

**Interreg**  
**Euro-MED**



Co-funded by  
the European Union

# Governance Projects

## Communication Meeting

---

9<sup>th</sup> March 2023  
Online



# Agenda

09h30 – 09h45	Meeting objectives and overview
09h45 – 10h00	Communication rules
10h00 – 11h00	Website
11h00 – 11h15	Coffee Break
11h15 – 11h45	Basecamp
11h45 – 12h00	Communication strategy
12h00 – 12h30	Updates and Next Steps

**Interreg**  
Euro-MED



Co-funded by  
the European Union

# 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

# Obligations – communication event

EU Regulation 2021/1059, Article 36

4 (e) « for operations of strategic importance **and operations whose total cost exceed EUR 5 000 000 organising** a communication event and involving the Commission and the responsible managing authority **in a timely manner.**”

# The Governance projects logo



One logo per Mission - Standard and Horizontal version - English and French version



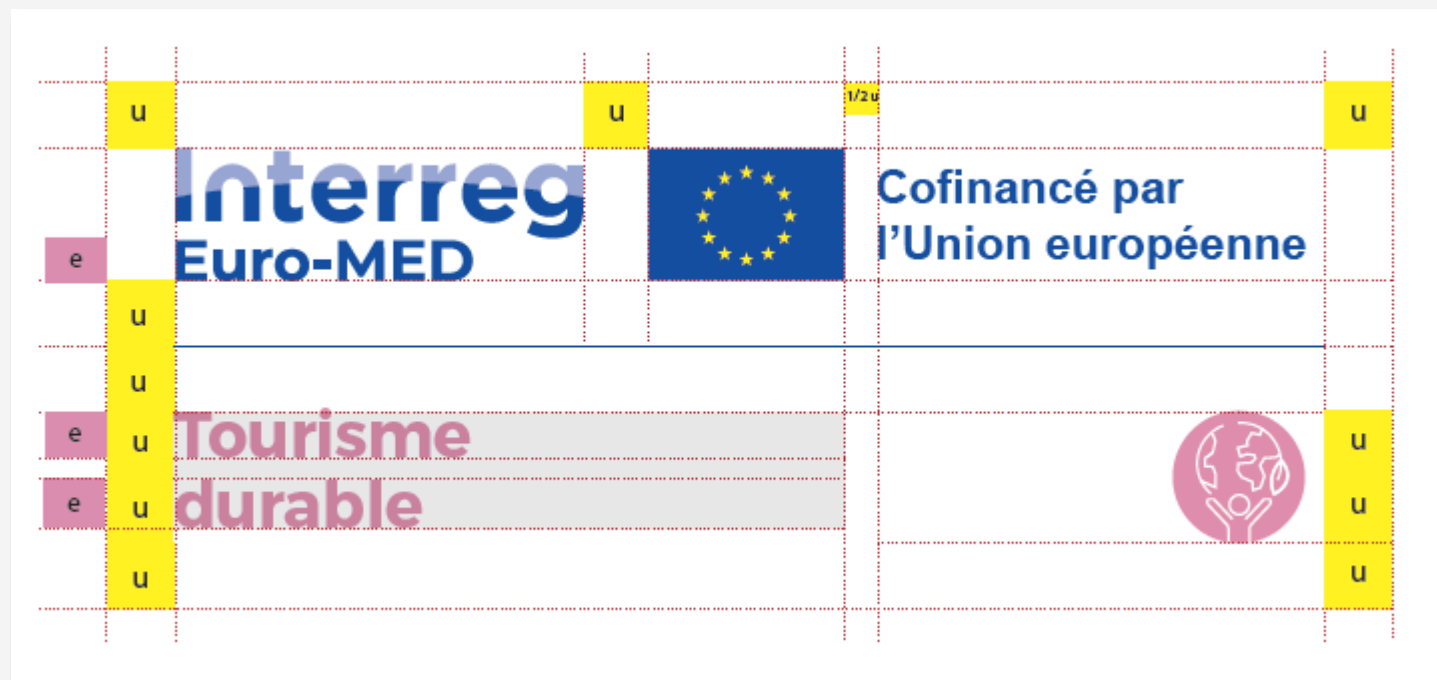
## When to use the mission logo?

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 mission logo?





