

Interreg
Euro-MED



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Communication Officers Meeting

04.09.2026 - online



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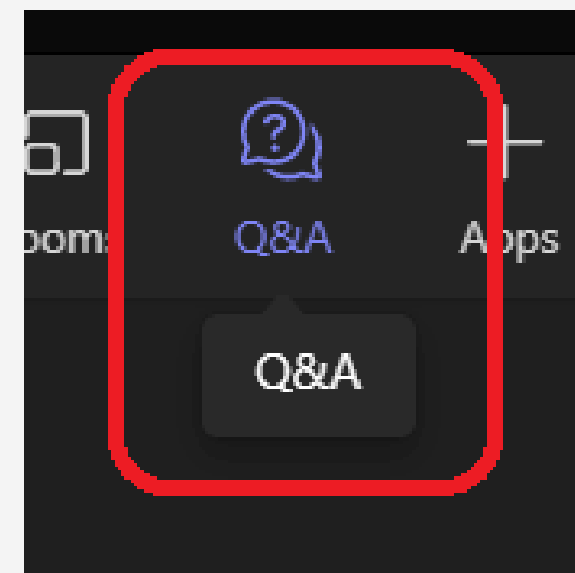
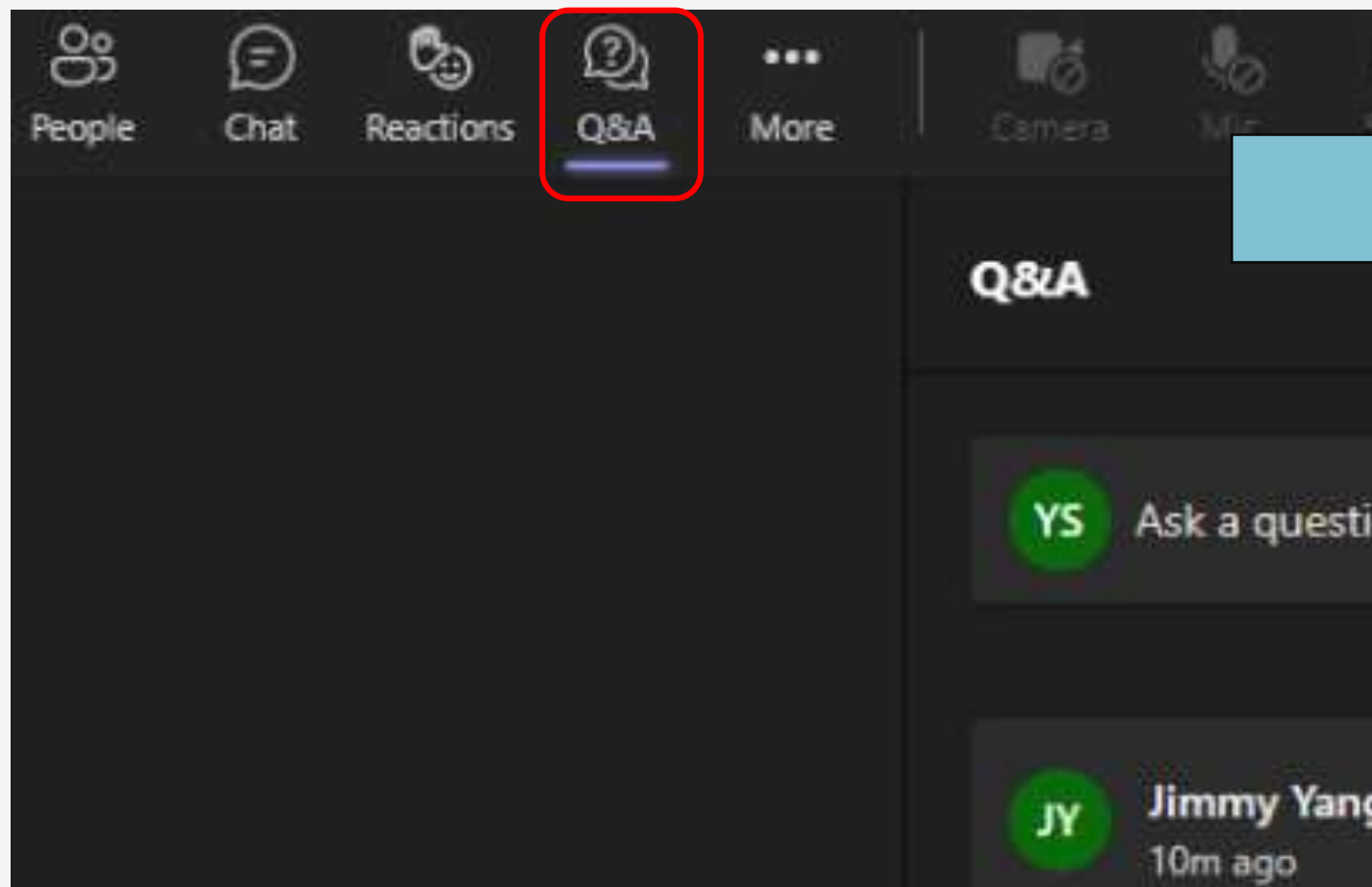
Agenda

