Interreg
Greece-Italy
European Regional Development Fund

EUROPEAN UNION

Communication guide for beneficiaries

Contents

This guide can be updated and/or revised during the Programming Period. Final beneficiaries are strongly advised to be in contact with the Communication Officer of the Programme for all issues that concern Information and Communication.

Updated version october 2018.

Introduction

Communication is a crucial process embedded into every stage of a project's life cycle.
Co-funded projects under the Interreg V-A Greece –Italy Programma enable the European Union to demonstrate in a pratical way how the EU impacts on the everyday lives of citizens.
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.

Why promote Projects?

1. Hightlight 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

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.

Communication guide goals

This communication guide has the final goal to support and to help the final beneficiaries invoved in the funded projects, to the information and promotion of the projects and the dissemination of its results, in order to comply with the Regulation (EC) 1303/2013 and Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014.

The aim is to facilitate joint communication and information activities between the projects and the Programme, strengthening the sense of belonging together, ensuring consistent quality and making project communication easier, cheaper and effective.
This guide is addressed to Programme authorities and structures and the representatives of the funded projects in order to multiply the positive effects related to the results of the project activities. The guide will support project partners in correctly applying project logo and implementing their information and communication activities.

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 (https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32013R1303)

Commission Implementing Regulation (EU) No 821 2014 (https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32014R0821) particularly lays out the rules for the EU flag, how to display the emblem and how to create permanent plaques or (temporary) billboards.

Guidance on EU flag (http://publications.europa.eu/code/en/en-5000100.htm)

Part 1 - Programme Logo and Project brand Guidelines

The Programme Logo: joint branding

Interreg V-A Greece-Italy Programme has chosen to have its logo based on the joint harmonised brand option, strongly supported by European Commission and Interact.
The name of Programme is

English: Interreg V-A Greece-Italy Programme 2014-2020
Italian: Interreg V-A Grecia-Italia 2014-2020
Greek: Interreg V-A Πρόγραμμα Ελλάδα - Ιταλία 2014-2020

Why do we choose this strategy?

Interreg is now the accepted brand name, used to refer to the European Territorial Cooperation (ETC). One word, used across all Europe that involves 72 programmes all over the EU. The benefits of a joint brand are multiple and tangible at all levels from a politic management level to potential beneficiaries. A joint logo allows actors to speak about the same initiative across Europe and makes programmes easily recognised as part of Interreg and helps an easier identification by partners for the projects' implementation
This will allow Interreg stakeholders to benefit from each other in their communication, attract project applicants and make Projects visible. The harmonised Interreg brand provides greater visibility for Interreg at all levels and towards the widest audience, demonstrating that Interreg makes a difference both locally and at European level, providing large-scale evidence that cooperation in Europe brings people closer, makes economies stronger and helps to better preserve our environment.

The Interreg V-A Greece-Italy Programme Logo was created in line with the regulations of the Interreg Brand Design Manual, edited by Interact. The visual appearance of the logo makes it clear that Interreg V-A Greece-Italy Programme is an EU funded Programme and it is part of the European Territorial Cooperation (ETC) community.

PROGRAMME LOGO

When the Interreg logo is used as a programme logo, the name of the programme has to be written below the Interreg logotype. The European Union label is aligned with the base line of the programme name. The label is always exactly as wide as the European flag. Following the regulation, the European Union labelling is set in Arial.

Programme logo *with the reference to the fund*

The logo also exists in a version with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" under the flag. The European Union label is aligned with the base line of the capital letters from the "ERDF". The label is always exactly as wide as the European flag. Following the regulation, the European Union labelling is set in Arial.

<u>This version of the logo has to be chosen if "European Regional Development Fund" is not written anywhere else on the page where the logo is shown.</u>

If the option to make reference to the fund separately from the logo is used, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vollkorn regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.

Download the Interreg V-A Greece-Italy Logo in the section Communication Toolkit

The following pages outline a few simple rules for using the logo. Please take time to understand how to apply these rules so the logo always appears in a clear and consistent way. However, do not forget that 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.

USE OF LOGO

The composition of the logo elements follows specific rules and must not be changed. The Regulation (EU) No 1303/2013 (Annex XII, Article 2.2) - http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2013:347:0320:0469:EN:PDF - requires all beneficiaries to follow a number of rules regarding the use of the logo of the European Union and the respective fund. The logo must be always visible in prominent place and with a comparable size to other logos used[1]. The Interreg Greece-Italy logo already respects all the Programme requirements, and all approved Projects are obliged to use it on all their communication materials (both hard copy and electronic as well as to display it in events).
Projects will share the Programme's brand just adding the project acronym below in the colours of the Priority Axis each Project belongs to. The Project logo must be always included in all communication materials produced both at Programme and Project level. It must be placed in a central and visible position of any produced material and it can never be smaller than any other logo included in the same material.

Logo as programme logo

Programme logo

The composition of the logo elements follows specific rules and must not be changed.

Basic unit

The basic unit used for definition of the logo composition is the width of the letter “e”.

European flag and European Union label

The space between the logotype and the European flag equals 3/4 of the basic unit. The European Union flag is aligned either with the cap-height (cap-h) or with the x-height (x-h) of the programme name, depending on the variation of the programme logo. The European Union label is always aligned with the base line of the of the programme name.

Programme name

The programme name should be set in Montserrat Regular, with a letter spacing of -20. The colour is the same reflex blue as in the logo. Whenever possible,
the name should be aligned with the Interreg logotype, depending on the length of the name. The font size should be chosen accordingly.
The maximum length of the programme name is marked by the total length of the Interreg logo without the flag. The distance between the cap-height (cap-h) of the programme name and the baseline of the Interreg logotype should always be 1/2 of a basic unit. Short programme names should be written at a cap-height (cap-h) that equals 3/4 of the basic unit.

Logo

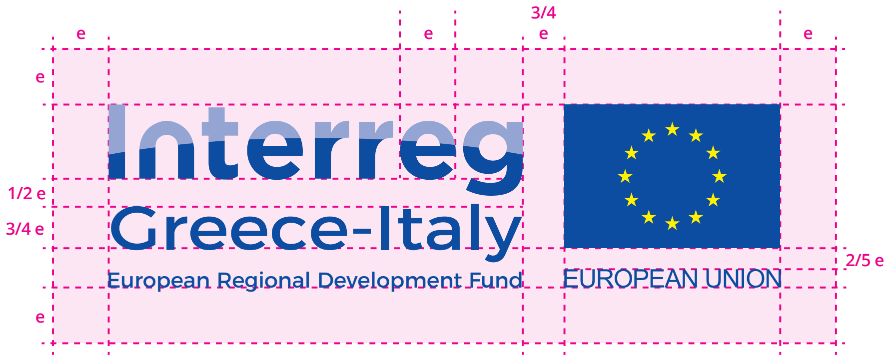
Shouldn’t be aligned. Standard cap-height (cap-h) 3/4 of basic unit. In that case the EU flag should be aligned with the x-height (x-h) of the programme name. The space between the EU flag and the label should be 1/3 cap-height (cap-h) of the basic unit “e”.

Clear space area

Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.

Logo additions

If the logo is complemented by any additional graphic element that becomes part of a programme logo, these rules have to be observed.



Logo with short programme name with the "ERDF":
In that case the EU flag should be aligned with the base line of the programme name. The space between the EU flag and the label should be 2/5 of the basic unit "e".

ERDF reference

If the reference to the European Regional Development fund is part of the logo, it has to be written below the programme name in Montserrat Regular, Reflex Blue. The distance between the baseline of the fund and the baseline of the programme name should be 1/2 of the basic unit. The European Union label should be aligned with the base line of the of the "ERDF", while the length of the "ERDF" should be aligned with the length of the Interreg logo.

