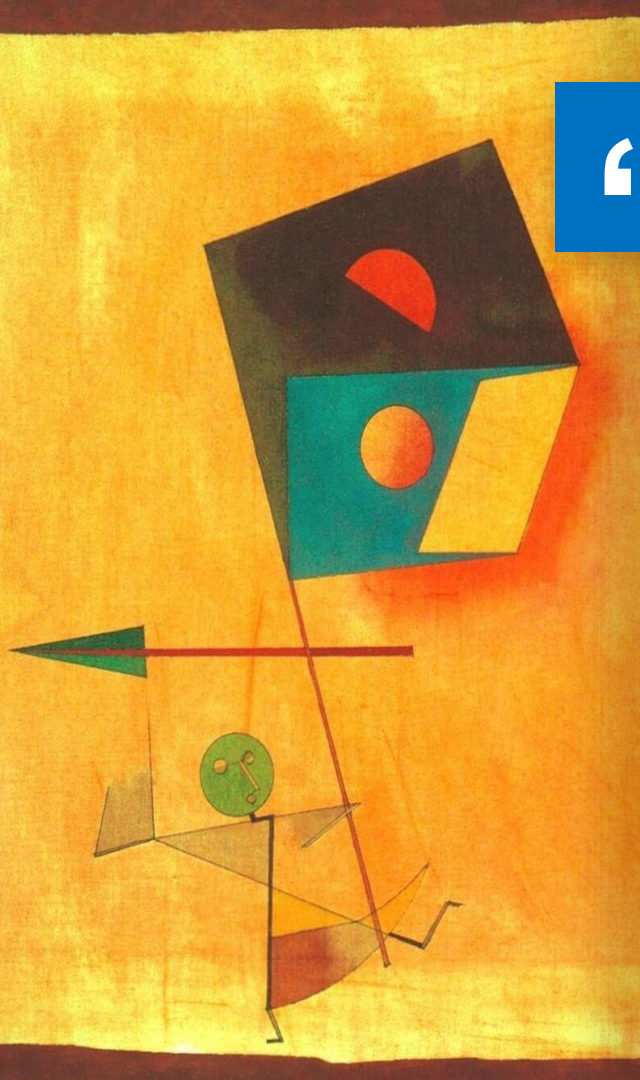


Thematic project partners training Podgorica, 1 October 2019

COMMUNICATION / Tips for project visibility

MA/JS of the Interreg IPA CBC Italy-Albania-Montenegro
Ileana Inglese - JS Communication Officer



It's not all about content.

It's all about stories.

It's not all about stories.

It's all about great stories.

Mitch Joel

TELL YOUR STORY!



SET GOALS, APPROACH, TACTICS!

- Goal-oriented communication
- Tailor-made approach
- Coherent, integrated actions
- Widespread diffusion
- Visible and tangible results



DEFINE OBJECTIVES!



S

- Specific

M

- Measurable

A

- Achievable

R

- Realistic

T

- Timed



REACH TARGETS!



