



Interreg



Co-funded by  
the European Union

IPA South Adriatic

# Information and Communication measures



Tips for designing impactful  
communication activities

CARMELA SFREGOLA



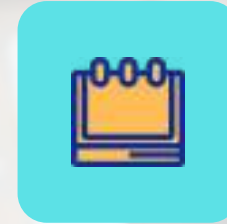
# Communication beyond

## WP2

### Why promote a project?

- Ensure transparency and accountability on the use of EU funds to taxpayers and the citizens of partner countries
- Demonstrate the role of EU and the way, how and where the European funds are spent.
- Highlight your work and results achieved (limited audience will read project reports) with multiple audiences (media, institutions, the general public)
- Raise the visibility of the organisations and people involved
- Highlight the project results with concrete and visible achievements that emphasize the Programme impact in the citizens' life

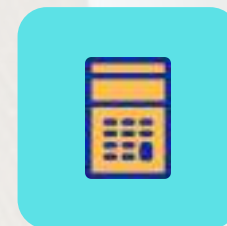
# Key words of communication



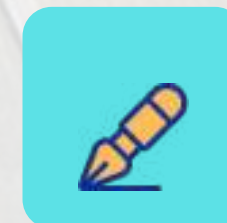
Clarity



Trasparency



Complete and  
timely information  
Semplicity



Storytelling

Interreg



Co-funded by  
the European Union

IPA South Adriatic

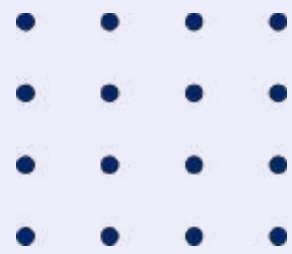


# New requirements of communication 2021-2027

# THE REGULATORY FRAMEWORK

REGULATION (EU) 2021/1059 OF  
THE EUROPEAN PARLIAMENT AND  
OF THE COUNCIL OF 24 JUNE 2021  
on specific provisions for the  
European territorial cooperation goal  
(Interreg) ART 36

ANNEX IX COMMUNICATION AND  
VISIBILITY – ARTICLES 47, 49 AND  
50 Regulation 2021/1060



# ART. 36 REGULATION (EU) 2021/1059

## RESPONSIBILITY OF MA AND PARTNERS WITH REGARD TO TRANSPARENCY AND COMMUNICATION

Each partner of an Interreg operation shall acknowledge support from an Interreg fund, to the Interreg operation by:

