

Interreg
Euro-MED



Co-funded by
the European Union

5th Call Thematic Projects Communication Meeting

2nd October 2025

Online

Agenda

10h00 – 10h05

Meeting objectives and overview

10h05 – 10h30

1. Communication requirements and branding

Rules and obligations

Project branding: logo, templates...

10h30 – 10h50

2. Tools provided by JS

Website

Basecamp

10h50 – 11h20

3. Your project communication

Communication strategy

Content creation - How to get started?

Content recommendations - Tips and good practices

Your Project video

Communication reporting

11h20 – 11h30

Final Q&A session

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The Communication team



Olga

Communication
manager

omazzolini@maregionsud.fr



Céline

Communication
officer

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Thibaud

Communication
officer

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Florian

IT manager

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Sarah

IVY Volunteer

Next steps





1. Communication requirements and branding

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Rules & obligations

Communication obligations

- **Partners websites:** a short description of the project including its aims and results, budget, logo.
- Partners premises: a **project poster** at least in A3 size.
- **Use the project logo** (provided by the Programme) **on all project materials.**
- If other logos, **the Union emblem** shall have at least the same **size**, in height, as the biggest of the other logos.

Communication obligations

- A project **communication strategy**.
- A project **video** presentation.
- A project **website** to complete and update on a regular basis.
- A project **media kit**
- **Goodies** must be validated by the JS to be considered an eligible expense.
- **Billboards/plaques** for infrastructure or equipment.

Available materials

The Programme provides for each project:

- 1 logo (in all different versions, updated on basecamp)
- [1 poster template](#)
- [1 billboard template](#)
- 1 media kit layout on website
- 1 website
- [Basecamp tool](#) (1 group for project)
- [Communication strategy guidelines](#)
- [Video storytelling guidelines](#)

Where to find communication guidelines?

1. Programme manual

[Link to the Programme manual](#)

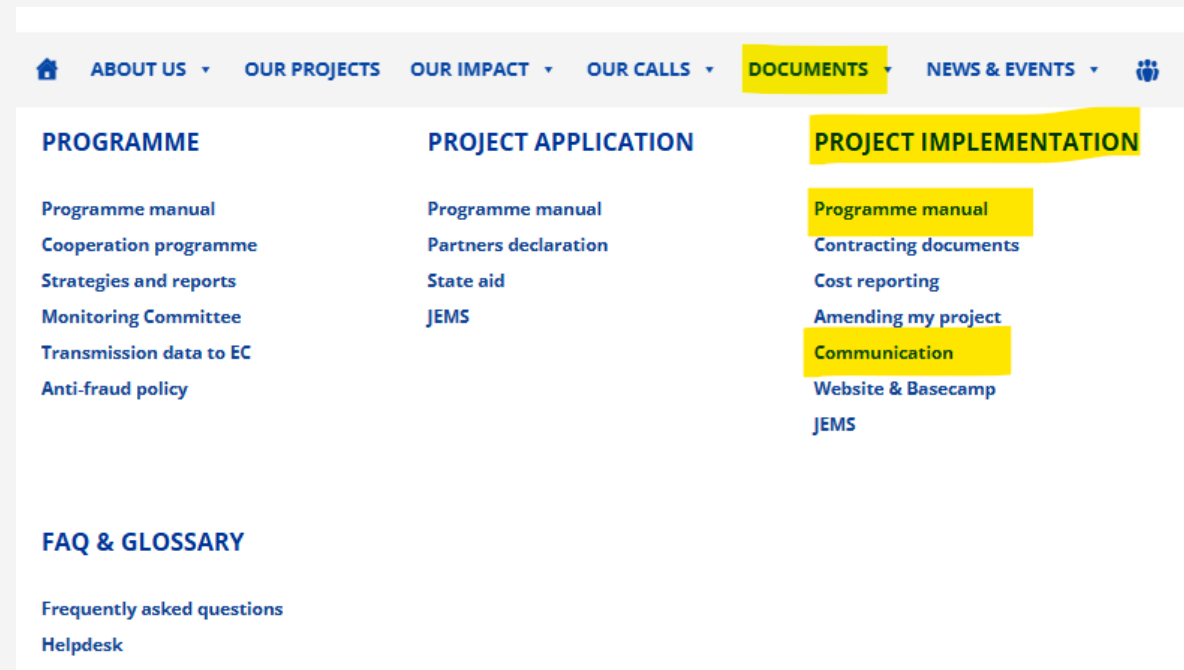
III. Financial Issues

- A. Eligibility of expenditure
- viii. Project branding and information and publicity rules

V. Annexes

- F. Graphic identity of projects

2. Programme website



Project brand book and templates

[On the Programme website](#)

COMMUNICATION

COMMUNICATION STRATEGY

Project communication is a fundamental element and to be truly effective, however, it is necessary to have a clear overview of the objectives and how to achieve them. In other words, each project must have a communication strategy.

[📎 Communication strategy guidelines \(ppt version\)](#)

THEMATIC PROJECTS BRANDING

Projects logos and icons

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 [📎 Thematic Project Brand book](#).

[📎 Download mission icons](#)

Poster template

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

Download the template: [📎 Innovative sustainable economy](#) – [📎 Natural heritage](#) – [📎 Green living areas](#) – [📎 Sustainable tourism](#)

Billboards and plaques templates

Durable plaques or billboards must be affixed by all projects having an investment or purchase of equipment (1 plaque or billboard for each investment).

[📎 Download billboards and plaques guidelines and templates](#)

Deliverables templates (optional)

The following templates include all mandatory elements or sections listed in the Programme manual and comply with the Programme branding rules. However, they remain optional as any project is free to adopt another design as long as it complies with programme and branding rules.

[📎 Innovative sustainable economy](#) – [📎 Natural heritage](#) – [📎 Green living areas](#) – [📎 Sustainable tourism](#)

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Project branding: logo, templates...

The Programme Name

Correct

Interreg Euro-MED

Incorrect

EUROMED

Euro – MED

interreg med

Euro MED

Euro-MED

EURO MED

med

INTERREG MED

Interreg MED

MED

Euromed

Med

Euro-med

EuroMED

Euro med

The Project Logo



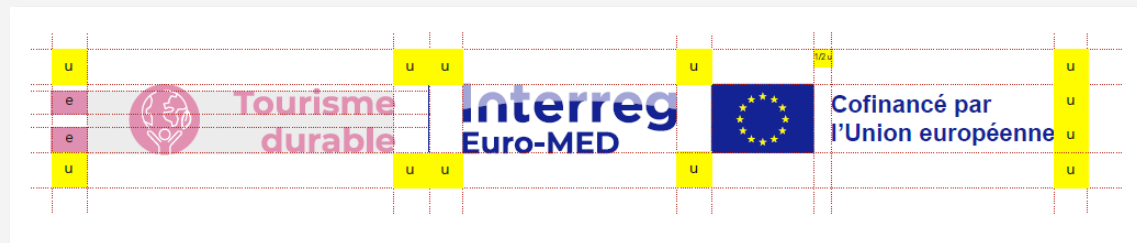
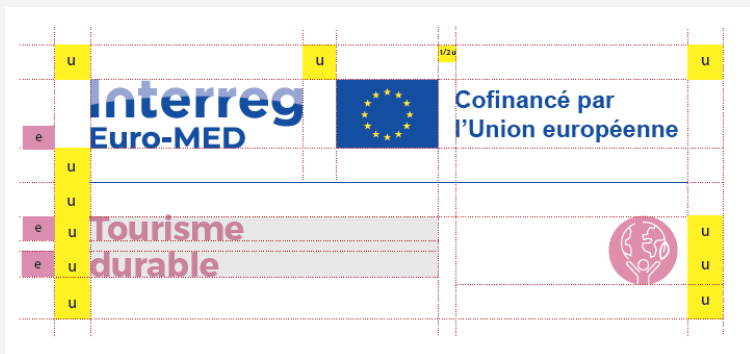
When to use the project logo?

On all communication materials

- printed publications: reports, brochures, newsletters, studies, articles, etc.
- audio-visual: videos, audio podcasts
- digital or electronic materials (websites, videos, etc.)
- events (PPT presentations, agenda, conference material)
- stationery and office materials
- Equipment (computers, cameras, etc).
- 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?

If other logos are displayed in addition to the project logo, the **EU flag** shall have **at least the same size**, measured in **height**, as the biggest of the other logos.




[Brand book p17](#)

Incorrect uses

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 



THE TESTMED PROJECT

2nd Steering committee

Brussels, 19th February 2025

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TESTMED



Use the project logo, not the mission one!