EXTERNAL TARGETS

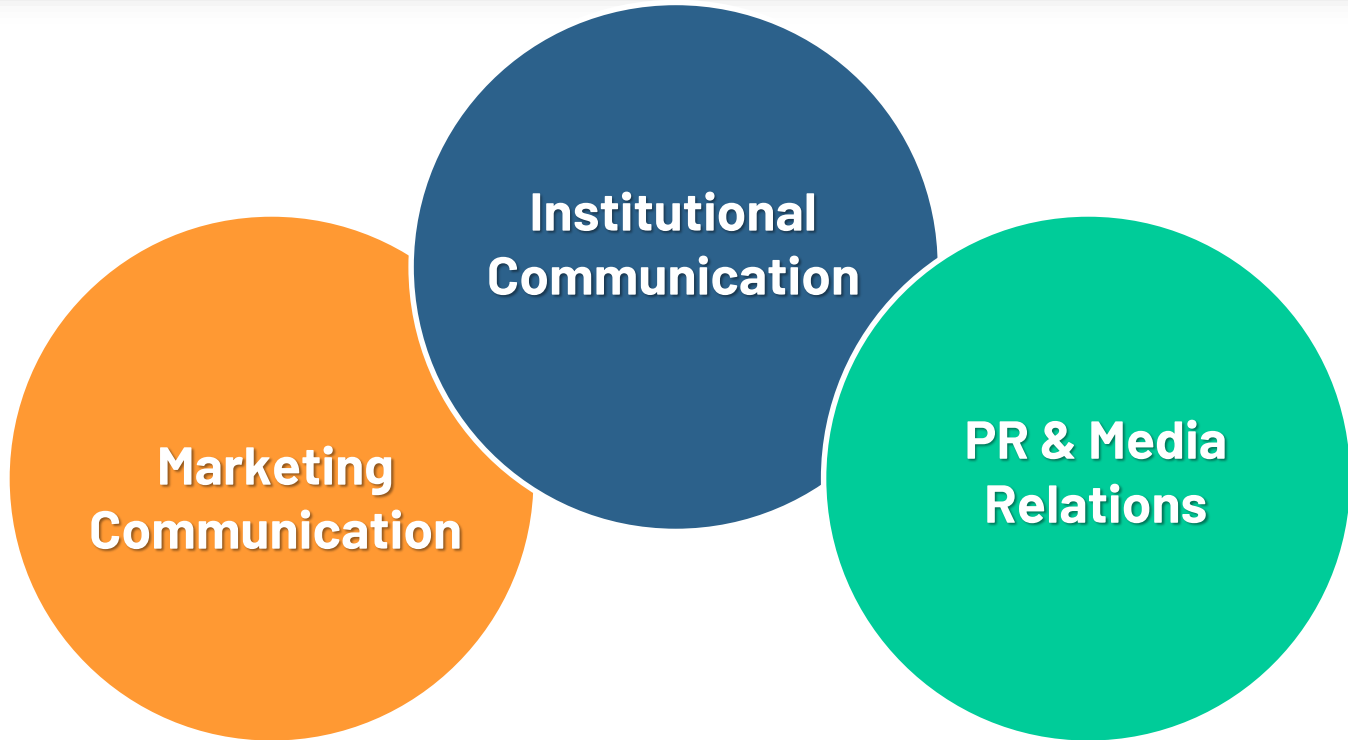
- Stakeholders
- Press & Media
- Local communities
- Specific targets

INTERNAL TARGETS

- Project Partners
- Programme MA/JS



PLAN ACTIVITIES!



EFFECTIVE COMMUNICATION STRATEGY & PLAN



- Analyse and discuss!
- Get the full story!
- Develop the strategy!
- Plan and time!
- Define budget!
- Evaluate and report!

COLLABORATE!





VISUAL IDENTITY

Programme & Project branding

INTERREG HARMONIZED BRANDING



- Programme & projects >> full brand integration
- Clear coherent image >> recognisability, identity, membership
- Project standard logo >> provided by JS, free of charge
- Project customized logo >> for specific needs, upon approval JS
- Information materials >> in line with Visual Identity
- Project website >> hosted in Programme web portal

PROGRAMME VISUAL IDENTITY



Three countries and a sea, which is a fulcrum, an eye, not an empty space
Common identity and cooperation / Watching each other across the sea