10:00 – 12:00

Brand it right

From results to impact

Questions & Answers



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The Communication team



Olga



Céline



Thibaud



Florian



Giovanni



Communication

Recall on rules and 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.
- A project **communication strategy**.
- A project **video** presentation.

Communication obligations

- 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.
- **Goodies** must be validated by the JS to be considered an eligible expense.
- **Billboards/plaques** for infrastructure or equipment.

Visibility rules

- Put the **project logo** on **all materials** + compliant with **EU rules of visibility**
-  **Copyright:** do you have it?
content openly available under a Creative Commons licence.

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Branding

The project logo



[Brand book p7](#)

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

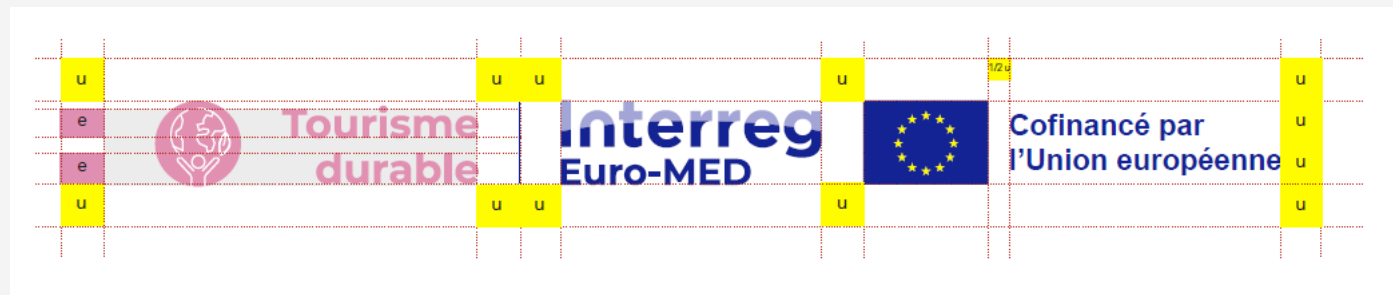
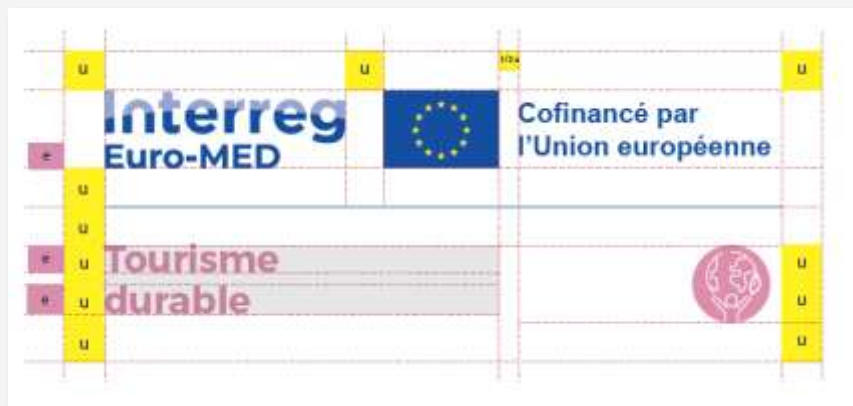
When to use the project logo?