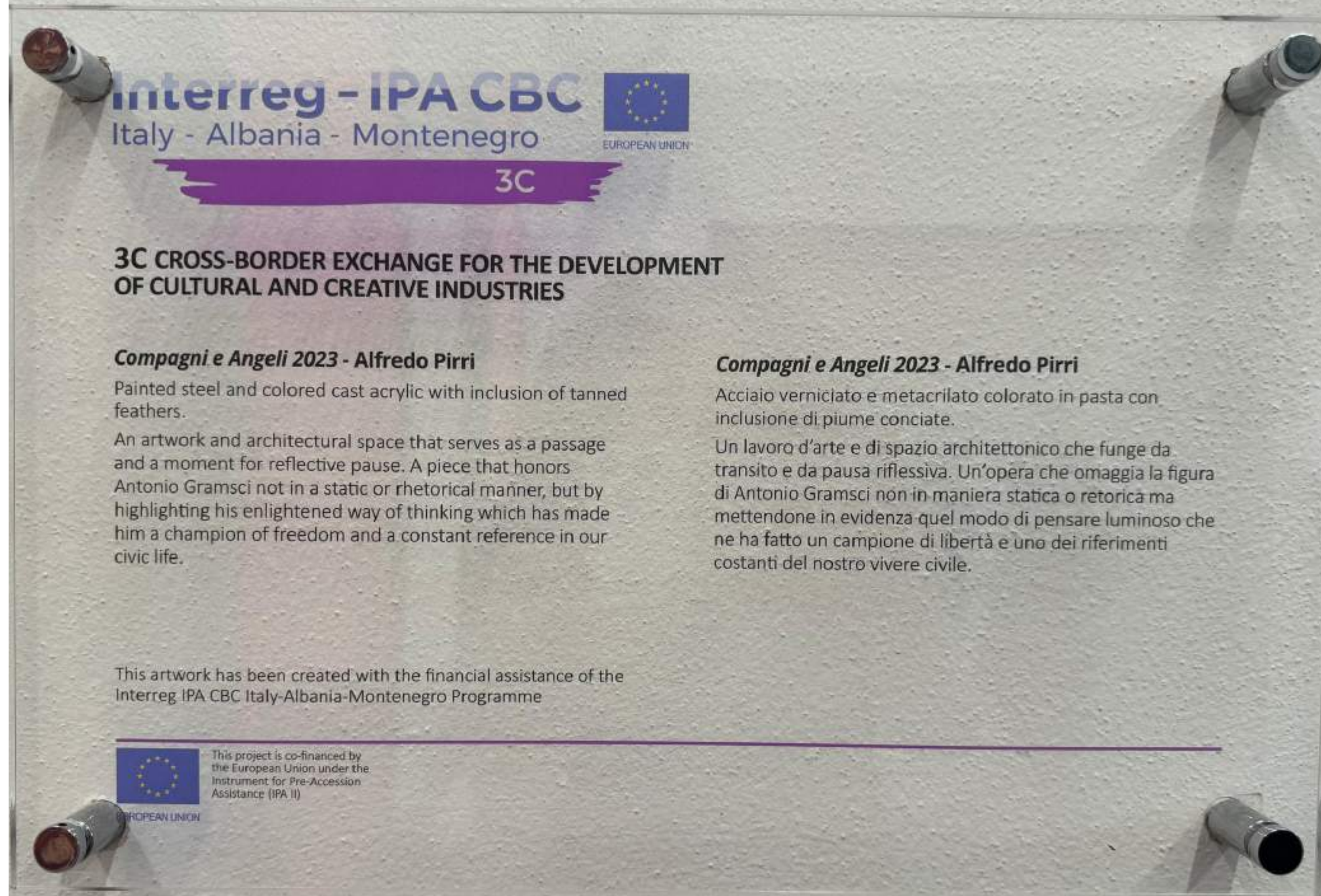
- providing on the **partner's official website or social media sites**, where such sites exist, a short description of the Interreg operation, proportionate to the level of support provided by an Interreg fund, including its aims and results, and highlighting the financial support from the Interreg fund;
- **providing a statement highlighting the support from an Interreg fund in a visible manner on documents and communication material** relating to the implementation of the Interreg operation, intended for the general public or



# ART. 36 REGULATION (EU)

## 2021/1059

- publicly displaying  
plaques or billboards as  
soon as the physical  
implementation of an  
Interreg operation  
involving physical  
investment or the  
purchase of equipment  
starts, the total cost of  
which exceeds EUR 100



# ART. 36 REGULATION (EU) 2021/1059

- for Interreg operations not falling under point (c), publicly displaying at least one **poster of a minimum size A3** or equivalent electronic display with information about the Interreg operation highlighting the support from an Interreg fund, except when the beneficiary is a natural person;
- (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 publicly manner.

Interreg  Co-funded by the European Union

IPA South Adriatic

PROJECT NAME

Insert project image



**PROJECT NAME**  
FULL PROJECT NAME

Project payoff or slogan (write a sentence that summarizes the project).

**Main Goal**  
Write the main goal of the project (approximately 200 characters)

**Project Partners**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
- at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolor.

  
Duration  
start date - end date  
gg/aa - gg/aa

  
Total budget  
192,000 €

  
EU funding  
100,000 €

 [projectname.southadriatic.eu](http://projectname.southadriatic.eu)



## SKILLS

HIGH LEVEL AND MARKET-RESPONDENT  
COMPETENCES FOR A BLUE AND DIGITALIZED  
"SMART AND SKILLED SOUTH ADRIATIC"

Empowering South Adriatic: Skilled labor driving the blue  
economy

## Main Goal

The SKILLS project intends to enhance the availability of quali-  
fied competencies and skills in the labor market, particularly fo-  
cusing on the blue economy sectors in the South Adriatic region,  
by improving educational paths, establishing new ones, and im-  
plementing on-the-job training schemes.



<https://www.southadriatic.eu/en/project/skills-south-adriatic-2021-27>



Partner  
logo 1

Partner  
logo 2

Partner  
logo 3

Partner  
logo 4

Partner  
logo 5

# ROLL-UP, POSTER TEMPLATE



interreg  Co-funded by  
the European Union

IPA South Adriatic

---

**PROJECT NAME**

Insert project image



**PROJECT NAME**  
FULL PROJECT NAME

Project payoff or slogan (write a sentence that  
summarizes the project).

