be built for a coherent image of the Project.

It will be used in all communication and will include clear messages and good quality and quantity information



Application of the Visual Identity

- Posters (<http://afisa.coded.gr/>)
- Websites
- Billboards
- Plaques
- Newsletters
- Event materials



Some lessons learned



Communicate clearly

Don't assume your target public is a specialist in your field

Differentiate process from result and from impact

- "We had 3 group meetings and 4 field trips"
- "We shared our knowledge... to produce a guide..."
- "The number of tourists increased because of the guide, is..."

The Project's Communication Plan

The specifics of communication, including the method and frequency, **vary depending on your Project's needs.** Thus, the Project Partners need to develop tailor made **communication plan** that fits to their Project's nature



Communication plays an integral role in keeping a Project on task. A solid communication plan increases the consistency of how the Project is handled

The Project's Communication Plan

The Project's Communication Plan should be developed as soon as the project starts and should be submitted to the MA/ JS. It must include (but is not limited to) the following four essential elements:

- Creation of a **project logo and slogan**, to be used together with the Programme logo and the EU logo
- Development of the **project website**
- Publication of **at least one publication** (brochure, booklet) detailing the results of the project
- Organization of one **final public event**



The tools

In general



- Logo (fixed)
- Website
- Graphic elements and templates
- Stickers, Information signs, billboards, boards of gratitude
- Press kit
- Printed and digital publications: leaflets, infographics, brochures, manuals, studies and reports
- Social media platforms
- Press releases, newsletters, articles
- Conferences, seminars and targeted events
- Audiovisual material (e.g. Videos)

The tools

Writing



- Clear and effective writing is of high importance to pass a message
- Clear and plain language, no matter what channel you use
- Avoid technical aspects of the project – do not assume your target is always a specialist in your field.

The tools

Organize Events



Before the Event

- Organizers
- Audiences
- Budget
- Name
- Timing
- Agenda
- Speakers
- Moderators
- Venue
- Catering
- Accommodation
- Invitation
- Pre-Registration
- Rehearsal Meeting

After the Event

- Technical Equipment
- Media
- Photos
- Invoices (Payouts)

During the Event

- Registration
- Technical Equipment
- Media
- Photos

Social Media

The use of Social Media is strongly recommended, only in cases where there is a strong commitment from side



Media relations: highly recommended

Website : Continuously updated and maintained

Gender equality and non-discrimination

Corporate Social Responsibility

Social and environmental concerns should be highlighted via practical means

The tools

Special Attention



Information and Publicity Project Partners' Guidebook



The guide is complied with the Regulation (EC) 1303/2013

- Covers the way the EU identity should be promoted
- Sets out requirements and guidelines for all tools used to highlight EU participation in Projects
- Guarantees that information and publicity becomes an integrated part of any Project funded by Greece-Bulgaria Programme throughout its life cycle



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<http://www.greece-bulgaria.eu/>



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