PROJECT VISUAL IDENTITY



Interreg - IPA CBC
Italy - Albania - Montenegro
FOOD4HEALTH



Interreg - IPA CBC
Italy - Albania - Montenegro
PHASE



Interreg - IPA CBC
Italy - Albania - Montenegro
SMART ADRIA



Interreg - IPA CBC
Italy - Albania - Montenegro
3C



Interreg - IPA CBC
Italy - Albania - Montenegro
DUE MARI



Interreg - IPA CBC
Italy - Albania - Montenegro
CrossWater



Interreg - IPA CBC
Italy - Albania - Montenegro
TO BE READY



Interreg - IPA CBC
Italy - Albania - Montenegro
ALMONIT-MTC



Interreg - IPA CBC
Italy - Albania - Montenegro



Interreg-IPA CBC
Italy - Albania - Montenegro
ACRONYM

PROJECT NAME
FULL PROJECT NAME

MAIN GOAL

projectname.italy-albania-montenegro.eu

PROJECT PHOTO

Interreg-IPA CBC
Italy - Albania - Montenegro
ACRONYM

PROJECT NAME
FULL PROJECT NAME

PROJECT PHOTO

PROJECT PARTNERS LOGO

Interreg-IPA CBC
Italy - Albania - Montenegro
ACRONYM

PROJECT NAME
FULL PROJECT NAME

MAIN GOAL

projectname.italy-albania-montenegro.eu

PROJECT PHOTO

PROJECT PARTNERS LOGO

Interreg-IPA CBC
Italy - Albania - Montenegro
ACRONYM

COVER PAGE TITLE

PROJECT PHOTO

Interreg-IPA CBC
Italy - Albania - Montenegro
ACRONYM

PROJECT NAME
FULL PROJECT NAME
MAIN GOAL

Partnership:
LEAD PARTNER:
PARTNERS:

Additional information required by national rules

PROJECT PARTNERS LOGO

Interreg-IPA CBC
Italy - Albania - Montenegro
ACRONYM

PROJECT NAME
FULL PROJECT NAME
MAIN GOAL

Partnership:
LEAD PARTNER:
PARTNERS:

Additional information required by national rules

PROJECT PARTNERS LOGO

Interreg-IPA CBC
Italy - Albania - Montenegro
ACRONYM

Table 1: Activities

Activity	Start	End	Responsible	Priority
Activity 1	2023-01-01	2023-03-31	Partner A	High
Activity 2	2023-04-01	2023-06-30	Partner B	Medium
Activity 3	2023-07-01	2023-09-30	Partner C	Low

Table 2: Outputs

Output	Start	End	Responsible	Priority
Output 1	2023-01-01	2023-03-31	Partner A	High
Output 2	2023-04-01	2023-06-30	Partner B	Medium

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ACRONYM

COMMUNICATION STRATEGY & PLAN

Version 1

10/2023

Interreg-IPA CBC
Italy - Albania - Montenegro
ACRONYM

1. INDEX / INTRODUCTION

Write the introduction after having drafted your Communication Strategy & Plan, and answer briefly the following questions:

- What's your project about?
- What are the main objectives and why are they relevant?
- What is the role of communication in your project?
- What will be the results of your communication?
- What kind of training and building your communication?
- What are your main reference points for the strategy?

Complete the document with an index.

TO GET TO KNOW YOU, YOUR MESSAGE MUST BE CLEAR

Use plain language both in the document, and in project communication, avoid jargon, acronyms, and avoid too long paragraphs. Put in simple terms the project, and describe the need for clarification.

Here are some tips for plain writing:

1. Know your audience
2. Organize your message
3. Summarize main points
4. Write short paragraphs and sentences
5. Use even lay phrases and words
6. Avoid too many long words
7. Use strong adjectives and verbs
8. Define your main terms
9. Use headings, lists, and tables
10. Revise, proofread, final!

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Italy - Albania - Montenegro
ACRONYM

2. Timing

Write the main communication activities in the Gantt chart and add the tasks and milestones.

Please note: Tasks are planned for the calendar and milestones for the project start and end dates.

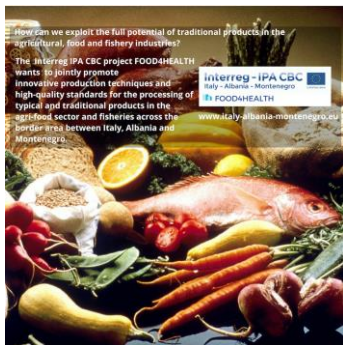
Summary

Completed In progress Not Started

PROJECT TEMPLATES

How can we exploit the full potential of traditional products in the agricultural, food and fishery industries?

The Interreg IPA CBC project FOODHEALTH wants to jointly promote innovative production techniques and high-quality standards for the processing of typical and traditional products in the agricultural sector and fisheries across the border area between Italy, Albania and Montenegro.