**Project
name**

**Interreg
Euro-MED**



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Mission colours and icons

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

Interreg Euro-MED 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

Name etur audaest, qui nones utemo
Name etco ur audsdaest, qui nones
uteeoles imasdfionet mossitatur sam
explale voles imaionet mossitature
custiuntio quisx uyut labor acestium
custiuntio quisx uyut labor acestium
eaquisit, corrovisel dusandisqui com
eaquisit, des corrovisel dusandisqui
com venimusatenn consequae sam
ibustibus veconsequ ibusciatius qui

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

Name etur audaest, qui noacesnes utemo
Name etco uimasdior audsdaest, qui nones
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Poster Template

Each partner MUST place a **poster** or equivalent electronic display:

- Clearly **visible to the public**
- **Minimum size A3** must be respected
- **Montserrat font** must be used ([download it here](#));
- **Project logo, icon and colour** must be used

Poster template

- A **poster template** is available on the Programme website:
- **Select the mission template** your project belongs to (look at your icon colour!)



**Use professional
printing for
better quality
posters!**

Your poster must contain

The project logo

Short project description

Project key figures including EU funding

Updated website and social



Green living
areas

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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 exceatet 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

InterreModit evelluptum sollore • quos id mini cusdae cus • dest verepudam nonsequamet • liqui officil icaborit • labo ciae • cus etum repella tiassimin et vendio • Itatatem evenda quia • nis dempell orepele • storit et optium apis • serum eum cones • eos exceatet et a con perumen • ad • atempos endantio et • volut ent autem fugitatem harit fugit • ant eos minimin • cipsantes reium doluptatio



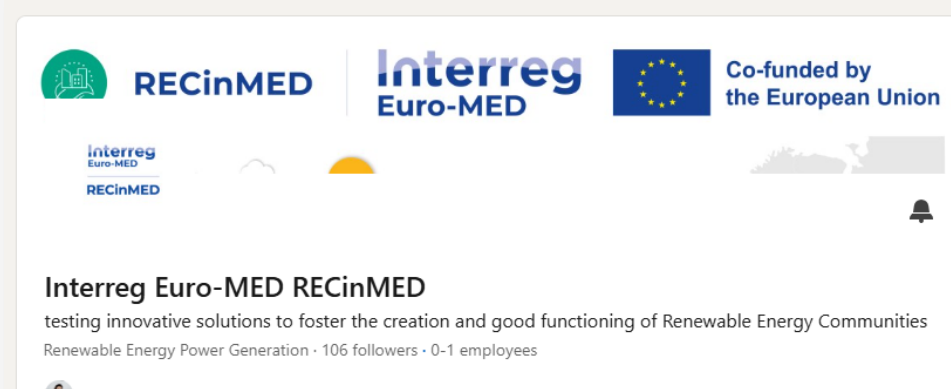
Social media

1. Social media without a banner image (like Instagram): option 1, with **full brand**.

2. Social media with banner image (like FB): option 2, 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.*



Social media



Billboards template

If your project involves an investment in infrastructure or the purchase of equipment, it will have to display a billboard.

[→Billboard guidelines and template](#)



 **BLUE ECOSYSTEM** | **Interreg**
Euro-MED  Co-funded by
the European Union

Name of the operation

Description of the operation and more broadly the project (400 characters max). Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.


Total budget
€ XXXXXX


Interreg funds
€ XXXXXXXX


Project duration
00/00 - 00/00



Durable **plaques** or **billboards** must be affixed by all projects whose total funding exceeds 100,000€ and have an investment or purchase of equipment.

[Art. 36 c REGULATION \(EU\) 2021/1059](#)

The objective

→ To inform the public about a given action that has received financial support from the EU.

Where?

On a visible location so public can acknowledge the support of the UE.

When?

As soon as the physical **implementation of the infrastructure** or the purchase of equipment **starts**.

What?

Key information on the project has to be provided to ensure transparency.

How?

There is no obligation on material (as long as it is **durable** and resistant, enabling long-lasting display) and format (horizontal or vertical).


Deliverables template (optional)


All projects can design their own templates for deliverables, as long as they comply with the branding rules regarding the logo, colours and typography.


The Joint Secretariat **has developed a Microsoft Word deliverable template** to provide guidance:

- Includes all mandatory elements or sections listed in the Programme manual;
- Complies with the Programme branding rules

You can use it as a template or find inspiration in it!

 **Project name**

 **Interreg Euro-MED**

 **Co-funded by the European Union**



April 2025

PLEASE INSERT HERE THE TITLE OF THE DELIVERABLE, NO MORE THAN 100 CHARACTERS IF POSSIBLE

You may add a subtitle, if so you can write it here, no more than 100 characters if possible

<https://projectname.interreg-euro-med.eu>PARTNERS LOGOS (optional): all partners logos, logo of the partner in charge of the deliverable, no logo.

Promotional items

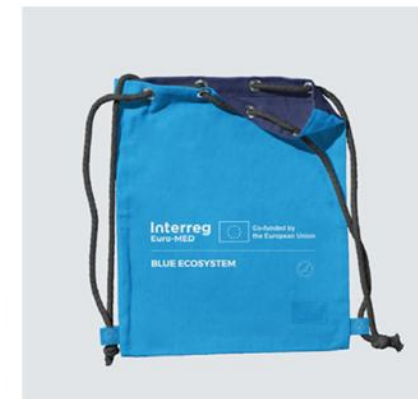
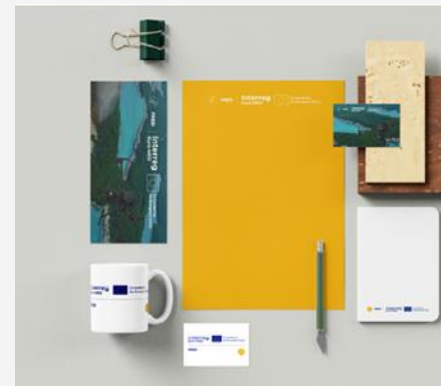
All promotional items **must be expressly accepted by the JS before printing** and branded with the project logo.

Goodies are accepted if:

- They are necessary to reach one of the defined target groups and objectives.
- 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**.



Promotional items: where to ask for approval?

→ <https://interreg-euro-med.eu/en/express-approval/>
(you need to be logged in in to the Programme website)

Promotional items

Project partner concerned *(Required)*

Who will be bearing and claiming the expenditure?

You require validation for: *(Required)*

☐ General branding
☐ Goodies

Goodies: pen, notepad, water bottle, tote bags, usb key... / General branding: rollup, letterhead, ppt model, agenda template, leaflet, poster...

General branding: use this section to ask for **Branding Deliverables** validation

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Questions & answers



2. Tools provided by JS

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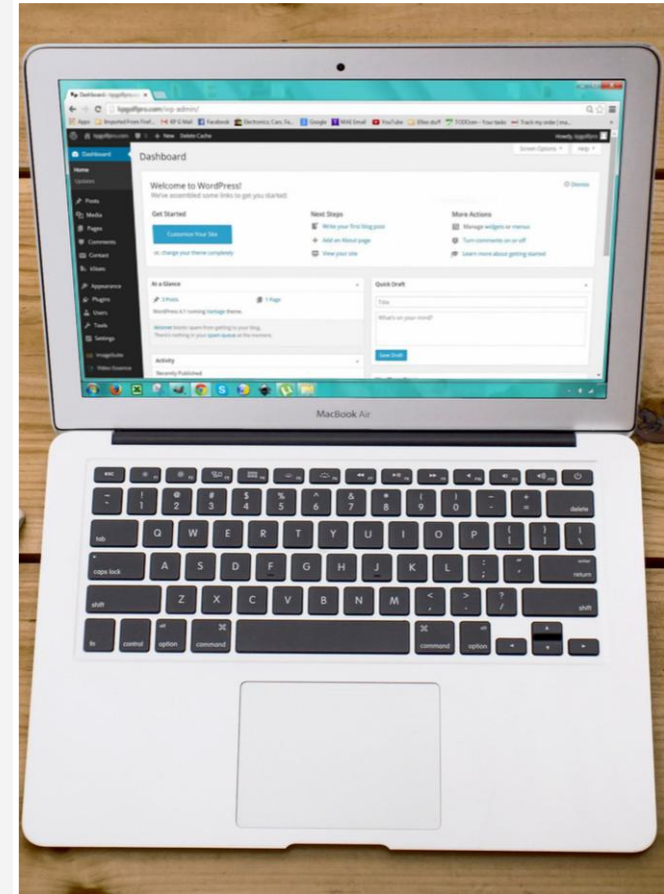
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Your website

Content Management System



- Most popular CMS platform
- User friendly



You already received



- Website URL
- Login + Password to WordPress

Who can manage the website?