**Main Goal**

Write the main goal of the project  
(approximately 200 characters)

**Project Partners**

- Lorem ipsum dolor sit amet, consectetur adipiscing
- elit, sed diam nonummy nibh euismod tincidunt ut
- laoreet dolore magna aliquam erat volutpat
- at vero eros et accumsan et justo odio dignissim qui
- landit praesent luptatum zzril delenit augue duiis dolor



[projectname.southadriatic.eu](https://projectname.southadriatic.eu)





Duration  
start date - end date  
gg/aa - gg/aa



Total budget  
192,000 €



EU funding  
100,000 €

# BILLBOARD TEMPLATE

**Interreg**



Co-funded by  
the European Union

**IPA**

South Adriatic

**ACRONYM**

**PROJECT NAME**  
FULL PROJECT NAME

  
projectname.southadriatic.eu

**Main Goal**  
Write the main goal of the project  
(approximately 200 characters)



**Duration**  
start date - end date  
gg/aa - gg/aa



**Total budget**  
192,000 €



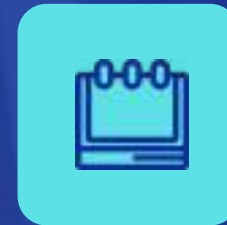
**EU funding**  
100,000 €

**Project Partners**  
Lead partner:  
Partners:

Additional information required by national rules

# Branding infrastructures and equipment

Check design with your  
communication officer to be  
on the safe side



Pilot plants or valorization of a  
specific site: highly visible permanent  
display panels/plaques  
**PERMANENTLY**



People can understand the nature of the  
project



Temporary billboards during construction  
works



Stickers on equipment with 'Provided by the  
EU' and project logo



Interreg



Co-funded by  
the European Union

IPA South Adriatic



# Communication Channels 2021-2027

**Interreg**



Co-funded by  
the European Union

**IPA** South Adriatic

**Skills**

# Logo and visual identity

The term 'Interreg' shall be used next to the emblem of the Union in accordance with Article 47 of Regulation (EU) 2021/ 1060.

A visual identity will make sure all communication activities are visually aligned and easily recognised, in order to ensure greater visibility of the Programme.

no fund mention

# Project logo

**Interreg**  Co-funded by  
the European Union  
**IPA** South Adriatic

---

**ENGAGEMENT**

**Interreg**  Co-funded by  
the European Union  
**IPA** South Adriatic

---

**B-VISA 2030**

**Interreg**  Co-funded by  
the European Union  
**IPA** South Adriatic

---

**BIOTOURS 2.0**

**Interreg**  Co-funded by  
the European Union  
**IPA** South Adriatic

---

**CRAFTLAB PLUS**

**Interreg**  Co-funded by  
the European Union  
**IPA** South Adriatic

---

**SMART LAND**





## The Programme in a nutshell

The Interreg IPA South Adriatic is a cross-border cooperation  
Programme co-funded by the European Union through the Instrument

## CHECK OUR ON-GOING CALLS



The Programme website remains the main source of information for 2021-2027 PP.

At the moment, the programme is updating the website implemented during 2014-2020 period. The new website will include the project webpage (small-scales, ordinary and strategic), the library of project results, the list of all job opportunities.

At least one news for the event, after or before

At least 2 news per month for small scales project



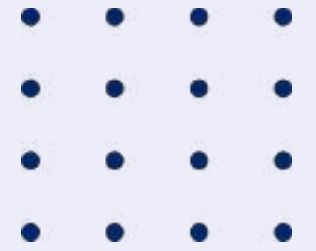
PROGRAMME  
WEBSITE

Interreg



Co-funded by  
the European Union

IPA South Adriatic



# SOCIAL MEDIA

The Programme managed 4 social media accounts (FB, IG, YT, IN) that reached a good level of interaction with stakeholder and citizens.

NO project account for the project small-scales (Facebook Community)

NO project account for the ordinary projects (appoint editor in the programme webpage)

YES project account for STRATEGIC Projects

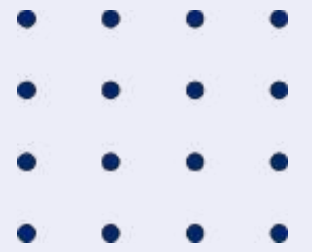


Interreg



Co-funded by  
the European Union

IPA South Adriatic



# IPA SOUTH ADRIATIC FACEBOOK/WHATSAPP COMMUNITY

The programme communication strategy is focused on the creation of a cross- border South-Adriatic community.

