

Programme communication for beginners

# Welcome to the world of Interreg communication.

Arkam Ograk/ Interact office Vienna / 28.06.2023

**Interact**



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Interreg



# Rules and platforms for communicators

1. Interreg communication in the regulations
2. Interreg branding
3. Communication networks
4. Platforms and tools
5. Visibility campaigns
6. Events to join & calendar
7. Questions and Answers



# Communication in Regulations



# Regu- what?

Regulations are binding legal documents for all EU Member States, and they supersede national legislation. In order to work in any role in an Interreg programme, you need to know what the regulations say about your area of work.



**Common Provisions Regulation? Interreg Regulation?**



**Programming periods?**



**Any other relevant rules?**



**Get familiar with programme management**

# Communication in the Common Provisions Regulation (CPR)

## Programming

Art. 22(3) defines approach to communication for each programme

## Monitoring

Art. 38-43 sets out monitoring requirements

## Visibility, transparency & communication

Art. 46-50 sets the frame for

- Common visibility of EU funding
- Communication officers & coordination mechanisms
- Requirements for managing authorities and for beneficiaries, i.e. for transparency and visibility

## Technical specifications

EU emblem

# Communication in the Interreg Regulation

## Programming

Art. 17(3;h) defines approach to communication for each programme

## Transparency & communication

Art. 36 together with articles 47 to 49 of CPR

## Monitoring

Art. 28-34

## Technical specifications

Art. 36 together with Annex IX of CPR



# Programming and monitoring

- Your programme document includes a communication chapter
- The Monitoring Committee shall examine: ... (e) the implementation of communication and visibility actions
- Commission monitors the progress of the programme via 'Reviews'. Ensure data on implementation of communication is included
- Make communication materials available for the Commission.



# The EU emblem

## CPR Article 47 - Emblem of the Union

Member States, managing authorities and beneficiaries shall use the emblem of the European Union in accordance with Annex IX when carrying out visibility, transparency and communication activities



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**Check Annex IX to the CPR for instructions and technical specifications!**

# Interreg branding

## Interreg Regulation Article 36 (4)

The term 'Interreg' shall be used next to the emblem of the Union in accordance with Article 47 of the CPR

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# Before branding





# Policy Objective (PO) icons

## Interreg Specific Objectives

A Europe closer to citizens

A more connected Europe

A more social Europe

A greener low carbon Europe

A smarter Europe

A better Interreg governance

A safer and more secure Europe



# Interreg



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## Brand Design Manual

The brand design is more than a logo:  
It consists of characteristic elements such as colours,  
typefaces and a structure to help layout pages:  
the grid. Only the combination of all these elements  
will result in optimum brand recognition.

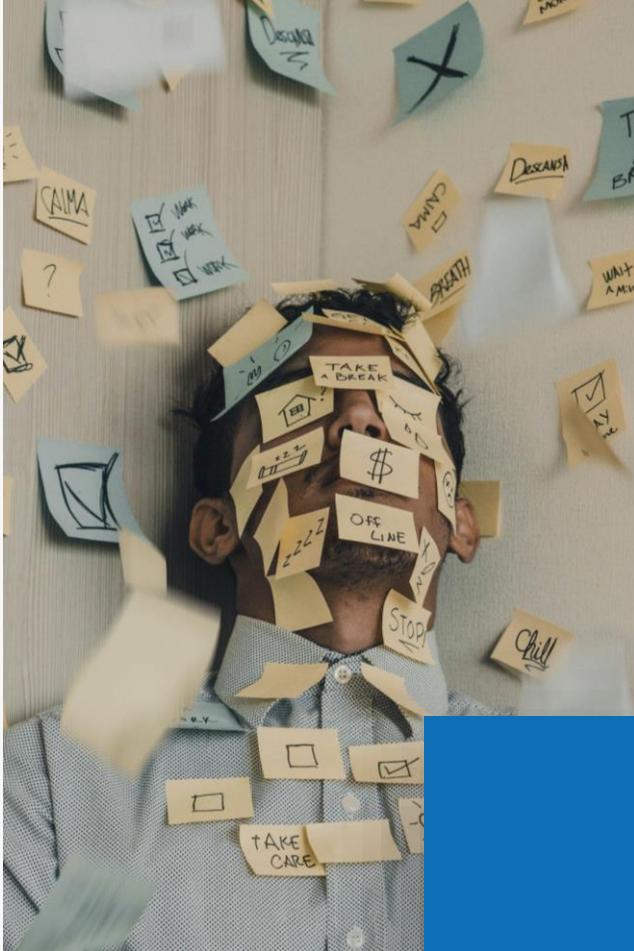
[https://www.interact-eu.net/library?title=&field\\_fields\\_of\\_expertise\\_tid=37&field\\_networks\\_tid=All](https://www.interact-eu.net/library?title=&field_fields_of_expertise_tid=37&field_networks_tid=All)



# Communication officers and networks

- Your programme must have a communication officer.
- A new role of ‘national communication coordinator’ is defined, and this coordinator is expected to coordinate communication efforts at the national level.
- Interreg has a ‘national coordinator’ too. [Guess who?](#)
- The Commission runs a network of communication officers (INFORM EU). Make sure you are included.





# Responsibilities of beneficiaries

## ✓ Acknowledgement of EU funding

must be ensured by beneficiaries on their printed material and online pages.

## ✓ Unified reference to the EU by all funds

no more reference to specific funds. ( except for using the word Interreg).

## ✓ Financial corrections of up to 2%

to be applied should beneficiaries not comply with these responsibilities.

## ✓ SPF beneficiaries

All these rules also apply to the beneficiaries of small project funds.



# Responsibilities of beneficiaries

## ✓ Plaques or billboards

By projects involving physical investment or the purchase of equipment, and whose total cost exceeds EUR 100.000

## ✓ Posters

By all the other projects, with information about the project, highlighting Interreg support

## ✓ Only one plaque or billboard

Where several projects are taking place at the same location

## ✓ Special measures

for projects of strategic importance and projects whose total cost exceeds EUR 5 million

# Plaques and billboards



# Posters

All projects must display posters (at least A3 size) with information about the project, highlighting the support from an Interreg fund.



## CENTRAL EUROPE ECO-TOURISM: TOOLS FOR NATURE PROTECTION

CEETO aims at implementing an innovative governance system for tourism based on a participatory planning approach able to improve the managing capacities of Protected Areas managers and implement an actual sustainable use of nature and its assets.

