

Interreg
Euro-MED



Co-funded by
the European Union

2nd Call Thematic Projects Communication Meeting

13th March 2023
Online

Agenda

10h00 – 10h05

Meeting objectives and overview

10h05 – 10h30

Information & publicity rules

Branding

10h30 – 10h50

Website

10h50 – 11h05

Basecamp

11h05 – 11h30

Communication strategy

11h30 – 11h50

Content recommendations

11h50 - 12h00

Next steps

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Information & publicity rules

EU regulations – which regulations?

- [EU Regulation 2021/1060](#), article 47 a,d 50
- [Eu Regulation 2021/1059](#), article 36

Fundamental principle: inform the public & all those involved in the operation about the support from the EU

Obligations

To comply with EU regulation, you need to:

- Use **EU illustrative elements** (already included in the project logo)
- On project website, write a **short description of the project** including its aims, results and financial support from the EU
- Place a **poster** at ALL partner premises

Obligations – institutional website

EU Regulation 2021/1060, Chapter III, Section II, Article 50

“Providing on the beneficiary’s official website where such a site exists, and social media sites”:

- A short description of the project including its aims and results
- Project budget
- Project logo
- Link to project website

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Branding

Materials

The Programme provides for each project:

- **1 logo**
- **1 poster template**

Each project can develop its own visual identity complying with the **Programme brand book** (e.g. word and ppt template, event agenda, social media post...).

- **No PPT or letterhead template**

The project logo



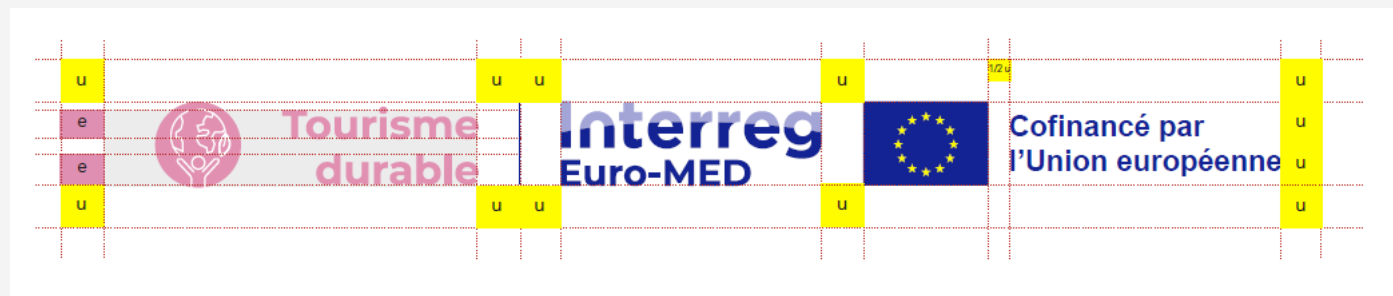
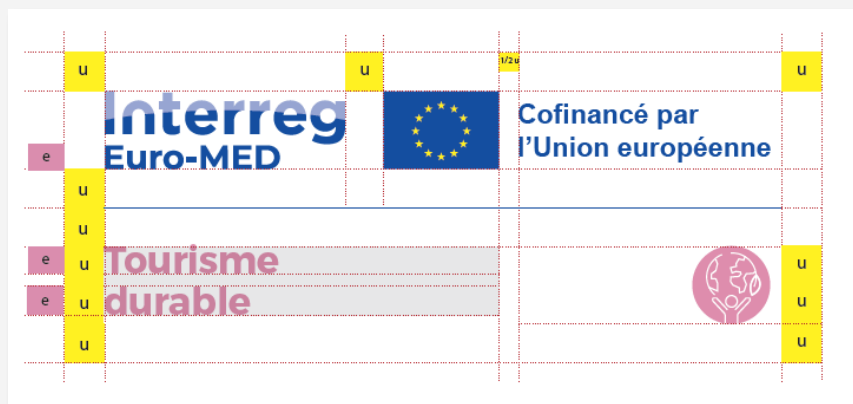
When to use the project logo?

On all communication materials!

- printed publications: reports, brochures, newsletters, studies, articles, etc.;
- audio-visual: videos, audio podcasts;
- digital or electronic materials (websites, videos, podcast, etc.);
- events (e.g. PPT presentations, agenda, conference material);
- stationary and office materials;
- promotional goodies.

When not possible (e.g.: scientific & press articles) explicitly mention the contribution from the Programme & the EU co-financing.

How to use the project logo?



What if there is another logo?

When other logos are published alongside the programme logo, as in the case of a partnership, make sure that the **Union emblem** shall have at least the same size, in height, as the biggest of the other logos. **EU rules !**



The diagram illustrates the requirement for logo alignment. A red dashed line spans across the logos of Interreg Euro-MED, the European Union emblem, and the Région Sud logo. This indicates that the height of the Union emblem and the Région Sud logo must be equal to the height of the largest other logo in the set.



Interreg Euro-MED  **Co-funded by the European Union**



RÉGION SUD  **PROVENCE ALPES CÔTE D'AZUR**



Project name
2nd line 



How to use the project logo?



1. ~~Interreg Euro-MED~~  Cofinancé par l'Union européenne
Économie durable innovante 



2. ~~Interreg Euro-MED~~  Cofinancé par l'Union européenne
Économie durable innovante 



3. ~~erreg -MED~~  Cofinancé par l'Union européenne
Économie durable innovante 

4. ~~Interreg Euro-MED~~  Cofinancé par l'Union européenne
Économie durable et innovante 

5. ~~Interreg Euro-MED~~  Cofinancé par l'Union européenne
Économie durable et innovante 

6. ~~Interreg Euro-MED~~ 
Économie durable innovante 

7. ~~Interreg Euro-MED~~   Cofinancé par l'Union européenne
Économie durable innovante

8. ~~Interreg Euro-MED~~  Cofinancé par l'Union européenne
Économie durable innovante 