The Facebook community gathers followers around the topics of interreg projects in the cooperation area that may be of interest to people keen on dialogue online conversation.

The process is very simple: there is a basic administrator who can give certain privileges to other users. For example, he can give the possibility of being a moderator to the most active fans.

# Social media are great platforms to amplify the audience of the project and engage new users

## BUT BE SURE TO



1. Invest enough time and human resources (it's a serious business)

2. Post frequently (at least once a week), use visuals, emoticons, GIFS, share contents from others related to your work. Create ENGAGEMENT

3. Strategically choose relevant social media, adapt content

4. Make most use of partner organizations existing accounts (more followers than the project itself)

5. Consider paid ads

Tag the Programme (@interregipasouthadriatic) so we can share and use the official hashtag  
#SouthAdriatic #Madeininterreg  
#EUinmyRegion  
#Inspiredbycooperation



# Mass Media and Public Relation

Media is the best tool to increase awareness and interest towards the benefits of the Programme and European funds in general.

It is useful to have:

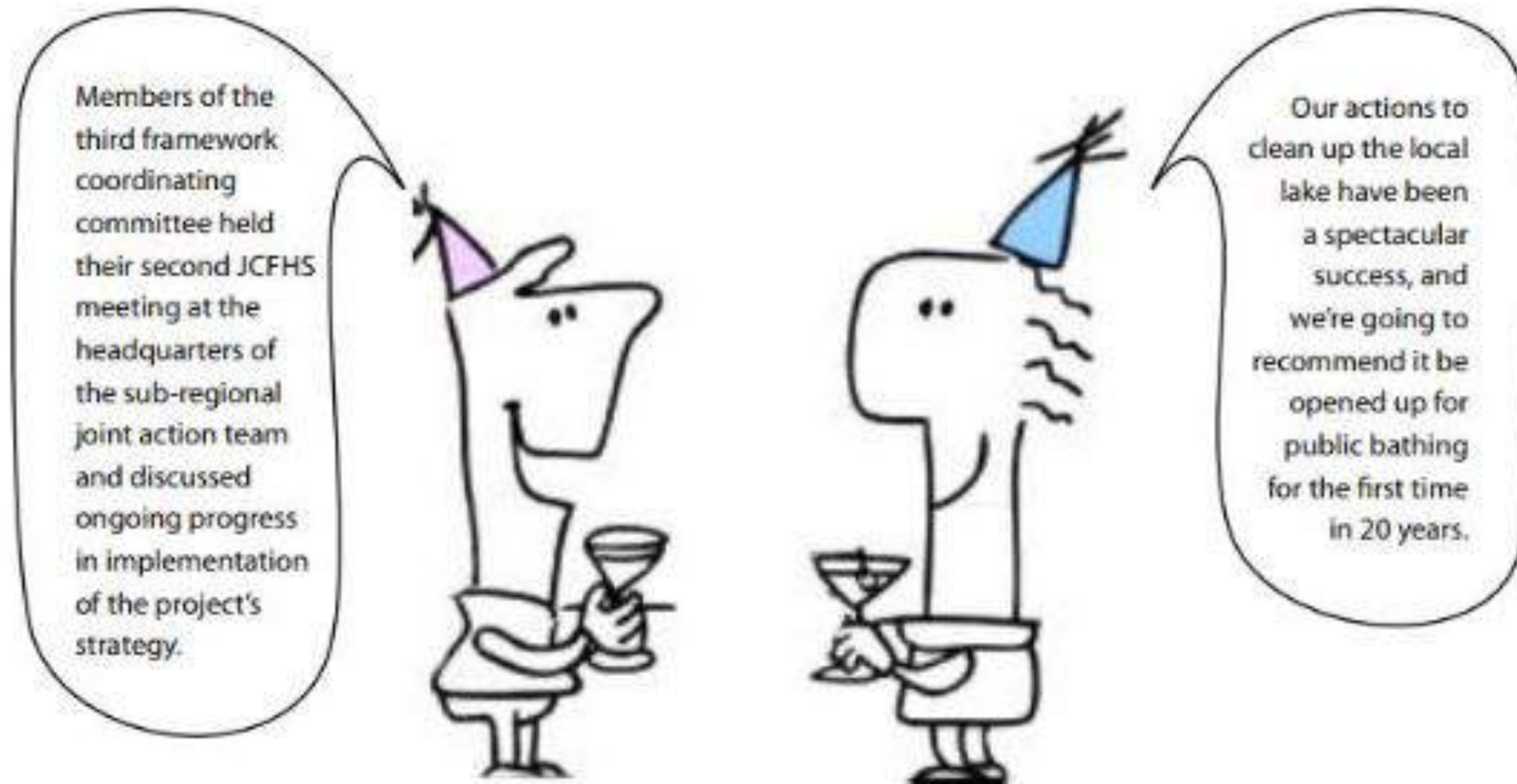
1. Project database
2. Press release, available of all programme languages and a section for journalist on programme website
3. Organize press conference (launch of a call, OIS, grand opening after a building restoration)