This project is supported by the Interreg CENTRAL EUROPE Programme funded under the European Regional Development Fund.

	<b>2.818.112</b>	»» Project budget in EUR
	<b>2.304.885</b>	»» ERDF funding in EUR
	<b>06.2017 - 05.2020</b>	»» Project duration

[www.interreg-central.eu/CEETO](http://www.interreg-central.eu/CEETO)

**Contact:**

Emilia-Romagna region -

Protected Areas, Forestry and Mountains Development Department, Bologna, Italy.

Monica Palazzini | [InterregCEETO@regione.emilia-romagna.it](mailto:InterregCEETO@regione.emilia-romagna.it)

# Programme websites

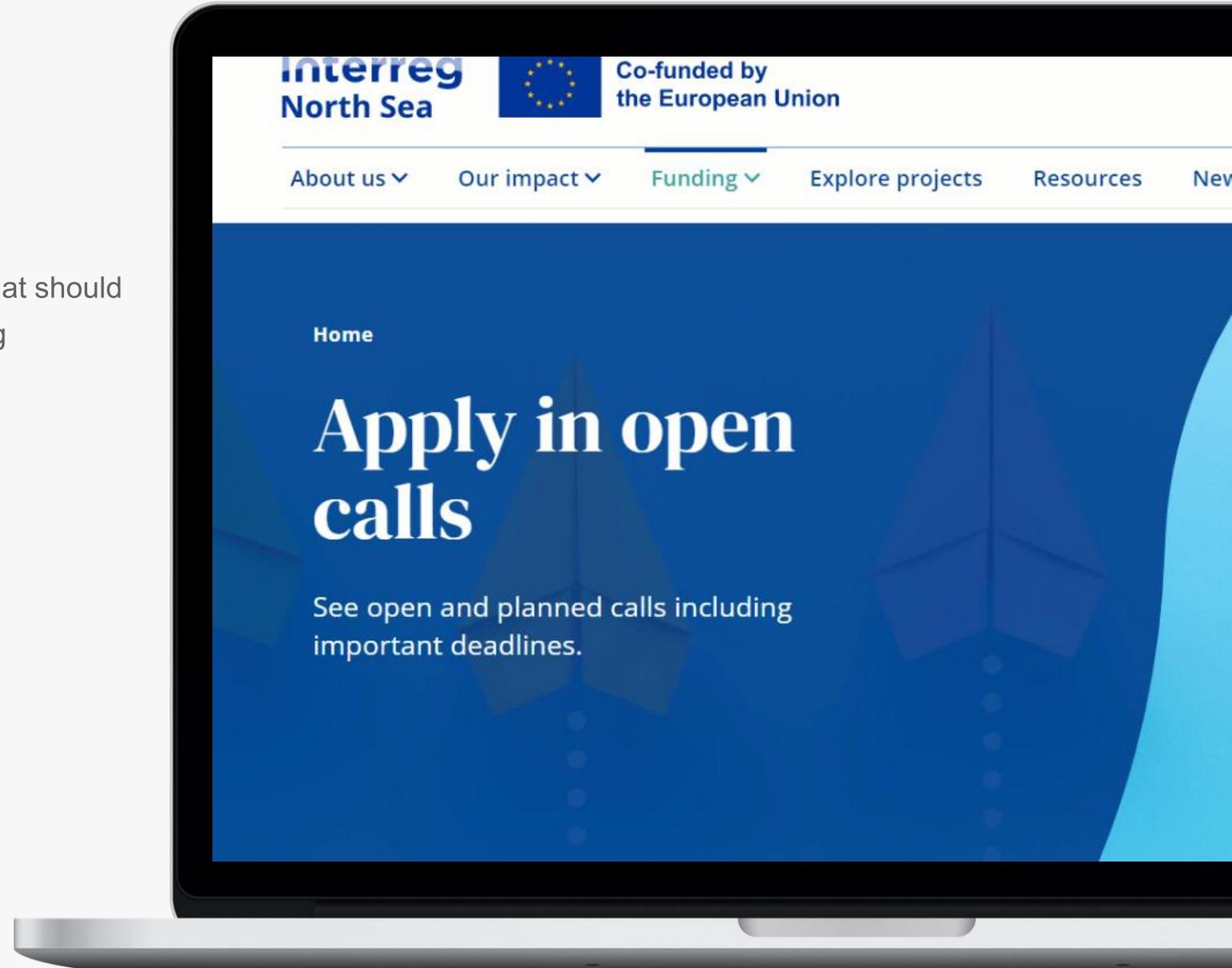
- Have a website up and running within 6 months from the approval of your programme
- Publish list of funded operations (projects) – in editable format. E.g., not jpeg but excel
- Include general information about the programme
- Make sure EU is visibly highlighted (via flag and textual reference)
- Have a section showcasing your projects
- Include contact details for your MA and JS
- The managing authority shall publish or provide a link to all the data transmitted to the Commission on the programme website



# Programme websites

Publish a timetable of the planned calls for proposals that should be updated at least three times a year with the following indicative data: (...)

- geographical area covered by the call for proposal;
- policy objective or specific objective concerned;
- type of eligible applicants;
- total amount of support for the call;
- start and end date of the call.



# Programme websites

The managing authority shall make the list of operations (...) and shall update that list at least every four months. Each operation shall have a unique code. The list shall contain the following data:

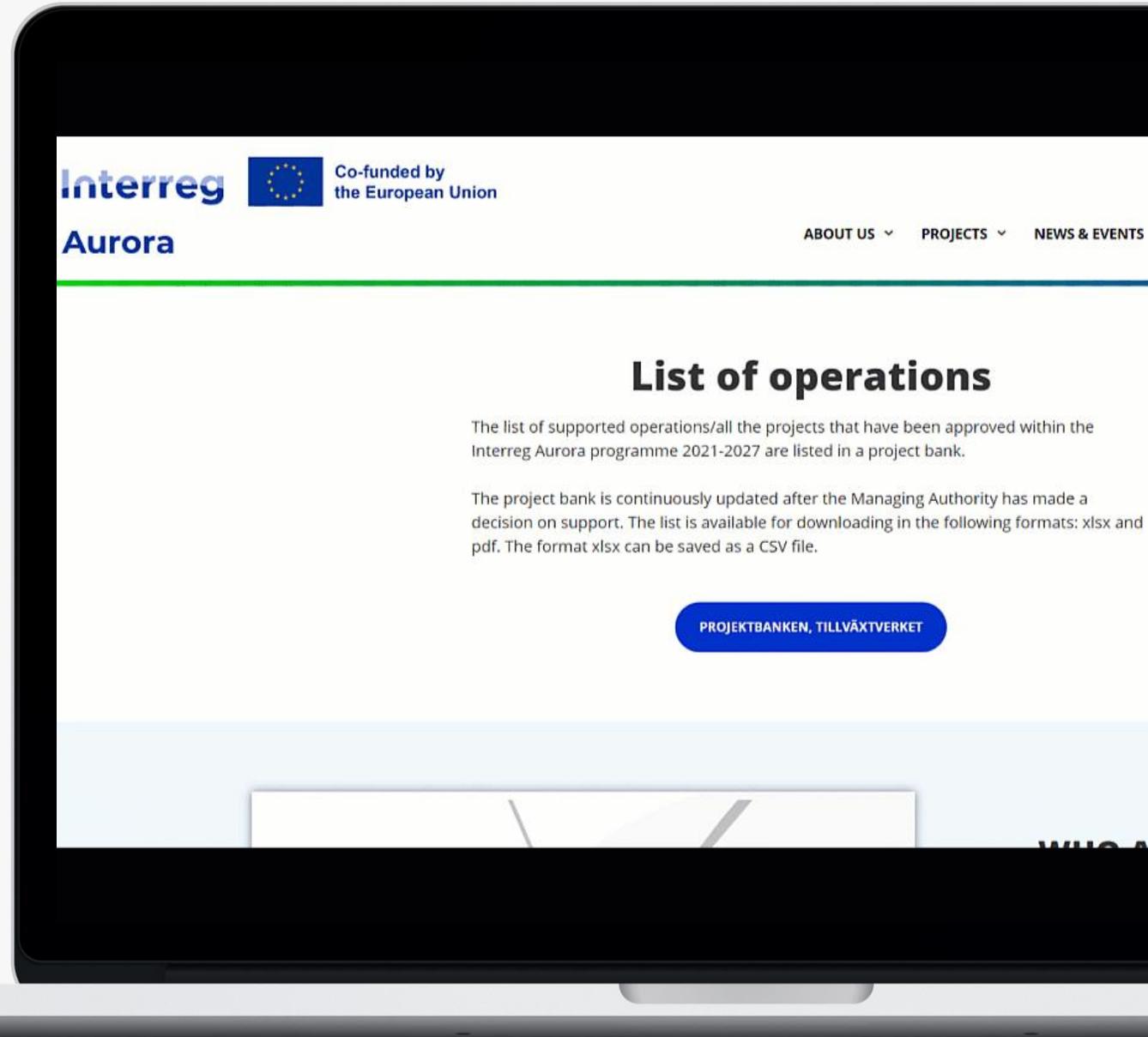
- (a) in the case of legal entities, the beneficiary's and, in the case of public procurement, the contractor's name;
- e. the purpose of the operation and its expected or actual achievements;

(...) where the beneficiary is a natural person the first name and the surname;

(...) specific objective concerned;

(...) location indicator or geolocation for the operation and country concerned;

(...) for mobile operations or operations covering several locations the location of the beneficiary where the beneficiary is a legal entity; or the region on NUTS 2 level where the beneficiary is a natural person;



## COMMON VISIBILITY & COORDINATION

- Visibility of support ensured with the emblem and (co-)funding statement.
- My programme appointed the best communication officer ever.
- Can't wait for him/her to take part in ICON and Inform EU networks.

## WHEN THE MA COMMUNICATES...

- I have a programme website and it rocks.
- My programme has a sexy list of operations excel file. The funding calls timetable ain't so bad either.
- Did I tell you both of them are in open formats?

Can't wait to grant the Union all the rights to use my communication materials.

## WHEN PARTNERS COMMUNICATE...

- All of my projects described what they're doing on their websites & SoMe.
- Oh boy oh boy, do they use the (co-)funding statement to highlight Interreg support.
- They have the prettiest plaques.
- Posters ain't so bad either.
- Operations of strategic importance really know how to throw a party. Events too.
- Small project funds are fun guys too, they know how to deal with their final recipients.
- A financial correction way-to-go is set up in case the partners miss out on something. But they won't.

# Communication Networks

A spool of orange thread is positioned in the upper right quadrant of the image. The background is a dense, intricate network of thin, multi-colored lines (red, blue, green, yellow, purple) that crisscross and intersect, creating a complex web-like pattern. The lines are set against a light blue background. The overall composition suggests a connection between traditional textile weaving and modern communication networks.



# ICON: Interreg Communication officers Network

- News and updates from Interact
- Notifications for Interact & EU wide communication opportunities
- Access to communication colleagues in other programmes
- Message board for Q&A
- To be added to the online network, send an email to Nebojsa and/or Arkam



# Interreg Communication Network 2 Subcommunities

- OVERVIEW
- RECENT UPDATES
- STATUS UPDATES
- MEMBERS
- NEWS AND UPDATES
- BOOKMARKS
- FILES
- EVENTS
- FORUMS, Q&A
- MORE

[Stop Following this Community](#)

This community can have members from outside your organization.

## News and updates

[Create Blog Entry](#)

New storytelling workshops and Interreg Slam 2022 0

Nebojsa Nikolic | 12 May 2022 | 5 Visits

Register for in-person participation at Inform EU in Malta: deadline 18 March 1

Nebojsa Nikolic | 10 Mar 2022 | 124 Visits

New visibility challenge 2022: #InterregAndMe 0

Linda Talve | 20 Jan 2022 | 1 Comment | 26 Visits

Register for in-person participation at Inform EU, 1-3 December in Dubrovnik 1

Nebojsa Nikolic | 1 Oct 2021 | 1 Comment

## Files

[Add Files](#) | [Add Folders](#)

Files | Folders

#InterregAndMe - Instructions for contributors.pdf

Linda Talve created on 10/05/2022 | 62 views

DRAFT Programme InformEU MT.docx.pdf

Nebojsa Nikolic created on 16/03/2022 | 78 views

Youth for cooperation - transparent background.png

Nebojsa Nikolic created on 24/02/2022 | 66 views

Video - Powerpoint - how to remove background powerpoint.mp4

Laura Belenguer created on 10 December 2021 | 15 views

## Upcoming Events

Webinar: Programme communication for beginners

Tomorrow 10:00

Webinar: Programme communication for beginners

Wednesday 10:00

Webinar: Cooperation Day - Joint Social Media Ca...

