

**Interreg**  
Euro-MED



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# Communication Reporting

Guidelines  
2025

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# 1. General recommendations



## COM reporting provides an opportunity to set up or consolidate your monitoring tools and processes.

- **Use a simple Excel table** to collect and analyse this data.
- **Follow these KPIs on a monthly or quarterly basis** 📅
  - This will make the annual COM reporting process much easier.
  - Regularly analysing your event, social media and website performance will help you identify your best practices and improve your COM impact 🚀

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## 2. Events section



## How to classify the events organised by your project in our categories ?

- The objective is to **measure the impact of project communication through external events**. Routine internal events such as working groups meetings or steering committee meetings should not be considered.
- **Please read the descriptions of all event categories carefully** before classifying your project events.
  - Classify preferably each event **in one category based on its main goal**.
  - **If the event has various goals**, you can count it in two categories, but this should be the exception rather than the rule.

## 1. What do we call an information / communication event?

Events aimed at **informing stakeholders and external audiences (organisations, media, citizens...)** about your project or the specific topic it addresses ensuring transparency, visibility, and trust through dynamic, accessible, and engaging communication formats.

Conferences

Press conferences

Webinars

Exhibitions

Information sessions

Open Days

And more...

## 2. What do we call a citizen awareness raising event?

Events designed to raise citizens' awareness of your project challenges and, more broadly, the value of EU transnational cooperation while encouraging democratic participation, engagement, and mobilisation through accessible and participatory activities.

Festivals

Public debates

Public workshops

Exhibitions

EU in my region

European Week of  
Regions and Cities

And more...

### 3. What do we call a capacity-building event?

**Training-oriented events aimed at developing skills, knowledge and resources** of participants: mainly stakeholders, but also other organisations. They aim to improve project management, implementation, professionalisation and impact of its actions.

Trainings

Seminars

Workshops

Mentoring sessions

Thematic academies

Coaching

Hackatons

And more...

## 4. What do we call a **community-building event**?

For governance projects only.

**Events that create a sense of belonging and strengthen ties among various participants** (stakeholders, local authorities, experts, associations...). They promote cooperation, solidarity, and long-lasting networks.

Network meetings

Summer camps

Co-creation forums

Team building

And more...

## 5. What do we call a capitalisation event?

**Events that aims to facilitate reuse, transfer, mainstreaming of project results.** They ensure that generated knowledge is not isolated but can be reused, adapted, and integrated into new policies, strategies, or projects.

These events bring together policymakers, experts, beneficiaries, and researchers to exchange experiences and showcase results to allow replication and scaling up of successful solutions.

Final conferences

Dissemination events

Capitalisation seminars

Broader thematic events

Decision makers-oriented events

## 6. What do we call an event involving youth?

**Events where youth were actively involved**, e.g. where they were the main target group or there were young people among the speakers or guests.

These can be events already counted in the previous section of the form.

Young speakers

Events or sessions targeted to youth

Youth involvement

## 7. Participation as a speaker to a EU and/or Mediterranean events in 2025

### Examples :

- 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,
- and so on.



## How to fill in the average satisfaction rate?

It is important to weight the satisfaction rate by the number of participants of each event.

Example:

	Number of participants	Satisfaction rate (%)
Event 1	100	80
Event 2	40	57
Event 3	80	76

**Average satisfaction rate is not:**

$$(80+57+76)/3 = 71\%$$

**Average satisfaction rate is:**

$$[(100*80)+(40*57)+(80*76)]/(100+40+80) = 74\%$$

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# 3. Social media section



## Step-by-step processes to access the data on the following platforms

- **LinkedIn**
- **Facebook**
- **Instagram**
- **YouTube**
- X (Twitter) only gives access to data to premium accounts.



Access the 'Analytics' section of your professional LinkedIn page and follow these steps.

Do not forget to set up the right time span!

The screenshot shows the LinkedIn Analytics interface for the 'Interreg Euro-MED Programme' page. The page has 11,168 followers. The 'Analytics' section is highlighted with a green box and a '1' in a green square. The 'Content' tab is selected, and the time span is set to 'Jun 15, 2025 - Jul 14, 2025', highlighted with a green box and a '2' in a green square. The 'Highlights' section shows: 23,076 Impressions (▲73.9%), 697 Reactions (▲81%), 33 Comments (▲175%), and 9 Reposts (▲50%). The 'Metrics' section shows 'Engagement rate' selected, highlighted with a green box and a '4' in a green square. A line chart displays engagement over time from Jun 15 to Jul 10. The chart shows two lines: 'Organic' (solid blue) and 'Sponsored' (dashed green). The 'Organic' line peaks at approximately 24 around Jun 20 and Jun 25. The 'Sponsored' line is consistently low, near 0. A '5' in a green square highlights the '12.3' value for Organic engagement and '0' for Sponsored engagement.

