Interreg
Central Baltic

Varsinais-Suomen liitto
Egentliga Finlands förbund
Regional Council of Southwest Finland

European Union
European Regional Development Fund

Technical session – requirements and more

Helsinki 27 October, 2016

Rules of thumb 1/3

- All projects are obliged to disseminate information about the project proceedings
- Communication is a common responsibility
- Public availability of results is to be guaranteed also after the project closure, preferably for at least 3 years
- All projects have a joint communication message: the benefit of the funding received from the European Union through the European Regional Development Fund (ERDF)

Rules of thumb 2/3

- All information and communication measures of the project must display the EU flag together with textual reference "**European Union**" and "**European Regional Development Fund**" (exception: when space is limited the reference to the ERDF can be left out)

Rules of thumb 3/3

- All project partner organizations must display in their premises at least one information poster (minimum size A3) informing about the project and the received EU funding. The poster is to be placed in a place where it is well visible for the public such as an entrance area of a building.
- Template can be downloaded from www.centralbaltic.eu

VALUE FOR MONEY!

In these premises you can find an EU-financed project in action.
And not just any project, but a good and interesting one.
Today's EU projects want you to know what they are all about, so please read on!

The project XXX aims at:

Write here what is the main situation to be improved by the project. Max three lines of text.
So that the reader gets interested, nothing less is required.
They can come and ask you more. Max 280 characters with spaces.

The project XXX will result in:

Write here the very concrete results that will be the outcome of your project.
Something that everyone can understand and remember if asked the next day.
This is what adds up the value of your work in the eyes of others. Max 280 characters with spaces.

The project is a joint cooperation venture of:

Organisation X, Country | Organisation Y, Country | Organisation Z, Country | Organisation Å, Country | Organisation Ä, Country | Organisation Ö, Country

This is done with xxxxxx euros from the European Regional Development Fund.

Find out more:
Project Manager xx xx (e-mail) | www.projectwebsite.eu

EUROPEAN UNION
European Regional Development Fund

Interreg
Central Baltic

Technical requirements

Where do rules come from?

- Legal requirements on publicity and communication for the projects are laid down in
  - Regulation (EC) No 1303/2013 (especially articles 115,116 and 117) and its Annex XII
  - Subsidy Contract §7
  - Programme Manual

How to use the logos

- The needed references are the following:
  - The flag of the European Union together with the textual reference “European Union”
  - Textual reference “European Regional Development Fund”
  - The logo of the Central Baltic Programme 2014-2020
- For small materials such as pens, where space for printing is limited, the following references have to be used:
  - The flag of the European Union with the textual reference “European Union” AND
  - EITHER the Central Baltic Programme 2014-2020 logo OR
  - The project’s own logo

