

**Interreg**  
Euro-MED



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# Production and communication guidelines



Interreg Euro-MED  
**Academy**

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# Getting started Training formats

# Training courses and modules

- A training content consists of one or (preferably) several training modules
- Good news, it's up to you to choose the composition of these modules!
- Please refer to the *How to create courses on the Euro-MED Academy* document to find out about all the possibilities offered by the Moodle platform.

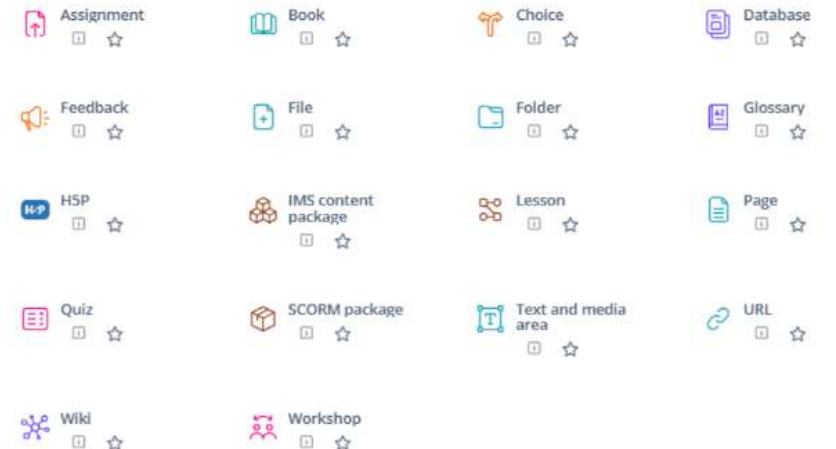
Need inspiration to get started?  
Please find our suggestions on the  
next slides!

## What functionalities the Interreg Euro-MED Academy offers (so far)?

When creating an activity in your course, you will be offered the possibility to use one of the following functionalities. Each of them is described below, and a link to further useful information for using those is provided.

*Some of the functionalities, such as videoconference tool, are being developed and will be available soon. This document will hence be revised*

### All



# Basic elements for a successful training

## 1. Main expected format: video trainings

The Euro-MED Academy aims to share video trainings, as it allows for better knowledge transfer and creates deepest links between trainer and trainees.

## 2. Supporting formats

Written formats (ppt, pdf, databases, etc.) are mainly to be developed in support of the overall training and video session, to present additional content or sum-up the main elements.

## 3. Interactive formats

The Moodle platform offers the possibility to develop engaging educational tools: quizzes, assignments, workshops, dialogue with trainees, etc.

It is essential to pay particular attention to the clarity, pedagogy, and visual attractiveness of all documents and files.

# Level 1: Single video modules

One or several single-video thematic modules

- One video for each module.
- Maximum length of each video : 15 to 20 minutes

Add supporting documents for each module

- Presentations, tutorials, and 'how to' documents, allowing trainees to access them at any time.
- Moodle functionalities: book, database, file, folder, glossary, URL...

## Level 2: Structured video modules

### Thematic modules, each divided into video chapters

- Several short videos chapters for each thematic module, each one addressing one of its subtopics
- Maximum length of each video : 3–5 minutes, totalling 20–30 minutes per module.
- Introduction, lecture(s) and conclusion chapters are recommended.

### Add supporting documents for each module or chapter

- Presentations, tutorials, and ‘how to’ documents, allowing trainees to access them at any time.
- Moodle functionalities: book, database, file, folder, glossary...

## Level 3: Interactive modules

Thematic modules, each divided into video chapters + documents

- Several short videos chapters for each thematic module, each one addressing one of its subtopics
- Maximum length of each video : 3–5 minutes, totalling 20–30 minutes per module.
- Supporting documents for each module or chapter

Interactive pedagogical tools based on advanced Moodle functionalities

- Combine learning time with time for exercises, practical case studies or discussions.
- Moodle functionalities: assignment, feedback, quiz, workshop, etc.

# All ideas are welcome!

You have other format or structures in mind for your training?

Please share them to your contact point at the Interreg Euro-MED Educational Committee!

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# Euro-MED Academy brand guidelines and templates

# Read carefully the Euro-MED Academy brand guidelines

The Euro-MED Academy is a long-term collective effort.  
We are all responsible for its visual identity!

The [brand book](#) includes:

- Euro-MED Academy description and values
- Academy logo and rules for logo use
- Typography
- Colour palette
- Photography moodboards
- Icon set
- Applications

Thanks to these guidelines, you will ensure Euro-MED Academy brand consistency by:

- Embodying its mission.
- Picking the right visuals and icons.
- Using our templates for training covers, social media posts, etc.

[Euro-MED Academy brand book](#)

# Branded video design template



Branded compulsory screen design elements: cover, course title, sections, colour palette and text font.

[Access the Canva project](#)

[Download files \(zip\)](#)



Apart from the elements mentioned above, you are free to design your training video as you like, as long as it complies with the brand book for thematic projects (e.g. fonts, colour palette, logo use).

[Thematic project brand book](#)

# Branded PowerPoint template



Branded compulsory slides layout elements: cover, course title, sections, colour palette and text font.

[Download the ppt template](#)



Apart from the elements mentioned above, you are free to design your training slides as you like, as long as it complies with the brand book for thematic projects (e.g. fonts, colour palette, logo use).

[Thematic project brand book](#)

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# Production

## Specific video requirements

# Introduction

As mentioned in the Terms of reference of the Interreg Euro-MED Calls for Thematic projects, all projects are requested to contribute to the Euro-MED Academy.

These guidelines are for projects that produce training content in this framework. Please follow the following guidelines and contact the JS if you have any doubts.

We highly recommend partners to hire a professional video maker to take on and produce the videos.