1 Jul 2022 11:00

[View All Events](#)

## Interreg Slam 2022

And we are back for another edition of our live performance



# Inform EU network

## Meeting formats

- Network meetings with country team sessions
- Meets physically twice a year

## Online space supports:

- Invitations to training sessions
- Invitations and calls to share projects
- Network meeting announcements
- To be added to the online network, send an email to [informeu@ec.europa.eu](mailto:informeu@ec.europa.eu)

Microsoft Teams Search

Activity 3 Chat Teams Files

GE Interreg EU Posts Files Wiki Meet

## First 2021-2027 Interreg programmes adopted!

Commission adopts the first Interreg cooperation programmes for the 2021-2027 period worth more than €481 million

Dear [Tag Interreg country team 1](#), [Tag Interreg country team 2](#),  
In these certainly difficult times, I am happy to share some good news. The first Interreg programmes for the 2021-2027 period have been adopted. Please find below the news which we have published, including a quote from Commissioner Elisa Ferreira! Congratulations to the programmes !

[See more](#)

2 replies from BÜHLER Dorothee (Interreg , AMIF/ISF)

19 April 2022 **Last read**

 VERBIST Anne (REGIO) 19/04, 17:11   
The Project "[Encouraging innovation through public procurement in the Mediterranean region thanks to Interreg](#)" has been published

5 May 2022

[New conversation](#)

Your teams

- GE GRP-INFORM EU NETWORK
- General 1
  - ✓ TECH ISSUES and IDEAS
  - INFORM EU Meetings
  - Legal Requirements
- Austria AT
- Belgium BE
- Bulgaria BG
- Croatia HR
- Cyprus CY
- Czechia CZ
- Denmark DK
- Estonia EE
- Finland FI
- INFORM EU Social
- INFORM EU Trainings 2
- Interreg EU
- 24 hidden channels

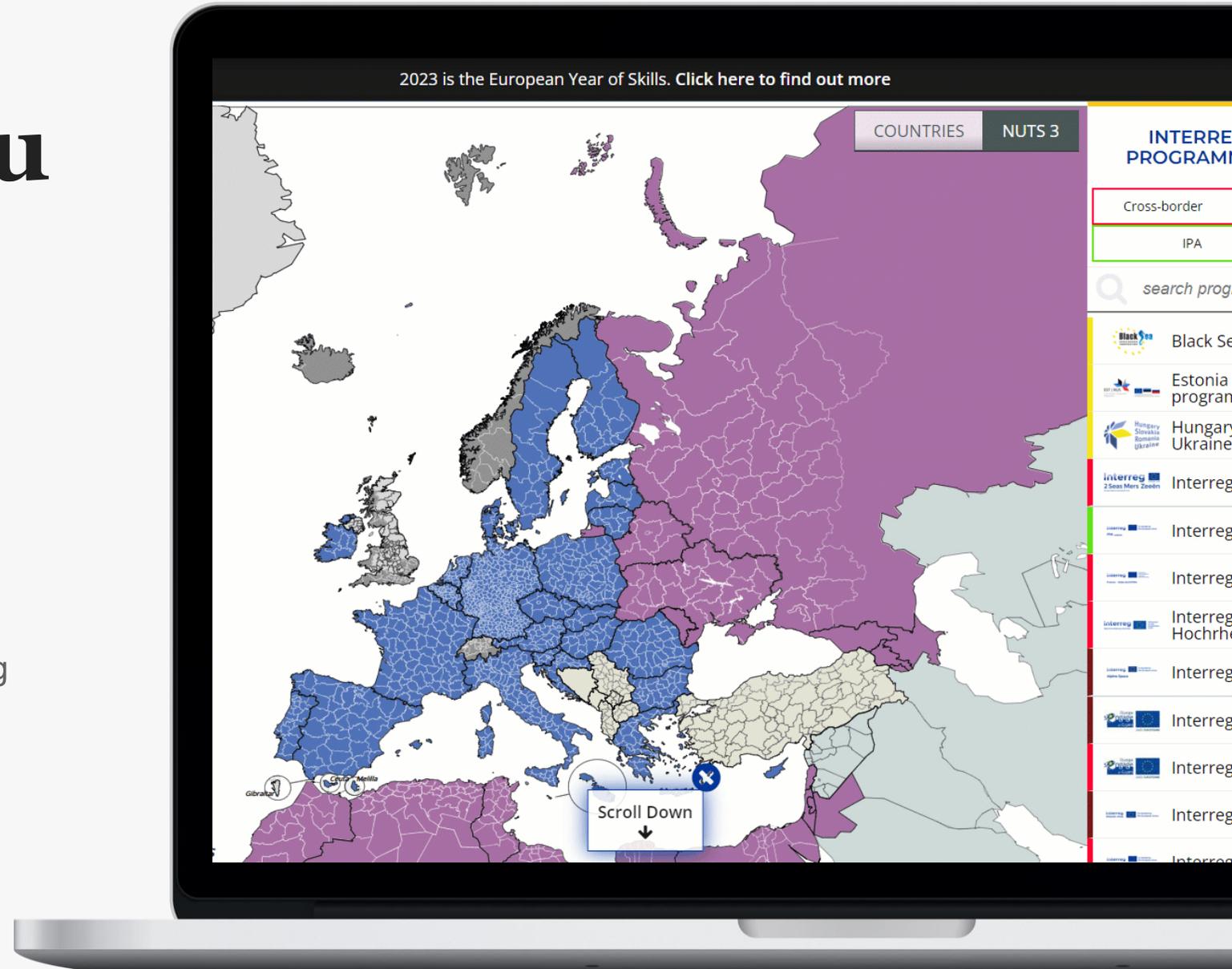
<https://teams.microsoft.com/#/conversations/General?threadId=19:eb7ae421834b4c35b87458046e558ff5@thread.tacv2&ctx=channel>

# Online tools



# interreg.eu

- Edit your programme information,
- Publish your job vacancies,
- Publish your calls,
- Publish news articles or blog posts on your programme results.