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?



[Brand book p10](#)

What if there is another logo?

If other logos are displayed in addition to the project logo, the emblem (EU flag) shall have at least the same size, measured in height or width, as the biggest of the other logos. Apart from the emblem, no other visual identity or logo must be used to highlight the support from the Union. **EU rules!**



[Brand book p17](#)

How to NOT use the project logo?



FRED



BIOSTARS



COOL NOONS





THE TESTMED PROJECT

2nd Steering committee

Brussels, 19th February 2025

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TESTMED





Sustainable
tourism

Interreg
Euro-MED



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**Project
name**

Interreg
Euro-MED



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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

→ <https://interreg-euro-med.eu/en/documents-tools-project-implementation/#Communication>



Project
name

Interreg
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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.

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The Project Brandbook

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

→ <https://interreg-euro-med.eu/en/documents-tools-project-implementation/#Communication>

From results to impact

Tips for a communication strategy
that makes your project last

Why this matters?

Evergreen Legacy: Beyond Project Closure

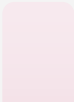
- Your results deserve an audience!
- Ensure your project's impact continues after funding ends.
- Visibility = Sustainability.



Think about infrastructure for Olympic Games.
Once not considered, their continuous use has now become an essential part of the organisers' work.

Start Now, Not Later!

Projects Concerned:

	Q3 2026	Call 2 Ending		Q2 2028	Call 2 Fast Lane (T+Tr)
	Q4 2026 / Q1 2027	Call 2 Extended		Q3 2028	Call 6 (Fast Lane S+T)
	Q2 2027	Call 4 (Transfer)		Q1 2029	Call 7
	Q4 2027	Call 4 (Test)		Q2 2029	Call 5 + Call 8
				Q3 2029	Call 1+3 (Gov)

How can you get started?

Answer the same key questions as always:

- What are your **goals**?
- Who are your **priority audiences**?
- What **messages** resonate with them?
- What **actions** will you take/content will you produce?
- What **resources** (human/financial) are needed?

I - OBJECTIVES

II - TARGETS

III - ACTIONS



STEP 1 - OBJECTIVES

‘What do your project need to keep on being used, re-used, transferred or mainstreamed?’

What you already told us

Ideal outcomes

- Long-term growth and funding
- Projects solutions are taken up/replicated/transferred by other territories.
- Projects results are widely adopted (local, regional, national authorities throughout the Mediterranean)

Anticipated challenges

- Communicating complex results in a clear and engaging way
- Convey the importance of the project to a non-engaged/non-expert audience.
- Disseminate the projects results to a wider audience.
- Catch the attention of the right people.

Slido – Let's hear from you!

Tell us which results capitalisation objective aligns better with your project.

Then we'll go through some specific examples.



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Defining Your Objectives: Three Examples

Objective 1: Local Impact

- **Goals:** 1) Secure resources & sustain momentum ;
2) Embed project outcomes in local policies/strategies.
- **Target:** Local/regional political leaders, project beneficiaries (SMEs, farmers, civil protection services).
- **Tools:** Workshops, local media, content and presentations tailored to local decision-makers.
- **Cost:** Low to moderate.



Defining Your Objectives: Three Examples

Objective 2: Transnational Adoption

- **Goals:** 1) Scale Your Success ; 2) Replicate project outputs in new territories
- **Target:** Professional networks, cooperation programs, external actors.
- **Tools:** Webinars, case studies, peer-learning events, Interreg Euro-MED Academy trainings, advertised social media campaigns, professional press.
- **Cost:** Moderate.