Typography

Typefaces

For programme and project logos (programme and project name) and the reference to the European Regional Development Fund, the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

The typeface for all other applications from body text to headlines is Open Sans. It has a neutral yet friendly appearance suitable for all applications. Its broad variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms. As an alternative serif typeface to Open Sans, Vollkorn was chosen. All typefaces are available for free, including web font kits.

The fonts can be downloaded here:

Montserrat:
http://www.fontsquirrel.com/fonts/montserrat

Open sans:
http://www.fontsquirrel.com/fonts/open-sans

Vollkorn:
http://www.fontsquirrel.com/fonts/vollkorn

NOTE: the reference to the European Union under the flag uses the typeface Arial as described in art 4, §4 of the Commission implementing regulation (EU) No 821/2014. This should not be changed.

Typeface	Typeface Application
Montserrat Regular	logo extensions (programme names, project names, ERDF)
Open Sans Font Family **Open Sans Bold** **Open Sans Semibold** Open Sans Regular *Open Sans Italic*	overall communication (body text, headlines etc.)
Vollkorn Font Family **Vollkorn Bold** Vollkorn Regular *Vollkorn Italic*	alternative font for overall communication (body text, headlines etc.)

Typeface application

For full application of the Interreg brand design, the following type specifications for print publications and stationery are recommended.

Headline 1 **Open Sans Bold** **20/24**	**ABCDEFGhijklmn** **1234567890** **!@#$%^&*()**
Headline 2 **Open Sans Bold** **12/16**	**ABCDEFGhijklmn** **1234567890** **!@#$%^&*()**
Headline 3 **Open Sans Bold** **8/12**	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890!@#$%^&*()**
Headline 4 Open Sans Semibold 8/12	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()
Text body Open Sans Regular 8/12	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.
Quote/remark/emphasis *Open Sans Italic* *8/12*	*Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.*
Footnote *Open Sans Italic* *6/8*	*Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.*

Typeface application - alternative font

As an alternative to Open Sans, Vollkorn can be used.

Headline 1 **Vollkorn Bold** **20/24**	**ABCDEFGhijklmn** **1234567890** **!@#$%^&*()**
Headline 2 **Vollkorn Bold** **12/16**	**ABCDEFGhijklmn** **1234567890** **!@#$%^&*()**
Headline 3 **Vollkorn Bold** **8/12**	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890!@#$%^&*()**
Headline 4 Vollkorn Regular 8/12	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()
Text body Vollkorn Regular 8/12	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.
Quote/remark/emphasis *Vollkorn Italic* *8/12*	*Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.*
Vollkorn Italic *6/8*	*Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.*

Logo colours

The logo colours are derived from the European flag and must not be changed. They are also the central brand colours of the Interreg brand and they are used to identify the brand as well as beyond the logo in all visual communication. The colours are defined for all colour systems.

Explanation:

Pantone:
Spot colours.

CMYK:
Process-colour printing, 100 colour gradations per channel
C = cyan, M = magenta, Y = yellow, K = black

RGB:
Colour sample for monitor display with 256 gradations per channel
R = red, G = green, B = blue

Hex:
System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites.

Colour	Pantone	CMYK	HEX	RGB
Reflex Blue	Reflex Blue	100/80/0/0	003399	0/51/153
Light Blue	2716	41/30/0/0	9FAEE5	159/174/229
Yellow	Yellow	0/0/100/0	FFCC00	255/204/0

Logo size

The appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified here. This rule applies to all logo versions.

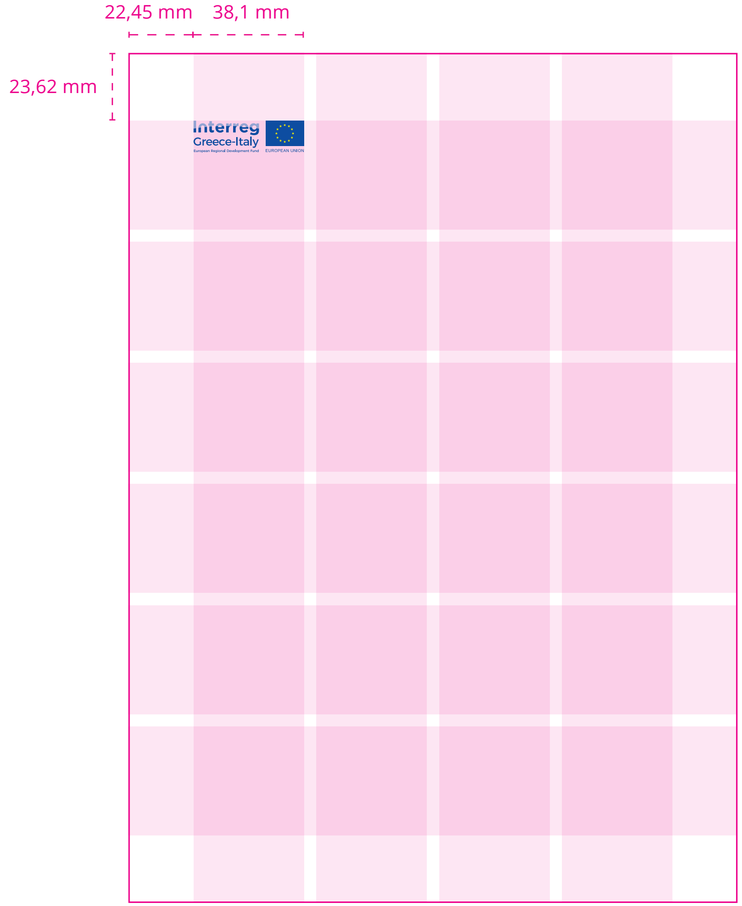
38,1 mm
smallest Logo width

Media		smallest logo width	ideal logo width
Print A4 portrait	210*279 mm	38,1 mm	80,4 mm
Print A4 landscape	279*210 mm	38,1 mm	80,4 mm
Print A4 portrait	148*210 mm	38,1 mm	38,1 mm
Print Business card	85*55 mm	35,1 mm	35,1 mm
Print Sign (Plaque) portrait	Any large format (A2+)	short side/6 mm	short side/5 mm
Print Sign (Plaque) landscape	Any large format (A2+)	long side/6 mm	long side/5 mm
Screen Smartphone	960*640 px	240 px	300 px
Screen Tablet	1024*768 px	240 px	300 px
Screen Laptop/Desktop	1920*1080 px 2560*1440 px	300 px	400 px
Powerpoint 16:9	254*142,88 mm	32,6 mm	68,8 mm
Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px

Logo positioning

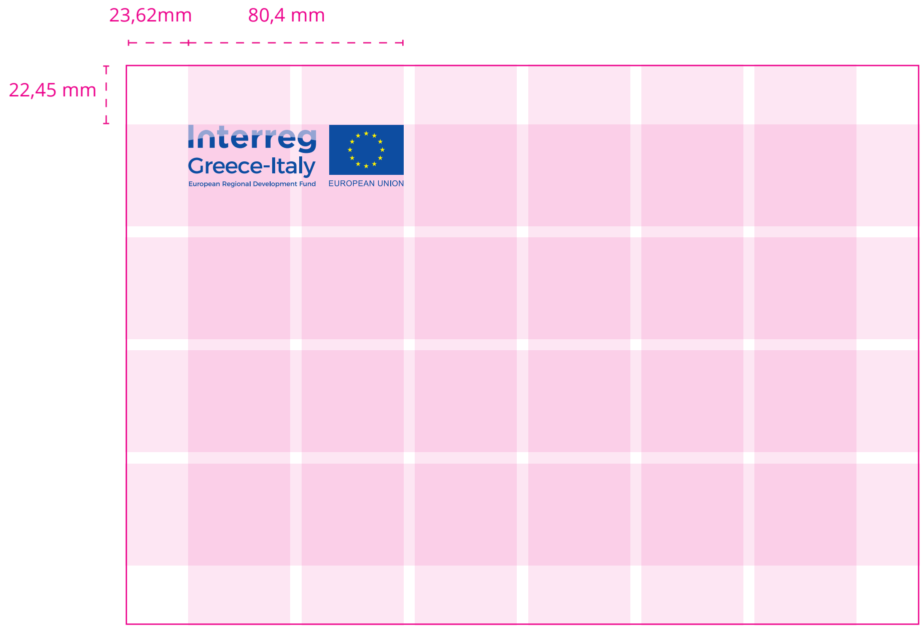
Logo positioning on A4

The width of a basic layout element also defines the smallest logo size (38.1 mm).
The width of the logo should always be exactly one or more basic layout elements. Its position should be aligned with the grid.