# interreg.eu/interreg-highlights/

interreg.eu/interreg-highlights/

Apps ArgeData Interact Collaborati... Interact Post2020Comms -... Flag use and details Campaign URL Buil... Events | European C... Calendar | Newsroom Leseliste

Share this page



## Interreg Highlights

COOPERATION

PEOPLE

REGIONS

RESULTS

COOPERATION



STORIES OF  
COOPERATION  
FOR A GREENER EUROPE

#MadeWithInterreg

#EUGreenDeal

### When children teach us how to save energy

By Dana Kascakova, Interreg Central Europe and Lucas Blanc, Interreg Alpine Space, 1 day ago

Zsuzsanna is thirteen years old, lives in Szolnok, Hungary and she would like to protect our planet as much as possible. She is affected by all the bad news she sees on TV about waste

COOPERATION



STORIES OF  
COOPERATION  
FOR A GREENER EUROPE

### Two oceans, one goal: you are what (and where) you eat

By Carla Guimarães, Interreg Atlantic Area and Robin Rajaonarivelo, Interreg Indian Ocean, 1 week ago

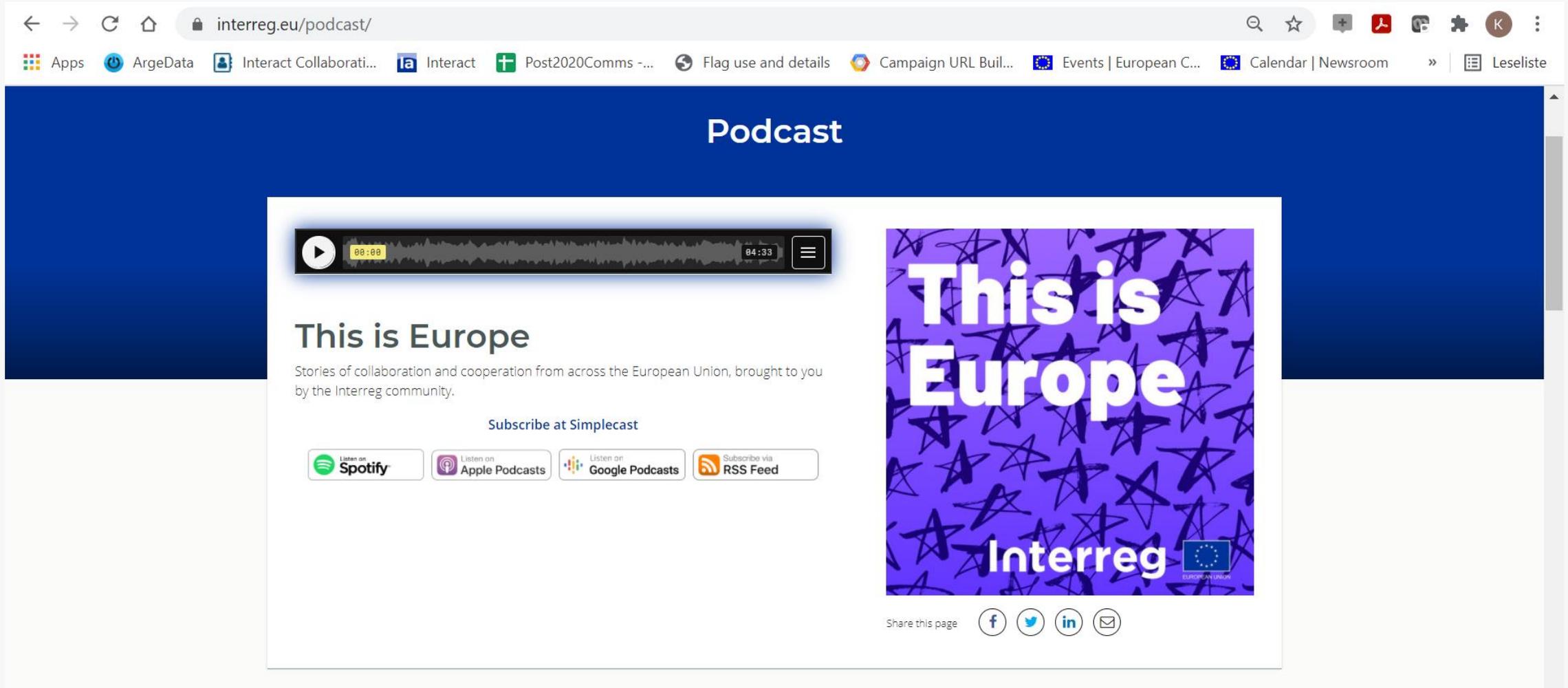
COOPERATION



STORIES OF  
COOPERATION  
FOR A GREENER EUROPE

### Driving a tox-free Europe

# interreg.eu/podcast



The screenshot shows a web browser displaying the interreg.eu/podcast page. The browser's address bar shows the URL. The page has a dark blue header with the word "Podcast" in white. Below the header, there is a white content area. On the left, a podcast player is visible with a play button, a progress bar at 00:00, and a total duration of 04:33. To the right of the player is a large purple square graphic with white stars and the text "This is Europe" in large white font, and "Interreg" in white font at the bottom right, next to the European Union flag. Below the player, the text "This is Europe" is followed by a description: "Stories of collaboration and cooperation from across the European Union, brought to you by the Interreg community." Below this is a "Subscribe at Simplecast" section with four buttons: "Listen on Spotify", "Listen on Apple Podcasts", "Listen on Google Podcasts", and "Subscribe via RSS Feed". At the bottom right of the content area, there is a "Share this page" section with icons for Facebook, Twitter, LinkedIn, and Email.

Podcast

00:00 04:33

## This is Europe

Stories of collaboration and cooperation from across the European Union, brought to you by the Interreg community.