Defining Your Objectives: Three Examples

Objective 3: Institutional Visibility

- **Goals:** 1) Go mainstream; 2) Influence policy and gain widespread recognition.
- **Target:** National/EU policymakers, general public, media.
- **Tools:** Awards, high-profile events, flagship case study video, lobbying activities.
- **Cost:** High/Very High





STEP 2 - TARGETS

‘Which people and organisations are critical to achieve this goal?’

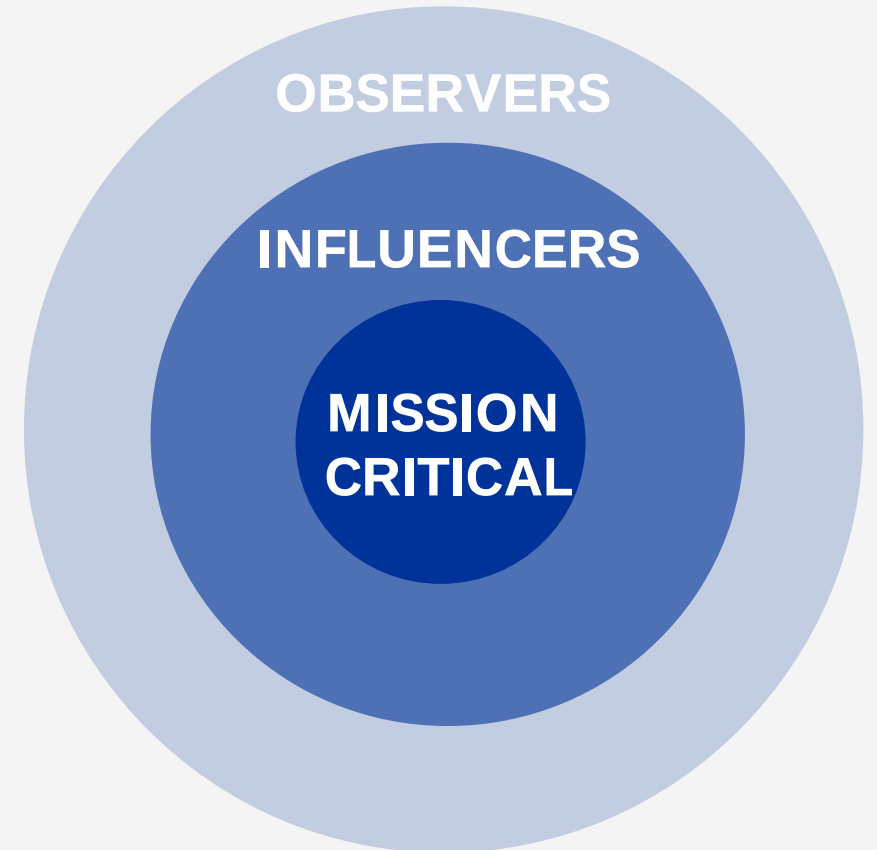
Prioritise Your Targets I

Mission critical:

- the ones who use your results,
- who benefit from your results,
- who can provide you with more funding.

Influencers: the ones who can amplify and disseminate the projects results.

Observers: people interested in the project.



Prioritise Your Targets II

Mission critical:

- the ones who use your results,
- who benefit from your results,
- who can provide you with more funding.

Influencers: the ones who can amplify and disseminate the projects results.

Observers: people aware of/interested in the project.

THINK ABOUT THEM DAY AND NIGHT

ONLY IF YOU HAVE TIME/RESOURCES

SORRY GUYS!

Slido – Let's hear from you!

Who matters the most to you?

- Local authorities?
- SMEs of a specific sector?
- Protected areas managers?
- Destination management organisations?
- EU policymakers?