# Communicate to raise interest not to bore



How would you tell what you do to a friend after a long day of work?



# Project language vs impact stories

What people think about EU projects



Steering committee

- Specific objective
- Expected results
  - Outputs
  - Outcome

What actually happens (and really matters)



Real people

- Ambition
- Impact, change
- New products/services
- Benefits for people

# Tips



Attention-grabber headlines  
The title should not exceed  
110 characters.



Attention-grabber headlines: write something 'normal' people would like to read

What picks up your attention when you open a newspaper or a news website? Headline (+intro) most important step to convince people to read further.

Don't write having in mind only the people with a direct involvement in your project.

Address big issues (health, jobs, environment, youth, etc.) that have an

Locate where you work  
- 1



Italy, Puglia, Molise,  
Albania  
Montenegro

As part of the XXX project, the municipality of Tiarana is organising...

Organic waste: XX project to implement community composting in the municipality of Bari

Explain your concepts



The project is developing the concept of Public Procurement of Innovation

The project will create 6 living labs

# USEFUL TIPS

An engaging headline  
should be



ACCESSIBLE: not too technical,  
avoid jargon and acronyms. Google-  
search free headlines

ACCESSIBLE: not too technical, avoid  
jargon and acronyms. Google- search  
free headlines

CLEAN: CMCC organizes a Second  
Data Handling / Database Management  
Workshop in Lecce— Italy

TO

Clean in Italy organised a workshop  
to gather relevant environmental data on  
Adriatic coast

UNIVERSAL



UNIVERSAL: a friend of yours,  
someone with little information  
should be able to understand it

IMPACTFUL

focus should be on achievements,  
results, conclusions,, what the  
project does, the benefits,  
knowledge, progress it brings -

XXXX project  
at a technical conference  
organized by XXXXX  
TO

NAME PROJECT discussed the  
challenges and ways

UNIQUE:



avoid generic, self-referential  
announcements and  
interchangeable effect. ACTION  
ORIENTED: show something is  
happening,

Avoid generic:  
Local Info day for B-VISA

TO

Local infoday of B\_VISA to  
promote opportunities for  
innovators in the Mediterranean

Avoid self-referential

# A simple story structure to efficiently tell your project



## THE PROBLEM →

WHAT is the issue the project is trying to address?

The Mediterranean Sea is one of the areas most affected by marine litter worldwide

## THE CONSEQUENCES →

WHY the project is so important?

Marine litter gives rise to a wide range of negative impacts jeopardizing ecosystems, marine species and human activities (tourism, aquaculture).

## THE SOLUTION →

How the project is trying to address the problem?

XXX EU-funded project will develop a new remote-guided robot to automatically collect floating litter in ports and marinas.

# A simple story structure to efficiently tell your project

## THE PROOF



## OUR VISION



What is the achieved of the project?  
Trash collecting robot was deployed  
in 5 ports of the Adriatic Area,  
eventually collecting 1.3 tons of  
waste.

Who we are



# Storytelling video

- to present the programme and its opportunities
- to describe the project results
- to tell the stories of cooperation

The video will be in 3 different languages to reach an higher level of dissemination among the citizens.