- An email has been sent to the **Lead partner** & the **Communication officer** of each project on 15th September.
- **Other accesses** can be added 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

Site map



Menu items

WHAT WE DO

WHAT WE ACHIEVE

OUR STORY

EVENTS

NEWS

Content

Daily activities

Deliverables
*On a second
time*

Who we are
When & where

Project Events

News on the
project /
thematic news

Media kit



Menu order and titles must NOT be modified

Content recommendations

- Be clear and inviting on your content: **visitors are looking for information**
- Beware of the **wording of your deliverables files**: the user must understand it quickly BEFORE opening it.



Your website is the main window of your project!
Take good care of it 😊

How to get your website online?

- Fulfill all minimum requirements of the **checklist** (available on our [website](#))
- Website **ready**: ask the JS (programme@interreg-euro-med.eu)
Deadline: 15th November
- JS gives **feedback** to implement corrections (if needed)
- After revision, the **JS turns your website ONLINE**



Checklist

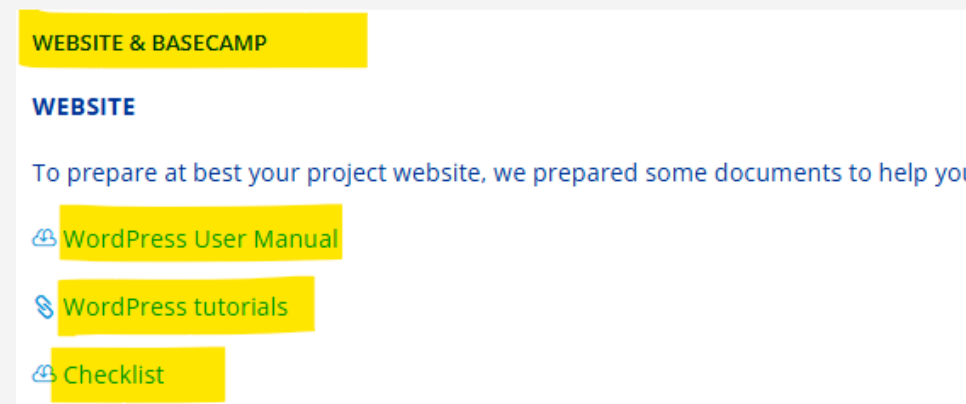
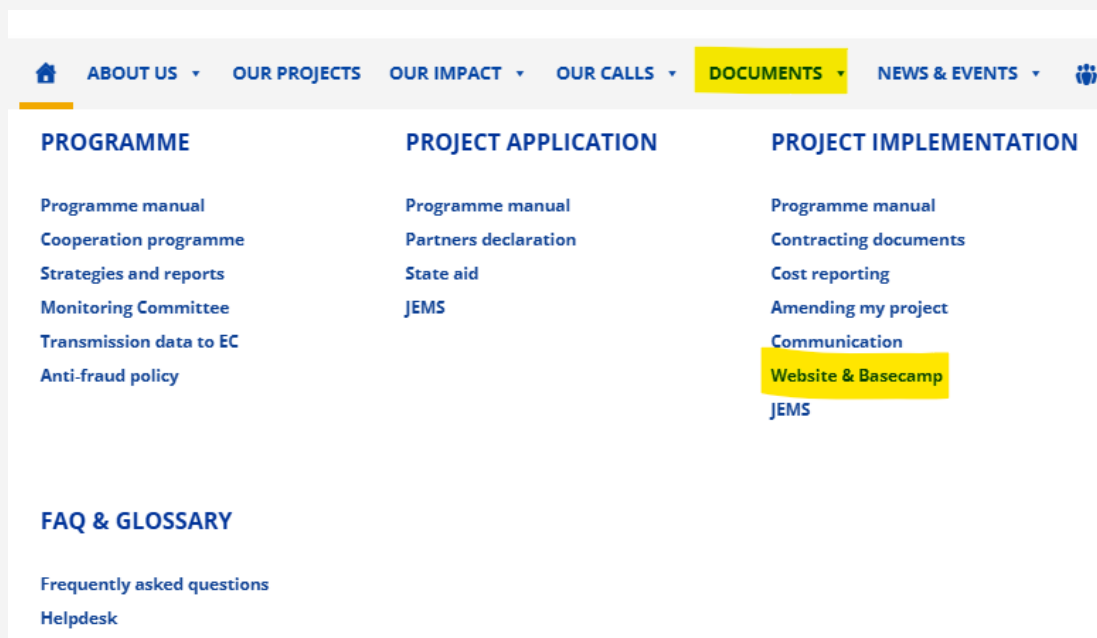
- Homepage requirements
- Content requirements (pages, events, posts, etc.)
- General recommendations for writing for the web and media content

I. HOMEPAGE

Sections	Instructions	Compulsory	Ready
Navigation menu	The menu must NOT be modified (no change of name, no additional items). All pages displayed on the menu have to be published. The menu items not filled are hidden.	Yes	
Introduction text	The presentation of the project is drafted and displayed.	Yes	
News	There should be at least 3 news (you can publish past news. <i>Remember that this is a website that should reflect the entire life of the project, from the beginning.</i>)	Optional	
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>)	Optional	
Key figures	Put 3 key figures (one mentioning the Interreg funds co-financing + other 2 e.g. partners number/countries number/total budget/project duration...).	Yes	
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 project (if you have any). If you don't have social media accounts, you can the ones of the Programme.	Yes	
Footer - Legal notice	The text is a template. Please adapt the content according to your project and internal resources.	Yes	

Where to find help?

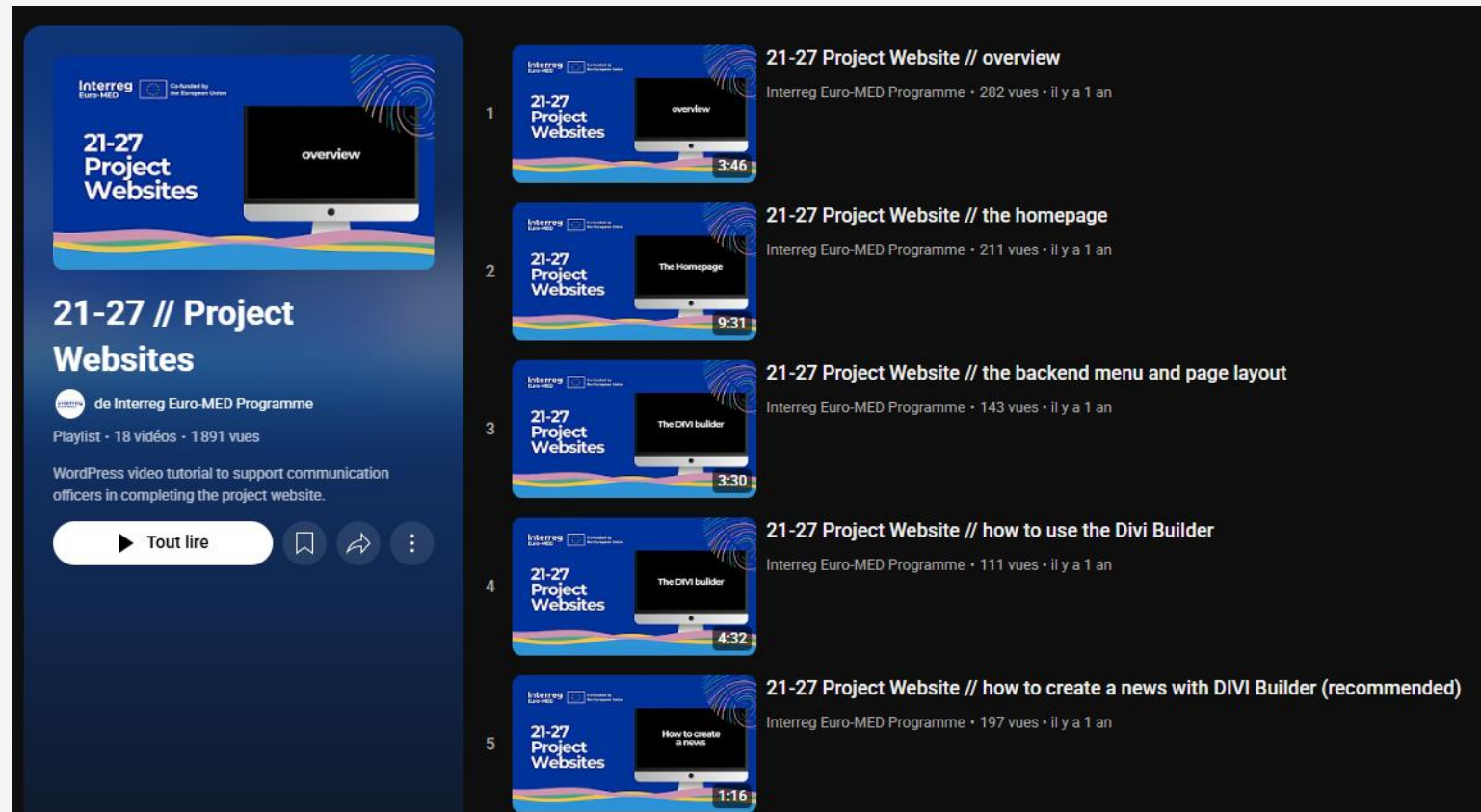
On the Programme website : <https://interreg-euro-med.eu/en/documents-tools-project-implementation/>



Where to find help?