# How to use the mission 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~~ 

# Branding requirements for Governance projects

To comply with the Programme and EU regulation, you need to display on all communication materials the Mission logo and the UfM logo with the reference « a project labelled by the UfM ».

**Interreg**  
Euro-MED



Co-funded by  
the European Union

**Green living  
areas**



*A project labelled by the UfM*



Union for the Mediterranean  
Union pour la Méditerranée  
الاتحاد من أجل المتوسط

**Interreg**  
Euro-MED



Co-funded by  
the European Union

# Poster templates

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.*



Innovative  
sustainable economy

Interreg  
Euro-MED



Co-funded by  
the European Union

# 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

The UfM labelisation



Interreg  
Euro-MED



Co-funded by  
the European Union

## 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.

## GDPR reminder

- Registration form with GDPR consent for both online & onsite events
- Consent is never tacit!
- The mission websites are provided with event registration form templates in compliance with GDPR
- The JS will prepare a document to allow the sharing of contact information between all mission partners and between the JS.



# Where to find com guidelines?

- [Programme manual:](#)

## III. Financial Issues

### A. Eligibility of expenditure

viii. Project branding and information and publicity rules

- [Website – Document and tools](#)

- PROJECT DOCUMENTS – IMPLEMENTATION

- MISSION AND PROJECT BRANDING

→ Brandbook, Mission logos, Poster templates

The Programme doesn't provide any Newsletter Tool

**Interreg**  
**Euro-MED**



Co-funded by  
the European Union

Interreg Euro-MED website

# How to get your website online?

- Fulfill all minimum requirements (list available on our [website](#))
- Once your website is ready, send an email to [programme\\_med@mareregionsud.fr](mailto:programme_med@mareregionsud.fr) to ask the JS to put your website online
- Get our feedback and implement corrections if need be

# Where to find help to manage your website?

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

## WEB 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](#)

# Preparing your content for the mission website

- Decide on a site map;
- Prepare your project image bank and select the pictures or videos that best represent your project idea to replace on your website header;
- Prepare the story of the project with your partners.

# How to co-manage the website? What / who is to publish on which page? – Your proposals

- Common event calendar
- Monthly joint content calendar on Basecamp
- Appoint communication contact person
- 1 person per project (Dialogue & Community) responsible to upload information on the website to avoid overlapping
- Split the targets according to the project and split / tailor the content and messages accordingly

# Write a sentence to explain what the website is about

## Your proposals

- Start with contexte & problem (Tourism is a key sector)
- Then explanation of what each project is doing

Or

- Start directly with the name of the mission and be more straight to the point « The Interreg Euro-MED mission on Innovative Sustainable Economy works to boost a just transition to a circular economy in the Euromediterranean region. The mission brings together the know-how and field implementation of the thematic community projects along with the policy and advocacy knowledge of the institutional dialogue projects.”
- Then explanation of what each project is doing

# Write a sentence to explain what the website is about

## Your proposals

Another approach:

- Shorter
- No details about the types of projects

“Our mission is to amplify the impact of innovative solutions pilot tested within EU projects to the benefit of our Mediterranean communities. Organizations from the whole Mediterranean areas have united their forces to work on Mainstreaming of impactful solutions into local and regional policies. Intensive cooperation in all levels, networking activities and structured dialogue are our powerful tools towards more sustainable living areas. »



# Mission site map – our initial proposal

OUR STORY	OUR WORK	OUR RESULTS	NEWS & EVENTS
Why & How			News
When & where			Events
Who we are			

# Mission site map - debate

- Everybody agreed on having a common first level menu
- Who we are as a separate menu
- What is the difference between « our work » and « our results »?
- Add « resource center »
- Will there be a photo gallery? A forum?

# Mission website – Homepage – introductory text debate

- Home page to present mission
- There will be a calendar of events
- Our results > deliverable library but feel free to add any other supbage of your choice
- Our work > details on the current activities and who does what

# Type of data needed for monitoring dahsboards

- Distribution of projects by cal, country and topics
- Distribution of partners by country
- Number of news & events published
- Project's objectives
- Website analytics (Matomo)

# Basecamp – Your proposals for other groups

- One mission basecamp for IDP & TCP
- One basecamp with other Mediterranean initiatives

**Interreg**  
**Euro-MED**



Co-funded by  
the European Union

Communicate strategically

# Communication strategy / annual communication plan

## Communication strategy

- Strategic objectives (main objectives + sub-objectives)
- 7 years
- Common to both?