Mission colours and icons

 <p>CMJN 89 / 18 / 0 / 0 RVB 0 / 145 / 218 HEX #0091DA PANTONE 2192 C</p>	  	<p>MISSION 1 : STRENGTHENING AN INNOVATIVE SUSTAINABLE ECONOMY <i>RENFORCER L'ECONOMIE DURABLE INNOVANTE</i></p>
 <p>CMJN 0 / 32 / 100 / 0 RVB 242 / 169 / 0 HEX #F2A900 PANTONE 130 C</p>	  	<p>MISSION 2 : PROTECTING, RESTORING AND VALORISING NATURAL HERITAGE <i>PROTEGER, RESTAURER ET VALORISER LE PATRIMOINE NATUREL</i></p>
 <p>CMJN 84 / 0 / 59 / 0 RVB 0 / 179 / 136 HEX #00B388 PANTONE 399 C</p>	  	<p>MISSION 3 : PROMOTING GREEN LIVING AREAS <i>PROMOUVOIR LES BASSINS DE VIE VERTS</i></p>
 <p>CMJN 4 / 51 / 7 / 6 RVB 213 / 146 / 170 HEX #D592AA PANTONE 507 C</p>	  	<p>MISSION 4 : ENHANCING SUSTAINABLE TOURISM <i>AMELIORER LE TOURISME DURABLE</i></p>

Programme Font

Montserrat

extralight | extralight italic | light italic | regular
regular italic | medium | medium italic | semibold
semi bold italic | bold | bold italic

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

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Name etco ur audsdaest, qui nones
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custiuntio quisx uyut labor acestium
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Open Sans

light | light italic | regular | regular italic | medium |
medium italic | semibold semi bold italic | bold | bold
italic | extra bold | extra bold italic | black | black italic

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

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Poster template

Each partner must place a poster or equivalent electronic display at a location clearly visible to the public.

A poster template is available for each mission on the Programme website.

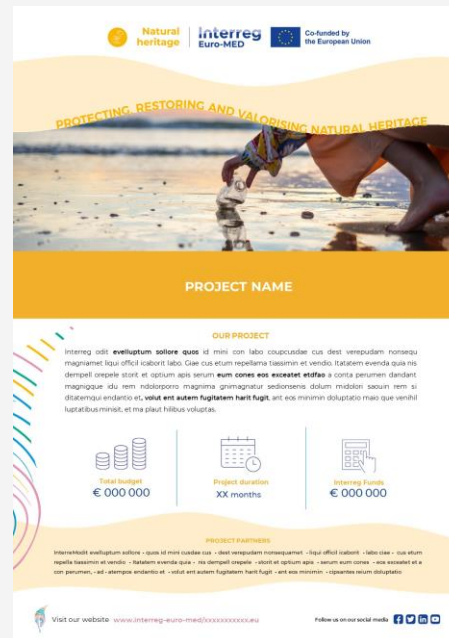
This template is editable and you are free to change it or, if you wish, design your own poster. However, please bear in mind that:

- The minimum size A3 must be respected;
- The Monserrat font must be used ([download it here](#));
- The mission logos, pictograms and colors must be used.

It is strongly recommended to use professional printing for better quality posters.

Poster template

A poster template is available on the Programme website:





Green living areas

Interreg Euro-MED



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Your poster must contain

The project logo composed by:

- The European Union emblem
- Co-funded by the European Union
- The Interreg logo
- The Programme name (Euro-MED)
- The mission name

Short project description

Project key figures including EU funding



PROMOTING GREEN LIVING AREAS

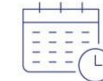
PROJECT NAME

OUR PROJECT

Interreg odit **evelluptum sollore quos** id mini con labo coupcusdae cus dest verepudam nonsequ magniamet liqui officil icaborit labo. Giae cus etum repellama tiassimin et vendio. Itatatem evenda quia nis dempell orepele storit et optium apis serum **eum cones eos execatet etdfao** a conta perumen dandant magnique idu rem ndolorporro magnima gnmagnatur sedionsenis dolum midolori saouin rem si ditatemqui endantio et, **volut ent autem fugitatem harit fugit**, ant eos minimin doluptatio maio que venihil luptatibus minisit, et ma plaut hilibus voluptas.



Total budget
€ 000 000



Project duration
XX months



Interreg Funds
€ 000 000

PROJECT PARTNERS

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Social media

1. If the social media platform doesn't allow for a banner image (like Instagram, for instance) use option 1 for your avatar, which includes **the full brand**.

2. If the social media platform allows for a banner image, use option 2 for your avatar, with the Interreg logotype and the project name. This is permitted for as long as you include the full brand in the social media banner image, as shown in the examples.

1



2



Social media

1



2



2



2



Promotional goodies

All promotional items **must be expressly accepted by the JS** and branded with the project logo. Only promotional items meeting the following criteria may be produced:

- They are **necessary to reach one of the defined target groups** and objectives. Project partners must explain how and why.
- They are **eco-friendly**.


The JS will assess the compliance with those criteria on a case-by-case basis. Cost related to promotional items **not expressly accepted** by the JS is considered a **non-eligible expenditure**.

Where to find Comm guidelines?

WHO WE ARE WHAT WE DO WHERE WE WORK GET INVOLVED **DOCUMENTS & TOOLS** NEWS & EVENTS


REFERENCE DOCUMENTS TOOLS TRAINING CENTER MEDIA KIT FAQ HELPDESK

Reference Documents




Programme
Operational programme, strategies, committees's decisions...

Read more



Project application
Programme manual, partners declaration, statements...

Read more



Project implementation
mission and project branding...

Read more

Programme Manual

Project documents – implementation mission and project branding

The Project Brandbook

MISSION AND PROJECT BRANDING

PROJECT BRANDING

Project logos are provided by the Programme to each project in all the available versions and must not be changed under any circumstances.

Before using the project logos, *read carefully* the [Project Brand book](#).

PROJECT POSTER TEMPLATE

Before using the poster template, please read the [poster guidelines](#).

Download the project poster template without the UfM label:

[Mission: Innovative sustainable economy](#)

Where to find Comm guidelines?

- [Programme manual](#)

III. Financial Issues

A. Eligibility of expenditure

viii. Project branding and information and publicity rules

V. Annexes

F. Graphic identity of projects

- [Website – Document and tools](#)

- PROJECT DOCUMENTS – IMPLEMENTATION

- MISSION AND PROJECT BRANDING – **PROJECT BRANDING**

→ Brandbook, Poster templates

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Questions & answers

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Your website

Content Management System



- Most popular CMS platforms
- User friendly



Delivery



- Website URL
- Login + Password to WordPress

➔ **15th March**

Who can manage the website?