# Organising successful events



<p>A CONNECTING THREAD.</p> <p>Not a sum of PowerPoint presentations but a learning experience</p>	<p>QUESTION TIME</p> <p>A MAIN QUESTION to be answered</p>	<p>Speakers</p> <p>(active moderators, different profiles, final beneficiaries, technical experts etc.)</p>
<p>Networking</p> <p>Allow participants to get to know each other.</p>	<p>Search for major events</p> <p>Organize your event within a larger one</p>	<p>PICTURES/VIDEO</p>

- Inform your communication officer and Joint Secretariat for major public events and invite Programme structures as speaker
- Importance of inviting National INFO Points and EU delegations. Please check with your communication officer



# Your best investment



Creative and professional graphic designers



photographers/video-makers



content creator/social media manager/journalist

## BLUE LAND

*Participatory model for the sustainable management of marine and coastal resources and for cross border habitats, biodiversity and ecosystem services safeguard*



## CAVES

*Speleological Tourism Development in the Southern Adriatic Area*

*Beneath the surface: Fostering sustainable exploration in the Adriatic region.*

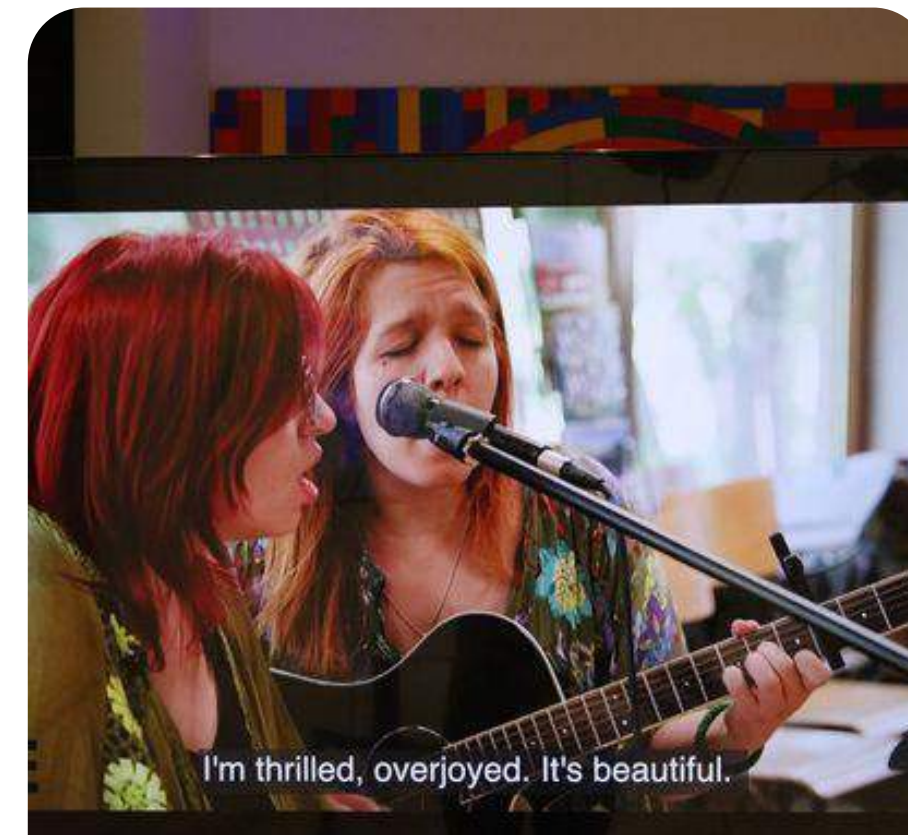
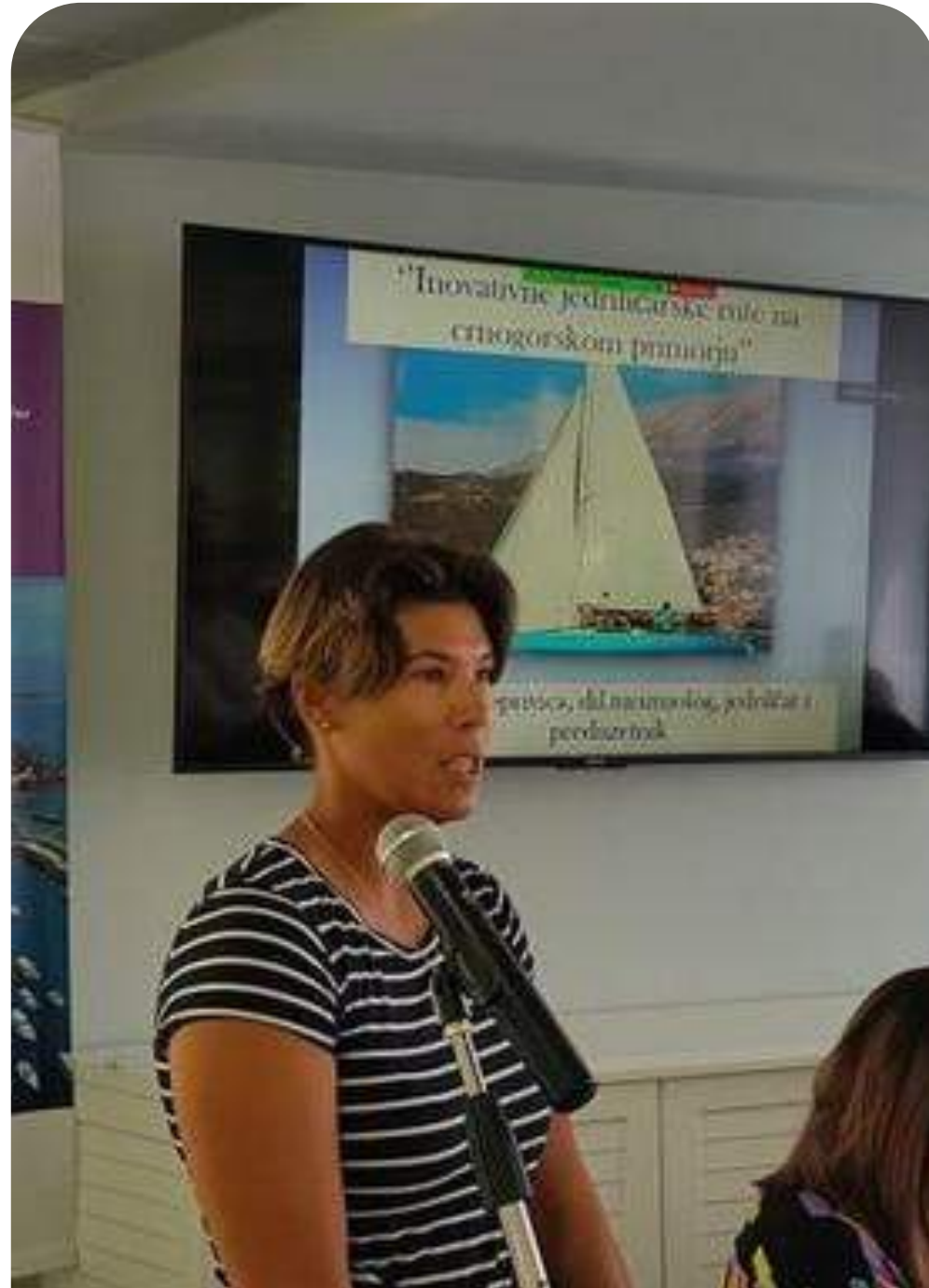