Positioning of the logo in the grid on a A4 document.

Logo positioning on A4 landscape format



Positioning of the logo in the grid on a A4 landscape format or powerpoint presentation handout.

Logo positioning on a business card

*Positioning of the logo on a business card (85*55 mm).*

Thematic Objectives

Thematic Objectives Colours

The colour scheme was developed to clearly label the thematic objectives. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and logo colours of Interreg.

For project logos based on the Interreg logo, the names of the project should be written in the colour of the matching thematic objective.

Thematic objective	Pantone	CMYK	HEX	RGB
Innovation & Competitiveness	3115 U	71/0/19/0	#1cb8cf	28/184/207
Integrated Environmental Management	382 U	49/0/99/0	#98c222	152/194/34
Multimodal Sustainable Transport System	Cool Gray U 9	46/37/34/15	#8a898c	138/137/140

Explanation:

Pantone:
Spot colours.

CMYK:
Process-colour printing, 100 colour gradations per channel
C = cyan, M = magenta, Y = yellow, K = black

RGB:
Colour sample for monitor display with 256 gradations per channel
R = red, G = green, B = blue

Hex:
System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites.

Icons

Standard appearance (positive)

The icons were designed to work well together as a series, using similar iconography, forms and line weights. The standard use of the icons is in the colour of the thematic objective it represents.

Innovation & Competitiveness

Integrated Environmental Management

Multimodal Sustainable Transport System

Innovation & Competitiveness

Integrated Environmental Management

Multimodal Sustainable Transport System

Grayscale versions

In the case of grayscale applications the icons can also be used in black.

Innovation & Competitiveness

Integrated Environmental Management

Multimodal Sustainable Transport System

Innovation & Competitiveness

Integrated Environmental Management

Multimodal Sustainable Transport System

Programme and Projects Logo

How to apply Programme logo at project level

Logo used as project logo

Project logo

When the Interreg logo is used as a project logo, almost the same rules apply as when used as a programme logo: The name of the project is written below the programme name. The colour of the programme name is the colour of the main thematic objective of the programme.
See the section Thematic Objectives.

Project logo with the reference to the fund

The logo also exists in two versions with the text “European Regional Development Fund” written below it. The length of this line is equal to the length of the Interreg logo. These versions of the logo have to be chosen if “European Regional Development Fund” is not written anywhere else on the page where the logo is shown.
If the option to make reference to the fund separately from the logo is chosen, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vollkorn regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.

Logo specification

Project logo

Basic unit

The basic unit used for definition of the logo composition is the width of the letter “e”.

European flag and European Union label

The space between the logotype and the European flag equals 3/4 of the basic unit. The European Union flag is aligned with the base line of the space between the programme name and the project name.
The European Union label is always aligned with the base line of the project name, and its height is equal to 1/2 of the cap-height (cap-h) of the project name.

Project name

The project name is written below the programme name in Montserrat Regular, at a cap-height (cap-h) that is the same as of the programme name with a letter spacing of -20.
The distance from the baseline of the programme name to the cap-height (cap-h) of the project name is 1/3 of the basic unit.
The colour has to match the colour of the project’s main thematic objective

Clear space area

Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, 1/2 this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.

Project logo with “ERDF”:

In order to align the EU flag with the base line of the project name and “ERDF” with the base line of the EU label, the height of the EU label should be 2/5 of the basic unit “e”.

Customized project logo

Logo in addition to project logo

Project logos can be placed below or to the right of the Interreg logo according to the rules on the following pages.

ERDF

The logo also exists in a version with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" under the flag. This version of the logo has to be chosen if "European Regional Development Fund" is not written anywhere else on the page where the logo is shown.

If the option to make reference to the fund separately from the logo is chosen, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vollkorn regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.

Logo Size

The appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified here.

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smallest Logo width

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Screen Smartphone	960*640 px	240 px	300 px
Screen Tablet	1024*768 px	240 px	300 px
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Powerpoint 16:9	254*142,88 mm	32,6 mm	68,8 mm
Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px

Application of the Visual Identity

Layouts for different communication materials

This section provides a series of layouts for different communication materials in line with the visual identity rules already mentioned. The list of examples not being exhaustive, the project visual requirements apply to all communication materials produced at Project level in written, online, electronic or audio/ visual formats.

The project partners can download the format for the creation of Project posters, stickers, billboards and plaque on the Programme website, Section Library – Communication Toolkit –Poster and Billboards. http://greece-italy.eu/interreg-greece-italy-key-documents/

Posters

During implementation of an operation, for any operation below EUR 500 000 public support and within six months after the approval of the Project, **each project partner has to place at least one poster** with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as the entrance area of a building (Regulation (EU) No 1303/2013, Annex XII Article 2.2 paragraph 2.b). The poster needs to stay visible for the whole duration of the Project.

Poster


Interreg
Greece-Italy
Project Acronym
European Regional Development Fund
EUROPEAN UNION
PROJECT ACRONYM
Project title project title project title
project's image
www.greece-italy.eu
Lead Beneficiary's logo
Partner's logo
Partner's logo
Partner's logo
Partner's logo
• PRIORITY AXIS » 3. MULTIMODAL SUSTAINABLE TRANSPORT SYSTEM (example)
• TOTAL PROJECT BUDGET » €. 000.000,00
• E.R.D.F. CONTRIBUTION » €. 000.000,00
• NATIONAL CONTRIBUTION » €. 000.000,00
Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

Stickers

In case of equipment purchasing, stickers must be used in a visible place; the stickers will contain the following mandatory information:

- the Programme’s logo and website address
- the funding reference
- the budget of the Project
- the name of the project

The sticker should be placed on every piece of equipment.
For rain or sunshine protection, a PVC sticker with UV polishing is recommended.
Recommended dimensions: minimum 1/16 of the most visible surface of the equipment.

Billboards

Size: 2000 x 1500 mm

During the implementation of a Project consisting in the financing of infrastructure or construction operations for which the total public support to the operation exceeds 500,000 €, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation. **Every billboard must mention at list the Project logo, the Project name, the Project budget, the funding reference and the name of the beneficiary.** The temporary billboard referred to in point 4 of section 2.2. of Annex XII to the Regulation (EU) No 1303/ 2013.

Permanent Plaques

No later than three months after completion of a Project, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfills the following criteria:

- the total public support to the operation exceeds 500,000 €
- the project consist in the purchase of a physical object or in the financing of infrastructure or of construction operations

The plaque or billboard shall state the name and the main objective of the Project. Every plaque must mention at least the Project name, the Project budget and the name of the beneficiary. It must also include the Project logo and the funding reference. The permanent plaque or permanent billboard referred to in point 5 of section 2.2. of Annex XII to the Regulation (EU) No 1303/2013.