Logo files fulfilling the technical requirements

CMYK
RGB

.ai
.pdf
.jpg

ENG
EST
FIN
LAT
SVE

vertical
horizontal
small items

EUROPEAN UNION
European Regional
Development Fund

EUROOPAN UNIONI
Euroopan
aluekehitysrahasto

EUROPEISKA UNIONEN
Europeiska regionala
utvecklingsfonden

EIROPAS SAVIENĪBA
Eiropas Reģionālās attīstības fonds

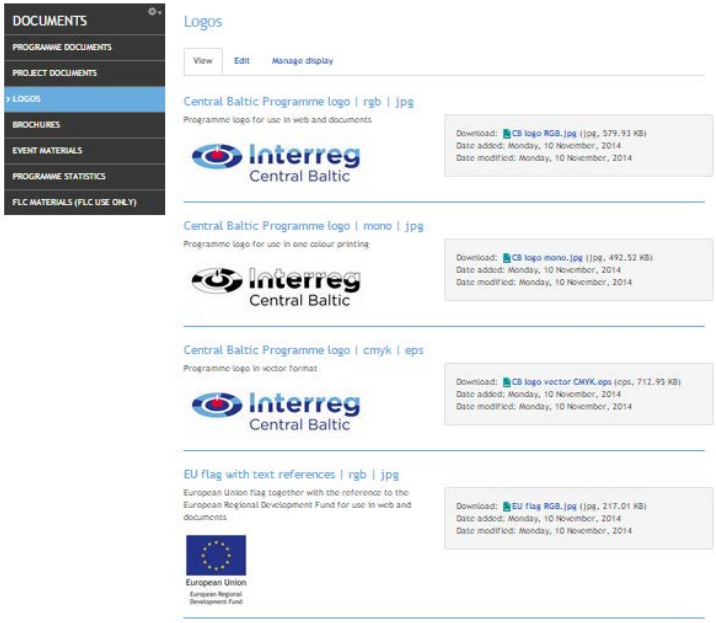
EUROOPA LIIT

Logos continued

- If there are other logos displayed in addition to the EU flag, the flag is to have at least the same size as the biggest of the other logos, measured in height or width.
- The placement of these references is to be well visible but can otherwise be freely decided.

Logos continued

- Logo files available on the Central Baltic website
- Guidance table in the Guide for project Communication



You can download all logos from the Central Baltic website.

Guidance table from Guide for project communication

Methods and measures	Emblem (flag) of the European Union	Text "European Union"	Reference to the European Regional Development Fund	Programme logo	Additional
INFORMATION / PROMOTION MATERIALS (examples)	**x**	**x**	**x**	**x**	**NB! The size of the item defines the requirements**
Materials where space allows (e.g. brochures, leaflets, books, t-shirts, bags, folders, videos, CDs, DVDs)	x	x	x	x	
Materials where space limits printing (e.g. pens, USB sticks, business cards)	x	x		x (or project logo)	
Examples					
Project website or section in a project partner's website	x	x	x	x	On a separate project website, the EU flag must be visible on the front page without having to scroll down.
Newsletters and other electronic materials	x	x	x	x	
Press releases	x	x	x	x	If a third party (e.g. a newspaper) publishes an article about the project for free, we cannot demand them to display the flag and logo in the article.
Presentations (Powerpoint or other)	x	x	x	x	It is enough if a presentation has the EU references and programme logo in the beginning and end. They don't need to be on each slide.
INFRASTRUCTURE INVESTMENTS	**x**	**x**	**x**	**x**	A permanent plaque displaying these has to be erected at the infrastructure site when the investment exceeds 500.000 euros ERDF. (see Programme Manual)
EQUIPMENT	**x**	**x**		**x**	To be attached to the equipment as a sticker or similar (stickers are not provided by the programme and can be printed by the project e.g. with a regular office printer)

Websites

The LP and each PP are obliged to ensure that: at least basic information about the project description of activities is available on the internet during project implementation.

Basic information:

- aims,
- partners,
- amount of funding and its source.

- Once the project has ended this information must include the main results and outputs available for dissemination.

Billboards

Infrastructure investment for projects exceeding 500.000 euros of ERDF

- Billboard;
- Permanent explanatory plaque (latest three months after completion);
- Billboard and plaque have to reference the EU and the Central Baltic Programme 2014-2020.