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Put Yourself in your Audiences Shoes

- Who are they? (Job titles, daily tasks)
- What do they need to know? (Immediate vs. long-term)
- Who do they need to convince? (Hierarchy, voters, peers)
- Where do they get information? (Social media, reports, events)

Pro Tips:

1. Names and contact list
2. Build **personas**
3. Build **jobs-to-be-done** frameworks.

Audiences, Needs, Messages: Three Examples

Audience	Focus	Immediate Need	Long-Term Need
Local Politicians	Focus on local impact (jobs, sustainability)	"How does this benefit my region?"	"Can I valorise this action in my political communication and/or to be re-elected?"
SMEs	Highlight practical benefits (costs, efficiency).	"How can I use this tool?"	"Will it help me to achieve my sustainability goals? (...) Will it save me money/time?"
Policymakers	Emphasise scalability and EU alignment	"Is this scalable?"	« Can it be used as a best practice for our EU priorities implementation? »



STEP 3 - ACTIONS

‘Which channels and contents should I prioritise according to my needs and resources?’

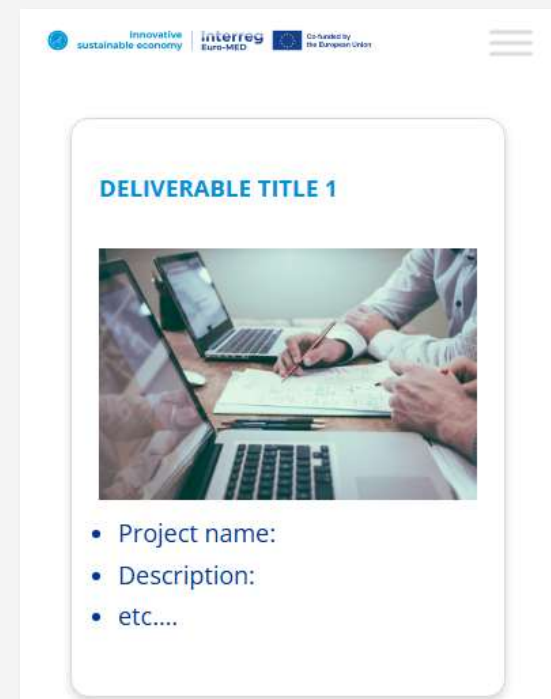
Many possibilities



The Project website | « What we achieve »

HOME WHAT WE ACHIEVE WHAT WE DO OUR STORY ▾ EVENTS NEWS

- Feed it with **deliverables & outputs**
- Use language **easy** to understand
- Choose wisely the **wording**: “D.1.2. Whitepaper etc....”



WHAT WE ACHIEVE

The GARDEN Project Achievements will focus on creating sustainable, eco-friendly logistics solutions for the Mediterranean region. Our planned achievements reflect our commitment to reducing the environmental impact of food supply chains and promoting green practices across borders.

REDUCING CARBON FOOTPRINT

One primary goal of the GARDEN project will be to reduce the carbon footprint of food logistics significantly. We will implement innovative solutions, such as photovoltaic panels and bio-fuels, at six pilot sites across Spain, France, Italy, Greece, and Bulgaria. These sites will demonstrate the feasibility of carbon-free logistics systems.

ESTABLISHING SUSTAINABLE PILOT SITES

We will set up six pilot sites to test and validate our sustainable logistics solutions. These sites will serve as real-world examples to integrate into urban logistics to minimize environmental impact. Each pilot site will focus on unique aspects of the logistics chain management.

PROMOTING CROSS-BORDER COLLABORATION

The GARDEN project will thrive on cross-border collaboration. We will bring together 10 beneficiary partners from various countries to develop sustainable logistics. This cooperation will enhance institutional capacity and ensure that the solutions we develop are viable and scalable.

REPORTS



STATE OF ART REPORT ON INVESTMENT OPPORTUNITIES IN SEAGRASS RESTORATION



POLICY RECOMMENDATIONS FOR SEAGRASS RESTORATION



SEAGRASS POLICY RECOMMENDATIONS ROUNDTABLE



Project website | NEWS section

Post regular news about how your activities are changing the territory.

How it was before and how it is now / What has changed thanks to you?



PROGRAMME

30/10/2025

Our projects energise environmental deci...

[READ MORE](#)



APPLY HERE
FOR FREE TECHNICAL SUPPORT
ON BIO-WASTE MANAGEMENT

INNOVATIVE SUSTAINABLE ECONOMY

24/04/2026

CirBioWaste offers free support on bio-w...

