

**Interreg  
Greece-Italy**

European Regional Development Fund



EUROPEAN UNION

# 4 Infodays on projec implementation

## **ITALY**

• Bari 17th April 2018 • Lecce 19th April 2018

## **GREECE**

• Patras 24th April 2018 • Preveza 26th April 2018

# Communication is a science



*“The two words information and communication are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”*

*Sydney Harris*

# Whose responsibility?



Communicating projects is a shared responsibility involving both programme bodies and project partners. On the project partners' side, not only the person in charge but all the project team shall be committed to the promotion of the project and the dissemination of its good results in their respective countries and regions.

One of the key first steps in effective project communication is to ensure communication is not left orphaned.

Project partners are usually focused on the key project activities and financial management of the project to meet their objectives and making sure they are fulfilling their contractual obligations. This is very natural. But communication may be neglected if there is not enough programme encouragement and emphasis on how important it is as well as its ownership

Having a dedicated and qualified communication manager per project will positively impact quality, direction and consistency in the project's communication.



# Why communication?

- Communication is one of the crucial elements in the project life cycle. From project start up, through implementation, until and even after the closure of a project, communication plays a key role.
- Considering the diversity of contents, communicated to varied target groups through different channels, the complex process of communication requires careful planning and implementation.



Key words of  
communication

Interreg Greece-Italy  
Programme communication  
style is based on:



Clarity



Trasparency



Semplicity



Complete and  
timely information



Storytelling



# Why promote Projects?



1

Highlight the project results with concrete and visible achievements that emphasize the Programme impact in the citizens' life



2

Ensure more people interested in projects' themes participate in project activities and make use of project results.



3

Ensuring transparency about the use of public money.  
Demonstrate the role of EU and the way how and where the European funds are spent.



# Target Groups

**PARTNERS**

**STAKEHOLDERS**

**GENERAL PUBLIC**

**MEDIA**

**EU INSTITUTIONS**

**OTHER INTERREG  
PROGRAMMES**



# Legal Basis

- The obligations of beneficiaries regarding information and communication measures for the public are included in: [Annex XII, section 2.2 of EC Regulation 1303/2013.](#)
- Commission Implementing [Regulation \(EU\) No 821 2014,](#) particularly lays out the rules for the EU flag, how to display the emblem and how to create permanent plaques or (temporary) billboards.



# Responsibilities of the beneficiaries

ANNEX XII REGULATION (EU) No 1303/2013

**All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:**

(a) the Union emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115(4), together with a reference to the Union;

(b) a reference to the Fund or Funds supporting the operation.

# Responsibilities of the beneficiaries

ANNEX XII REGULATION (EU) No 1303/2013

**2. During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:**

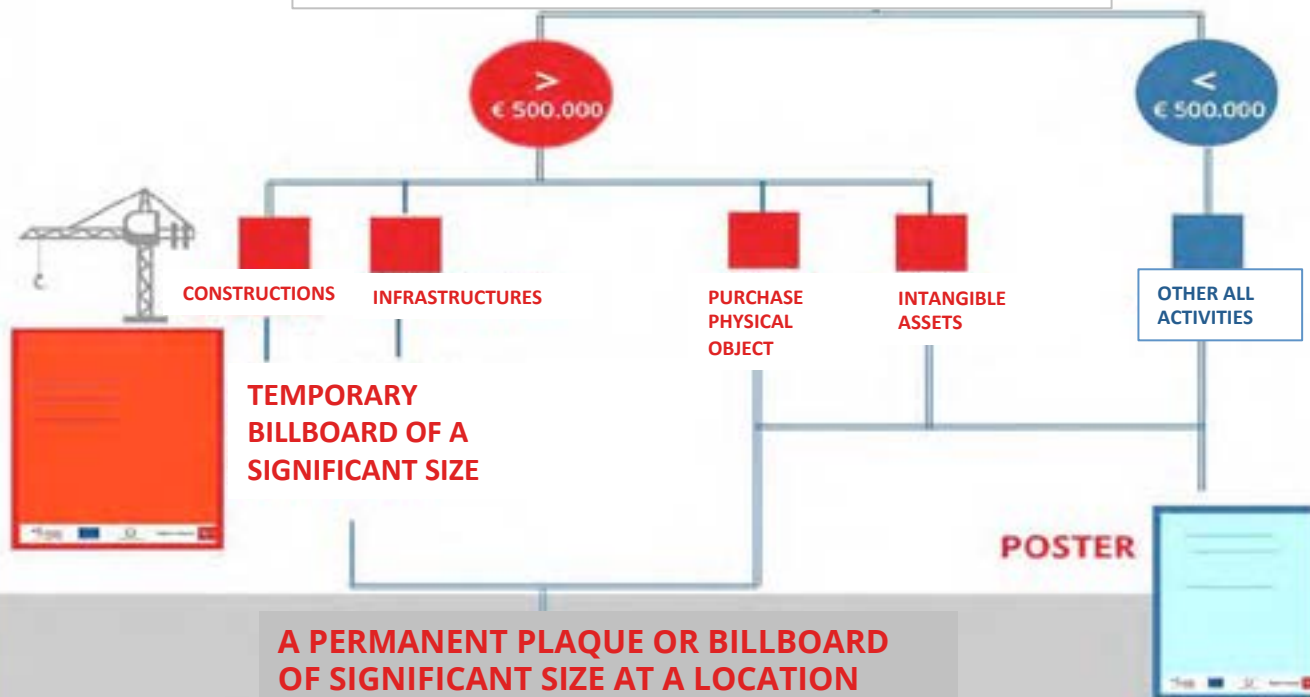
(a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;