On our YouTube playlist :
[Youtube 21-27 / Project websites](#)

- 18 videos
- 1,5 hrs in total to know it all



21-27 // Project Websites
de Interreg Euro-MED Programme
Playlist • 18 vidéos • 1 891 vues
WordPress video tutorial to support communication officers in completing the project website.

21-27 Project Website // overview
Interreg Euro-MED Programme • 282 vues • il y a 1 an

21-27 Project Website // the homepage
Interreg Euro-MED Programme • 211 vues • il y a 1 an

21-27 Project Website // the backend menu and page layout
Interreg Euro-MED Programme • 143 vues • il y a 1 an

21-27 Project Website // how to use the Divi Builder
Interreg Euro-MED Programme • 111 vues • il y a 1 an

21-27 Project Website // how to create a news with DIVI Builder (recommended)
Interreg Euro-MED Programme • 197 vues • il y a 1 an

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Basecamp

What is Basecamp?

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



Your Basecamp account

All **project partners can access** to Basecamp **upon registration**.

How to request an account?

1/ Log in or create your account on the interreg-euro-med.eu website

2/ Fill in the **dedicated form**

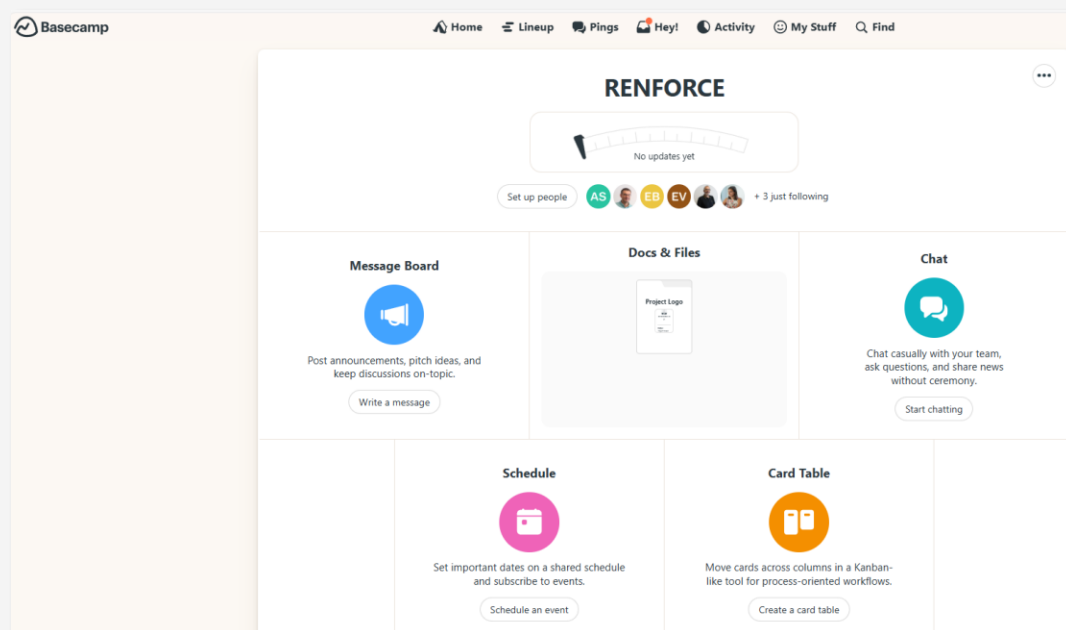
3/ *The request is sent to the JS if the contact is not listed on JEMS*

4/ *The JS asks the LP or partner to check the contact*

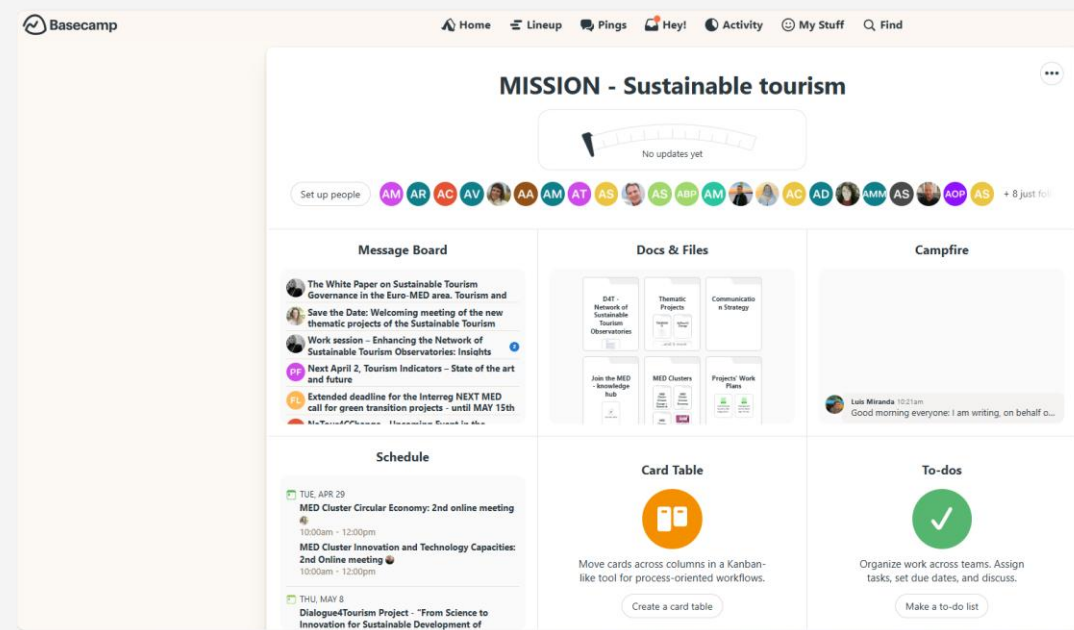
5/ Once validated, the JS will add the contact to the Basecamp project account and mission

[Form, guidelines & tutorials](#)

Project account



Mission group



Euro-MED Communication Officers Network

A space for exchange and discussion and to optimise the communication of the projects and the of the programme aswell.

Set up people



Information & ideas

- Communication officers meeting - 19 March** 2
Dear Communication officers, We are pleased to
- Communication reporting** 25
📢 Announcement — Dear Communication
- [Call02] Project video 📺 | Guidelines** 22
Dear Partners, As some of you seems to not have
- [CALL02] Communication strategy** 8
👉 Question — Dear Communication Officers,
- Projects opened initiatives** 4
👉 Question — Dear communication officers, we

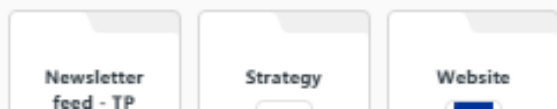
Branding

- Project Rollup** 3
Dear Olqa, I hope you are doing well, I'm
- Question about a branding issue** 2
Dear Olqa, I hope you are doing well. I am
- NT4CC Deliverable template** 2
Dear Olqa and Celine, I hope you are doing well. I
- Project branding in a nutshell**
🗣️ Logo — Looking for a simple explanation 🌈 of

Website and basecamp

- Issues with the project website**
Dear Olqa and Celine, I hope you are doing well. I
- [Basecamp TIP] How to NOT notify all the group members when replying to a message?**
- Untitled**
MA/JS Reporting Package check Vérification du
- Communication strategy_NUDGES** 1
Dear Celine and Olqa, Knowledge Network, as
- Untitled** 2
Dear Olqa, It's me again :) I hope you are doing

Docs & Files



Schedule

📅 WED, MAR 19
Communication Officer meeting - Online

Your Basecamp account

How to add new contacts to basecamp?