[READ MORE](#)



GREEN LIVING AREAS

01/10/2025

ArtMED 2nd Roundtable:
Autonomous Mobili...

ArtMED 2nd Roundtable: Autonomous Mobility
& Smart Trans...

[READ MORE](#)



PROGRAMME

01/10/2025

Mobility, economic activity: Euro-Medite...

[READ MORE](#)



Don't miss the launching event
on 21 September 2026



Interreg Euro-MED
Academy

- Training catalogue
- Not from all the projects
- Results library

The screenshot displays the Interreg Euro-MED Academy website. At the top, there is a navigation bar with links: HOME, TRAINING CATALOGUE, RESULTS LIBRARY, OUR STORY, and CONTACT. The main banner features the text "JOIN THE ACADEMY!" and a subtext: "The Interreg Euro-MED Academy is your dedicated pathway to get inspiration and learn best practices from successful projects." Below this is a yellow button labeled "Sign up here".

The "Pick your training" section follows, with the instruction: "Check our database, find the right content and get answers and best practices now!" and another yellow button labeled "Pick training". Below this are six topic cards:

- CLIMATE RESILIENCE AND ADAPTATION
- CIRCULAR AND REGENERATIVE ECONOMIC MODELS
- SUSTAINABLE USE OF NATURAL RESOURCES
- INNOVATION FOR ENVIRONMENTAL TRANSITION
- COMMUNITY ENGAGEMENT AND SUSTAINABLE GOVERNANCE
- NATURE-BASED SOLUTIONS AND ECOSYSTEM RESTORATION

The bottom section shows search results for "WetGIS decision support tool for offshore wind spatial planning (SPONWIS)". It lists 26 results found and displays a grid of result cards with images and titles.

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Communication materials

Summary ++

Formats	Examples
Fact sheet / key messages	One-page summary of a project's main achievements and recommendations
Personalised email	Email to a managing authority highlighting a result relevant to its priorities
2-minute pitch	Short presentation introducing a solution during a networking event
Social media campaign	Series of LinkedIn posts showcasing key project results and impact

Standard summary

Formats	Examples
Video case study	2-3 minute video showing how a pilot action benefited a local community
Keynote speech at an event	Presentation of project achievements at an EU Week, conference, or stakeholder forum
Press release	Announcement of a major project milestone or final results
Paid media placement	Sponsored article in a specialised sector magazine or online platform

Detailed content

Formats	Examples
4-page briefing paper	Detailed presentation of a solution, methodology, and results
Press conference	Public launch of a major project output or policy recommendation
Project website / Partner web page	Dedicated webpage presenting tools, resources, and project results
Long-form social media article	LinkedIn article discussing lessons learned and policy implications
Podcast	Interview with project partners sharing experiences and results
Euro-MED Academy training	Online training module explaining how to implement a project solution

Objective	Target	Channels	Content to share
 Awareness	General public, local communities, stakeholders	Social media, press, website	Project goals, challenges addressed, expected benefits
 Engagement	Stakeholders, project partners, EU community	LinkedIn, newsletter, social media	Project updates, partner stories, events, early results
 Knowledge Sharing	Practitioners, public authorities, experts	Webinars, workshops, videos, case studies	Tools, methods, good practices, lessons learned
 Policy Uptake	Policymakers, managing authorities, decision-makers	Policy briefs, conferences, LinkedIn	Evidence, recommendations, strategic insights
 Transfer & Replication	Public authorities, practitioners, other EU projects	Study visits, guides, peer-learning events	Replication examples, implementation guidance, success stories
 Legacy & Sustainability	EU projects, networks, future users	Website, publications, communities of practice	Final results, resources, long-term impact, follow-up opportunities



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My project is ending.

What about the project's social media accounts and website?