(b) placing, for operations not falling under points 4 and 5, at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.

**DURING  
IMPLEMENTATION  
OF ERDF OR  
COHESION FUND  
OPERATION**

**THE BENEFICIARY**

The beneficiaries providing on the beneficiary's website where such a website exists, a short description of the operation, including its aims and results, and highlighting the financial support from the Union;



**NO LATER THAN  
3 MONTHS AFTER THE  
CLOSURE OF AN  
OPERATION**

**A PERMANENT PLAQUE OR BILLBOARD  
OF SIGNIFICANT SIZE AT A LOCATION  
READILY VISIBLE TO THE PUBLIC**



# List of Operations ANNEX II REGULATION (EU) No 1303/2013

## The list of operations referred to in Article 115(2) shall contain the following data fields:

- beneficiary name (only of legal entities; no natural persons shall be named);
- operation name;
- operation summary;
- operation start date;
- operation end date (expected date for physical completion or full implementation of the operation);
- total eligible expenditure allocated to the operation;
- Union co-financing rate, as per priority axis;
- operation postcode; or other appropriate location indicator;
- country;
- name of category of intervention for the operation in accordance with point (b) (vi) of the first subparagraph of Article 96(2);
- date of last update of the list of operations.

# Which language shall we use?



- The headings of the data fields shall be also provided in at least one other **official language of the union**.



1. Logo  
and Visual  
Identity



2. Digital  
Activities



3. Mass Media  
and P.R.

# COMMUNICATION TOOLS

4. Promotional  
Materials



5. Events

# Communication Plan



1. Identify communication goals and objectives
2. Define a Key Target
3. Describe your channels
4. Include an annual calendar and communication budget
5. Monitoring and evaluate

# What to highlight in a project?



1. Direct impacts on the lives of project's target groups and wider public
2. Most spectacular outputs
3. Number of people it positively effects and other key figures
4. Key improvements: economic growth, e.g. jobs created by a rural development project environmental improvements, e.g. wildlife saved, emissions/pollution reduced, forestation increased, improvements in air quality, etc.
5. innovation, e.g. new techniques, methods discovered or ones that became widespread
6. Project partnership. As a cooperation programme, show what people across borders can achieve by working together.



# Formulating Promotional Messages



- What has the project done that made a difference
- What is improved compared to the situation before the project?
- What would happen if the project was not implemented?
- What was the benefit of cooperation? How could the results not have been reached without cooperation of the partners?