Subscribe at Simplecast

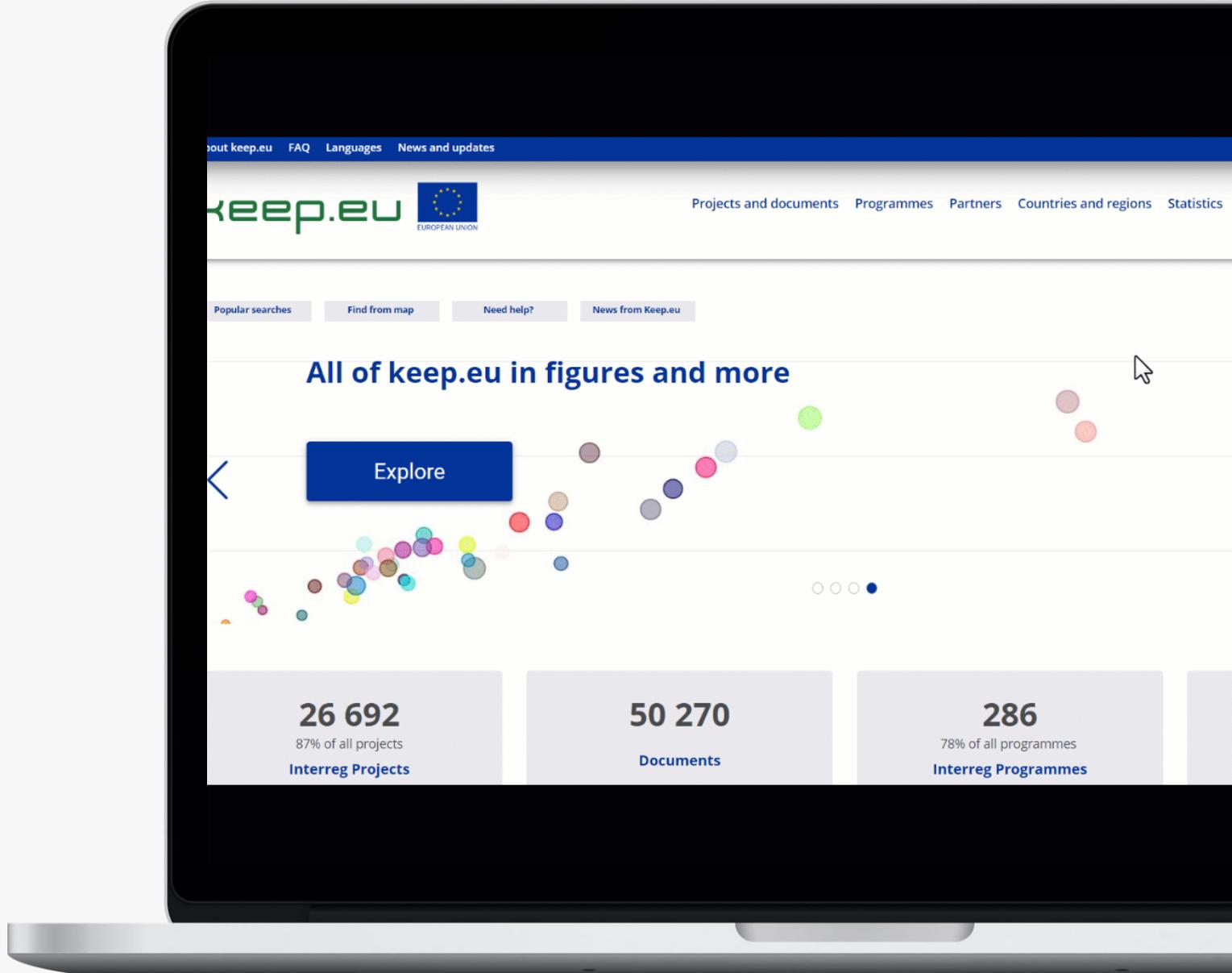
Listen on Spotify Listen on Apple Podcasts Listen on Google Podcasts Subscribe via RSS Feed