Fund mention

In all communication tools and activities, the reference to the funding by the European Union must be clearly indicated.
EU funding to the Project is granted from two different funds, European Regional Development Fund (ERDF) and as well as from national funds of the Greece and Italy countries.
Considering this, It is neccesary to add to all communication materials (i.e. written documents, promotional materials, website), the following sentence:

English version
Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

Italian version
Progetto co-finanziato dall’Unione Europea, Fondo Europeo di Sviluppo Regionale (F.E.S.R.) e da fondi nazionali della Grecia e dell’Italia

Greek version
Έργο συγχρηματοδοτούμενο από την Ευρωπαϊκή Ένωση , το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης (Ε.Τ.Π.Α.) και την Εθνική Συμμετοχή των χωρών Ελλάδας και Ιταλίας

This reference to the European EU funding should be written in the typeface Montserrat. In the case of Word and PPT documents, Monserrat font can be substituted by opensans

The colour of the text can be
· _White;
· _Black;_
· _Reflex blue

As for **the position**, the fund mention should be placed, at the final page for the promotional materials or on the bottom of the website page.

Part 2 - Communication Toolkit for projects

Communication Plan

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. For this reason, It is still advisable to plan the Project communication in more detail in the early phase of the Project and to clearly agree on the division of responsibilities. It is recommended to write down a communication plan, even for a small project.

A Communication Plan provides an overall view on communication objectives and how the Project plans to achieve these, whereas annual plans describe how, when and by whom the activities will be implemented for the particular year at hand. It's a good idea to write down a communication plan, even if it is a small Project. That way the Project will have a document that partners can agree upon. It will serve as a document to refer to periodically.

The Project's Communication Plan needs to be developed in close cooperation with the Project coordinator and PPs. It is important to decide what communication tools and methods would be appropriate for specific Project and communication objectives and for specific target groups.

The Communication Plan shall be submitted to the JS.

Prepare the Communication Plan

Before taking the first step with drafting the Project Communication Plan:

- Review your **Project objectives and priorities**. Understanding the overall Project aims is key to identifying how the communication of the Project will be organised;
- Read the Project approved application;
- Understand what kind of **change** the Project aims to bring about in the Programme area. This will help you define your communication objectives to help achieve this *change;*
- Prepare an introduction about the Project; include it in the Plan while drafting the document;

Project Communication Plan

Step 1: Define your communication objectives and key messages

What kind of change do you exactly want to bring about in a target group?

Focus on the improvements brought by the project such as:

- What to achieve with the communication activities?
- 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?

What to highlight in a project?

Here are a few ideas for what aspects of the project can be highlighted:

- Direct impacts on the lives of project's target groups and wider public
- Most spectacular outputs
- Number of people it positively effects and other key figures
- 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.
  - innovation, e.g. new techniques, methods discovered or ones that became widespread
  - Project partnership. As a cooperation programme, show what people across borders can achieve by working together.

Step 2: Identify and analyse your target groups

You are now aware of what your Project aims to achieve, when, where and how. And you have analysed your current situation with communication. You can proceed with the following:

- ✓ Final beneficiaries of your Project's results
- ✓ Local, regional, national authorities and European institutions
- ✓ Network institutions and organisations
- ✓ General public (citizens)
- ✓ Internal stakeholders

Analyse your target groups.

This will help you to identify what messages you want to deliver, how and through which channels.

- **Interests and information needs**
- **Characteristics** (for example: number, location, education, language, background, organisation and position)
- **Knowledge, attitude and practice** on the Project's objectives
- **Information sources**

Step 3: Define your communication channels

Define tools and activities that you will use in addressing your target groups to achieve, your objectives.

Identify the best channels that will enable you reach out to a specific target group you identified, based on your findings of target group analysis. For example, prefer mass media activities for target groups with a larger number of people (such as general public) while you can deliver your message to specific target groups via direct communication channels (such as emailing, delivery of well-designed informative materials or organising events). The choice of the communication channels should be based on the audience, the message that you want to convey, and the cost-effectiveness of the channel.

Repeating your message and using a mix of several communication channels can help your message actually reach your audience. The channel needs to match the message. For example, if you need to convey detailed technical information, radio is probably not the best channel as it is hard for the audience to remember technical details. Detailed and technical information may need several pages of explanation, so a manual may be the best choice: readers can always go back to the manual later to check on the details.

STEP 4: Define the Project's visual identity

A visual identity will make sure all communication activities and tools are visually aligned. Your tools and activities will be easily recognised if you have a visual identity approach preparing them. This will add brand value to your Project visibility.

Consider the rules of the Interreg Greece-Italy Programme, while defining your Project visual identity.

STEP 5: Define a budget

Set budget values as rough estimations to enable you to define tools, assign overall resources, but to be flexible at the same time.

- Describe responsible bodies and human resources that will be made available for implementation of the strategy.
- Which Project institutions are responsible for implementation of the Plan?
- How many core person(s) are made available for its implementation?
- How the involvement of other Project partners will be coordinated in implementation?

Later, make sure the responsible person for the Project's Communication Plan, and any change of this person during the Project implementation has to be communicated to the Joint Secretariat.

You can use a work plan table with columns breaking down the annual communication such as: tool/ activity, description, target groups, responsible bodies, estimated budget, estimated time, etc. following the logic of Communication Plan. (as the following format)

STEP 6: Evaluation of the Communication Plan

Include in your Communication Plan a description on how the implementation will be monitored and evaluated. Each communication objective should have indicators for following up the success in reaching the objective in order to be able to evaluate and show how well the communication was done. Plan and describe the data you will collect and how the evaluation process is done.
Consider evaluation also a tool for improving your communication work during the Project lifetime. For each communication channel described in the following pages, the guide will suggest some indicators to consider in your evaluation.
The benefit of efficient monitoring and evaluation of communication activities is twofold: it feeds into both the periodic reporting of the Project as well as into the larger process of Project evaluation.

Project website

Websites and Webspaces

Websites are primary information and communication channels for Projects. Websites are the first place for many target groups to find information from. The website is a source of information not only for project stakeholders but also for the wider public.

A webspace or webpage is a page with different sections provided for a Project under a Programme website.
Although websites were very useful channels for many Projects, many beneficiaries also published Project websites solely for publishing simple descriptions of their Projects, their partners, Project news and basic materials. Things that would not necessarily have required a separate website.

The Greece-Italy Programme website (http://greece-italy.eu/) includes **one webpage per Project in the Programme website**.

Greece-Italy beneficiaries will also create their own website (if it is included in the project application form). In this case, projects will be required to follow the Programme's visual guidelines and to share the project website structure with the programme communication officer, before the implementation.

The Project webpages on the Programe website will have the same structure for all Projects, and will include:

- ✓ Project summary
- ✓ Project budget and duration
- ✓ Project partnership
- ✓ Workpackages
- ✓ Project results/deliverables
- ✓ News/events

Project websites

A well designed Project website can be a key management tool, capable of raising the profile of the Project and improve dissemination of its results to a wide range of stakeholders. However, the target groups and needs vary greatly from Project to Project.

Information can be made available also using other channels like via social media accounts or Project partner organisations' websites.

Using the different available online solutions for communication should always be considered thinking of whom the Project aims to reach and what the best tools to get through to them are. Also, consider the needed resources for keeping the website up to date. Having an outdated and passive website does not serve any purpose.

Basic legal requirements

The project logo must be visible in the home page (header) on the left. The fund by which programme/project is financed must be mentioned on the homepage (e. g. European Regional Development Fund). EU flag and the text "European Union" must be visible on the homepage in full colour without the visitor having to scroll down. In the footer, it is necessary to add the fund mention as described in the paragraph fund mention pag. 33.