# Programme Logo



- Interreg Greece-Italy Programme has chosen to have its logo based on the joint harmonised brand option, strongly supported by European Commission and Interact
- The logo must be always visible in prominent place and with a comparable size to other logo used.
- All approved Projects are obliged to use it on all their communication materials (hard copy and electronic, events)

# Communication guide for beneficiaries

## 1. Programme logo, together with EU flag specifications.

*(Logo elements, colours, size, typography, positioning)*

[Guidance of EU Flag.](#)

**2. Programme Visual Identity:** Identifies the use of Programme logo in all communication materials

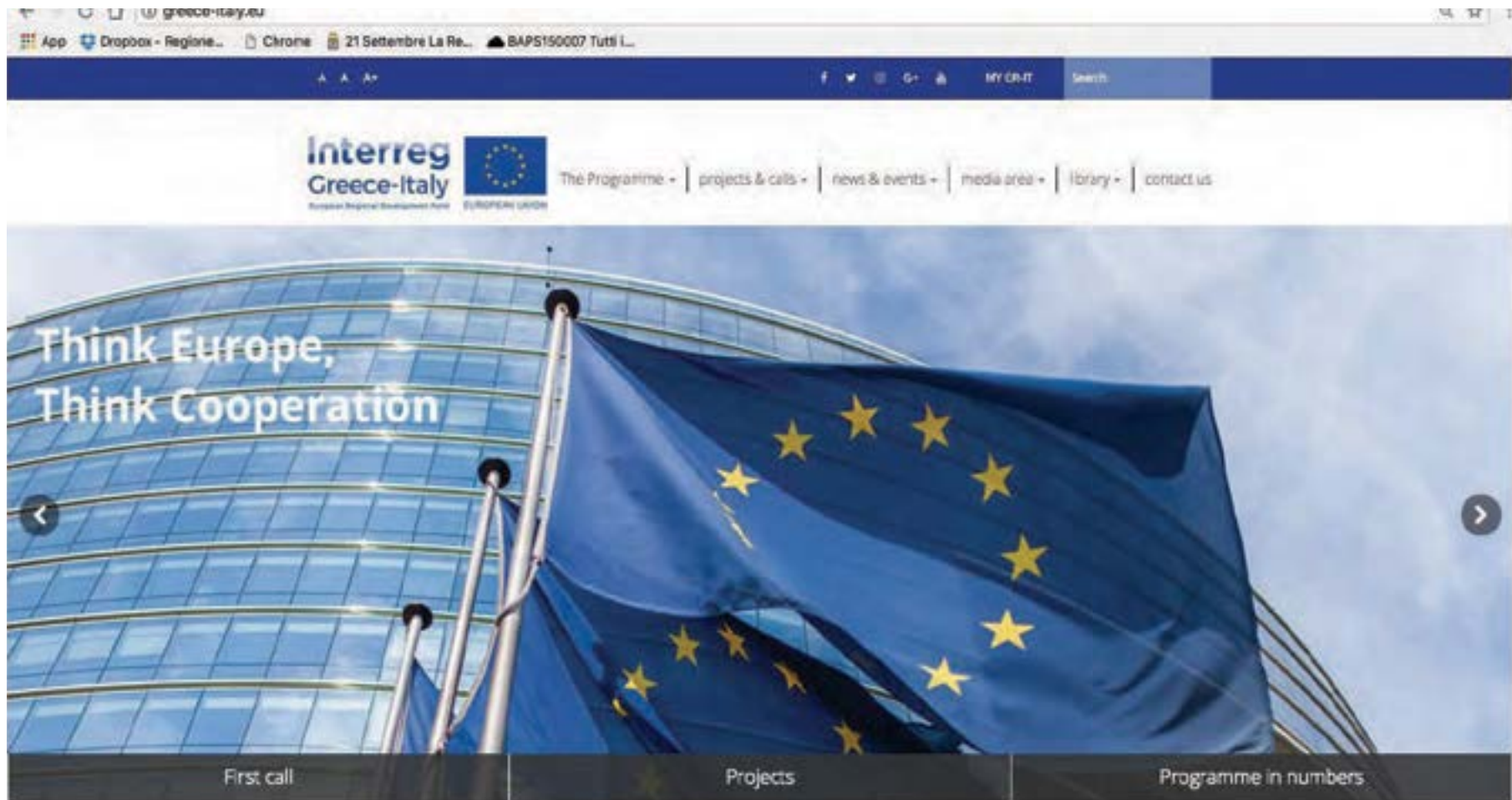
**3. Icons and images related to the programme specific objectives.**

**4. Programme and project logos** *(how apply the logo at project level)*

[Manual | Brand Design Co-Branding](#)



# www.greece-italy.eu



The Programme website [www.greece-italy.eu](http://www.greece-italy.eu) is the primary information and communication channel, addressed to all target groups, for both programme and projects. In the section funded projects, we will find all the project information.



