Welcome to the
Interreg Knowledge Fair

This is a **pilot activity** for Interact, testing a new approach to our service delivery – and **whether it works for you**!

While you are here, you will be asked to **rate individual sessions** (in Whova) and to respond to a **4-question survey** at the end of each day.

Please share your feedback with us!

Interreg Knowledge Fair

Project communication toolkits

Arkam Ograk/ Interact office Vienna / 24.05.2023

Interact

Project
Communication

In today's context, it refers to the programmes' communication support to project beneficiaries.

Programmes' work on project communications

Guiding project partners	Promotion of projects
This is about how you work with projects in order to ensure, e.g. • compliance with EU regulations and programme rules, • quality project communication by partners, which, by extension, improves quality of programme communication, • improve capacity of partners to better communicate, their awareness on the tools and platforms available to them, • develop a monitoring merhod to follow up on communication activities of projects, and consensual and active involvement of partners in that system, • etc.	This is about how you work with projects at programme level in order to, e.g. • highlight programme achievements with evidence from projects, • identify *the* flagship projects of your programme, • multiply the messages of projects and increase their reach, • convince certain target audience that EU cooperation beyond borders has an added value • find and exploit EU-wide promotional platforms, • ensure reuse of the results and develop new projects on the achievements of existing ones, i.e. to capitalise on results • etc.

and
where?

What are the most common ways through which programmes guide the project partners?

Written guidelines

You are here.

Communication trainings

Online or in person

Communication session during project implementation trainings

Also applicants' seminars

Help desk style assistance

One-on-one support via emails, calls, in-person.

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An Integrated Communication Guide for Projects

Interreg Balkan-Mediterranean
European Union
European Regional Development Fund

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TNCP Balkan – Mediterranean 2014 – 2020

COMMUNICATION RECOMMENDATIONS AND GUIDELINES

Programme V Manual

Interreg
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EUROPEAN UNION

| 2 | *Visibility Guidelines* |

PL-BY-UA
2014-2020

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Factsheet N°14

Project communication

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CENTRAL EUROPE

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the European Union
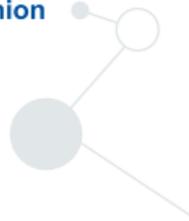
PROGRAMME BRAND BOOK

CONTENT

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Interreg North-West Europe

2021 - 2027

Programme Manual

Programme Manual

February 2023

Interreg Co-funded by the European Union

Alpine Space

Interreg Europe Programme Manual

VISIBILITY GUIDELINES for the Interreg IPA Cross-border Cooperation Programme Croatia-Bosnia and Herzegovina-Montenegro

VERSION 3.0, MAY 2023

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ADRION
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EUROPEAN UNION

European Regional Development Fund - Instrument for Pre-Accession II Fund

PROJECT
BRAND&VISIBILITY
GUIDELINES

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Programmes' written guidance

can roughly be grouped into

Visibility Manuals

Programme-specific brand rules: logo, colours, typography, project logo rules (if any), guidance on use of templates, etc

Visibility chapters in programme manuals

A combination visibility manual and communication guide

Communication Guides

A compilation of recommendations on "how to make your project communications better". Not so much rules, but tips and ideas to improve.