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



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

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

To add new user on Comm Officers basecamp

<https://interreg-euro-med.eu/en/interreg-euro-med-communication-officers-network/>

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 with 'Co-funded by the European Union', a search bar, and navigation links: WHO WE ARE, WHAT WE DO, WHERE WE WORK, GET INVOLVED, DOCUMENTS & TOOLS, and NEWS & EVENTS. The form itself has a title 'BASECAMP Account creation form' with a decorative underline. Below the title is a disclaimer: '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.' The form is divided into two main sections: 'Account to create or delete' and 'Registration'. The 'Account to create or delete' section has a 'Name (Required)' field with two input boxes for 'First' and 'Last', and an 'Email (Required)' field with a single input box. The 'Registration' section has a 'Type of operation (Required)' section with two radio buttons: '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)'. Below this is a 'Type of project (Required)' field.

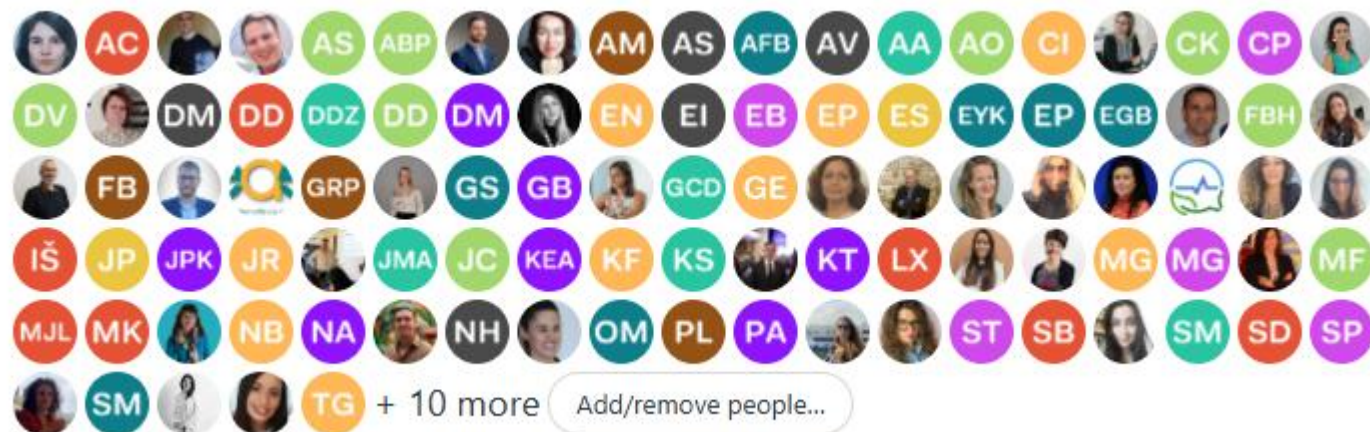
When you write a comment, an e-mail notification will reach everyone who is 'subscribed' to the discussion.



Add a comment here...

Subscribers

110 people will be notified when someone comments on this message.

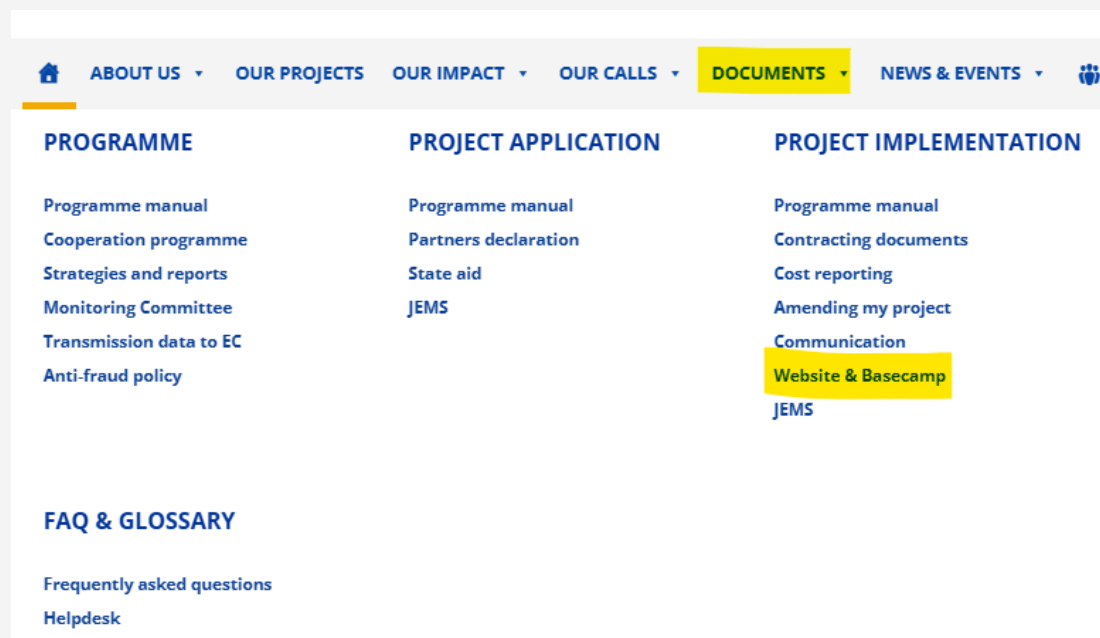


To send '**private**' messages, so that everyone is not notified, write with 'pings'!

The screenshot shows a web application interface with a navigation bar at the top containing links: Home, Lineup, Pings (highlighted with a red box), Hey!, Activity, My Stuff, and Find. Below the navigation bar is a header for a user named Céline LIEVRE, with links to Assignments and Activity, and a timestamp of 11 35 pm CET. A date separator indicates WEDNESDAY, DECEMBER 14 2022. The conversation history shows a message from Céline LIEVRE at 4:08pm saying 'pong'. A response from 'Me' at 2:53pm says 'ping'. At the bottom is a text input field with icons for text formatting, emojis, and attachments.

Where to find help?

On the Programme website : <https://interreg-euro-med.eu/en/documents-tools-project-implementation/>



WEBSITE & BASECAMP

WEBSITE

To prepare at best your project website, we prepared some documents to help you go through the process.

- [WordPress User Manual](#)
- [WordPress tutorials](#)
- [Checklist](#)

BASECAMP

All projects partners can access to Basecamp, the collaborative project management tool, to manage their project.

How to request an account?

- 1/ Log in or create your account on the interreg-euro-med.eu website
- 2/ Fill in this [Form](#)

Guidelines

- [Basecamp User Manual](#)
- [Tutorial for file management](#)

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Questions & answers



3. Your Project communication

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Your communication strategy

Where to find communication strategy guidelines?

1. Programme manual

[Link to the Programme manual](#)

I. Building my project and submitting my application

C. Designing the project activities

v. Designing your communication strategy

2. Programme website



Basics of communication strategy

- The communication strategy serves to get a general idea of the **objectives, targets and channels of the project** and then direct the concrete actions of communication.
- Your strategy will guide you to:

1

Be effective

Communicate when you need to, not just because you have to.

2

Know your targets

Adapt your strategy, language and content to suit each of them.

3

Define your key messages

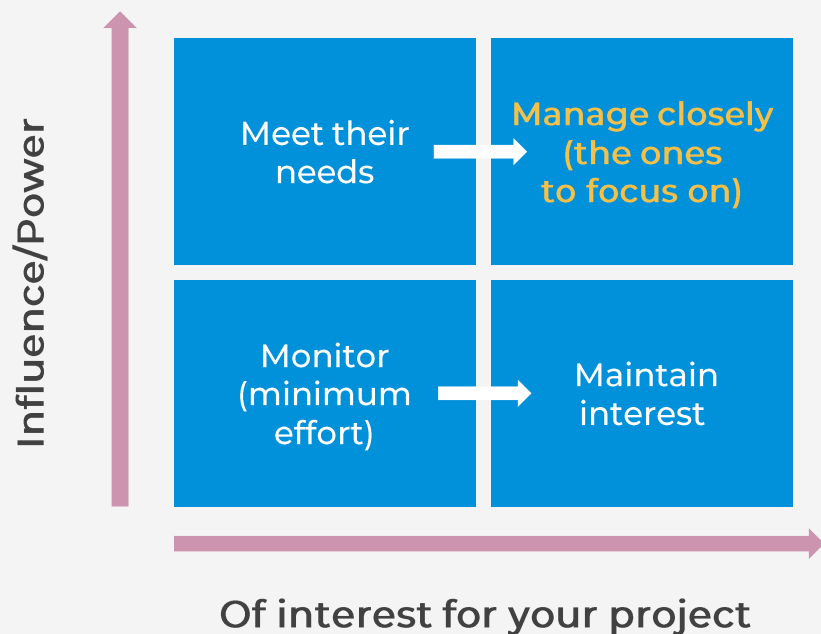
Translate them into effective, visually appealing and crystal-clear content.