Share this page

f t in e

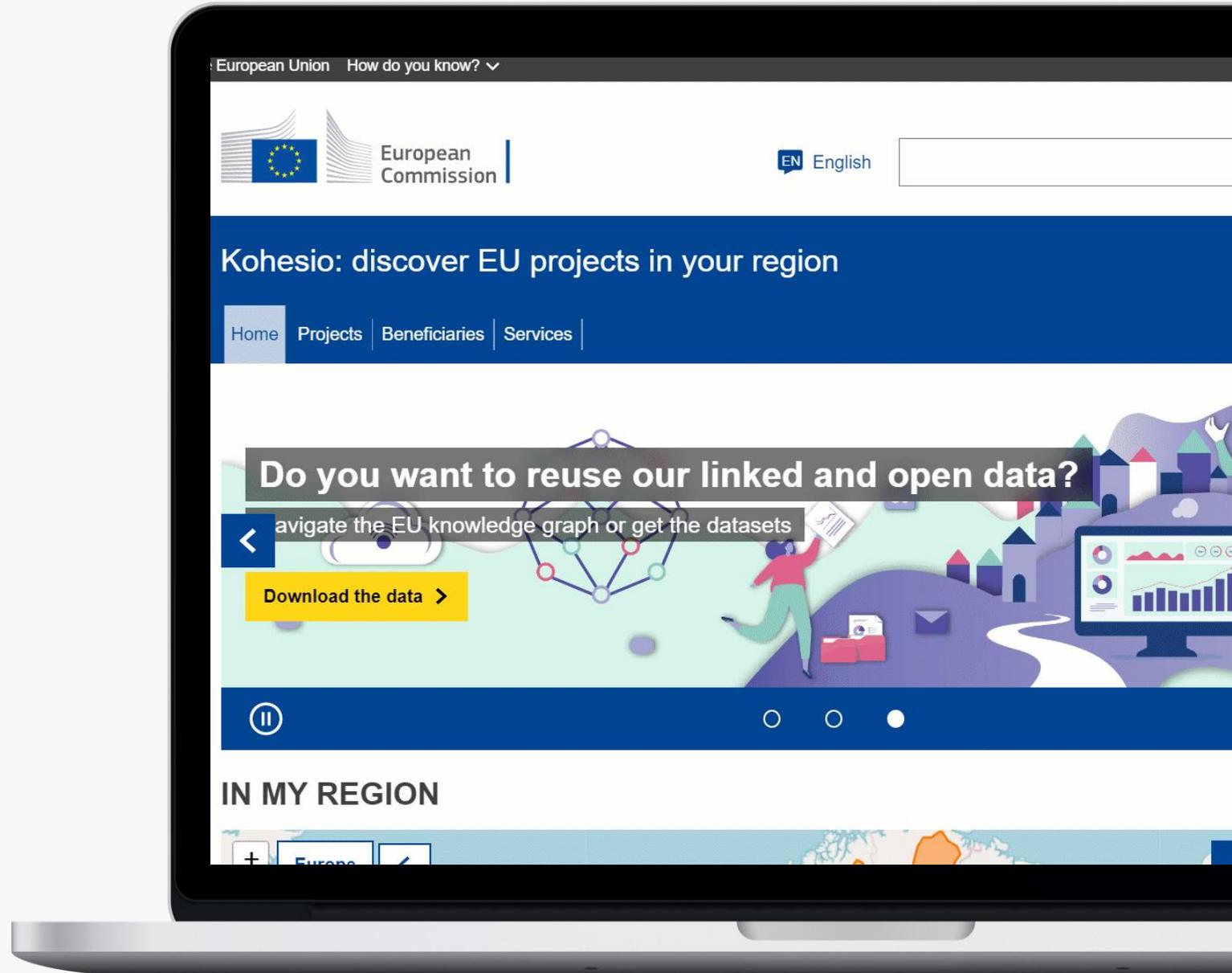
# keep.eu

Interreg data platform



# kohesio

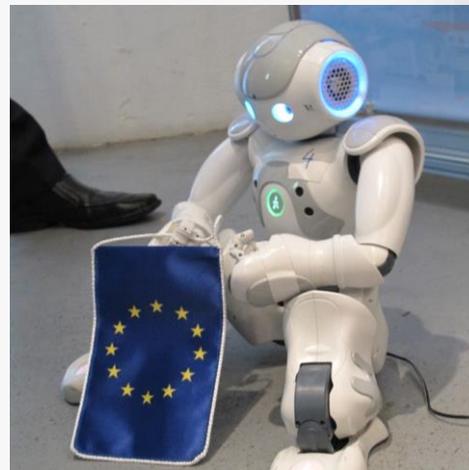
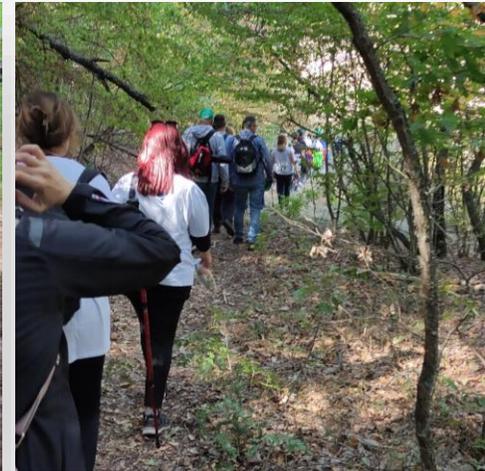
EU data platform



# Visibility campaigns



# Interreg COOPERATION DAY Stronger together



# Logo Evolution



# European Year of Skills





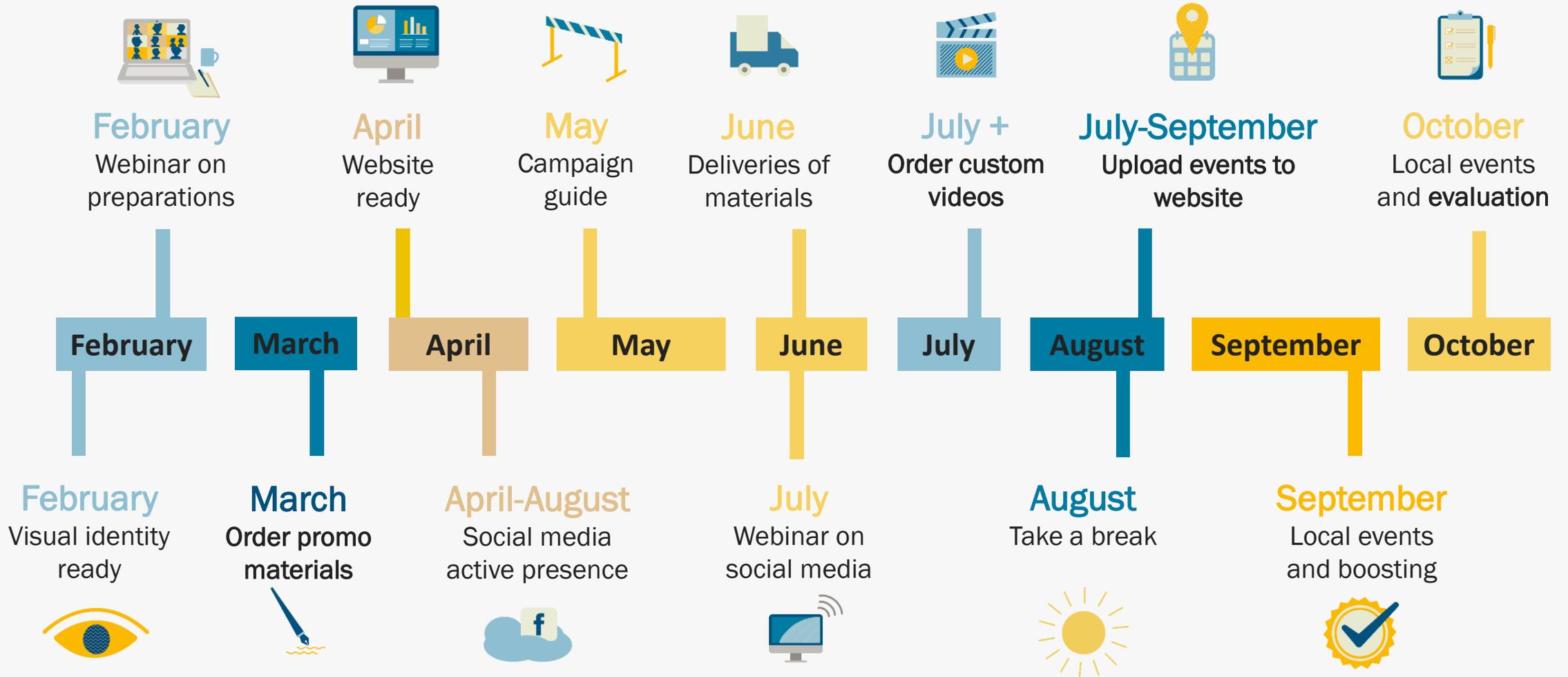
# Interreg Day 2023

## How to get involved

- Check out the Campaign Guide
- Start planning local event and invite projects
- Get awesome templates from the website
- Publish your event on the website
- Joint push on social media