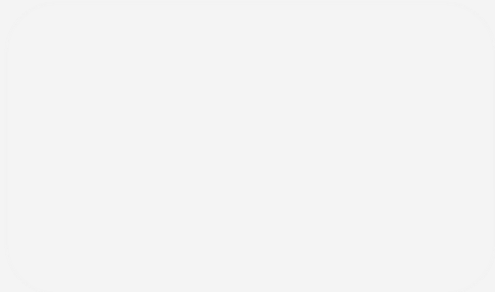
- An email will be sent to the **Lead partner** & the **Communication officer** of the project
- **Other accesses** can be add if necessary:
 - 1 **Create** your own **account** on the Programme website
 - 2 The Lead Partner or Communication officer sends an **email to the JS** to ask for an extra access
> programme@interreg-euro-med.eu

Website

This is your main window! Take care of it

- Visitors will find information
- Discover your deliverables / results
Beware of the wording when putting on Jems !
- Be clear and inviting

Site map



OUR STORY	WHAT WE DO	EVENTS	NEWS
Who we are When & where	Daily activities	Events	News Media kit

How to get your website online?

- Fulfill all minimum requirements of the **checklist** (soon available on our website)
- Website **ready**: ask the JS (programme@interreg-euro-med.eu)
Deadline: 15th June
- JS gives **feedback** to implement corrections (if needed)



I. Homepage

SECTIONS	RECOMMENDATIONS	Compulsory
Navigation menu	All planned pages are displayed. Empty sections are hidden.	Yes
Introduction text	The presentation of the projects is drafted and displayed.	Yes
News	There should be at least 3 news (you can publish past news. <i>Remember that this is a site that should reflect the entire life of the project, from the beginning</i>).	Yes
Events	There should be at least 3 events (you can publish past ones. <i>Remember that this is a site that should reflect the entire life of the project, from the beginning</i>).	Yes
Key figures	You may put 3 key figures, the same ones you use in the poster.	Optional
Contact	Create link to whether a contact form or the email address of the project	Yes
Languages	The website is available in English.	Yes
Languages	The website is available in French.	Optional
Social media links	Create links to the social media accounts of the projects.	Yes
Footer - Legal notice	The text is a template. Please change it to comply with local rules.	Yes
Footer - Privacy policy	The text is a template. Please change it to comply with local rules.	Yes
Library section	The library displays automatically the deliverables from JEMS.	Optional

- **Short description** of the project including its aims, results and financial support from the EU
- **Figures** (budget, duration, co-financing)

II. Content (pages, menu items, etc.)

SECTIONS	RECOMMENDATIONS	Compulsory
Menu items / site tree	Your site tree is up-to-date and consistent with your project objectives and activities. No item (page) should be left <u>empty</u> or they should be hidden so they cannot be seen in the navigation menu.	Yes
Sections	All empty and unfinished sections are disabled.	Yes
Pages	All empty and unfinished pages are disabled. A minimum of critical pages is completed>Homepage/Our story/Our work/News&Events There is enough content for anyone to understand what the project is about, its objective(s) and what activities are undertaken.	Yes
External links	All external links are properly working.	Yes
Download links	All download links are properly working.	Yes
Buttons	All buttons are the ones from the template. All buttons are properly working.	Yes
Forms	If you are using forms, test them first.	Optional
Media kit	The media kit will ease the work of medias or your partners. Regarding its location in the menu, we would suggest putting it in the ""Newsroom & events"" section (currently News & Events), with the "Media kit" in second menu.	Yes
Translation	All pages to be translated in French version are published.	Optional

■ Media **kit**

- ✓ Description of the project in one sentence
- ✓ Description of the project in one paragraph
- ✓ Logo
- ✓ One photo depicting the project of 300 dpi, and which is not of "abstract" style
- ✓ One secondary photo or visual that can be abstract (300 dpi)
- ✓ Social media references

> Good example: [Interreg Euro-MED Academy: MEDIA KIT \(interreg-euro-med-academy.eu\)](https://interreg-euro-med-academy.eu)

■ Take care of your **content**

Where to find help?

→ <https://interreg-euro-med.eu/en/documents-tools/>

Tools

WEBSITE

To prepare at best your project website, we prepare some documents to help you go through this important activity:

[WordPress User Manual](#)

[Checklist](#)

[LINK](#)

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Basecamp

Your Basecamp account

- Single online collaborative tool
- Files sharing and storage
- Easy to use

Your Basecamp account

How to add new contacts to basecamp?

<https://interreg-euro-med.eu/en/basecamp-account-creation/>



To access the link, you need to be **logged in** to the Programme website:

<https://interreg-euro-med.eu/en/account/>

The screenshot shows the 'BASECAMP Account creation form' on the Interreg Euro-MED website. The page header includes the Interreg Euro-MED logo, the European Union flag, and the text 'Co-funded by the European Union'. A search bar and navigation links are also visible. The main content area contains a warning message: 'Concerning missions and projects, we remind you that you cannot request access to workspaces in which your organisation does not participate. An information email will be sent to the generic mailbox of the selected projects.' Below this is the section 'Account to create or delete' with input fields for 'Name (Required)', split into 'First' and 'Last', and 'Email (Required)'. The 'Registration' section includes radio buttons for 'I want this account to be added from the following project(s)' (selected) and 'I want this account to be deleted from the following project(s)'. At the bottom, there is a 'Type of project (Required)' label.

Getting help on Basecamp

Guidelines in the [Documents & Tools](#) section:

Tools

BASECAMP

All projects partners received an access to Basecamp, the collaborative project management tool. Here below you will find a user manual to guide you using this tool:

[🔗 Basecamp User Manual](#)

[🔗 Tutorial for file management](#)

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Questions & answers

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Communicate strategically

Where to find Comm strategy guidelines?

1. Programme manual

- C. Designing the project activities
- v. Designing your communication strategy

2. Website – Document and tools

COMMUNICATION STRATEGY

→ [Communication strategy guidelines](#)

Communication strategy

- Set up **SMART objectives**
- Allocate **resources**
- **Evaluate** at all times your communication
- Reset your actions upon your **evaluation findings**

Objectives

Communication needs to be **goal driven**. We communicate to achieve or change something.