Examples of problematic situations

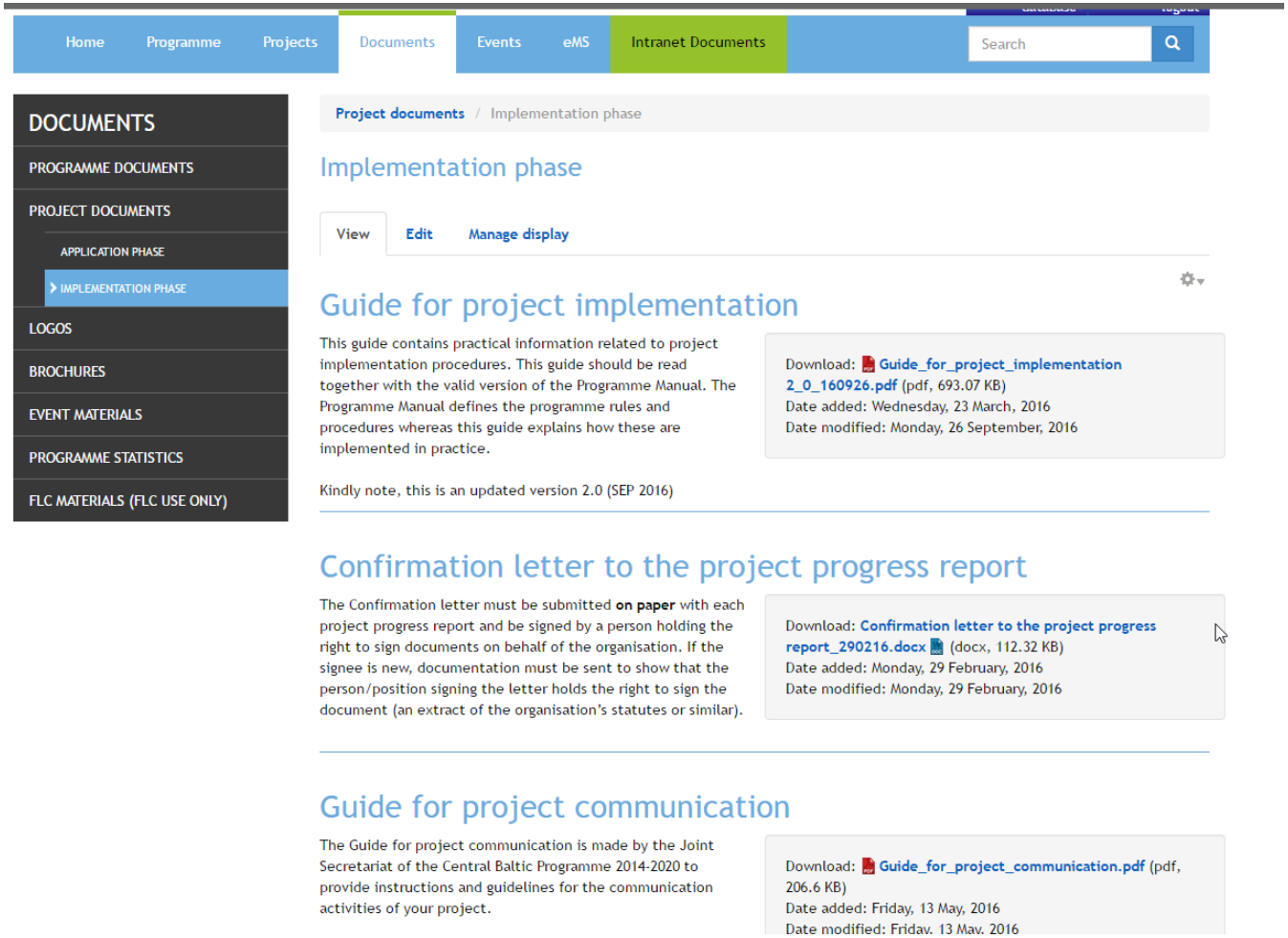
- Can I use the local language versions for the European Union or European Regional Development Fund texts in my brochure?
- Our project is building structure X in the woods, do I need to put up a billboard?
- What logos do I need to put on my website?
- How tall should the flag the European Union be?
- Can I use the graphical layout of the programme in my own materials?

Where to find more information?

- Guide for project Communication
- Communication network and seminars
- Joint events
- Joint Secretariat
- National Contact Points (media work)
- http://centralbaltic.eu/document-categories/implementation-phase
- FAQ

European Union
European Regional Development Fund

On our website!



Good practices

Internal and external communication

Target group	What do they need to know?	How to identify the need?
Project partners	Understand their own role in implementing the project well How to succeed in project communication	Day-to-day contact within the team. Feedback and evaluation process.
General public	The benefits of the project and European cooperation	Media, social media Eurobarometer surveys
Etc.		

Working with your target audience

- Whom do we need to communicate with to make the project reach its aims? Why?
- What is the relevant information/message for each target group?
- Which are the best methods/tools to reach different target groups?
- How do we find out if the message is getting through and how can we adjust our communication accordingly?

Why do I need a communication plan?