# An indicative timeline – for your reference



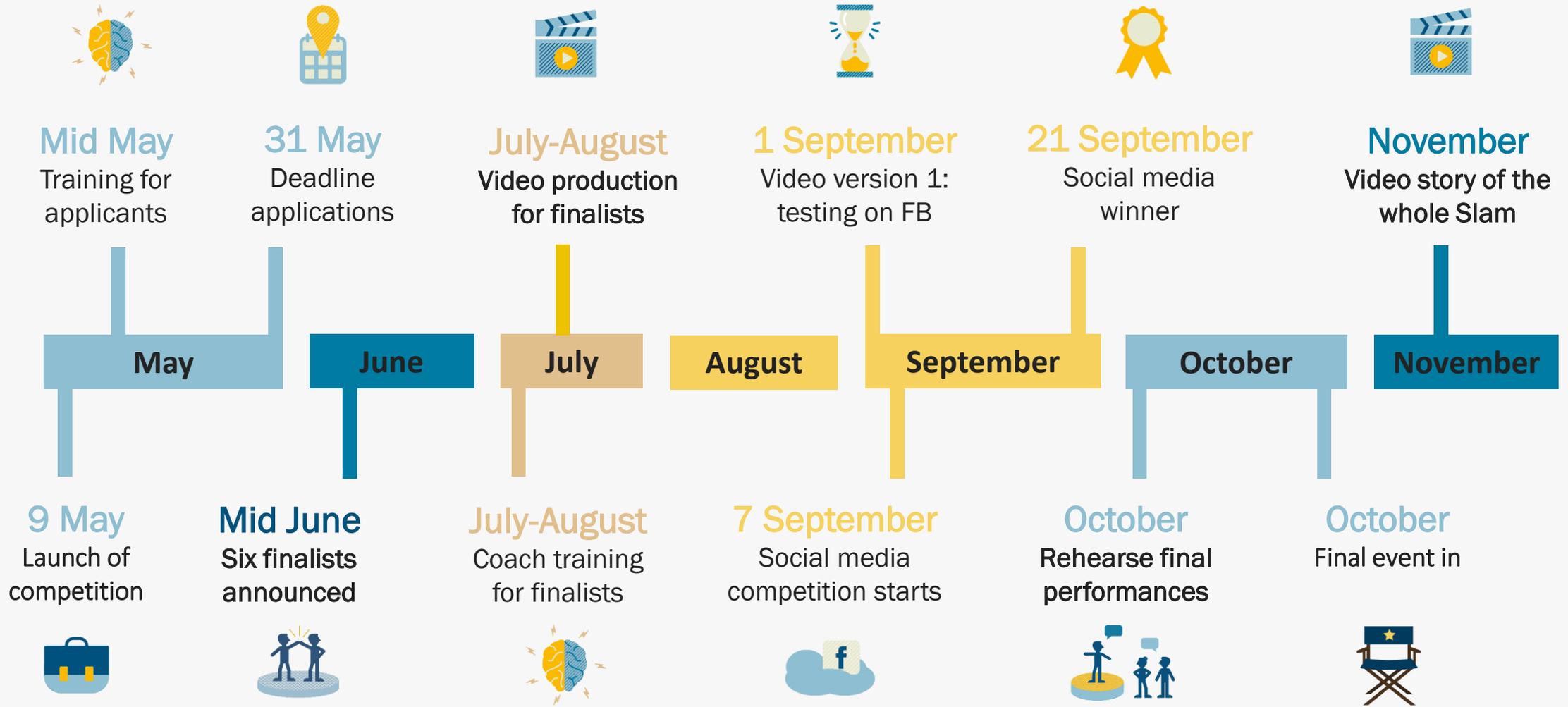
# ★ Interreg Slam! ★

A communication competition  
to show the impact of INTERREG's  
programmes and projects  
on social media and on stage in Brussels





# Timeline - Slam



# Interreg Slam

## What is in it for you?

- Simple application: Usually with a few slides
- Expert storytelling training
- Expert public speaking training
- Trip to Brussels - covered
- Free professional video – we organise
- Reach tens of thousands
- High-level institutional visibility



# EU Regions Week

an annual four-day event during which cities and regions showcase their capacity to create growth and jobs, implement EU cohesion policy, and prove the importance of the local and regional level for good European governance.

Application deadline: Early spring each year

Sessions retained, merged, rejected: May/June

Registration opens: July through to September



# Interreg at EU Regions Week

What you can get out of attending:

- Networking opportunities
- Interactive workshops (learning)
- Get inspiration (best practice sharing)
- Visibility for your programme
  - Your own activities
  - Interact's Interreg stand
  - Project Slam



# Other opportunities

## REGIOSTARS Awards

Given to EU-funded projects which demonstrate excellence and new approaches in regional development.

## EU in My Region

an EU-wide campaign encouraging citizens to discover EU-funded projects near them.

## EuroPCom

Annual conference and networking event for communication experts.

# Calendar: communication milestones

Event / campaign/milestone	When?	Where?	How can programmes take part?
INFORM EU	5-7	Zagreb	Check out MS Teams network
Training: Programme communication for beginners	28-29 June	Belgrade	<a href="#">Training: Programme communication for beginners</a>
IPA - CBC Communication Network meeting	29 June	Belgrade	invitation - only: <a href="https://www.interact-eu.net/events/save-date-ipa-cbc-communication-network-meeting">https://www.interact-eu.net/events/save-date-ipa-cbc-communication-network-meeting</a>
Interreg Cooperation Day 2023 preparations - updates and joint social media campaign	13 June	Online	<a href="https://www.interact-eu.net/events/interreg-cooperation-day-2023-preparations-updates-and-joint-social-media-campaign">https://www.interact-eu.net/events/interreg-cooperation-day-2023-preparations-updates-and-joint-social-media-campaign</a>
Interreg conundrum: how to reuse and build on results and remain relevant for new ideas	4 July	Online	<a href="https://www.interact-eu.net/events/interreg-conundrum-how-reuse-and-build-results-and-remain-relevant-new-ideas">https://www.interact-eu.net/events/interreg-conundrum-how-reuse-and-build-results-and-remain-relevant-new-ideas</a>
Interreg Cooperation Day celebration - local events	21 September	Europe - wide	<a href="http://ecday.eu">ecday.eu</a>
Interreg Slam 2023	October	Brussels	<a href="http://interact-eu.net">interact-eu.net</a>
EU Regions Week	October	Brussels	Do not miss the session deadlines in first quarter Stay tuned for info from DG Regio
Cap&Com	November	France (tbc)	Interact website
Interreg Annual Event	25, 26 October	Santiago de Compostela	
Interreg Annual Event: One day of St James Way	27 October	Santiafo de Compostela	Interreg beneficiaries, decision-makers, staff... walking together the St James Way trail (about 15 km)
INFORM EU	Nov - Dec	Ostrava	<a href="#">MS Teams network</a>

# Questions?

# Cooperation **works**

All materials will be available on:

**Interact website / Library**