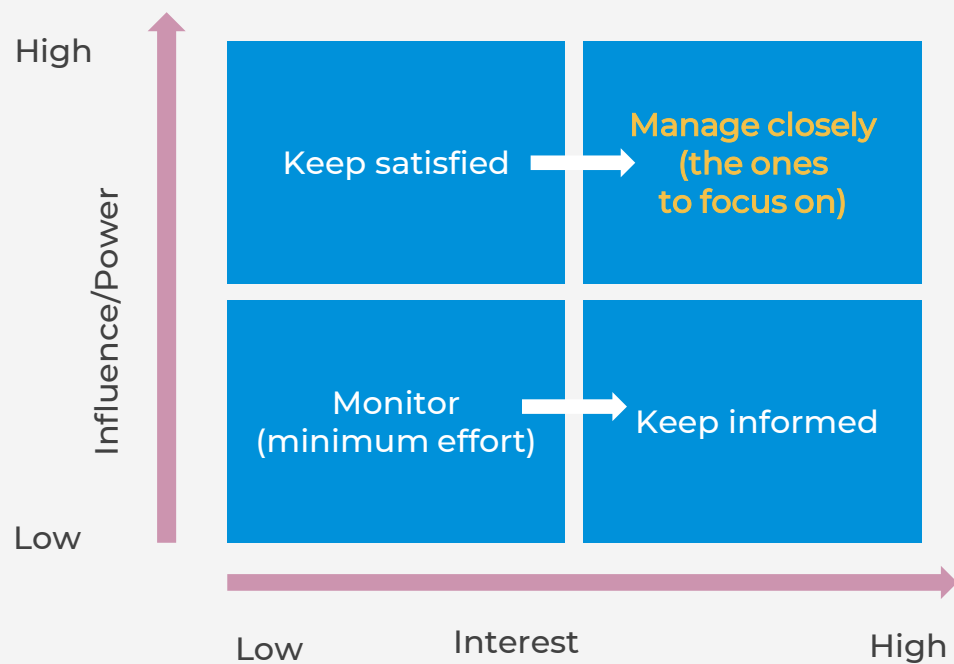
The communication objectives derive from the project objectives.

Project's overall communication objectives can be expressed in short bullet point format and clearly indicate what the project communication will bring to the project.

It is important to **define SMART goals** that are broad enough to allow flexibility and room to adapt to changing circumstances.



Map your key target



- **What interest** do they have in your information?
- **What power** of influence do they have?
- Who are they: Children? Adults? Technicians? Politicians?
- How to build a lifelong relationship with them?
- How to turn them into our ambassadors?

Draft your messages

- What information do they need?
- What do they need to know?
- How to tell them what we want?
- How many times do we have to repeat the message until they change their behavior?
- How many messages do we have to build?

Channels and tools

Project partners need to **define the channels** that they will use to achieve their objectives and set in place a work plan. The choice of the channels must address the targets in an effective manner.

It is up to the project to decide which channels other than the Interreg Euro-MED Programme web platform are the most appropriate to reach their target audience.

There is a wide variety of channels, each with different purposes.

- Where do they look for information?
- How to reach them? Traditional media, meetings, social media, videos, apps?
- What is the right timing to reach them?

Key activities

Once the channels selected in the communication strategy, project partners may define the key activities that will help them achieve their communication objectives.

The details of the activities will be further elaborated in the annual communication plan if applicable.

All activities must comply with EU and Programme publicity and information rules (Cf Chapter III. A. Eligibility of expenditures - viii Project branding and information and publicity rules of this manual).

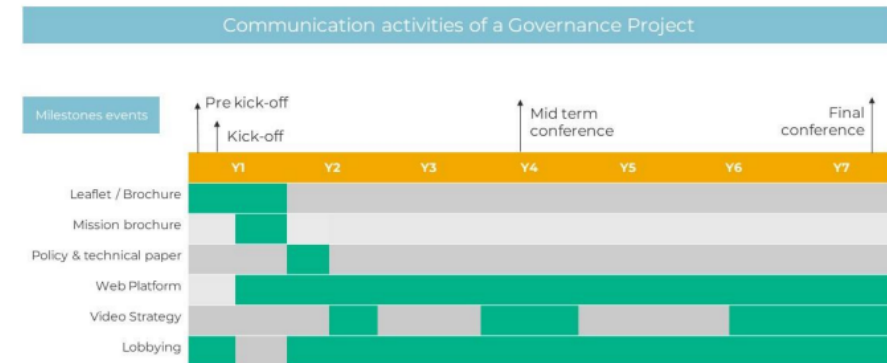
Timeline

A timeline will help to ensure that deadlines and opportunities are not missed.

- **Thematic projects:** communication activities should be in line with the Governance projects ones.
- **Governance projects:** calendar should be further developed considering key events and milestones of the thematic projects belonging to their mission.

Projects shall keep the Programme informed about the planned activities.

Figure 2: Model of calendar for communication activities of governance projects



Financial and human resources

All projects **should not allocate** resources to the development of a **website** and a **logo** as those are provided by the Programme.

However, financial and human resources should be assigned to develop communication content and regularly update the project web portal.

Evaluation

It is highly important to **assess the effectiveness of a communication strategy** to know whether the objectives have been met, which activities were successful and which ones should be improved or left aside.

In order to assess its real impact also in the area of communication, the Programme requires projects to complete a report **once a year**.

At [this link \(as an example\)](#) you will find the data that will be required.

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Reporting

What data?

Project analytics	
Activities	Data
Events	Number of EU events the project participated in as a speaker or as an organiser
	If any, number of participants in EU events organised by the project ²⁶⁴
	Number of events organised by the project or in which the project participated aiming to raise citizen awareness
	Number of participants in this type of events organised by the project ²⁶⁵
	Number of events targeted to the Youth organised by the project or in which the project participated as a speaker
	Number of participants in this event organised by the project ²⁶⁶
	Level of satisfaction per event (only for the most important events)

Social media	Social media platforms used
	Number of followers for each social media platform per year
	Number of social media posts about EU benefits per year (for each social media platform)
	Number of social media posts per year (for each social media platform)
	Average engagement rate for each platform per year*

At [this link \(as an example\)](#) you will find the data that will be required.

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Questions & answers

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Content recommendations

Use Plain Language

The 5 Bs

1. **Be Short** – in sentence length and text content
2. **Be Active** – out with passive, in with active
3. **Be Straightforward** – use everyday words
4. **Be Personal** – use “I, we, you, us, etc.”
5. **Be Consistent** – keep to the same terms throughout



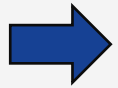
Extra tips

1. **Cut away meaningless phrases** - (“fluff”)
2. **Ask questions in your text** – to guide your reader
3. **Use positives** – avoid double negatives
4. **Keep your subject at the start of your sentence** – to focus your reader
5. **Avoid nominations** – don’t make actions into objects

Credit – Interact

Examples

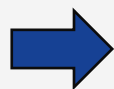
Taking into account consideration that opportunities for cycling and walking are in general more underdeveloped in city planning compared to motorized traffic, more resources and incentives are needed to enhance sustainable urban mobility planning.



Opportunities for citizens to cycle and walk are usually fewer than opportunities for them to drive. This means that more resources and incentives are needed to improve sustainable urban mobility planning.