- Who will manage the channel once the project is finish?
- Pre-schedule posts?
- Inform your audience

Website domain available until 2032



**Access to backend granted
until 6 months after end of project**

To do:

1. Update the contact details
2. Post a final news
3. Check copyright autorisation

Plan content production early



Human resources

- Communication staff availability
- Partner involvement
- Capacity to collect stories, testimonials, and field experiences



Financial resources

- Available communication budget
- What can realistically be produced in-house
- Balancing quantity and quality



External providers

- Video production
- Graphic design
- Photography
- Content writing and editing
- Social media support

Keep it simple | Create once, adapt many times

- 1 Create easy-to-use materials (summary, case studies, infographics, or guides) to make sharing simple.
- 2 Ask **all partners** to highlight these materials on their websites, social media channels, newsletters, and other medias.
- 3 Ask partners to **translate** it for a broader dissemination locally.

Circular economy of content | Save time!



Pilot video



Case study

Report



Infographic

Webinar



News post

From workshops to booklet series

© RE-ACT Schools

CLIMATE CHANGE AND OVERHEATING IN CITIES

By: Ioanna Kyprianou

As cities become hotter, climate change is no longer only an environmental issue: it is also a question of public health, urban quality, and resilience. Addressing urban overheating requires coordinated responses that combine mitigation, adaptation, and long-term spatial transformation.

THE CLIMATE CHALLENGE

The phenomenon of climate change represents one of the most critical environmental transformations of the 21st century, characterized by persistent alterations in global thermal and atmospheric patterns. Although natural variations linked to solar or volcanic activity exist, the international scientific consensus emphasizes that, since the beginning of the industrial era, human activity has been the primary driver of this process.

The systematic combustion of fossil fuels such as coal, oil, and gas has released volumes of greenhouse gases that have accelerated global warming, placing humanity before an extremely narrow window of opportunity to limit the temperature increase to 1.5 °C above pre-industrial levels.

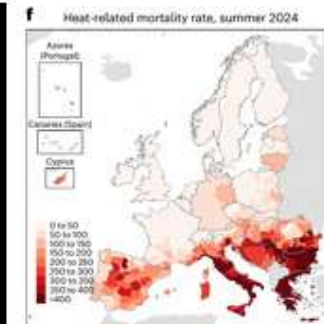
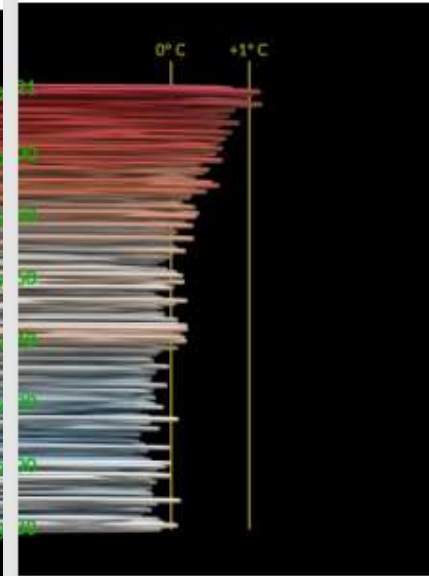
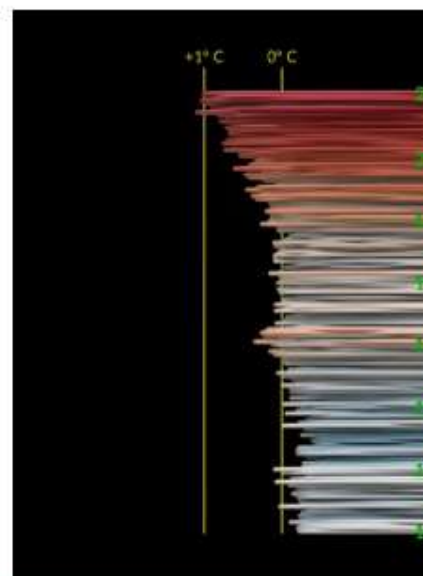
THE IMPLICATIONS

This warming is not uniformly distributed, finding in cities a scenario of amplified vulnerability. Contemporary urbanization has radically transformed the Earth's surface, replacing natural habitats and fertile soils with dense infrastructure and sealed surfaces. This process has given rise to the Urban Heat Island effect, a microclimate where metropolitan areas record significantly higher temperatures than their rural surroundings.