Do you want to submit a training proposal ?

[Click here to access the step-by-step process](#)

# 1. Technical requirements | General

- **FORMAT:** MP4, MOV, AVI
- **RESOLUTION:** high resolution (HD)
- **QUALITY:** 4K
- **BRANDING:** use the Academy frame + the project logo
- **LAYOUT:** Landscape (horizontal)
- **LANGUAGE:** English
- **SUBTITLES:** Yes
- **TRANSCRIPTION:** English + other languages
- **CREDITS:** credits of the photos and illustrations must be mentioned
- **VISUAL:** you can mix human interviews, pictures, movies clip, infographics, graphic elements, etc.
- **AUDIO:** use a LAPEL microphone / avoid noise in the background

Please avoid AI-generated content or voice-over and hire a professional video-maker!

# 1. Technical requirements | Screen design

The screen design is provided by the JS and is compulsory for all videos.

Elements to be included:

1. Cover
2. Final take cover
3. Title of the course and speaker
4. Colour palette
5. Text font

[Access the Canva project](#)

[Download files \(zip\)](#)

## 2. Subtitles

For accessibility reasons, it is mandatory to submit your video with subtitles : English, Arabic/French for southern shore partners and any other language.

Create a specific subtitle file will make your video accessible to all and allow translation to other languages.

How to create a subtitle file?

### **FORMAT**

- File .txt
- Timing (minutes / seconds)

[Download example](#)

### **RESOURCES**

For further information, please visit these links:

- [Supported subtitle and closed caption files](#)
- [Tips for creating a transcript file - YouTube Help](#)

## 3. Tips | Scripting

### Why scripting?

- A video script outlines what you need to say and how you want to present it.
- It helps you clarify your video structure and goals. Once you have it, you can improve it / rewrite it / use AI tools to filter.
- It makes you identify your target audience.

### From script to video-shooting

- Make bullets points with your main ideas and stick it to the camera.
- **Don't read a text but rather explain what you're talking about** with your own words. It brings a better energy!
- Have your first and last sentences written so you have a better impact.
- Use plain language and avoid acronyms: keep it simple.

### 3. Tips | In front of the camera

#### Clothes, make-up and body language

- **Don't** wear thin stripes and heavy patterns, neon colors, all black/white, or with large brand logos > moiré effects
- **Don't** be formal (suits) if not needed
- Make-up: Put some foundation + powder on your forehead and your nose
- Try to be relax and don't hesitate to register several takes
- Look at the camera (imagine you are talking to a friend!)
- Smile but be natural (make some jokes before shooting it helps!)
- Figure out what to do with your hands: don't keep it behind your back or straight to your body



## 4. Sending the course materials + Check

Please send an email to [support@interreg-euro-med.eu](mailto:support@interreg-euro-med.eu) with in copy [academy@interreg-euro-med.eu](mailto:academy@interreg-euro-med.eu).

- Subject of the email: Euro-MED Academy [Video]
- Name of the project
- Title of the course
- Titles of the modules
- Video files
- Subtitles files

Once received, the materials will be checked by the Communication Unit of the JS and the Educational Committee



# Showcasing your work: good practices for communication

# 1. Introduction

Congratulations! The production of your training module is now complete, and the content has been revised and approved.

Now is the time to showcase your work across all your communication channels, such as:

- Your project website,
- Your social media channels,
- Your project newsletter,
- Press releases,
- And more...

## 2. Suggested communication plan

Month before launch  
Awareness and teasing

Launch Day  
Visibility

Following months  
Sustain engagement

Website	News item announcing the release of the training module.	Highlight training on home page + dedicated news items.	News items about learners comments and experiences.
Social media	Save the date and teaser posts	Launch Day posts.	Monthly and then quarterly « reminder » posts. Learners quotes.
Emails / newsletter	Email announcing the release of the training module	Email inviting to take the training and share it to their contacts.	
Press release		Press release	

### 3. More specific content ideas and practices

#### Month before launch Awareness and teasing

- « New training coming soon »
- Save the date
- Behind-the-scenes, bloopers photos/videos
- Video teaser: project manager explains training material
- « 3 things you'll learn »: carousel or infographic
- Expert/Trainer quote
- Data/infographics related to the training topic.

#### Launch Day Visibility

- Launch announcement visual
- Infographics: who's it for, duration, access link
- Project member stating the benefit of the training (video/quote)
- Details on the training content
- Short engaging video clip (stories/reels)
- Ask partners to share your launch posts, tag them
- Pin the announcement post for 2 weeks.

#### Following months Sustain engagement

- Monthly reminder post
- Save the date for a future webinar.
- Participant posts: highlights what they liked about the training, learners testimonials...
- « Key insights » or « did you know » post: share one fact from the training.
- Updates on how many people joined, satisfaction rate of the training...
- Connect the training to a relevant day: world skills day, international day related to the training topic, etc.

### 3. Tags and hashtags

Use the following hashtags in your social media posts

- #InterregEuroMED
- #InterregEuroMEDAcademy
- #EUCohesionPolicy
- Use any popular hashtag that is relevant to the topic of your training.

Tag all relevant stakeholders in your social media posts

- Interreg Euro-MED Programme
- Your mission
- Your project
- Your project partners
- All experts involved in your training.
- Etc.

## 4. Communication templates



Template for save-the-date, training release or any information related to a training.

Facebook post

[Access the Canva project](#)

[Download ppt file](#)

Instagram post

[Access the Canva project](#)

[Download ppt file](#)

LinkedIn post

[Access the Canva project](#)

[Download ppt file](#)

LinkedIn carousel

[Access the Canva project](#)

[Download ppt file](#)



🔔 Please duplicate the Canva project on your own Canva workspace before bringing any modification 🔔

In case of need | Contact us!



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