Examples

The objective for this Interreg Programme for the next two years is to strengthen coordination mechanisms so that thematic communities can continue finding among themselves interesting synergies in relation to European orientations and amplify their impact with regional, national, transnational and European institutions.



Our objective for the next two years in this Interreg Programme is to strengthen coordination mechanisms. Why? Because doing so will allow thematic communities to discover interesting synergies among themselves relating to European orientations. In turn, they will be able to strengthen their impact with regional-, national-, transnational- and European institutions.

Storytelling

Why telling a story?

- Call to emotions
- Living a lastly impression
- Stimulate the curiosity



Storytelling

- 1 Context**
In 1 or 2 sentences we want to know where the action takes place, and in which sector we are
- 2 Real problem**
In 1 sentence we want to know which problem have some people that you will help
- 3 Expectations**
One sentence, formulated as a question, to announce what we could do for these people
- 4 Solution**
One sentence to announce the “big solution” as a category that everyone can understand. No details yet
- 5 How it works 1/3 + because**
Detail how your solution work – in 3 features
One paragraph max + because..
- 6 How it works 2/3 + because**
Detail how your solution work –
Second paragraph max (We then did this.. + because..)
- 7 How it works 3/3**
Detail how your solution work –
Third paragraph max (Finally, we ..) + because. (Finally, etc.).
- 8 Proof**
We announce we measured and achieved in terms of performance, numbers and testimonials: It has to answer #3 Expectations
- 9 Vision**
One sentence to inspire people about what you’ve done, and what you intend to do in the future
- 10 Brand (logo)**
One sentence to close the project and announce who you are



Working group

MEDITERRANEAN AREA

IS

HERTEF

UNIVERSITY

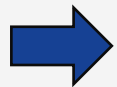


Let's CLEAN UP EUROPE!



Recommendations for pictures

- Tell a story
- Be creative
- Good quality (hire a professional!)
- True and authentic → original
(bank image should be avoided whenever possible)
- Min. one good quality photo (300 dpi) representing the project concept
- Don't use administrative pictures to promote the project



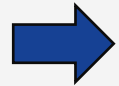
Provide the Programme with all the pictures produced in high definition + credits



Thousands of divers have been and will be

Videos

- Be **short** (max 3 min)
- Beware of the **audio**
- **Adapt** the video to the channel (youtube vs social media)
- Hire **professional journalists**
- Use a good **videographic design** to increase impact
- Videos spoken in national languages must have **English subtitles**



Provide the Programme with all the videos produced in high definition + credits

Podcasts

Digital media consisting of audio episodes that relate to a specific theme

- Easy to create and to listen
- Share it on your website and platforms like YouTube / Spotify / Apple podcasts



Social media – Good practices

- Visual content (more pics/videos, less text)
- Use brevity and clarity
- Use plain language
- Use bullet points & emojis 😊
- Shorten the links
- Map and tag the relevant accounts
- Use hashtags: #InterregEuroMED
Create your own if relevant or #from your mission
- Be regular (once a week minimum)



Interreg Baltic Sea Region
2 921 abonnés
1 mois • 🌐 [+ Suivre](#)

Can the [#mentalwellbeing](#) of individuals be positively affected by the power of [#art](#)?
🗣️ Our [#MadeWithInterreg](#) project [#ArtsOnPrescription](#)'s partners believe so!

👉 Step into the challenges public authorities face and the innovative solutions offered by this project thanks to [Marta Ciesielska](#), project partner from the Marshal's Office of the [#WestPomeranian](#) Region 🌟

🔗 <https://lnkd.in/dWREJS2f>

EUSBSR EUSBSR Policy Area Culture [#PolicyAreaHealth](#) [Interreg Pomorze Zachodnie](#)



**Tag the official Programme channels
and use the [#InterregEuroMED](#)**

**Please let us know when opening a
social media channel**

Social media – Don't

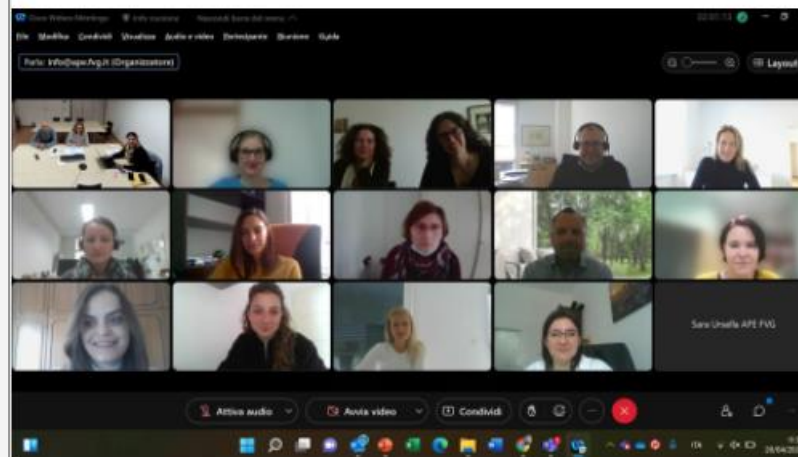
🇺🇦 Si celebra oggi, domenica 24 aprile 2022 la ricorrenza per la giornata dedicata al ricordo del genocidio armeno.

👉 In occasione della giornata dedicata al ricordo del genocidio armeno, il Comune di Venezia organizza per la prima volta, su iniziativa della Presidenza del Consiglio comunale, una serie di eventi e di incontri in collaborazione con l'Università Ca' Foscari Venezia, l'Unione Armeni in Italia e lo Europe Direct Venezia Veneto del Comune stesso.

🔗 Per informazio... See more



👉🇺🇦 Partners gathered again online on 20/04/2022 within the frame of 4th Steering Committee Meeting. As the project is in the final project implementation phase the emphasis was given on the organisation and implementation of Train the trainers workshops, multilevel uptake of SISMA SET methodology and the implementation of communication activities 🎯. The last project meeting will be organised in June 2022.