Set your objectives

- Communication needs to be **goal-driven**: awareness, participation, involvement, influence, policy-making, and so on.
 - Define SMART Goals
 - Define your targets.

S	Specific	Your goal is detailed
M	Measurable	You can quantify your goal
A	Attainable	Your goal is realistic
R	Relevant	Your goal improve your project
T	Time-based	Your goal has a deadline

Map your targets...



...Each target has its own ways

In terms of message

- Content: What do they want / need to know?
- Layout/Formats: How to tell them what we want?

In terms of channels/activities

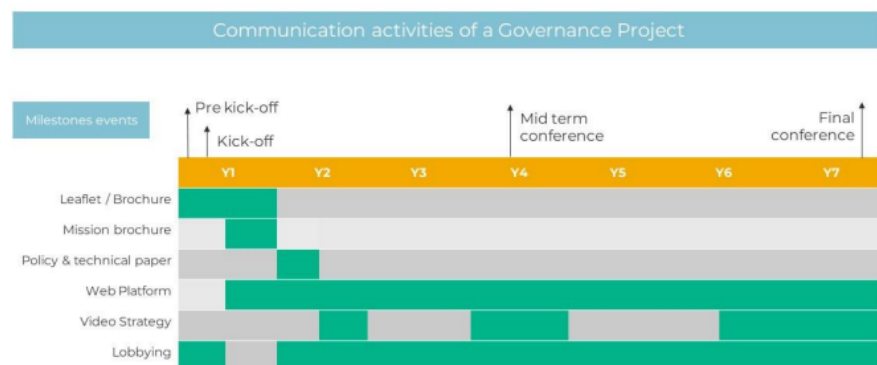
- Where do they look for information?
- How to reach them? Newsletter, social media, visuals/videos, in-person meetings, events, media...
- What is the right timing to reach them? Since the beginning, publication of deliverables, final results...

Stay organised!

Calendar for communication activities

- In-line with your Governance project milestones
- Keep the JS and your Gov projects informed about your activities

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



Dedicated resources

- Both human and financial
- Update website and social media on a regular basis

COM Monitoring and reporting

- Online reporting form sent by the JS each end of year: events, social media...
- More details at the section dedicated to reporting.



Content creation

How to get started?


Basic tools for planning your communication



You do not need too specific or time-consuming planning tools.

An **Excel table** will allow you to plan and track:

- Website content: **news**
- **Social media** posts
- **Newsletter** content and distribution
- Project and partners **events**

 Co-funded by the European Union		Editorial Plan AOUT 2022		
Date	Topic	Channel	Copy	Lien
SEMAINE 1				
01/08/2022	QUIZ !	Facebook	Summer Quiz! Can you identify this city? A small clues: founded in 1461 by the Ottoman empire, it is often defined as the 'Jerusalem of Summer Quiz!	
		Twitter	Can you identify this city? A small clues: founded in 1461 by the Ottoman	
		Linkedin	Summer Quiz! Can you identify this city? A small clues: founded in 1461 by the Ottoman	
04/08/2022	Annonce Poste PM	Facebook	Do you want to join an international team and make the Mediterranean green transition happen	https://bit.ly/3Scak7z
		Twitter	Do you want to join an international team and	
		Linkedin	Do you want to join an international team and	

My project has just started: What do I talk about?

Keep your audience engaged

- Do not produce content unless you have something relevant to say...but **keep your audience engaged** by posting on a regular basis!
 - 1 social media post/week
 - 1 news item/month



Meetings and committees are important for your project... but are not the most relevant material to engage your audiences.

You have more content than you think!

- **Reuse your contents** in several channels as long as you adapt it to: 1) the audiences; 2) the format of the channel.
 - 1 interview > several social media posts with quotes
 - Presentation slides > news item on the website, key figures on social media, etc.

Simple ideas to start communicating your project

Local context of each partner city/region	<ul style="list-style-type: none">▪ Articles for each location specific challenges (website, social media)▪ Key figures (social media)▪ Did you know? Series of educational articles/posts to inform the general audience about the wider issue addressed by the project. (social media)
Interviews	<ul style="list-style-type: none">▪ Interview with the Lead Partner (website, social media, brochure, podcasts)▪ Meet our partners: cross-interview of several partners on one sub-theme related to your project, showcasing collaboration (website, podcast).▪ Reuse quotes in other contents.
ID of the project	<ul style="list-style-type: none">▪ Timeline of the project (website, social media)▪ Our ambitions for the 1st year (website, social media)▪ Geographical map of the cities/regions (website, social media)▪ ID card: main objectives, target groups, duration, partners, etc. (social media, brochure)
Field visit	<ul style="list-style-type: none">▪ Photos and explanations (social media, website)▪ Focus on the practical issues/challenges identified during the visit.



Content recommendations

Tips and best practices



Let's start with the few things NOT to do...

You are the expert of your project...

... but your audience is not.



Avoid sounding too technical or technocratic!

✗ Avoid **jargon**

✗ Avoid **technical/scientific terms**:
Speak to a broader audience

✗ **No acronyms** – Spell out terms

✗ Avoid **too internal-related news**: do
not only talk about meetings.

✓ Use **short sentences** (15-25 words)

✓ Use the **storytelling** technique: it
works all the time!

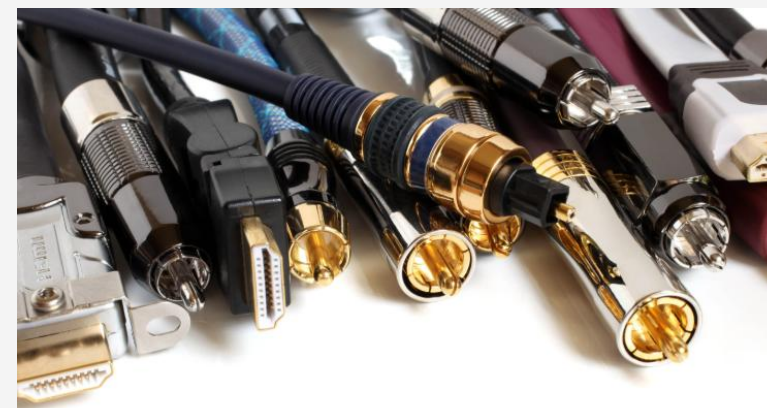
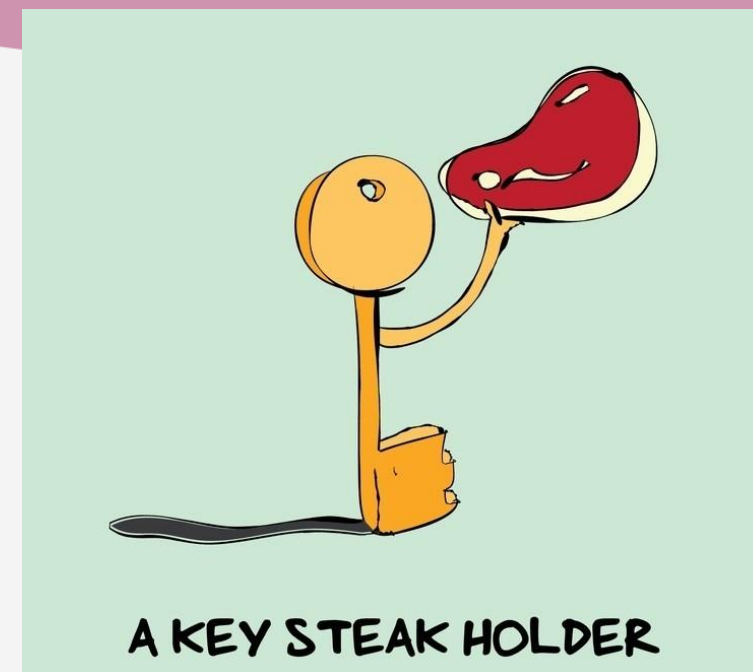
✓ Use **everyday language**

✓ Use **active tone**.