General tips

- ✓ Make your website easy to use
- ✓ Do not overload it (especially the start page) with information;
- ✓ Use the “3 click principle” – users should not have to click more than 3 times in order to find the information that they are looking for. 2 clicks and even 1 click are increasingly becoming the trend;
- ✓ Place keywords high on the page;
- ✓ Include SEO in your term of references while procuring for the website development;
- ✓ Build website content around programme keywords;
- ✓ A website must be continuously updated and maintained. Launching websites and abandoning them is unfortunately a common practise by Projects and should be avoided.
- ✓ Keep the site up to date and make it active. Regularly update your website with news, information on Project’s developments/ results and the benefits they bring, project activities, kick-off and closure events.
- ✓ The main updates on a website should be clearly dated.
- ✓ Make sure the link to your Project website is present on each partner website, including a short description of the Project (aim, results, financial support from the EU).
- ✓ Include a link to the Project’s website, apart from on the websites of Project partners, on other relevant stakeholders’ websites.
- ✓ At the end of the project the website should be archived onto a CD-ROM, USB disk (or other drive) or online (permanent) storage.
- ✓ Publish on your website, but also publicise your website! Put the address on all print Items, press releases, paper and electronic correspondence, etc. Include a link to the project’s website on the websites of project partners and other relevant stakeholders
- ✓ Link your website to your social media accounts
- ✓ It is useful if your website is available in all programme languages but consider carefully whether you will have the needed resources of providing all information

Top 10 web design tips

A well designed website will help your users easily find what they are looking for and will make your business look professional. Designing a website from the beginning with Search Engines and your users in mind will help your website to be a success. Here are some practical tips and examples:

1. Simplify, simplify, simplify. What is the most important thing you want to tell the visitor about on each page? If a web site has too much information on a page, it ends up being confusing to the user. Additionally, Search Engines actually prefer that you separate topics out onto their own pages, as it sees this as more relevant to the users.

2. Visually highlight important calls to action such as your telephone number and email address. Consider using icons to highlight important items on a page.

3. Set up an email newsletter - this is a inexpensive and environmentally-friendly way to keep in touch with your customers, notifying them of new products, sales, events, or to send them special discounts for being newsletter subscribers.

4. First impressions are very important. When people arrive at your web site, you have about five seconds to convince them to stay. On your homepage, keep it simple, communicate what you do and what makes your business different.

5. Be personal. Use photographs of people and testimonials from happy clients to build trust. Make sure you include your address and phone numbers on your contact page. People like being able to easily contact you and know where you are located.

6. landmarks that might not be found on Google maps. However, it is also important to link to a Google or Yahoo map so that customers can easily get directions to your locations.

7. Make sure to do your keyword research before you start building your site. After discovering what users are searching, you should then choose 6 to 10 phrases you want to rank for and try to incorporate them naturally into your page titles and headlines.

8. Make sure to organize your web site so that it is easy for your users to navigate and find what they are looking for. Clear and logical navigation will help users navigate your site and help them to understand what you do and how you can meet their needs.

9. Use web conventions. For example, using underlined text when linking and make your logo link back to your homepage. People have certain expectations driven by their experiences of other websites. You need to understand what these are and make sure you accommodate them in your design.

10. Limit your color palette. Professional looking websites tend to use 2-4 colors. This site uses green and white. Use color to help highlight important features on your web site.

Indicators to evaluate a website

The table below provides examples of the key metrics that can be collected to evaluate a website:

Metric	Explanation	Notes/tip
Unique visitors	The number of users requesting pages from the website during a given period, regardless of how often they visit.	
Visits	The number of visits (or sessions) to a website.	
Page Views	Number of pages requested (also called Page Impressions)	
Return Visit Rate	The Return Visit Rate is calculated as the number of visits from returning visitors divided by the total number of visits to the site.	A high Return Visit Rate is a sign of high loyalty of the visitors.
Time spent per visit	The average amount of time spent per visit.	Can serve as an indicator of interest. A high amount of time spent per visit suggests high interest.
Page views per visit	The average number of pages viewed per visit	Can serve as an indicator of interest. A high number of pages viewed per visit suggest high interest.
Bounce rate	Bounce rate is defined as the percentage of visits that only has one page view before exit.	A high bounce rate suggests that the content of the page is not relevant for the user/ the user cannot quickly find the information he/she need quickly enough....
Goal completion rate	The percentage of visitors that complete a defined goal.	Also called conversion rate A goal can be a sign-up to a newsletter or download of a PDF. For examples of goals see the blue text box.

Other interesting metrics that can be obtained from your analytics tool is the distribution of traffic in terms of devices used geographic location and the sources (referrals) to the traffic.

Events

Project’s event

For Projects, it is important to organise events that are interesting for the target audiences and for media to attend. Typical Project events include conferences, seminars, exhibitions, field trips, kick off and closing events. It can also be interesting to join forces with other thematically relevant Projects to organise joint events. This can save human and financial resources and even broaden the audience significantly

At least **two major events** must be organised by the Project to create awareness and disseminate the Project results. A ***kick-off event*** should be organised, within two months after the beginning of the Project implementation and a ***final dissemination event*** should be organised at the end of the implementation period.
To these events, not only Project partners but key stakeholders/ final beneficiaries/ decision-makers should attend and the audience should be as wide as possible. During the events, Projects are encouraged to place the EU flag and ensure visibility of the Project logo.

Other activities/events can be organised by the Project (i.e. targeted small events) or the partners can decide to participate in an activity organised by others if relevant for the Project implementation. Participation in external events is a good way to promote the Project as well as of the institution or region involved and it can be useful as it gives Projects an opportunity to come face-to-face with their target audiences.
Projects are invited to **participate**, whenever requested, **in other events organised by the Programme** with the purpose of presenting/ discussing/ developing/ sharing Project results and creating synergies with other Projects and relevant organisations. The Programme will organise an annual event intended to inform stakeholders, policy makers, beneficiaries and other interested parties about Programme and training sessions for beneficiaries of ongoing Projects on Project implementation issues (e.g., reporting, procurement, financial issues, communication, etc.).

One of the major promotional events organised in the European arena where Programmes and Projects can take part in are:

- ✓ **European Cooperation Day (EC Day)** with the aim of highlighting results of European cooperation across borders to the general public (september of each year).
- ✓ **Open Days – European Week of Regions and Cities** that deal with the European Cohesion Policy (October of each year).

How to organise a successful event

Preparation of the event

No matter what type of event you are organising, it needs to be planned and prepared with a clear purpose in mind. Remember to ask yourself (and your event planning team) the following three questions:

1. Objective: What do we want to achieve with the event?

2. Audience: Who do we want to reach?

3. Method: What is the most effective way of reaching them?

The success of an event depends on a clear understanding of the purpose of the event, its target audience and how to reach them. A good event is a sum of different elements making up integrity. The participants of a good event shall be able to remember the main message that was intended to be delivered via that event.
The biggest events are usually planned already in the annual work plan or Project application, making it a good starting point for the event to be planned ahead of time. Procurement processes are often time consuming but can luckily be done well in advance.

1. Organisers

Build a team responsible for the event and put together a detailed plan. Identify local contact persons and allocate roles to team members. If the direct decision-makers are not part of the organising team, make sure to brief them regularly, i.e., by holding meetings.

2. Audiences

Which groups of people should be interested in attending? Which groups of people have the potential to help you to achieve your objectives? Who is already involved, but could become more committed or useful to your Project if you engaged them more closely? How can you make your event appealing to them?

Please, do not confuse internal meetings for Project management attended only by Project partners with public event addressed to general public or external audience which requires good dissemination in advance and good invitation policy in order to have broader participation than just Project partners.