🇺🇦 DON'T MISS OUT: From 29th. april till the 9th May 2022. a rich and diverse program for all ages will be held this year, concerts, exhibitions, workshops, sports programs, performances and round tables on the occasion of the International Labor Day 1. May, Liberation Day and Pula City Day 5. May the 9th of Europe Day May. 🇺🇦🇪🇺🇷🇺🇷

#DanGradaPule #PraznikRada #DanOslobođenja #DanEurope #EuropeDay #EuropeDay2022

Rich program on the occasion of this year's Pula City Day and oth... See more

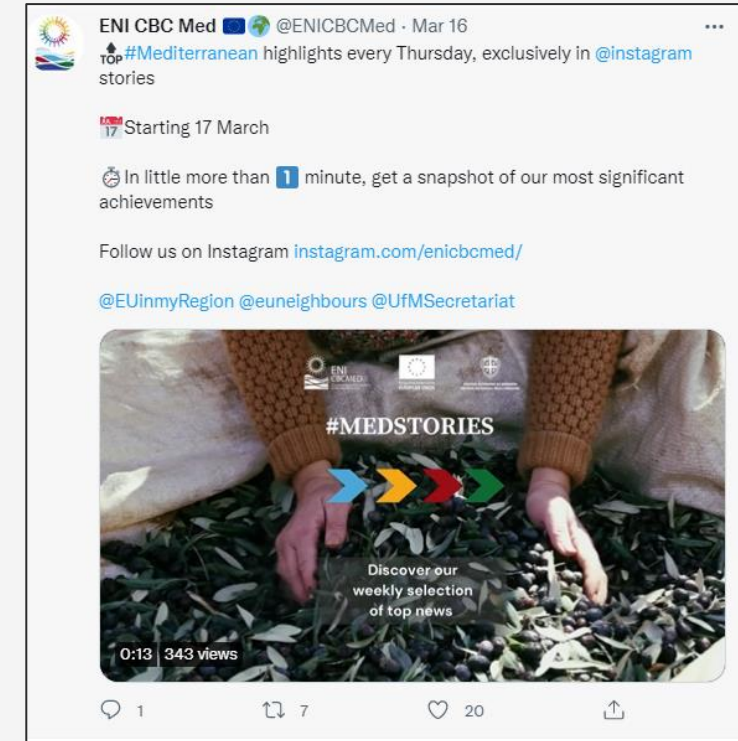
🔗 See original · Rate this translation



Social media – Do's

People / Stories

Sharing stories on projects and final beneficiaries allows to engage partners and citizens in a smart and easy way, avoiding technical expert language.



Social media – Do's

Smart formats

Short videos and smart contents are recommended on social media to catch the attention even on technical topics.



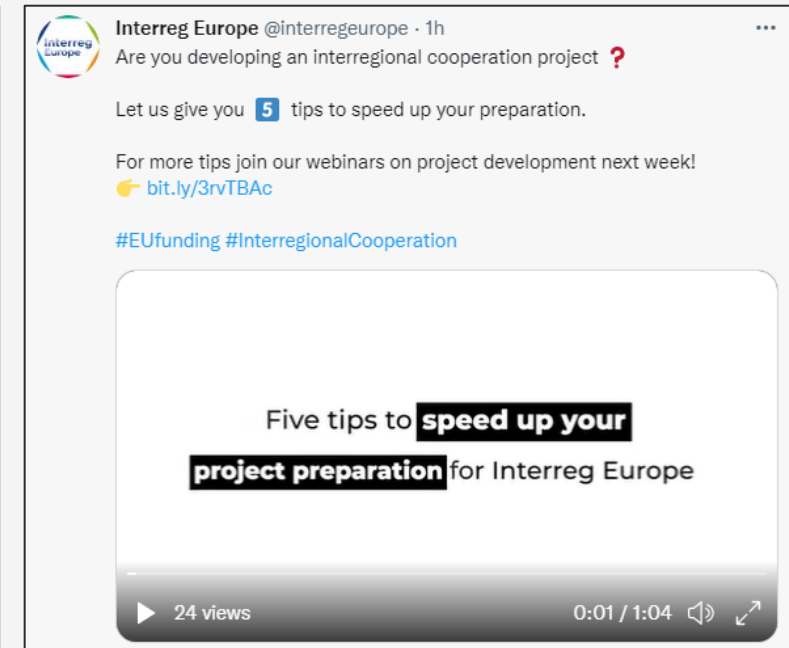
Interreg Europe @interregurope · 23h

SOON 4 webinars to help you prepare your project

- Partnership ¹⁷ 25 April
- Project methodology ¹⁷ 26 April
- Management, budget and finances ¹⁷ 27 April
- Communication ¹⁷ 28 April

Join us bit.ly/3JY9Jkq

#EUfunding #InterregionalCooperation



Interreg Europe @interregurope · 1h

Are you developing an interregional cooperation project ?

Let us give you **5** tips to speed up your preparation.

For more tips join our webinars on project development next week!
bit.ly/3rvTBAc

#EUfunding #InterregionalCooperation

Five tips to **speed up your**
project preparation for Interreg Europe

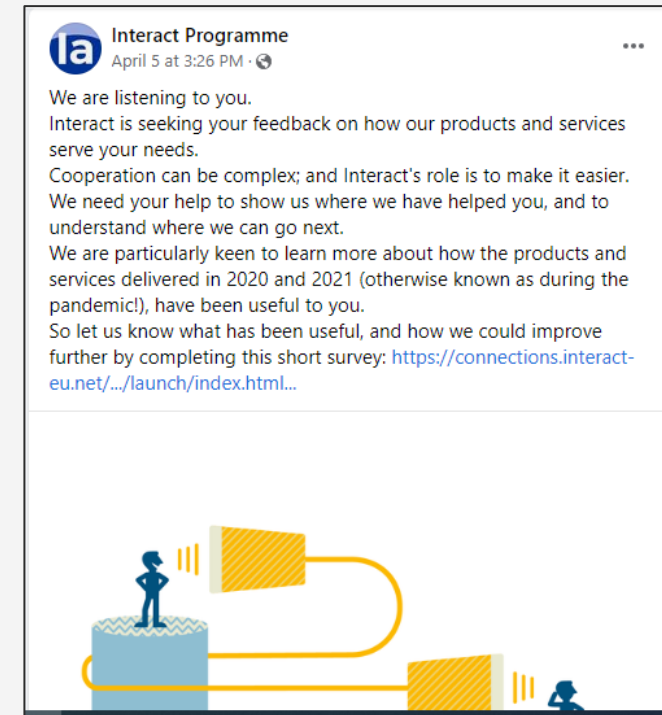
▶ 24 views 0:01 / 1:04 🔊 ↗

Social media – Do's

Engage

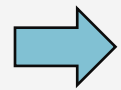
Social media are made to **share** and **engage**.

The use of **contests**, user generated contents **and call to actions** are always a good practice, making the audience participate as a spotlight and giving voice to partners and beneficiaries.