This phenomenon is exacerbated by heat retention in dark building materials, the lack of vegetation, and urban morphology that prevents natural ventilation.

The implications of this overheating are profound, directly affecting public health through increased premature mortality, a rise in hospital admissions for respiratory and cardiovascular conditions, and the deterioration of the population's cognitive and neurological abilities.

To address this issue, the building sector and urban planning must adopt a dual approach that combines mitigation and adaptation.



LESSONS FROM MATARÓ

Across expert contributions, project exchanges, roundtable discussions, and site visits, one shared message emerged: addressing urban heat is no longer optional, and schoolyards are among the most strategic places to act. Tackling urban heat in school environments requires a systemic approach that integrates climate adaptation, public health, design quality, biodiversity, education, and community involvement.

1 URBAN HEAT IS A PUBLIC HEALTH ISSUE

Urban overheating affects comfort, safety, and everyday life, but it also has direct consequences for public health.

2 CHILDREN ARE AMONG THE MOST EXPOSED GROUPS

Children are particularly sensitive to heat exposure. The school environment must therefore be treated as priority infrastructure for adaptation.

3 SCHOOLYARDS AS CLIMATE SHELTERS

Transforming schoolyards is not just about reducing thermal stress; it is about rethinking them as multifunctional spaces that support health, play, learning, biodiversity, and social interaction. Naturalized and bioclimatic schoolyards can serve as both everyday educational landscapes and local climate shelters for the wider community.

4 NATURE-BASED SOLUTIONS PLAY A CENTRAL ROLE IN CLIMATE ADAPTATION

Trees and planted areas provide shade, support evapotranspiration, improve air quality, enhance biodiversity, and reduce thermal stress. Green and blue infrastructure, therefore, play a central role in building healthier and more resilient school-related environments.

5 COOLING STRATEGIES MUST GO BEYOND TECHNICAL FIXES

Urban heat cannot be addressed through single-object solutions alone. Effective mitigation requires integrated thinking that combines spatial design, ecological performance, public policy, mobility, water management, and long-term governance.

6 HEALTH AS KEY INGREDIENT FOR URBAN TRANSFORMATIONS

Urban design decisions influence physical activity, stress, attention, inclusion, and environmental exposure. Transforming schoolyards is also a preventive health investment with broader social benefits.

7 RE-NATURING SCHOOLS REQUIRES PARTICIPATION

Successful transformation depends on involving users and building shared ownership. Participatory diagnosis, collective definition of needs, phased implementation, and long-term community engagement are all essential. The most meaningful projects are not imposed as finished products; they are developed as evolving processes rooted in local use, care, and learning.



TIP: mind the documents naming

Name it for the reader, not for the project team

✗ Internal project language

D2.2_Final_v3.pdf
WP3_Output_Final.pdf



✓ Public-facing language

Guide to Sustainable Tourism.pdf
Mediterranean Climate Solutions Report.pdf
Manual for Local Authorities.pdf



Following up your actions

Mailings & Media Relations

- Plan follow-up actions (reminder, individual email)
- Schedule interviews and spokesperson availability
- Prepare press kits and supporting materials
- Monitor coverage and results



Following up your actions

Events

- Identify relevant events **early**
- Contact organisers **in advance**
- Prepare session proposals and presentations
- Collect participants' **contacts** for follow-up
- Send email with useful **resources** and **next steps**.



Following up your actions

Content distribution

- Share content **where your audiences are**
- **Adapt** messages to different channels
- **Reuse** content across multiple formats





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Training resources

Dive deeper with 2025 and 2026 Charl  lie Jourdan's training sessions:

1. [Impact stories for policy and partnerships](#) (12 March 2026)*
2. [Reaching your target audiences](#) (10 June 2025)**
3. [Building Communication Tools](#) (19 June 2025)**

* Password for video recording: INTERREGEuroMED,25!

** Password for video recording: InterregEuroMedrocks!1

Did you already take
part to our
trainings?

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Thank you!