# Social media

- The main reason why social media has emerged as an efficient communication tool lies on its interactivity. They are
  - ✓ Low-cost
  - ✓ Interactive
  - ✓ Fast, real time information and interaction
  - ✓ An increase of traffic to programme website

During the 2017 the MA, with the support of the JS, has created the Facebook, Twitter, Instagram, YouTube accounts and Google+ profiles.



# Facebook [@interreggreeceitaly](https://www.facebook.com/interreggreeceitaly)

- 1 0 2 3 FOLLOWERS

- T A R G E T PEOPLE WHO LIKES THE PAGE: 52% Women 46% Men.

- NATIONALITY OF PAGE FAN: 762 from Italy, 177 from Greece.

Interreg V-A Greece-Italy

Promoting entrepreneurship and new ideas

April '18

Ti piace · Pagina coperta · Condividi · Invia un messaggio

Post

Interreg V-A Greece-Italy  
13 aprile alle ore 10:37 · 6

Download the info day agenda and do not forget to register to the event.  
Here the link: <https://greece-italy.eu/events/>  
We look forward to meet you!  
Translation service in Italy: Italian/English and vice versa  
Translation service in Greece: English/Greek and vice versa...  
Altro...  
Visualizza traduzione

Organizzazione governativa

Novità

Sono stati creati nuovi eventi: Info day on Project Implementation - Bari (IT) e Info day on Project Implementation - Lecce (IT).

È stato aggiunto un gruppo: Interreg Greece-Italy Facebook Community.

Community

Invita i tuoi amici a mettere "Mi piace" a questa Pagina

Più di 1000 persone

Seguito da 1023 persone

Più di Marina de Tommaso e altri 54 amici



# Facebook community



- Cooperate via social media, make good use of social media community management tools to better monitor and coordinate social media campaigns with projects
- Do not forget to tag the Programme page
- Use common hashtag: #GreeceItaly #fundedproject #EUProject #Interregproject





# Twitter profile



A public twitter list with all project accounts, so that all available project updates are accessible from one single timeline, not only by you but also by external followers. Do not forget to tag the programme account @Interregreeceitaly