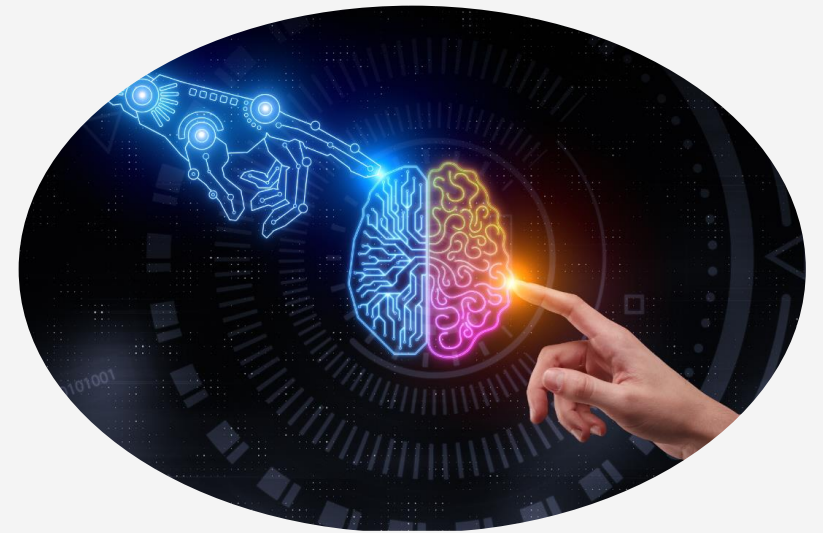


What about Artificial Intelligence (A.I.)?

- Use the tools for **first drafts** (ChatGPT, Bing AI, etc.)
- **Finetune** these!



A.I. cannot replace the human touch!



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Questions & answers

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Next steps

Trainings

Training center

The training center offers video tutorials, free MOOCs and other useful resources to help you build and implement your project successfully.



Interreg Euro-MED Academy

Discover the free MOOC of the Academy

[Read more](#)



Storytelling and Digital Communication

Learn how to write for the web and to use social media for Interreg projects.

[Read more](#)



Lobbying & Advocacy

Learn how to lobby your project to bring its results to higher policy-making levels!

[Read more](#)



Media relations

Learn how to deal with media!

[Read more](#)

[Available on our website](#)

Training

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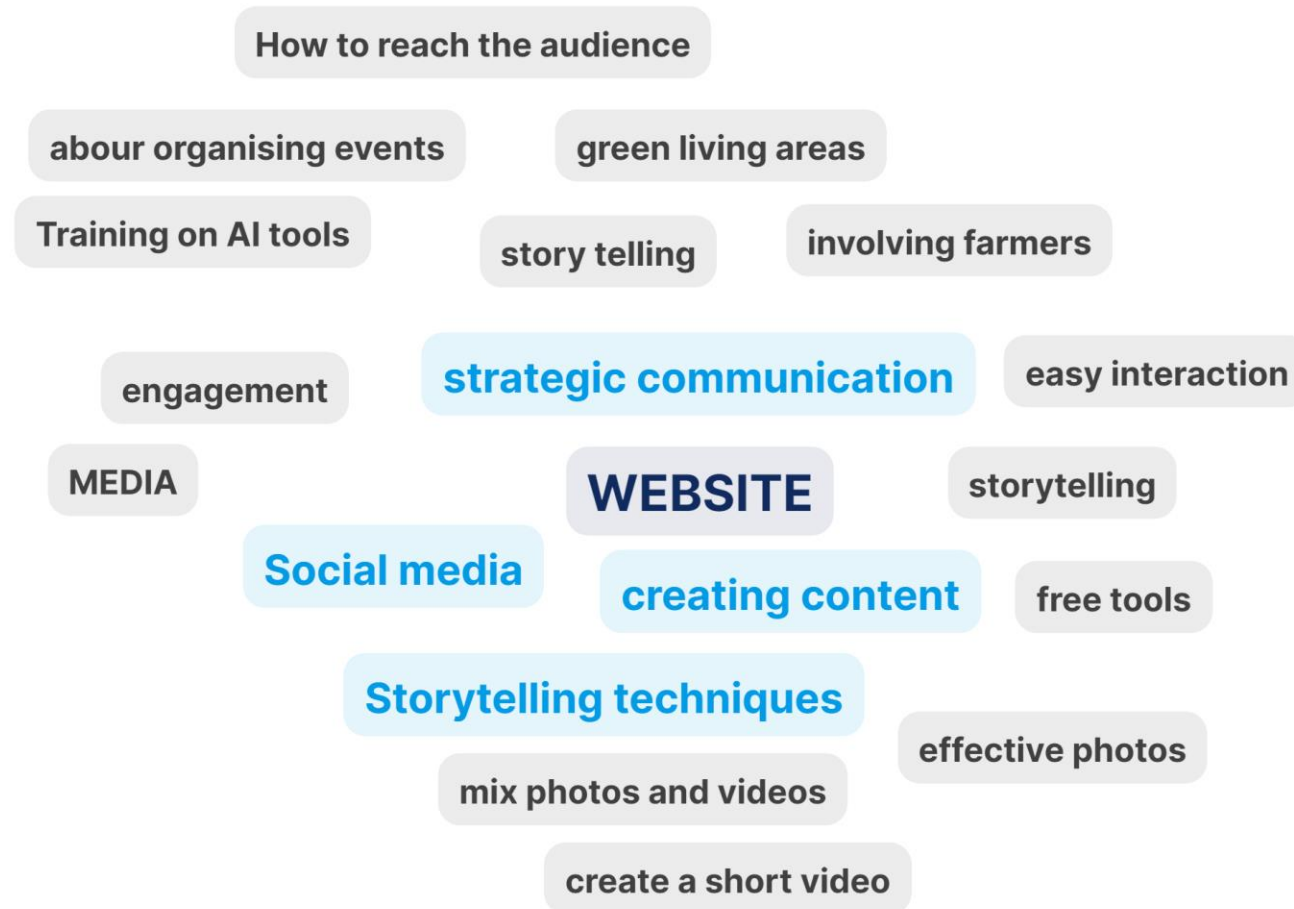
On the subject of communication, I would like to explore / learn...

ⓘ Start presenting to display the poll results on this slide.

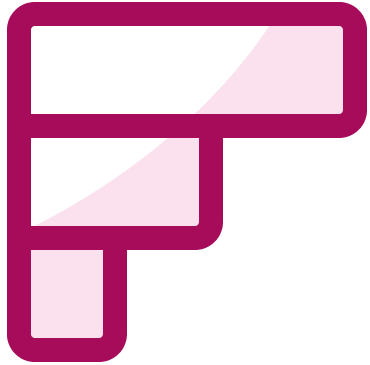


On the subject of communication, I would like to explore / learn...