- Use it to define the project's own communication strategy
  - What do you want people to know about your project?
  - What changes in opinion you want to stimulate?
  - Who are your target groups? Are there many?
  - Communication calendar
- Keep track of communication objectives;
- Define and follow up on target groups;
- Define strategy and measures to be taken;
- Share responsibilities for implementation;
- Make the evaluation process more effective;
- Setup and keep track of the budget.

Why do I need a communication plan?

- Having a communication plan is strongly encouraged
- Template available from www.centralbaltic.eu
  - 1. Introduction
  - 2. Communication objectives
  - 3. Target groups
  - 4. Strategy and measures to be taken
  - 5. Work plan
  - 6. Responsibilities for implementation
  - 7. Evaluation
  - 8. Budget
- We can help you!

Overall objective	Communication objective	Target group	Activity	Jan	Feb	Mar	Apr	May	Jun
Objective 1	Objective 1.1.	text	text		x				
	Objective 1.2.	text	text				x		
Objective 2	Objective 2.1	text	text	x	x				
	Objective 2.	text	text					x	x

Table 1 from template; work plan

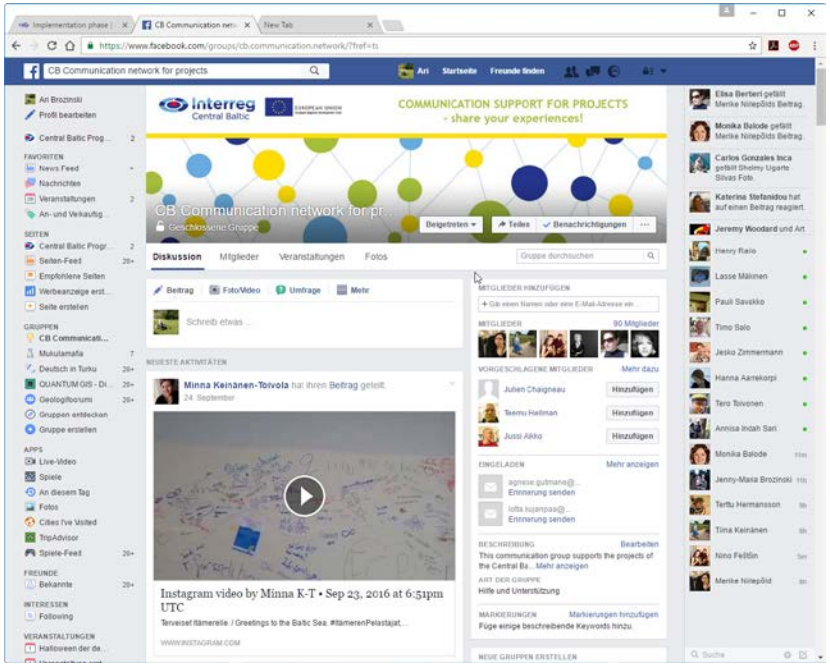
Strategic communication: be prepared for the unexpected

SWOT analysis

- Strength: what information can we communicate?
- Weaknesses: what could damage our reputation?
- Opportunities: what could we capitalise upon?
- Threats: what might go wrong?

Where to find more information

- Communication guide
- Communication networks
- Events
- Joint Secretariat
- National Contact Points (communication related)
- FAQ



Share your communication experiences, events, visibility and questions at the Central Baltic communication network for projects.