Templates

For practical use, with reference from the Visibility Manual

Group
work
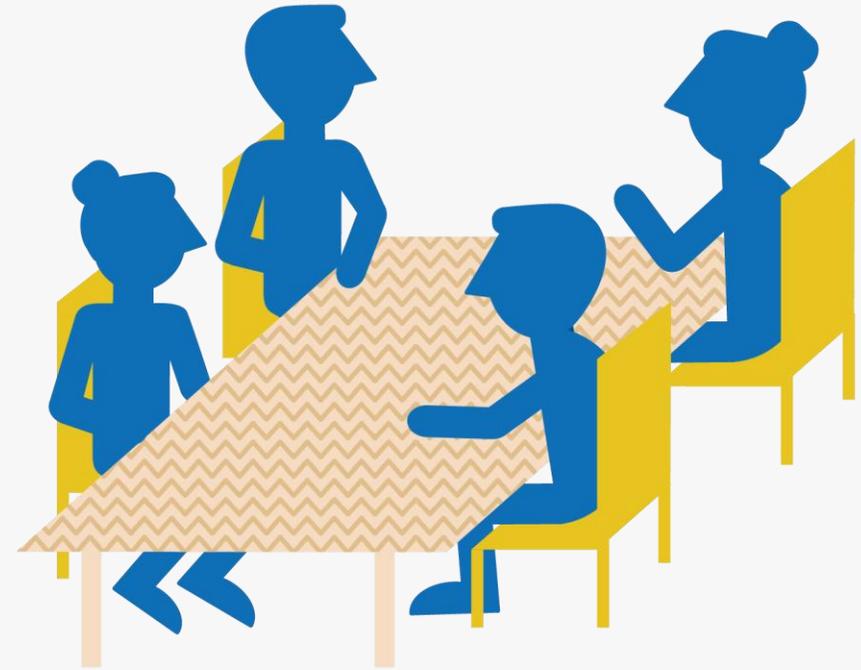
Exercise:
Brain-dump

What are the topics/areas projects beneficiaries need guidance on, in terms of communication?

Write on post-its. One topic/area per post-it.

Write as many as possible. Anything you can think of.

If stuck, get inspired by the cheat-sheet on the desk.

Debate: What is a communication toolkit for?

a) To inform projects on programme-specific communication guidance

(assumes they must already have expertise needed for tools)

b) To increase capacity of projects in communication alongside programme – specific guidance

(assumes projects lack the expertise, feels responsible to 'teach')

Open
Questions

- Is there any way to address the topics not included in the guidelines?

- How to ensure project beneficiaries' ownership of the programme guidelines?

- Format: Is there any way other than a booklet style pdf?

- How to ensure the connection between the guidelines and the related templates?

If Interact was to produce a new version of CT, I'd like it prepared in a way that

a. a programme officer like me can learn about different communication topics
b. In a way that I can edit and adapt for use of our project beneficiaries

Thank you for being here!

Your opinion matters to us.

Please take a few minutes to provide us with feedback to help us improve our services.

Log into the **Whova app,** go to the **relevant session**, and tell us what you think in the **session Q&A.**

You can also talk to us at the Conference Support stand in the networking area.
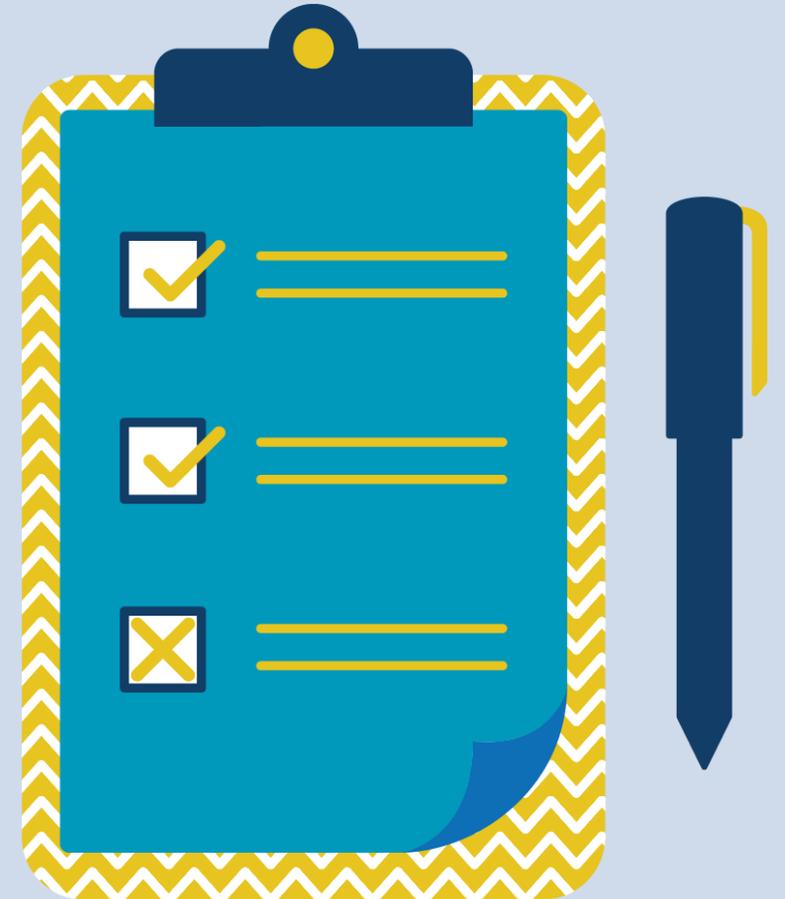
Cooperation works

All materials will be available on:

Interact / Events / Interreg Knowledge Fair (23-25 May 2023)