Wordcloud Poll 45 responses 26 participants



slido



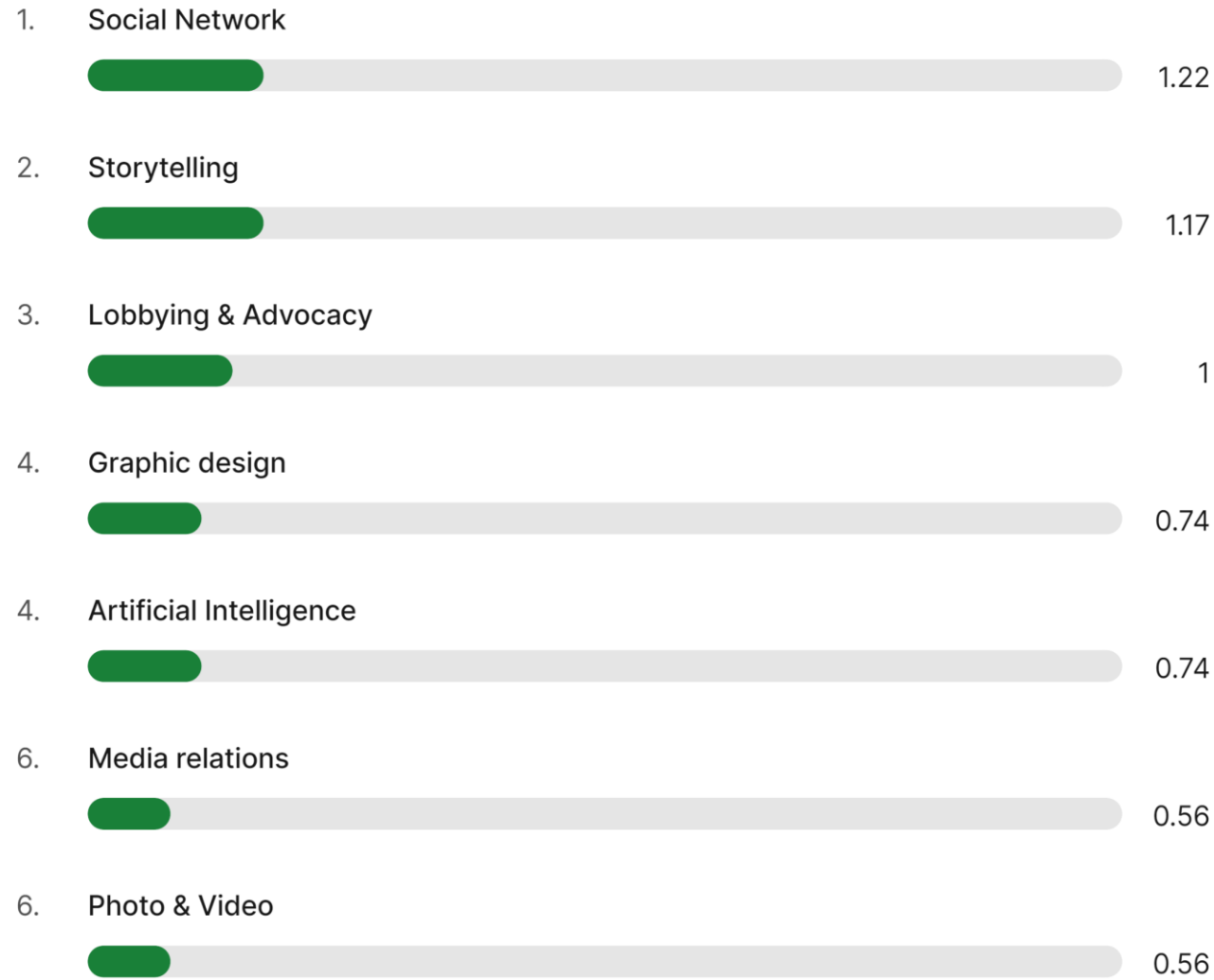
Select your choice

ⓘ Start presenting to display the poll results on this slide.

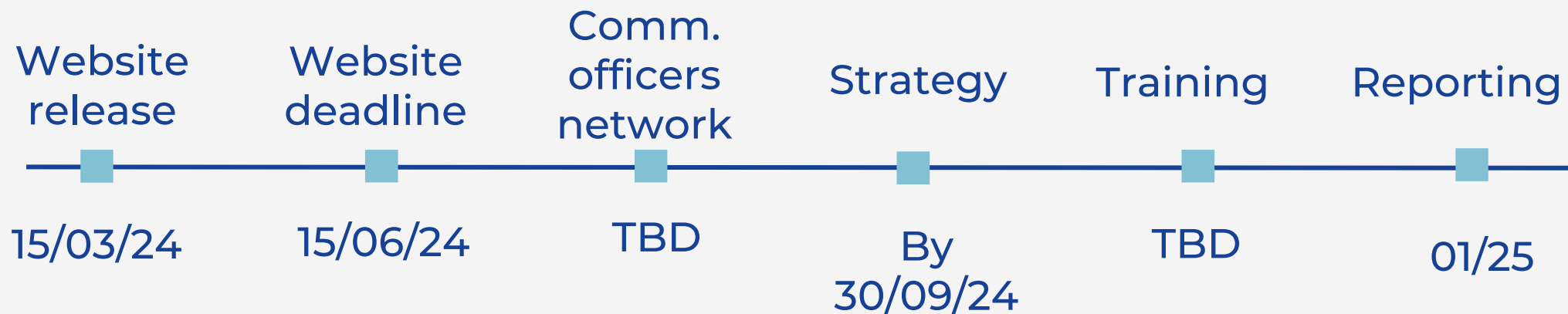


Select your choice

Ranking Poll 23 votes 23 participants



Next steps



For any doubts / information / questions etc...



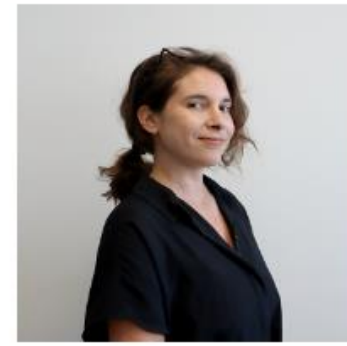
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Useful links

- [Documents & Tools](#)
- [Training center](#)
- [Projects Brandbook](#)
- [Programme Manual](#)
- [Programme Communication strategy](#)
- [Programme Results Amplification strategy](#)

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Thank you!

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Making
the **Mediterranean**
Green Transition
happen