European Union
European Regional Development Fund

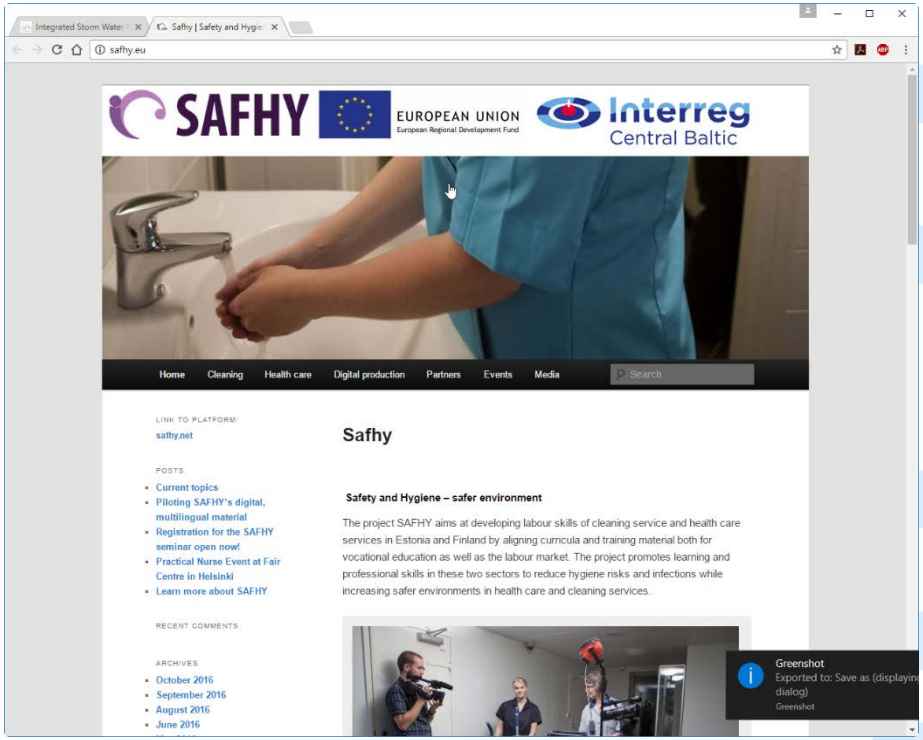
Branding and project identity

Recommended

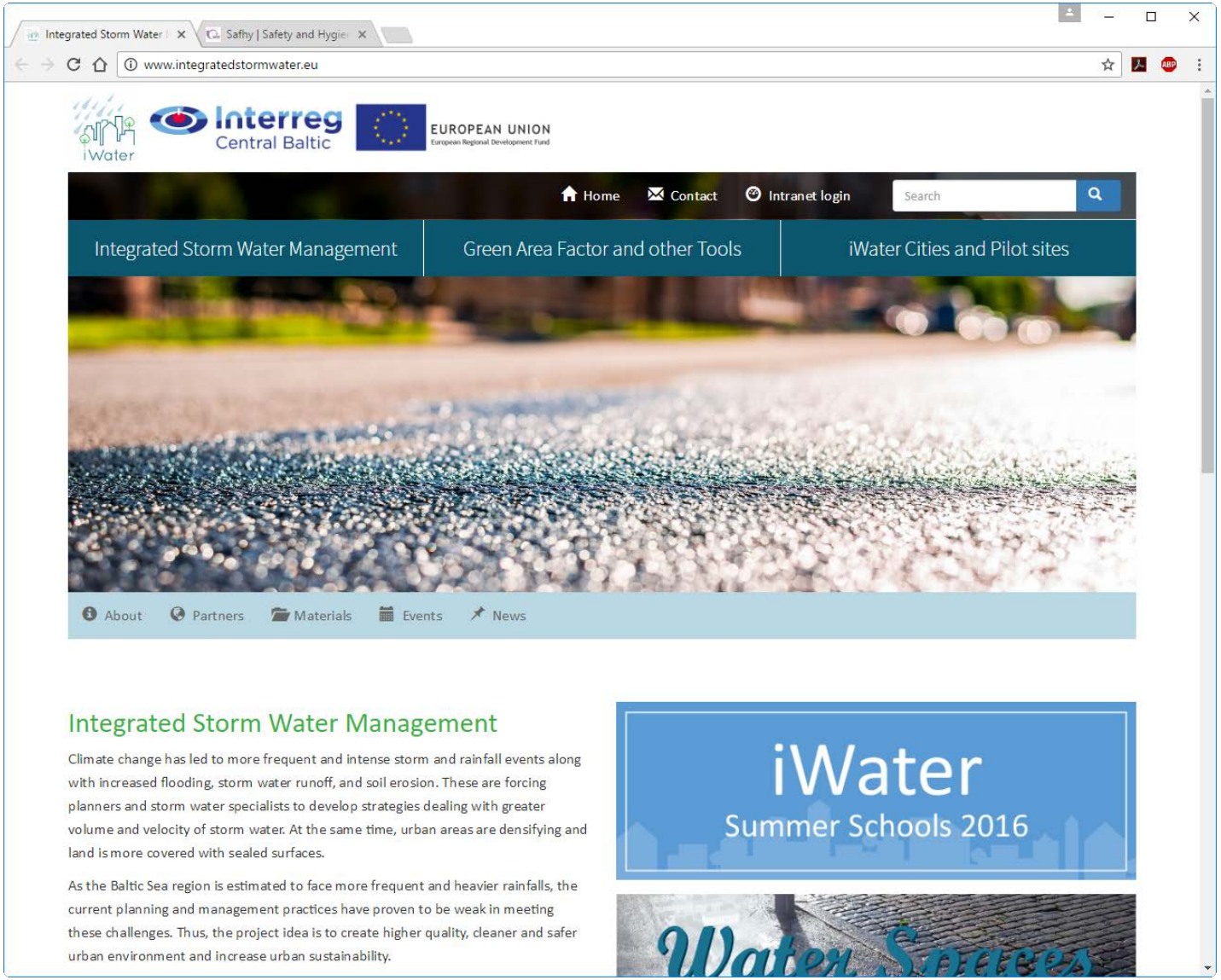
- Project Logo
- Own graphic design

Not recommended

- The use of the programme layout

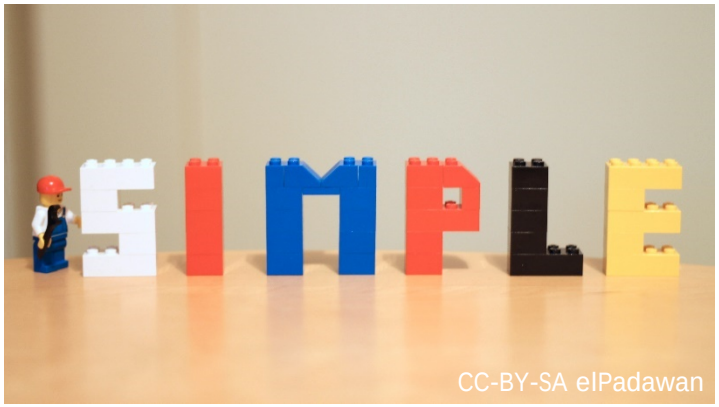


Interreg
Central Baltic



Clear and effective writing

- Sentences: 15, 20 words each;