Interreg - IPA CBC
Italy - Albania - Montenegro
FOODHEALTH
www.italy-albania-montenegro.eu

New technologies are key for treating the diseases mostly affecting our modern society.

The Interreg IPA CBC project PHASE wants to develop the eHealth sector, for the benefit of the citizens and SMEs in the South Adriatic area, through innovative electronic tools and procedures applied in Italy, Albania and Montenegro, efficiently addressing heart-attacks, neurodegenerative and chronic diseases.



Interreg - IPA CBC
Italy - Albania - Montenegro
PHASE
www.italy-albania-montenegro.eu

How can innovation concretely help small and medium enterprises facing the challenges of the global markets?

The Interreg IPA CBC project SMART ADRIA wants to fully develop a Quadruple-Helix strategy in Italy, Albania and Montenegro area, i.e. supporting the innovation transfer from applied research to SMEs, with the support of government and civil society.



Interreg - IPA CBC
Italy - Albania - Montenegro
SMART ADRIA
www.italy-albania-montenegro.eu

Interreg - IPA CBC
Italy - Albania - Montenegro

3C




It is proven that cultural industries may become a great asset for the development of regions.

The Interreg IPA CBC project 3C is going to exploit the creative potential of the cross-border area between Italy, Albania and Montenegro, while supporting the creation of stable and efficient cross-border networks, capable to produce joint innovative cultural and creative products.

WWW.ITALY-ALBANIA-MONTENEGRO.EU

Interreg - IPA CBC
Italy - Albania - Montenegro

DUE MARI



Sustainable tourism is not only a buzzword, but a reality everyone can experience.


The Interreg IPA CBC project DUE MARI is going to promote the unique cultural and natural assets of the cross-border area between Italy, Albania and Montenegro, through a joint web platform and innovative services for new tourist routes, at the same time promoting lesser-known destinations and typical products.

WWW.ITALY-ALBANIA-MONTENEGRO.EU

CROSS WATER

Life on earth is only possible because of water. 60% of our body is made of water. These two facts alone are compelling arguments for a wise use of the limited water resources we have.

The Interreg IPA CBC project CROSS WATER wants to promote a more effective use of water resources in the cross-border area between Italy, Albania and Montenegro, through new infrastructures, technologies, as well as new control and measurement systems, to be jointly developed across the three countries.




Interreg - IPA CBC
Italy - Albania - Montenegro

CROSS WATER

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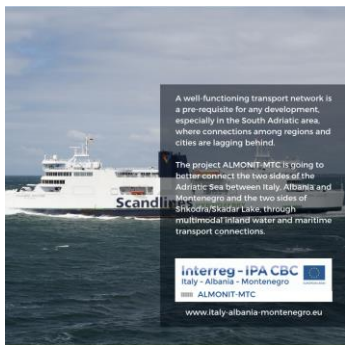
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Interreg - IPA CBC
Italy - Albania - Montenegro

A well-functioning transport network is a pre-requisite for any development, especially in the South Adriatic area, where connections among regions and cities are lagging behind.

The project ALMONT-MTC is going to better connect the two sides of the Adriatic Sea between Italy, Albania and Montenegro and the two sides of Shkoder/Scutari Lake, through multimodal inland water and maritime transport connections.



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Italy - Albania - Montenegro
ALMONT-MTC
www.italy-albania-montenegro.eu

SOCIAL MEDIA CAMPAIGN / Project teasers



Interreg - IPA CBC
Italy - Albania - Montenegro



TO-DO LIST



- Use project logo on promotional & communication materials
- Be coherent with the Programme visual identity (*see templates*)
- Display a project poster at premises of each project partner
- Temp./perm. billboards/plaques (infrastructures > 500.000 EUR)
- Disclaimer of liability (*researches, publications, videos, websites*)
- IPA funding reference (*publications, websites, billboards/plaques*)