3. Budget

The event budget will determine where you can hold the event, the number of people you can invite, and the quality of the support material (such as presentation hand-outs, press packs, brochures, etc.).
E.g., if you need to train 30 people, the budget is naturally planned smaller than if you aim at taking a bus full of journalists to see 3 different Project's results.
Start a budgeting spreadsheet as soon as an event is planned and make a team member responsible for tracking costs. Allocate all fees and costs and keep some contingency budget for emergencies. ***Be aware of public procurement procedures and the time needed to contract services.***

4. Name, description of the event, place, city and time

The name of an event should let the reader grasp what the event is about at first sight. Good names are short rather than long. Together with the name, a clear description of the aim of the event and whom the event targets should be available. The time and place (at least the city) of the event should be set ahead of time to allow for effective marketing. Check that the chosen date does not conflict with other events that your target audiences might also be interested in. Check that the most important participants (e.g. desired speakers) would be able to attend. Also check for clashes with other more newsworthy events: political events, holidays, etc. When working in an international setting and with participants travelling from longer distances, it is a good practise not to organise events starting on Monday morning or ending on Friday afternoon, allowing for travel on working days.

5. Agenda

Build the agenda in a way to make up a well-planned schedule where the different parts follow each other in a logical sequence. Make sure the aim of the different parts is clear already in the agenda given out before the event in order for the participants to know what to expect.
Keep the event interactive by introducing panel discussions, workshops and break-out sessions (different formats to avoid boring events). Always allow plenty of time for questions and discussion. Also, make sure to build in regular breaks to keep people's attention and to encourage networking possibilities. **Make sure the moderation role is given to someone who can keep the schedule.**
Plan enough time for coffee breaks (around 30 min) and lunch (at least 1 hour). Content-wise, remember to always introduce what the Project is about (for those who don't know about it), explain the Project results and mention the EU and Greece-Italy funding (both with the display of the Project logo and orally).

6. Speakers

Interesting, knowledgeable and skilled speakers are one of the make-or-break factors of any event. Sometimes high profile names or people from well-known organisations can help to make your event appealing to certain target audiences, but sometimes it can be most interesting and effective for the message delivery when the speaker is e.g. ,a young entrepreneur as an end-user of a Project result on stage. Individuals who are naturally good at presenting to groups transform the atmosphere and impact of the event itself.
When inviting speakers you will need to provide them with clear information on the event and its objectives, normally in the form of a draft Programme, a briefing on the types of people attending the event (including other speakers) and detailed instructions on what they are expected to do and how their contribution links to the other parts of the event. A good practise is to provide the speaker with a set of 2-4 questions that you would need him/ her to answer in the presentation. These questions and answers are to support the messages you want to give to your audiences.
Always make sure to follow up with your invited speakers proactively in person: do not assume that people received, read, or registered your invitation or that they will respond to you. Often the speakers appreciate honest feedback and guidance on how to make the presentation better as this will ensure their presentation to meet the expectations of the audience. Ask for permission to publish the presentation online after the event if you plan to do so. Discuss and confirm fees, travel expenses etc., in advance and for prompt payment.
Before the event, collect all presentations and pre-load them in one large presentation file on the presentation laptop.

7. Moderator(s)

A good event can become great with the addition of an excellent moderator. Make sure that you have someone who is able to manage the event, lead discussions and debates, keep schedules and make the event interesting and relevant to participants. Many journalists also make good moderators; ask some of your media contacts if they know of someone suitable. Keep in mind that while a moderator from "outside" can be a fresh element to your event and provide an interesting viewing angle to your issues, he/she needs to understand the nature of your event, know who is the audience and what the main aim of your event is.

8. Venue: rooms and technical equipment

Characteristics of a good venue include ***good accessibility for the participants*** (the chosen city and the location in the city), right sized rooms for the sessions, easy transfer between the rooms during the event (if applicable) and a suitable place for potential catering services where people can enjoy refreshments without having to spend excessive amounts of time in lines. Check out the connections to e.g., airports and train/ bus terminals. Preference for public transport instead of all participants having to take a taxi to reach the venue is recommended.

Try to use the meeting rooms located in the premises of some Project partner institutions, if the venue capacity for the foreseen number of participants is enough, as a way to save costs. Define the number of expected participants and the need for different auditoriums, break-out rooms, lobby spaces, room for coffee breaks and lunch etc., ahead of time and include them in the term of reference when procuring the venue. If the venue offers catering services they can often be included in the same procurement. Think also of the technical equipment you will need for holding the event – laptops, Projectors, screens, etc. Check what the venue provider has to offer; some equipment can be included in the price and some not. Arrange a site visit in advance and also check the equipment to be used. Consider hiring a professional photographer for bigger events.

9. Catering

If you are going to provide food, a buffet is a good idea as it allows people to mix and talk. However, allow for enough tables and some places for people to sit down. Remember to include the dietary requirements into the registration form and check from the catering service provider how long prior to the event they will need to know these requirements. Agree with the provider the deadline to confirm the final number of participants regarding the catering.

10. Accommodation

Especially with bigger events, recommend the delegates to book accommodation well in advance. You can make a block reservation in the venue if it is a hotel or in a nearby hotel, if possible, especially during other major events or in cities with limited hotel capacity. This is particularly important when participants are arriving from further away and don't know the location, they would appreciate an easy way to book accommodation in or close to the event venue.
Try to get special rates for participants in the proposed hotels.

11. Invitations to participants

Develop the invitation in good time to notify target audiences well before the event. A ***"save the date***" message can be the first announcement, followed by more details of the event later on. Keep everything simple and easy to understand (what, for whom, when and where?). The basic information should be published on the Project website at least two months before the event and updated when the plans proceed.
Dedicated e-mails are the most efficient way to ensure people's attention. Indicate a reply-by-date and a contact mail/ phone number. If necessary, send a reminder later on and ask them to inform about any potential cancellation.

12. Registration

If the foreseen number of participants is more than 70, **online registration saves you time**. People submit their information online into a database that you can access through a private site where you can add, delete and edit participant and event information.
Upon sending confirmations to participants after registration, include some further practical information about the place where the event is taking place. This can be an info sheet about the location of the venue (address and map), main transport options to get there (information on main airports and how to reach the venue from there), accommodation possibilities and other necessary information. Depending on the nature of the event, a list of participants can be sent to the registered participants beforehand or to be hand over during the event. This can help e.g., in partner search or in finding interesting people for other networking purposes.

13. Press release in three languages (English, Greek and Italian) ***See the section Mass Media and Public Relations***

14. Rehearsal meeting

Hold a rehearsal meeting with the organising team a day before the event. Go through the main presentations, anticipate frequently asked questions (locations of rooms and toilets, internet access, etc.) and make sure everybody in the team can answer them. Check that the technicalities (e.g. laptops, Projectors and sound) work and that you know whom to contact at the venue if something stops functioning during your event. Make sure you know how to adjust air conditioning and the lights.
Make sure you have name badges, place labels for speakers, registration sheets, pens and paper, needed contact lists etc., in place already the day before.

15. Welcome

Make people feel invited. ***Have someone greet the participants and show them to the cloakroom and the registration desk***. Have plenty of people at the registration desks to avoid long lines and to answer possible questions the participants might have. Think of making different lines according to the alphabetic order of the surnames (A-D, F-M, etc.) to get a faster registration process.
Prepare materials beforehand so that people do not have to compile their event package while others are waiting. In case you are using feedback questionnaires that are filled in on the spot, consider whether you want to give them as part of the material kit or later during the day. Reserve a box or other place where the filled-in questionnaires and the badges to be recycled can be returned.