## Annual communication plan

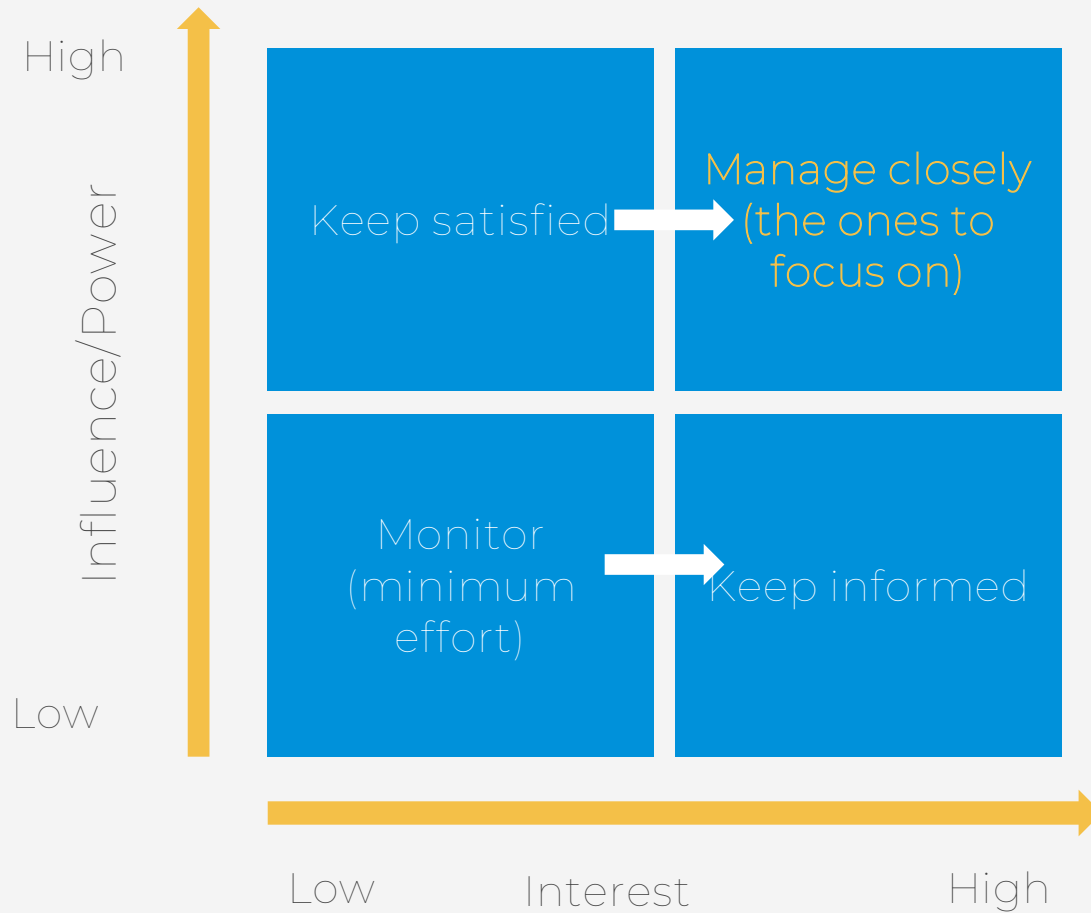
- Annual
- Derive from Strategy
- Actions & channels
- Different for each project?

# Communication strategy

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



# 1. 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?

## 2. 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?

## 3. Media & actions

- 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?

**Interreg**  
Euro-MED



Co-funded by  
the European Union

Content recommendations

# Content recommendations

What content?

- Website content
- Pictures
- Videos
- Deliverables
- Written publication
- Social media

Why is it important to have good content?

