

Workshop

Article 36, ETC regulation

How to avoid the communication mistakes and financial corrections

Nebojsa Nikolic/ Interact office Valencia / 04.04.2023

Interact



Co-funded by
the European Union
Interreg

What's wrong with this picture?



How it should look like



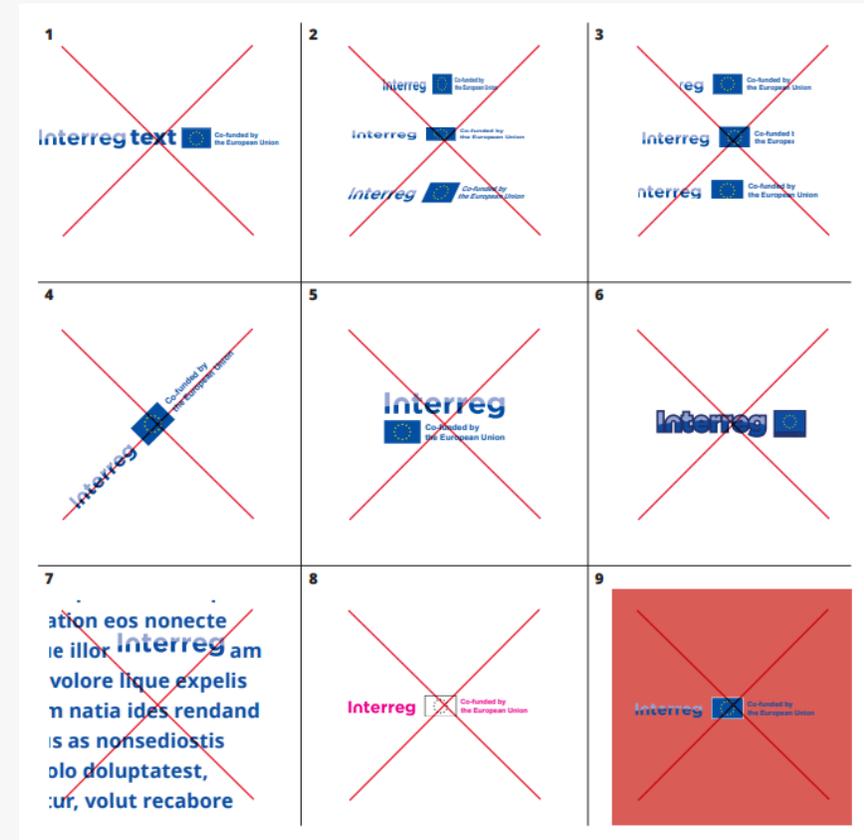
7 tips to help the projects

1. Explain the basic rules in plain language
2. Repeat again and again and again
3. Lead by examples
4. JS project managers as allies
5. JS communication officer approval option
6. Templates for billboards, posters and stickers
7. Communication kick-off set



1. Explain the rules in plain language

- Explain in simple terms
- Translate to local language/s
- Warning about financial corrections
- Illustrate key points
- Recommend consultations



2. Repeat the rules again and again

Repetitio est mater studiorum

- Rules in the Call for proposals
- Rules in the Implementation Manual
- Rules in the contract
- Rules at all training events
- Rules on the website, social media, email, phone, fax, smoke signals, etc.



3. Lead by examples

- Collects and share examples
- SHOW them how it should be done
- Inspire with your visibility actions
- Quality universal banners
- Appropriate promo materials



4. JS project managers as allies

- Most contact with projects
- Help them recognize potential problems
- Referral for consultations
- Joint project visits



5. JS communication officer approval

- Recognize the knowledge of your communication experts
- Projects can ask for approval
- Risky projects can be obliged to get approval



6. Templates

- Billboards, posters, stickers, etc.
- Universal roll-up solutions
- Templates work best on the programme level
- Make them easy to adjust
- Vector format files



7. Communication kick-off set

- Posters and stickers are cheap
- Use a template and print posters for all approved projects
- Universal co-funding stickers
- At the awarding ceremony, give each project a communication kick-off set



7 tips to help the projects

1. Explain the basic rules in plain language
2. Repeat again and again and again
3. Lead by examples
4. JS project managers as allies
5. JS communication officer approval option
6. Templates for billboards, posters and stickers
7. Communication kick-off set



Cooperation **works**

All materials will be available on:

Interact website