- **4.5 Factsheet Communication** (in Programme Manual/Implementation)
 - <https://www.italy-albania-montenegro.eu/tools/programme-manual>
- **Visual Identity Manual** + PA1 / PA2 / PA3 / PA4 Project templates:
 - <https://www.italy-albania-montenegro.eu/tools/visual-identity>
- **Project website guidelines** (Web Editors' Handbook + TIPS + Video Tutorials):
 - <https://www.italy-albania-montenegro.eu/tools/project-website-guidelines>
- **All about the Programme** (CP, Docs, Communication Strategy, Calls, Contacts)
 - <https://www.italy-albania-montenegro.eu/programme>





6. WEB PORTAL

World wide communication

PROGRAMME WEB PORTAL



<https://www.italy-albania-montenegro.eu>

- SECTIONS: Home, Programme, **Projects**, News, Tools, Contacts
- TOOLS: Programme Manual, Visual Identity, Project website guidelines
- Visitors from Italy (46%), Albania (26%), Montenegro (15%), USA (4%), Serbia (1%), Belgium (1%), Greece (1%), and other countries
- **39.389 users / 99.942 page views!**

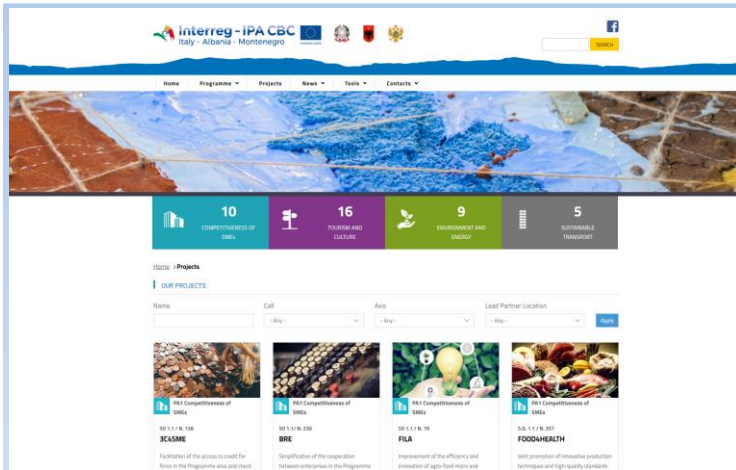
PROJECT WEBSITES



<https://project.italy-albania-montenegro.eu>

- SECTIONS: Home, Outputs, News, Multimedia, Partners, Contacts
- Basic contents published by JS Comm. Off.
- Website updates published by Web Editors
- TOOLS: Website Editor's Handbook, Tips for better management, Video-tutorials

KEEP YOUR WEBSITE UPDATED!