16. Media

If media attend your event, make sure they are well taken care of. Make sure that your appoint someone responsible for introducing the journalist(s) to people to interview, explain the Project, and act as a contact point if they require any information.
Shortly before the event, sending out a press package including brief background information regarding the event and other useful materials can help journalists correctly comprehend and reflect your event. This should be complemented by additional information and

event visuals delivered to the journalists after the event.

Always try to involve media in your events addressed to external audience. Try to sell the Project through a personal story behind as a way to attract media. Try to have a relevant actor (local politician, public authority) participate in your event. This will reach media's attention and your event will be more likely to be published in newspapers and digital websites, among others.

17. Photos

Depending on the nature of your event and the need for photos afterwards, do some planning of the needed photos before the event. Would you like to have action shots, close-ups, general pictures of crowd, a picture of a specific keynote presenter or perhaps of the interesting building you are at? To get the right shots, think of the intended use of the photos – will they be published in publications, press articles/ releases, thank you letters, social media and/ or on the Project website and what message do you want to send through the photos. **Attention to the high resolution of the pictures**: in order to publish news and information about the funded project on the programme website, the photos must have the following size 1920X350 pixel.

18. Videos

During the events you could feature interviews with people directly benefiting from projects to pass on the key messages through authentic stories. Share the video with the Programme YOUTUBE channel
https://www.youtube.com/channel/UCTDbrEbVbbUCGRkf-9k_BHA?view_as=subscriber

19. Social media for the events

During the events, the projects should share photos, informations and interesting short post through the social media (If they manage any). It is important to tag the Programme page and to share some common hashtags (#GreeceItaly #Interregproject #EUproject #Projectacronym #Innovation #Competitiveness #Environmental #Culture #Transport).

Tag the Programme accounts

Facebook @interregreeceitaly
Twitter @Interreggr_it
Instagram @interregreeceitaly

After the event

Follow-up

Upload all relevant documents online (presentations, photos etc.) and send a thank you note to all participants and guests together with the link to the online materials. In case you are using an online tool for collecting feedback (e.g. https://ec.europa.eu/eusurvey/home/about), the link to the questionnaire can be included in the same mail. In that case the mail would need to go out as soon as possible after the event, preferably even the next day, for the people to still feel motivated to provide their feedback. This feedback would be very useful for the organisation of future events.

After the **technical event among the project partners**, it is strongly recommended to prepare a "Minutes" that will summarise the discussion and the decisions taken by all participant partners. The minutes is usually prepared by the partner that organizes the event and it has to be shared by all partners.

If you approached or were approached by media about your event, remember to later check and document media coverage **(Press and video Review)** Online coverage can be further spread via any social media channels you might be using. You can also make news on your Project website and publish something about the successful event in a post-event newsletter. Include several photos to make more attractive the news/newsletter.

Evaluation

Hold a debriefing session with the organising team - discuss what went well and what can be improved in the future. Thank the team members for a job well done. Once the participant feedback has been collected, go through the findings with the whole team.

Mass media and public relations

How to deal with the media?

There are no written rules on how to deal with journalists. ***Media is the best tool to increase awareness and interest towards the benefits of the Programme, projects and European funds*** in general. This group refers especially to the media from the whole Programme and European area at national, regional and local level, and includes both written, audio-visual, web, and specialized press.

Journalists have little time. They strive to gather all the key elements of a story (picture, testimonials, confirmed source) and jump from one topic to another depending on the daily issues they have to cover. This bustling and stressful professional routine requires an extra effort from the organisation/ person that sends out information to them.

For the implementation of mass media and public relation it is useful to have:

1. ***Press release, available in all programme languages***. The partner prepares a press release in english, then it shares the draft with the programme communication officer in order to have a final version. After that, the press release will be translated in Italian and greek languages and it will be spread by all involved partners on their institutional websites and towards the local journalists.
2. A common and shared ***media database*** (newspapers, radio, tv, webtv, on line press), local, regional, national press and specialized press
3. ***Press conference***

For some important events, such as a project results presentation, it is useful to organize a press conference in order to directly meet the journalists and involve them in the story of cooperation. For the press conferences, it is useful to choose a location directly involved in a project, a restored building, a creative hub, a park or a museum, improved with the Programme Founds.

4. ***Media Corner on the website***

How to catch the attention of a journalist?

- ✓ ***Keep it simple***. Journalists appreciate clear and understandable information. ***Don't overload an article with complex jargon*** and acronyms that only EU actors understand.
- ✓ In line with the aforementioned rule, try to use plain English/Greek and Italian. Words such as "eligibility", "ETC", "decommitment", "work package" and "thematic objective 11" are unlikely to be known by people outside the EU Project world. Concentrate on the everyday related content, practical benefits, and leave out the technicalities about the Project.
- ✓ ***Present a story*** that the media and society can identify with. Abstract profound concepts are good for background articles, features and other formats. However, if you'd like to attract the attention of local media, present a local story, e.g. a Project that helps the city be more environmentally friendly.
- ✓ ***Professional courtesy***: both sides (information sender and recipient) have to demonstrate mutual respect. This is only possible if each party truly takes into account the routines associated with the other's role.
- ✓ ***Build a win-win partnership with the journalist***. The institution is not the only party seeking the accomplishment of an objective (to have the information published) but also the journalist gets benefits from this partnership: an interesting story, attractive or powerful images and the possibility to include sources that are valuable for their media.
- ✓ ***Say you are available, be truly available and remain available***! This means you will be available not only until the publication of your article but also if the journalist contacts you again for further information (maybe about other topics).

Before you start writing...the Inverted Pyramid

The ***“inverted pyramid”*** is the model for newswriting. It simply means that the most important information should be at the top –the beginning– of your story, and the least important information should go at the bottom. That way, even if a person doesn’t read the whole article, he/ she gets the main idea, the message you are trying to highlight overall. Consequently, as the reader moves from top to bottom, the information presented should gradually become less important.

The lead/ introduction

The lead (or opening paragraph) is the first paragraph of any article. It’s also the most important. The lead must accomplish several things:

· Give readers the main points of the story;
· Get readers interested in reading the story;
· Summarise the entire article.

Typically, leads should not be longer than 50-60 words since readers want to know in a glimpse what the piece of news is all about. What should you include in the lead?

Journalists use the five “W’s and the H”: who, what, where, when, why and how.

Who	What	Where	When	Why	How
Who is the story about?	What is the story about?	Where did the event you’re writing about occur?	When did it occur?	Why did this happen?	How did this happen?

How can I make my press release interesting?

- ✓ Choose a clear, ***short headline*** in which you clearly state what the reader is going to learn if he/ she dives into the article;
- ✓ Identify your audience and choose the right style accordingly (serious or funny, specific or general). If the press release has to be sent to different targets, change your style/ angle (and even the content) to make it useful;
- ✓ Sometimes you don't need a whole article to promote a project. A sentence with the most crucial details from a project can help you achieve that promotion. Examples: · "Did you know? Thanks to …. project funded by our Programme people in ….. regions can now get …. service faster, cheaper and more efficiently." · "By the time ….. project is finalised, emissions in ….. region will be reduced by XX%" · "Thanks to the ….. project, border regions in ….. and …. countries now have …. and ….. benefits" · "With the observation system established as a part of …. project funded by our Programme, ….. and …. countries can now jointly monitor ship wastes illegally disposed to X river" For example: "Have you ever wondered how to recycle fiberglass? The European Project XX does it for you!";
- ✓ Remember that the Project technicalities are often the least interesting thing for a journalist and he/ she will not be impressed by explanations of budgets, ERDFs, long organisation names etc. They ***want to see where the local story is, what is the concrete benefit to people***. The main message to get in is that this was brought to the people by the European Union funding in cooperation with other European countries;
- ✓ ***Translate the press release in the 3 Programme languages***: English, Italian and Greek and Involve the Project's partners to spred it towards the media databases
- ✓ Add powerful ***high resolution photographs*** or drawings that depict your press release;
- ✓ ***Use the communication unit(s) of your institution and your partner's institutions to disseminate the press release*** through their media databases. Involve the Project's partners on it!
- ✓ Try to link the press release to a special moment of the Project: e.g. invitation to a Project event, production of one output;
- ✓ ***Share the press release with the JS and collect together the press review***
- ✓ Make sure that the EU funding is mentioned in the article/ news.