# Instagram profile

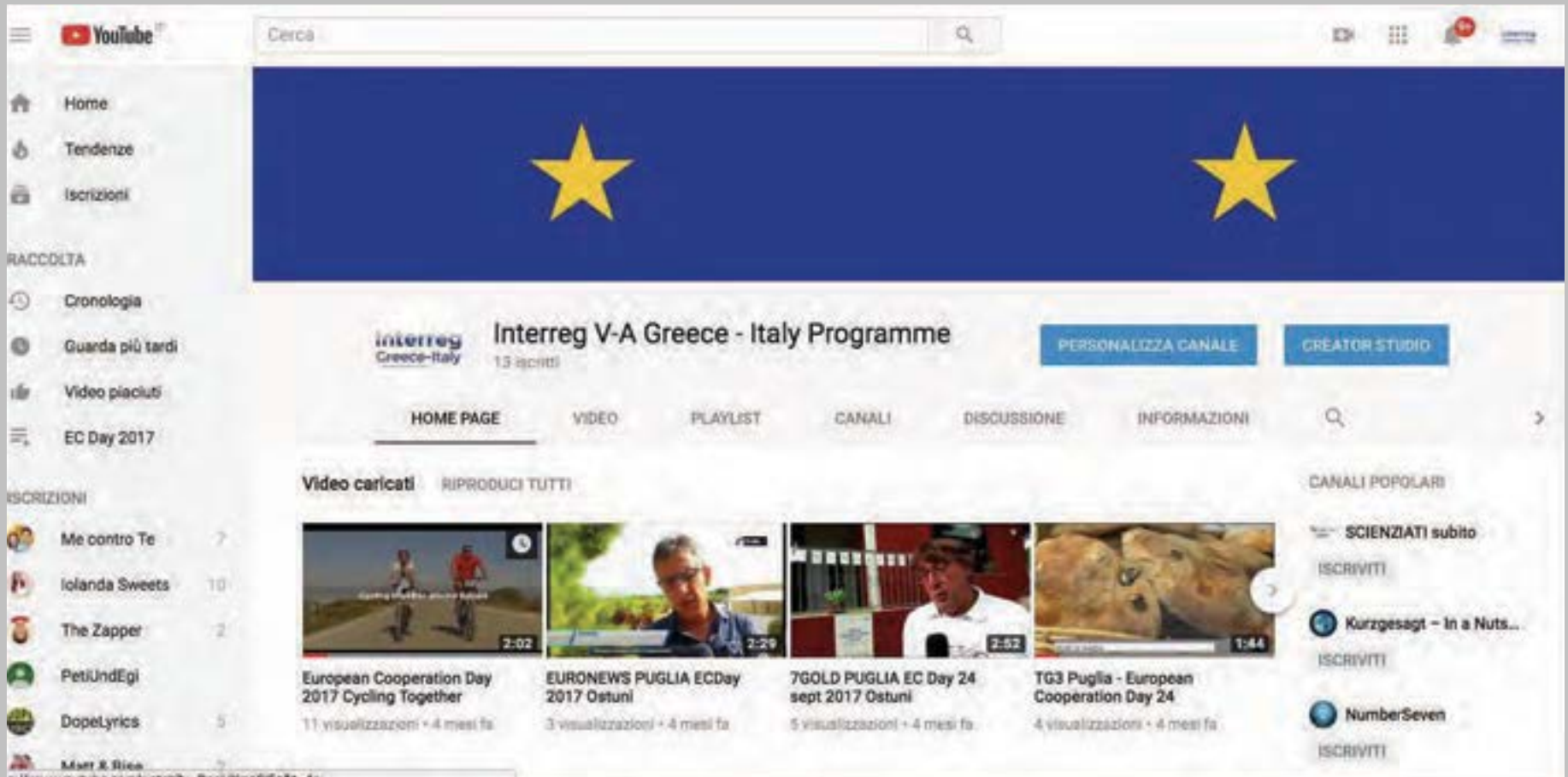


- Instagram account was created to share images and programme and project stories. The Instagram profile will increase during the implementation of event.





# YouTube



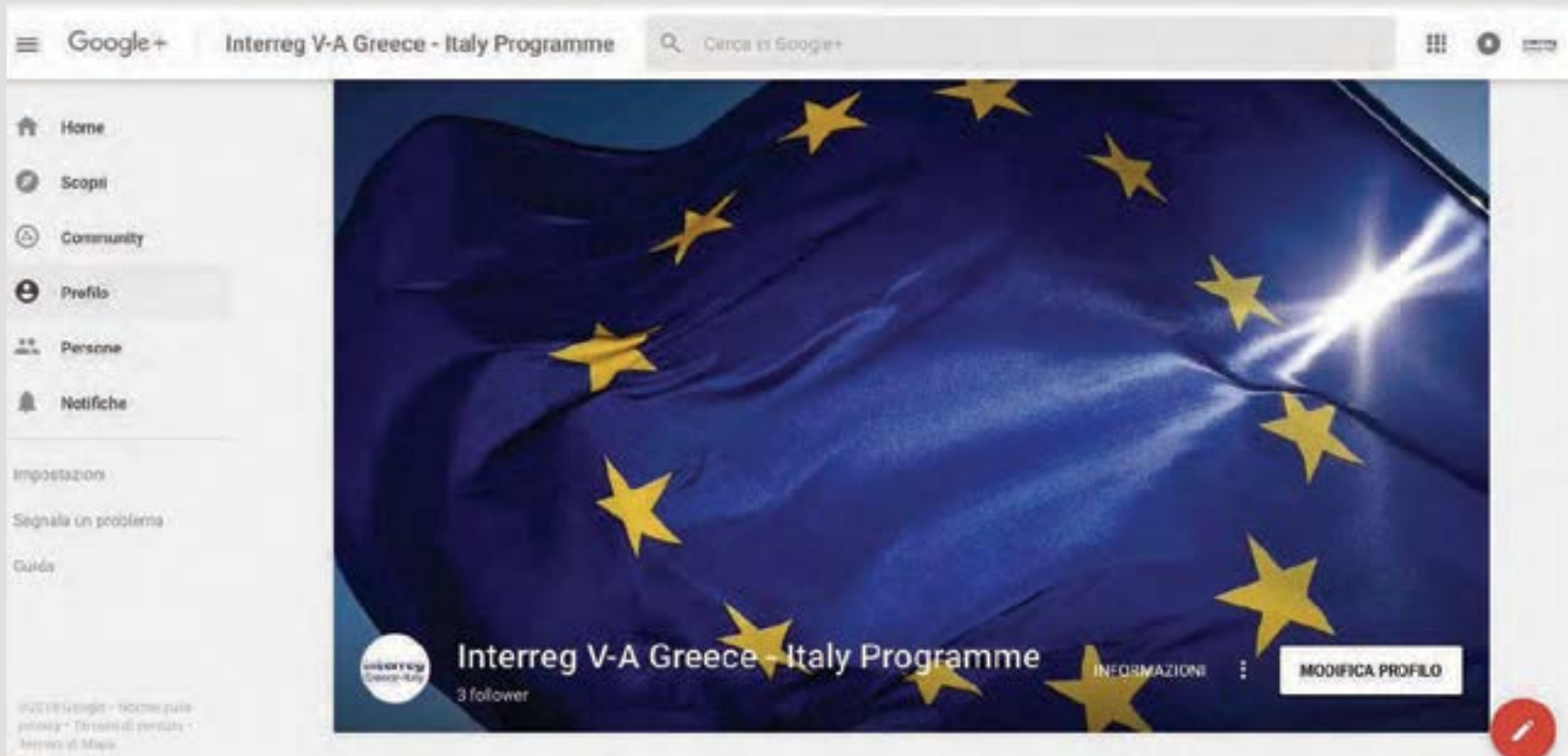
The screenshot shows the YouTube channel page for 'Interreg V-A Greece - Italy Programme'. The channel has 13 iscritti. The page features a navigation menu on the left with options like Home, Tendenze, and Iscrizioni. The main content area displays a banner with the European Union flag and a search bar. Below the banner, there are tabs for HOME PAGE, VIDEO, PLAYLIST, CANALI, DISCUSSIONE, and INFORMAZIONI. The 'Video caricati' section shows four videos:

Video Title	Duration	Views	Time
European Cooperation Day 2017 Cycling Together	2:02	11 visualizzazioni	4 mesi fa
EURONEWS PUGLIA EC Day 2017 Ostuni	2:29	3 visualizzazioni	4 mesi fa
7GOLD PUGLIA EC Day 24 sept 2017 Ostuni	2:52	5 visualizzazioni	4 mesi fa
TG3 Puglia - European Cooperation Day 24	1:44	4 visualizzazioni	4 mesi fa

On the right side, there is a 'CANALI POPOLARI' section with recommendations like 'SCIENZIATI subito', 'Kurzesagt - In a Nuts...', and 'NumberSeven'.



# Google+

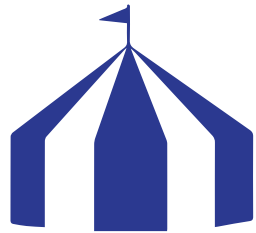


The screenshot shows the Google+ profile page for 'Interreg V-A Greece - Italy Programme'. The page features a large profile picture of the European Union flag. The navigation menu on the left includes Home, Scopri, Community, Profilo (highlighted), Persone, and Notifiche. Below the menu are links for Impostazioni, Segnala un problema, and Guida. The profile header includes the name 'Interreg V-A Greece - Italy Programme', a search bar, and a 'Cerca in Google+' search field. The profile picture area displays the name, a '3 follower' count, and buttons for 'INFORMAZIONI' and 'MODIFICA PROFILO'. A red edit icon is visible in the bottom right corner.

# Mass Media and Public Relations



- Media is the best tool to increase awareness and interest towards the benefits of the Programme and European funds in general. This group refers especially to media from the whole Programme area at national, regional and local level, and includes both written, audio-visual, web media, and specialized press.
- For the implementation of mass media and public relation it is useful to have:
- Press release, available of all programme languages (english, Italian and greek)
- 1 press conference per project aimed to directly meet the journalists and involve them in the story of cooperation.
- Monitoring the articles with the press review



# Events 2018

**1. Europe Day Celebration**  
9<sup>th</sup> may

**1. European Cooperation Day**  
21 September

**2. Open Days- European Week  
of Regions and Cities 9 - 12  
October**

**3. Annual event**

This event is often intended to inform stakeholders, policy makers, beneficiaries and other interested parties about programme achievements during the year.



# Thank you for your attention

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