Your project is more than jargon

Our all-time favorites:

- 4-ple Helix
- Stakeholder
- Work package
- Output



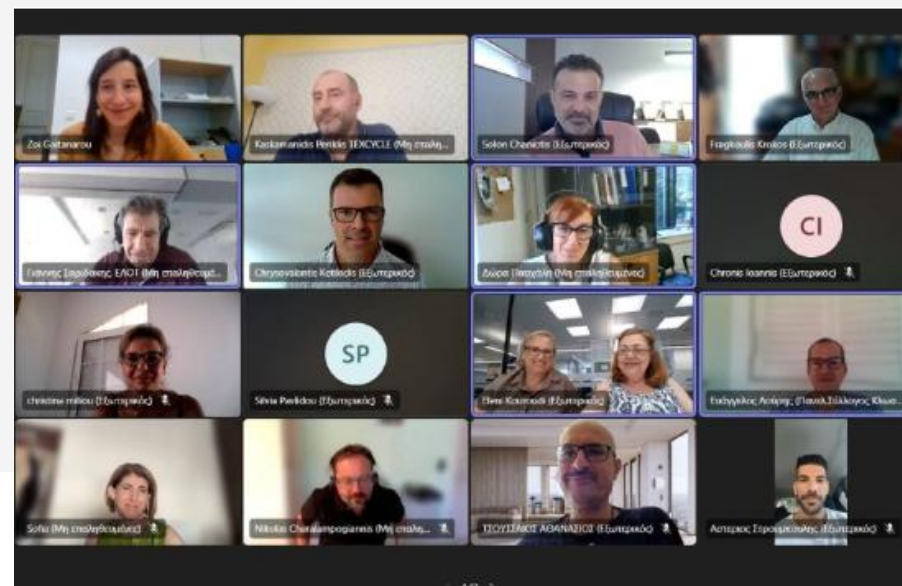
How to do it? Examples

- ✗ Activation & engagement of TWGs comprising both the partnership & local tourism QH SHs into a dialogue on the test of the STM.
- ✓ **Local working groups including project partners and destination managers will discuss and test the Sustainable Tourism Model.**
- ✗ WP3 results indicate the need for enhanced stakeholder engagement.
- ✓ **Our results show that it is important to involve partners more deeply in the project.**

Your project is more than meetings

Our all-time favorites :

- People are sitting in a conference room, in front of a speaker or a screen displaying slides.
- Teams or Zoom meetings screenshots



How to do it? Examples

- ✓ **Focus on the content of the discussions, the decisions that have been taken, the next steps**

[Natural Heritage Bilateral meetings](#)

- ✓ **Add a human touch**

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

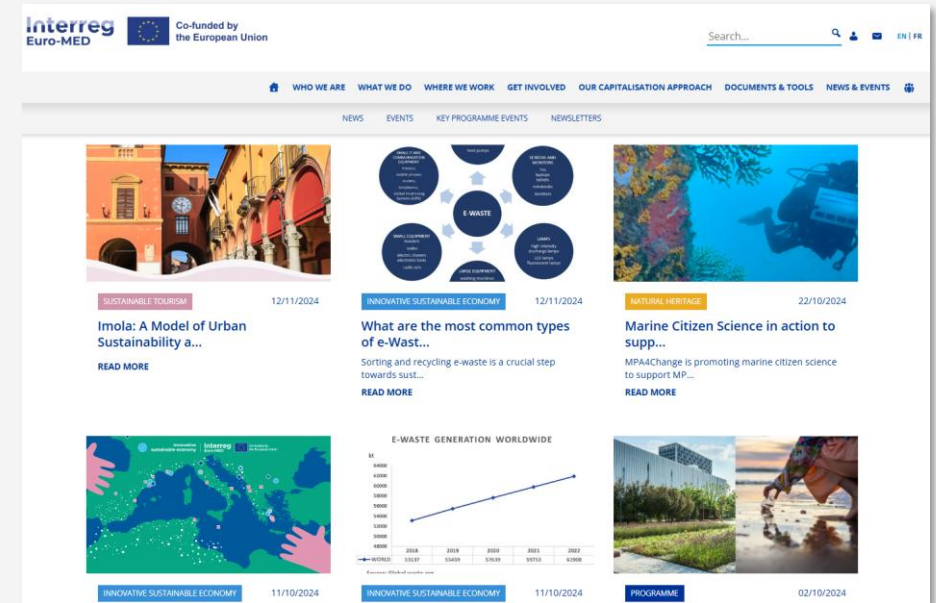




Now, let's see all the things you can do!

Level 1 – Project website news section

- Three **templates** provided on your project website.
- **Structure your content :**
 - Introduction,
 - 2 or 3 sections with paragraphs,
 - Use text-design tricks (keywords in bold)
 - Add key figures, quotes, pictures and files.

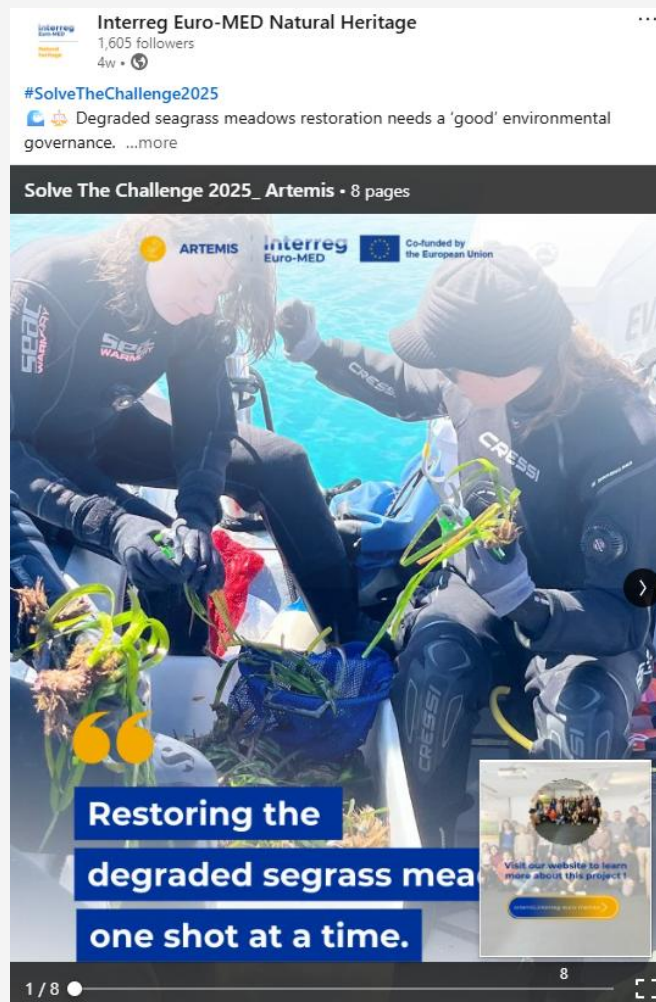


Level 2 – Social media content

It is highly recommended to create at least a **LinkedIn** and **Facebook** project profile. Consider **Instagram**.

You can **boost the visibility** and attractiveness **of your social posts** by enhancing them with:

- Pictures
- Infographics
- Carousels



What is
**A CLIMATE
SHELTER?**



Swipe to
read more

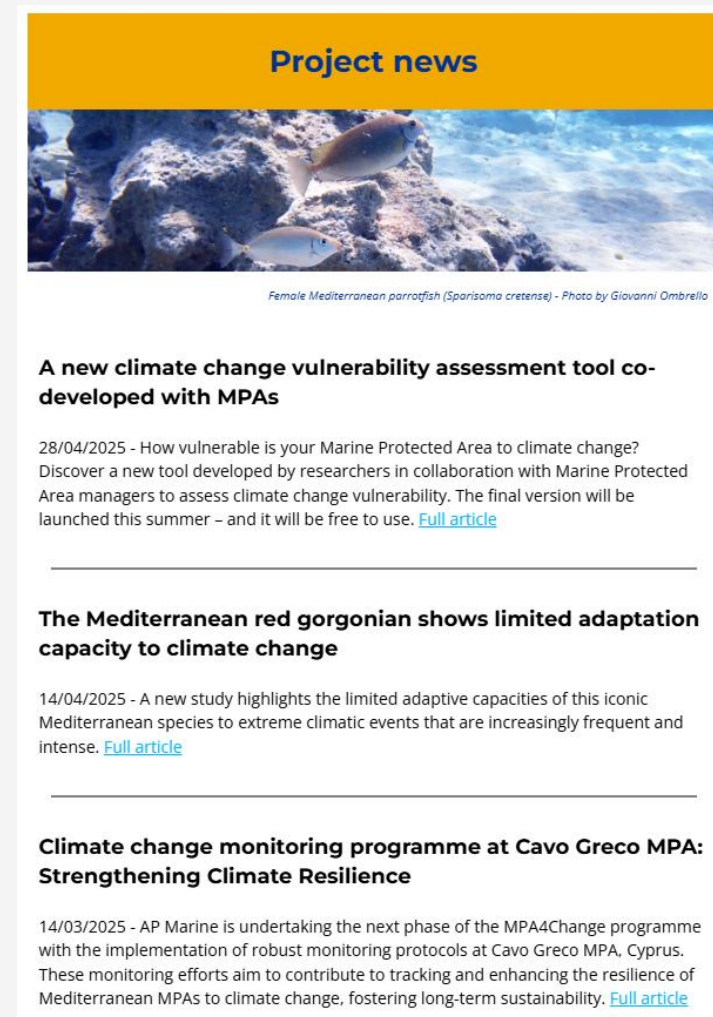
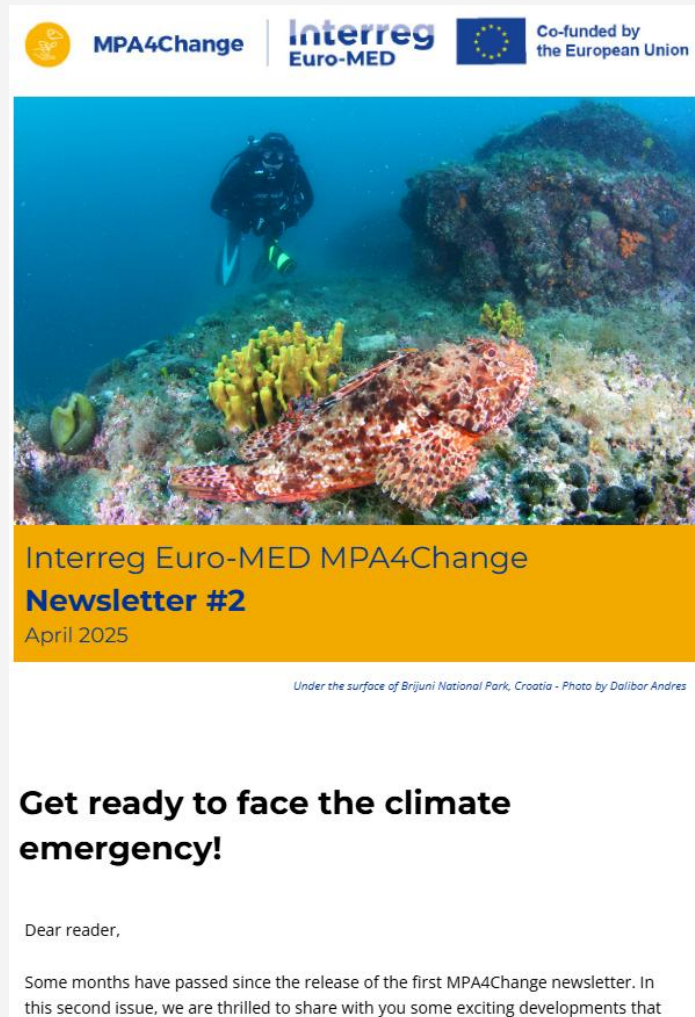
Level 2 – Social media content

Here are some tips to better engage your audience on social media:

- **Adapt your language & tone** to your audience.
- **Go straight to the point:** Attention spans are short, keep it brief
- **Call-to-Action:** Encourage interactions (e.g., Quiz, “Share your thoughts in comment!”)
- **Map and tag the relevant accounts:** Programme / Mission / Partners accounts
- **Use hashtags** – [#InterregEuroMED](#) + relevant project topic

Level 3 - Newsletter

- A **quarterly or bi-annual newsletter** is always an effective way to:
 - Highlight your achievements
 - Showcase your best content to your audience.
 - Communicate about your next steps.



Level 4 - Short videos

[Sustainable Tourism LinkedIn animated clip](#)



[ProcuraMED LinkedIn post-event video](#)



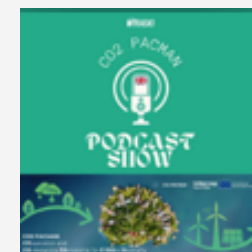
Level 5 - Podcasts

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



[INTERREG](#)



[CO2 PACMAN](#)



[BAUHAUS4MED](#)

Level X – Sky is the limit!

- Comic books
- Illustration work
- Contests
- And more!

[Photo contest – Link](#)



[Imola Verde - Link](#)



[Maestrale - Link](#)



And some final tips on how to do it!

The visual tools

Graphic design

[Canva](#) – Create visually appealing posts & presentations

[Adobe Express](#) – Easy-to-use templates for social media, presentations, and videos.

[Piktochart](#) – Best for infographics, reports, and presentations.

Social posts

[Emojis](#) – Emojis for social media posts

[Bold – Italic font](#) – Put in relief your social media captions

Pictures database and tips

Picture Databases

[Unsplash](#) – High-quality free images

[Pexels](#) – Free stock photos & videos

[Pixabay](#) – Royalty-free media

Which pictures?

- Tell a **story**
- Be **creative**
- Look **authentic**
- Min. one good quality photo (300 dpi)
representing the project concept



Consider hiring a professional photographer to create a customised database of images for your project.

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Your project video

Project videos

Specific guidelines will be shared with you in due time (beginning of 2026)

- Be **short** (*max 1m30 min*)
- Use **storytelling** technique
- Hire a **professional videomaker**
- Use a good **videographic design** to increase impact
- Audio quality is key
- Put English **subtitles**
- Videos spoken in national languages must have **English subtitles**

Want to see other projects videos? Check our [YouTube playlist](#).

Clepsydra

Uniting
Mediterranean
partners to
**improve
groundwater
quality**
sustainably.



25 BLUE

Boosting **Blue
Biotechnologies**
in Europe
through **5 hubs**
**promoting
innovation** and

FRED

Fighting
wildfires
using
advanced
technology



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Storytelling and capitalisation training

Storytelling and capitalisation training

Training-sessions proposed by the JS and led by Charl  lie Jourdan, renowned expert on EU-funded projects communication.

You will **learn the storytelling technique** and how to adapt it to your specific Interreg Euro-MED project needs.

- Develop new story angles
- Reach your target audiences
- Tips to build effective communication tools: editorial, social media, video.

→ **NEXT SESSIONS – end of 2025, beginning of 2026.**



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Communication reporting

Collect data and monitor your COM actions

Annual COM reporting

- Online reporting form sent by the JS each end of year:
 - Events: type, attendance, satisfaction rate.
 - Social media: followers, impressions/views, interactions, engagement rate
- **Guidelines are sent a couple of months in advance.**

Tips and best practices

- **Collect data month after month** in order to develop good monitoring habits
- Monitor the effectiveness of your communication and identify the **most effective content**
- *This will make it easier to report data to the JS*

Requested data - Events

PROJECT EVENTS
Please fill in the cumulative number for the referring period
Number of events organised by the project
Number of total participants
Level of satisfaction
Average of all events

Types of events

Information / Communication events

organised to promote projects, the Programme, a specific topic...

Capitalisation events

Organised to facilitate reuse, transfer, mainstreaming of project results.

Capacity building events

Organised to increase the knowledge, skills and capacities of participants.

Citizen awareness raising events

organised to engage with citizens and to raise awareness

Participation as a speaker to a EU and/or Mediterranean events

EU Green Week, European Week of Regions and Cities, Mediterranean Coast & Macro-regional Strategies Week, EU Sustainable Energy Week (EUSEW), EU Maritime Day, EU Cooperation Day, UfM and WestMED major events.

Requested data – Social Media

SOCIAL MEDIA

Social media platform used *

☐ Select All

☐ Facebook

☐ X (Twitter)

☐ LinkedIn

☐ Instagram

☐ YouTube

☐ Other

☐ No social media

Any other information to add?

For each platform:

- Number of followers
- Number of impressions/views
- Number of content interactions
- Average engagement rate

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Questions & answers

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Next steps

Next steps



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Thank you!

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Making the **Mediterranean** **Green Transition** happen