Press review

Monitoring the articles (newspapers, on line press, videos) is the best way to measure the impact of press communication.

Measurement and evaluation of press/media event: Indicators and quantitative analysis

There is potential quantitative data which can be produced:

- Article date
- Press category
- Media title
- Article length
- Article position
- Audience
- Readership numbers (accessibility)

The requirements for qualitative analysis may include

- Extent to which themes are covered by the article
- Extent to which messages are covered by the article
- Tone: positive, negative, neutral, mixed (depending on message) etc.
- Use of facts/evidence/quotations:
- Types of facts
- Types of evidence (including that provided in press pack) Types of quotations
- Assessment of overall credibility of a particular media (scientific journal versus mass media for example) – media weighting

Social media

Added value of social media

The use of social media as a source of information about what is going on in the projects is of major importance to the programmes. By following the projects in social media you are able to keep yourself up to date about their achievements, events, promotional products and more. ***Building a strong connection and feeling of cooperation between programme and projects on social media can be used to enhance the feeling of working together*** and helping each other reach out to wider audiences such as ***by sharing/re-tweeting each other's relevant posts.***

The main reason why social media has emerged as an efficient communication tool lies on its ***interactivity***. Users are able to generate content as they have become active online members. Now users not only read information but create their own by expressing their views and sharing information with a potentially large audience.

Presence in social media will not be successful if you cannot sustain it over a longer period of time.

Do you have the resources to use the channels? Being active in social media is a serious task of which the needed inputs should not be under estimated. Without these considerations the use of social media can turn out to be a waste of time and energy.

Why social media

- Interactive
- Fast, real time information and interaction
- An increase of traffic to your website
- Added value in branding
- Virality of messages (but also of negative messages)
- Good possibility of linking and networking with relevant actors

Interreg Greece-Italy Social Media Channels

Facebook @interregreeceitaly

Twitter @Interreggr_it

Instagram @interregreeceitaly

YouTube https://www.youtube.com/channel/UCTDbrEbVbbUCGRkf-9k_BHA?view_as=subscriber

Google+ https://plus.google.com/u/0/118059541629368348535

Facebook Community

Create a programme communication community with projects facilitates the communication network among project bodies, external stakeholders in order to share information. The Facebook Community is reserved to the beneficiaries of funded projects to share news, events, results and novelty about the project life. The FB Community is managed by JS. The project partners are invited to join it through the facebook account of the person who is in charge for the project communication activities. The project partners has to convey this name by filling in the communication format, sent by the JS.

In this group it is possible:

- to publish and share information about the events, the activities, the meeting, the results of the financed projects
- ask and give suggestions about the above mentioned activities.

Tips for the use of Social Media

- Start by following people and organisations within your network. ***The more you follow, the more you are followed***.
- Keep your audience engaged, ***post regularly*** but do not overload ("spam") them with unrelated information. Make the connection of the content of your posts and your own activities clear to the followers (e.g. when sharing someone else's post, include an intro to it making it clear how this is relevant to your followers).
- ***Make the texts short and catchy;*** avoid complex terminology. Be informal in your posts
- It is important ***to tag the Programme page*** and ***to share some common hashtags*** (#GreeceItaly #Interregproject #EUproject #PROJECTNAME #Innovation #Competitiveness #Environmental #Culture #Transport).
- ***Use innovative hashtags*** in order to be distinguished from others.
- ***Share a Facebook, Twitter and Instagram lists***
- Include links to your posts for more info.
- ***Include pictures*** to your posts. It will make your information more attractive. Posts with images get more interaction.
- Do not post the same info to all your social media platforms. Play to the strengths of each social channel. Define what types of posts are published on what platform.
- Try to post real-time info.
- Make sure your profile image is visible enough (focus on the image, small letters will never be read by your followers). It's compulsory to include the Greece-Italy Project's logo in a prominent visible place.
- Respond to the messages even if they are negative
- When replying to a tweet, make sure it appears on the tweet feed, so that it can be seen by more followers and on your timeline when viewed from desktop (this –currently– can be done by including punctuation before the mentioned handle)

Free analytical social media management tools

Tracking your posts' performance on social media will enable you grasp your followers' interests, behaviour and help you organise your future posts, their style, contents and timing

- *Hootsuite* to manage multiple social media accounts.
- *TweetDeck* to manage different Twitter accounts.
- *Buffer* for Facebook, Twitter, LinkedIn and Google+ to analyse your followers profile and increase your posts' exposure.

Videos

Videos for promoting your achievements

The videos should be kept short and show what your project actually achieved through a selection of your best projects.
Ensure the availability of authentic footage from projects. To do that, identify in advance how you are gathering such footage: are you filming the projects on the spots yourself, hiring external film makers or asking project partners to film and send to you? Make sure project partners are aware of their role and what you ask from them.

You could feature interviews with people directly benefiting from projects to pass on the key messages through authentic stories.

Use simple storytelling techniques: Bad situation – project – improvement of bad situation for the better.

Storytelling

Storytelling

Storytelling is a technique which people have used to pass on information since prehistoric times. So while it may be a hot trend in communication today, it is far from a new concept!
Conveying information through stories not only makes our content more interesting to our audience, it makes it much more likely that they will remember it. Use storytelling to give your Project a human face, avoiding complicated/ boring information to get your message through more easily. If you are trying to get attention from the media, storytelling techniques are essential. While you need to have facts and figures too, a compelling story is a must.

Planning your story

When planning your story you need to know very well your Project, the audience you would like to address (to adapt the language and to select the communication channel to be used accordingly) and identify the take-away message that your would like to transmit thanks to the story.

- *Why does your story need to be told? What is the purpose of your story?*
- *Who is the audience for your story?*
- What do they care about?
- What's their/ the problem?
- How much do they know? Where do they get information?
- What do they need (from you) to act?
- Remember: Write for them, not for you (or your colleagues)
- *Which of the following outcomes would you like to achieve with your communication?*
- Who I am: **Awareness**

Announce, state, introduce

You want the local community to know that your Project exists!
· Why I'm here: **Relevance**

Explain, comprehend, relate

You want people to understand what transnational cooperation and your Project is about: how it works, what benefits it has already brought to the area, etc.
· I have a dream: **Vision**

Inspire, excite, galvanise

You want to inspire people on how your Project's idea appeared.
· _I'll show you how: **Education**

Demonstrate, teach, describe

You want to show people what partners do in your Project
· I do therefore I am: **Principles in action**

Participate, join, compete

You are holding and event or contest and you want peopleto take part
· I know what you're thinking: **Dealing with the elephant in the room**

Provoke, challenge, surprise

You come from an area that is very Eurosceptic and you want to assure them that their EU taxes are bringing their region positive results
· **The format** - where will the story land?

Newspaper, website, social media platforms, press release to the media?

· What is the story **context**?

What is going on outside of our direct work environment? What is happening in the news? Could these things affect the way our audience hears your message?

· Why is now a **good time** to tell your story?

Writing your story

Starting to write your story is often the most difficult part. For that reason, we are giving you a short exercise you can use to get your creativity flowing, and template to use as a starting point. Just remember to find a main character/ hero the story could be based on; a scene/ setting where the story is set; and a conflict/ resolution to make your story more interesting (problem/ solution given by the Project).

Publisher

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