- To transfer your results efficiently
- To get recognition
- To get noticed

# Recommendations for textual elements

- Tell a story; WHO, WHAT, HOW, WHY, WHEN, WHERE
- Short, simple & concrete: the main idea should be understood in less than 10 seconds & then easily explained (elevator pitch)
- Focus on the reader/target: useful & relevant to your public
- No jargon, acronyms, abbreviations
- Avoid listing of activities, deliverables, events
- Get away from the application language
- No endless sentences
- Avoid repeating the support of the Interreg Euro-MED Programme in every section
- Creative

## Recommendations for pictures

- Tell a story
- Creative
- Good technical quality
- True and authentic → original (bank image should be avoided whenever possible)









# Rules for pictures

- The Programme needs « every » picture, every brochure, every video, every key document and every promotional print, posters and goodies;
- We need also all the original photos files, in high resolution, with its credits;
- Every project should have **at least one good quality photo** (300 dpi) that represents the project concept;
- Don't use administrative pictures to promote the project (meetings)

# Rules for videos

- Provide the Programme with all the videos produced in HD;
- Do not download videos on the mission websites: put them on YouTube and embed them instead;
- Videos spoken in national languages must have English subtitles;
- Try professional journalists to present and a good videographic design to increase impact.
- Short videos (max 3 min)

# Recommendations for social media

- Reuse your previous accounts to benefit from your previous followers
- But change the handle (username) @xxxxx + Name



## General Page settings

Name	Interreg Euro-MED Programme	<a href="#">Edit</a>
Username	<a href="https://www.facebook.com/InterregEuroMED">https://www.facebook.com/InterregEuroMED</a>	<a href="#">Edit</a>



**Interreg Euro-MED Programme**

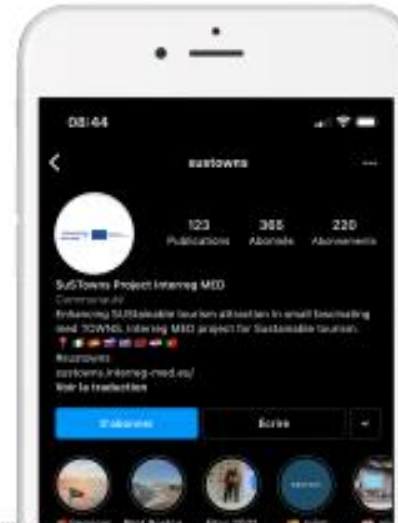
@InterregEuroMED

# Recommendations for social media

- For the header photo + profile pic: please follow the Brandbook guidelines



1



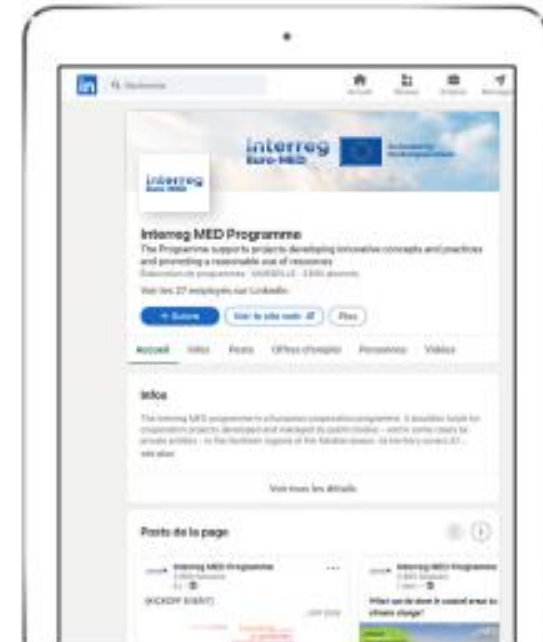
2



2



2



# Recommendations for social media

- If suitable, create your own #, use relevant topic hashtags
  - Use appropriate vocabulary
  - Post appropriate content (visual and less technical)
  - Avoid soundbites tweets that do not bring much added-value
  - Regularly update your social media accounts (once a week, recommended)
  - Don't forget to tag the Official Programme Channels and to use the #InterregEuroMED!
- 
- → Please let us know when opening a social media channel!

**Interreg**  
**Euro-MED**



Co-funded by  
the European Union

Next steps

# Events

## Event in Slovenia

- Target audience: Associate partners from the Southern and eastern shore of the Mediterranean, UfM, EUSAIR, EUSALP, EC
  - Content:
    - Presentation of the 14/20 relevant (mapped) project results
    - Round table: How can those results be used by other programmes, initiatives, etc?
    - How our 14/20 project results have already been capitalised by other projects?
    - Presentation of the Carbon Footprint tool
    - Promotion of the Euro-MED Academy
- ➔ Any other ideas? What content can you bring?

# Events

Cop28

- Dubai
  - 30/11/2023 to 12/12/2023
  - External Mediterranean pavilion
  - Smaller budget
- ➔ Who will participate?