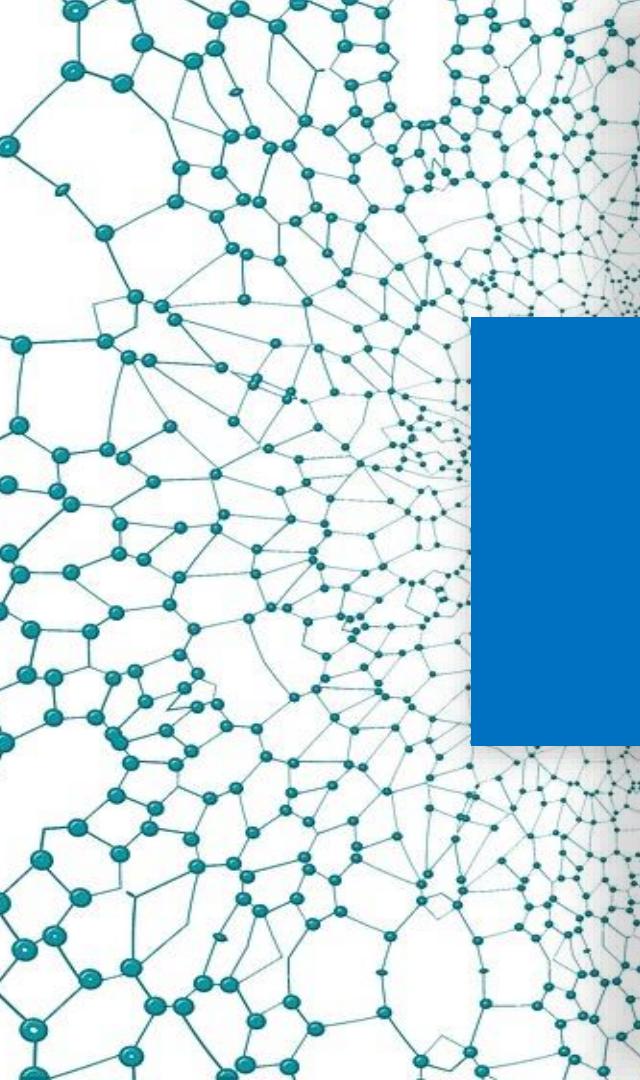


WEB CONTENT MANAGEMENT



- Programme web portal >> hosts project websites (*free of charge*)
- Additional web tools >> hosted in PP websites (*upon approval JS*)
- Programme Web Editing >> implemented JS Commun. Officer
- Project Web Editing >> implemented by Project Web Editor
- Budget and resources >> plan costs and appoint expert staff!

Project websites soon on line! Select staff & send us partners' logos.



5. SOCIAL MEDIA

Building online communities

SOCIAL MEDIA



- ENGAGE >> choose suitable channels (FB, Twitter, YouTube, Instagram)
- MONITOR >> find online conversations, use keywords and tags
- INTERACT >> set up a fan page, build a strong online community
- BE PRESENT >> real time communication, follow to be followed
- THINK SEO >> publish relevant content, be original
- SHARE >> tag the Programme, share contents, spread the news!

Strategy + Plan + Good Story + Engagement = SUCCESS

FACEBOOK

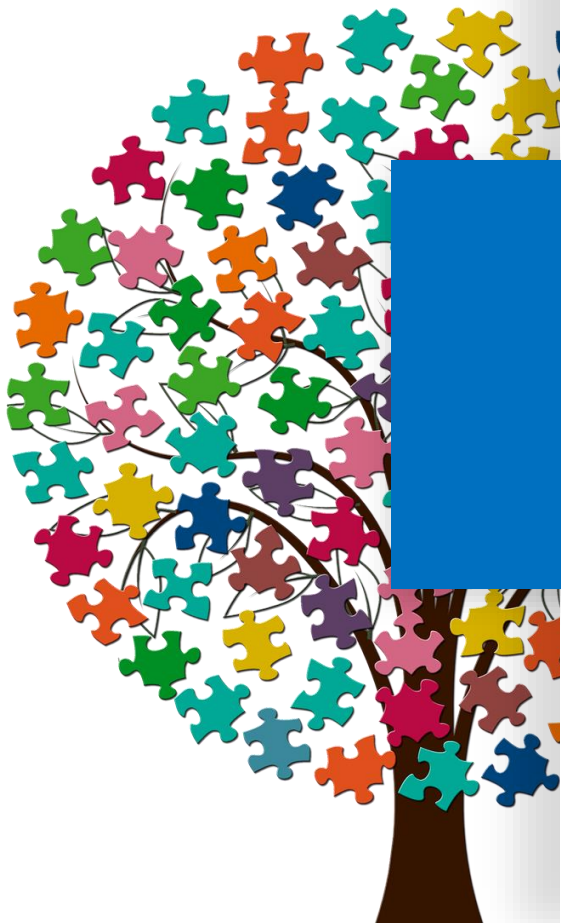


■ **LIKES** **2406**

■ **FOLLOWERS** **2500**

<https://www.facebook.com/italy.albania.montenegro>

- HASHTAGS: #ItalyAlbaniaMontenegro / #Interregproject / #Euproject, etc.
- MENTIONS: @italy.albania.montenegro



MEETINGS & EVENTS

Information and awareness raising

MEETINGS & EVENTS



- Kick-off meetings >> share information with all partners and JS
- Public events >> at least one final event involving all partners
- Targeted events >> preferably joint initiatives involving all countries
- Comm. Materials >> in line with Programme Visual Identity
- Information & Publicity >> respect EU and Programme rules
- Joint communication >> share news with Partners and JS

