

# INTERREG

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# PROJECT COMMUNICATION AND DISSEMINATION

**Interreg**  
**Greece-Bulgaria**  
European Regional Development Fund



## General principles



### **Increase transparency and awareness of EU funds**

Let the public know that EU money is being well spent

### **Helping others to benefit from your activities, good practices and results achieved**

Ensure maximum benefit by multiplying the effects of EU funding

### **Creating awareness of project activities and results**

Why is what you are doing important?

**EC 1303/2013, 821/2014**

## Communication strategy



### **Objectives**

What do you want to achieve?

### **Target groups**

Who do you want to reach?

### **Message**

What do you want to say?

### **Means (outputs)**

How should you say it?

### **Time plan**

When should you say it?

### **Measure impact**

Did it work?

# The “Project Brand”

A corporate identity must be built for a coherent image of the Project.

It will be used in all communication and will include clear messages and good quality and quantity information





## Some lessons learned



### **Communicate clearly**

Don't assume your target public is a specialist in your field

### **Differentiate process from result and from impact**

- "We had 3 group meetings and 4 field trips"
- "We shared our knowledge... to produce a guide..."
- "The number of tourists increased because of the guide, is..."

# The Project's Communication Plan

The specifics of communication, including the method and frequency, **vary depending on your Project's needs.** Thus, the Project Partners need to develop tailor made **communication plan** that fits to their Project's nature



Communication plays an integral role in keeping a Project on task. A solid communication plan increases the consistency of how the Project is handled

# The Project's Communication Plan

The Project's Communication Plan should be developed as soon as the project starts and should be submitted to the MA/ JS. It must include (but is not limited to) the following four essential elements:

- Creation of a **project logo and slogan**, to be used together with the Programme logo and the EU logo
- Development of the **project website**
- Publication of **at least one publication** (brochure, booklet) detailing the results of the project
- Organization of one **final public event**





## The tools

### In general



- Logo (fixed)
- Website
- Graphic elements and templates
- Stickers, Information signs, billboards, boards of gratitude
- Press kit
- Printed and digital publications: leaflets, infographics, brochures, manuals, studies and reports
- Social media platforms
- Press releases, newsletters, articles
- Conferences, seminars and targeted events
- Audiovisual material (e.g. Videos)

# The tools

## Writing



- Clear and effective writing is of high importance to pass a message
- Clear and plain language, no matter what channel you use
- Avoid technical aspects of the project – do not assume your target is always a specialist in your field.

# The tools

## Organize Events



### Before the Event

- Organizers
- Audiences
- Budget
- Name
- Timing
- Agenda
- Speakers
- Moderators
- Venue
- Catering
- Accommodation
- Invitation
- Pre-Registration
- Rehearsal Meeting

### After the Event

- Technical Equipment
- Media
- Photos
- Invoices (Payouts)

### During the Event

- Registration
- Technical Equipment
- Media
- Photos

## The tools

# Special Attention



## Social Media

The use of Social Media is strongly recommended, only in cases where there is a strong commitment from side



**Media relations:** highly recommended

**Website :** Continuously updated and maintained

**Gender equality and non-discrimination**

**Corporate Social Responsibility**

Social and environmental concerns should be highlighted via practical means

# Information and Publicity Project Partners' Guidebook



The guide is complied with the Regulation (EC) 1303/2013

- Covers the way the EU identity should be promoted
- Sets out requirements and guidelines for all tools used to highlight EU participation in Projects
- Guarantees that information and publicity becomes an integrated part of any Project funded by Greece-Bulgaria Programme throughout its life cycle



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