The importance of professional pictures

Who can best tell the impact of your project than those benefitting from it?

## People at the core of communication

Look for testimonials: Start-uppers, students, researchers, young people, trainees, final beneficiaries (women, farmers, SMEs managers, etc.), local elected, bloggers, influencers, etc





# Engaging the public

Make people 'feel and touch' the results of your project



Engaging  
the public

# Communication check-list

- Project logos are correctly displayed on all communication materials (from gadgets to website)
- Poster production and placement in visible place
- Banner of the project in the institutional website or on other channel
- The dissemination events (or events related to the pilot projects) are accompanied by the launch news and the follow-up report and uploaded on the website
- Deliverables/outputs finalised are uploaded on the project webpage

# Communication check-list

- The Project at least 3 high quality → images (in at least 300dpi) that show the main project achievements with photos or conceptually show main project core and are stemming out of project implementation (not project events in the room but from any activity on the ground: pilot site, measurements, local analysis performed on sites etc..))
- The kick-off meeting organization involves local stakeholders

BYE!



Interreg



Co-funded by  
the European Union

IPA South Adriatic

THANK YOU FOR  
YOUR  
ATTENTION

**Carmela**

**Sfregola**

Communication Officer

+39 3493916007

[c.sfregola@regione.puglia.it](mailto:c.sfregola@regione.puglia.it)