1

2

3

4

5



# Access 'Meta Business Suite' and follow these steps

**Do not forget to set up the right time span!**

**1**

Search Facebook

- Interreg Euro-MED Programme
- Ads Manager
- Ad Centre
- Meta Business Suite**
- Professional dashboard

Suggested

- Meta AI

**2**

Meta Business Suite

- Home
- Notifications
- Ads Manager
- Inbox
- Insights**

**3**

Insights

- Overview
- Plan
- Results**
- Audience
- Benchmarking

**4**

Last 28 days: 18 Jun 2025 - 15 Jul 2025

**5**

Views: 17,134 ↑ 33.9%

**6**

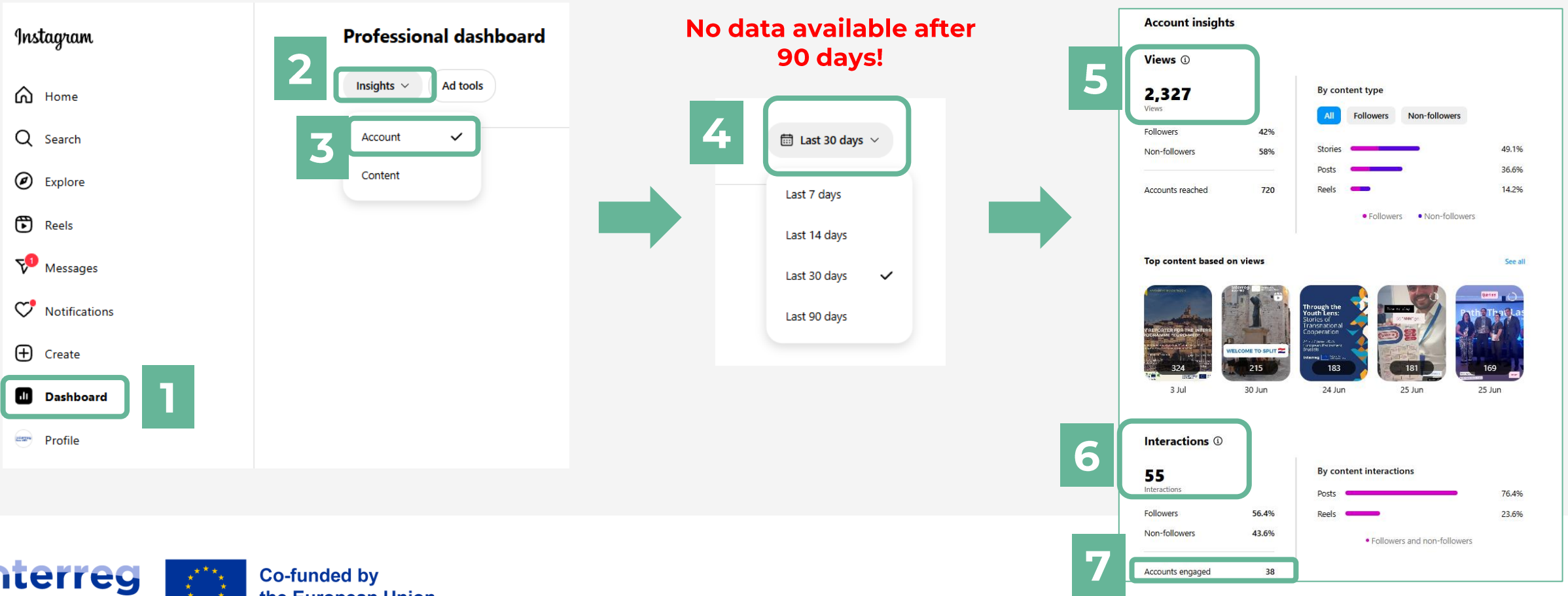
Content interactions: 409 ↑ 3.3%

Reach: 4,684 ↑ 2.5%

Link clicks: 88 ↑ 87.2%



## Access 'Dashboard' and follow these steps





Access 'YouTube Studio' and follow these steps

Do not forget to set up the right time span!

1

Interreg Euro-MED Program...  
@euromedprogramme  
View your channel

- Google Account
- Switch account
- Sign out
- YouTube Studio**
- Purchases and memberships
- Your data in YouTube

→

### Channel analytics

Overview Content Audience Trends

2 18 Jun – 15 Jul 2025  
Last 28 days

Advanced mode

#### Your channel got 1,028 views in the last 28 days

Metric	Value	Change	Comparison
Views	1.0K	↑	578 more than usual
Watch time (hours)	150.5	↑	120.5 more than usual
Subscribers	+23	↑	283% more than previous 28 days

3 4

Realtime  
Updating live

567  
Subscribers  
See live count

58  
Views - Last 48 hours

Top content

Content	Views
The Green Living Areas missi...	6
21-27 Project Website // the h...	5
21-27 Project Website // over...	5

See more

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# 4. Results amplification strategy section (Governance projects only)



## Reuse


Facilitate the **exploitation, sharing and reuse of knowledge, experiences and project results** by other Interreg Euro-MED projects or other programmes and promote the production of relevant work.

## Transfer

Encourage **the transfer of practices and results to other actors and territories** and their integration into local, regional, national and European policies (mainstream).

## Coordinate

Increase **coordination between actors on the Mediterranean** (multi-level, transnational) based on this knowledge, experience and results.



→ **Actions between potential recipients and donors**  
**Transfer**

Activities designed to create **specific and practical links between projects and other stakeholders** (EU projects, government, local authorities, private sector, non-profit...) on the solutions, tools, practices, methods or pilots developed/implemented by the project.

→ **Advocacy activities**  
**Transfer**

Advocacy activities aims to **raise visibility of key issues**, and to **influence policy-making** through evidence-based arguments. These activities can target local, national or EU institutions, or the wider public.

Examples: *policy briefs, position papers, participation on EU public consultations, specific advocacy events, expert testimonies or hearings, organisation of side-events at summits, etc.*

# In case of need | **Contact us!**



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