PROMOTIONAL MATERIALS



- Promotional materials >> folder, block-note, pen, low budget shopper, usb-stick (with project materials)
- Other promotional items >> only upon approval by JS
- Project gifts >> eligible up to maximum 50 EUR/item
- Branded items >> customize with project logo
- Cost and quantity >> reasonable and justified





PRESS & MEDIA

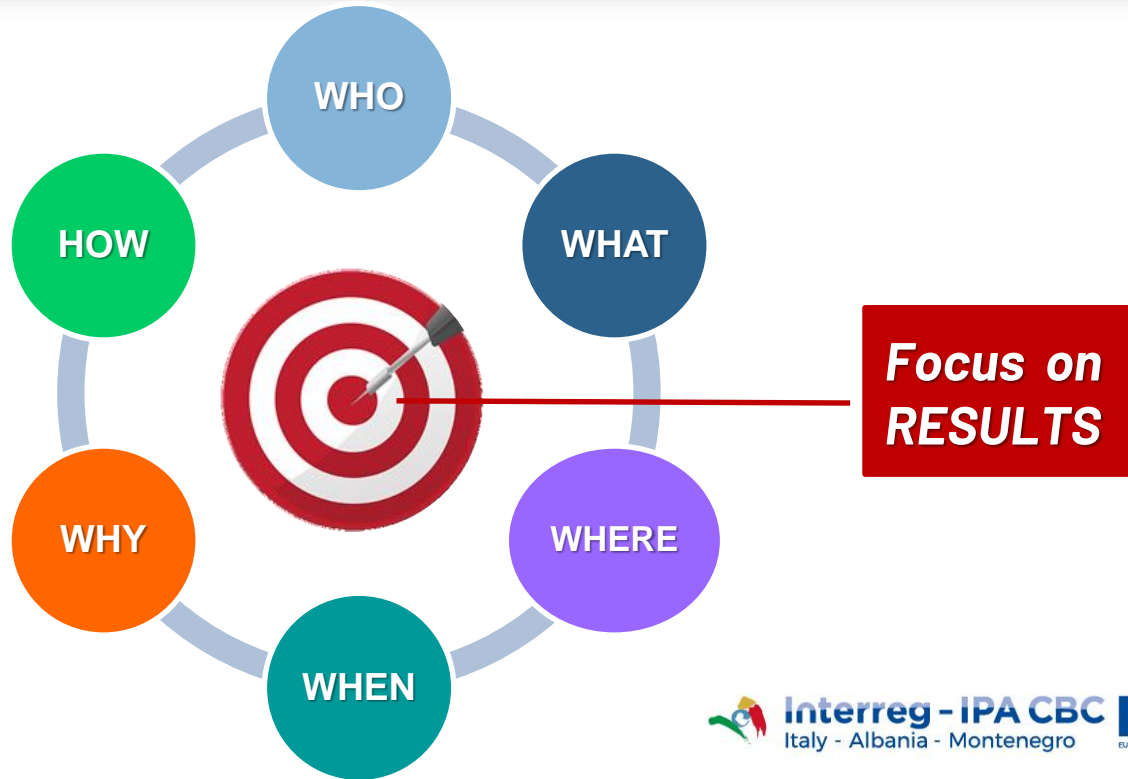
Making your work visible

PRESS OFFICE ACTIVITIES



- Press releases, press kits
- Press conferences, press tours
- Press events, interviews
- Newspaper articles, radio/TV reports
- Press monitoring, press review

GOLDEN RULE: 5 W + 1 H



USE PLAIN LANGUAGE!



KISS principle: Keep It Short and Simple

1. Know your audience
2. Organize your thoughts
3. Summarize main points
4. Write short sentences / paragraphs
5. Use every day phrases and words
6. Avoid bureaucratic language
7. Use strong subjects and verbs
8. Define uncommon terms
9. Use headings, lists, and tables
10. Revise, proofread, finalize!





*If you can't explain it simply,
you don't understand it well
enough.*

Albert Einstein

THANKS FOR YOUR ATTENTION

Contacts

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www.italy-albania-montenegro.eu