- Mix sentences lenth: short sentences can be very effective;
- Say only one concept per sentece;
- Avoid jargon and acronyms.



Social Medias

Recognising your target group

- Age
- Profession
- Interests
- Fields
- What do you want to communicate to each target group?

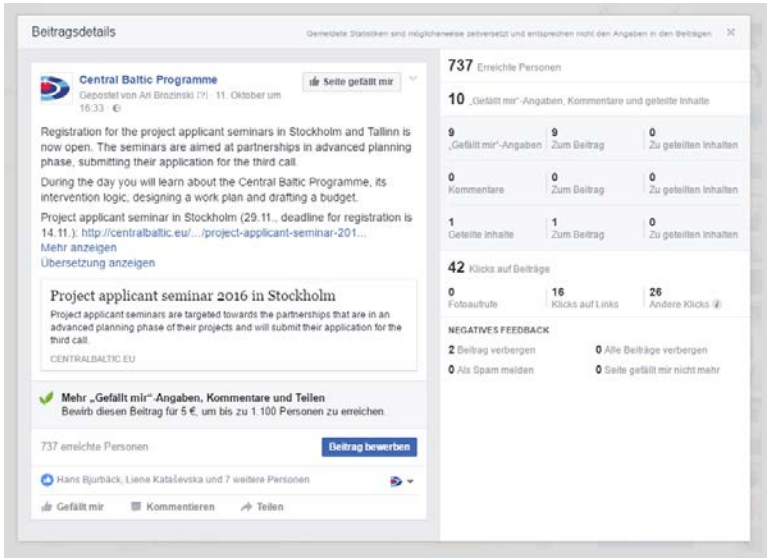
SoMe Demographics

Where is your target Group active?

- Facebook
- Twitter
- LinkedIn
- Snapchat

Facebook

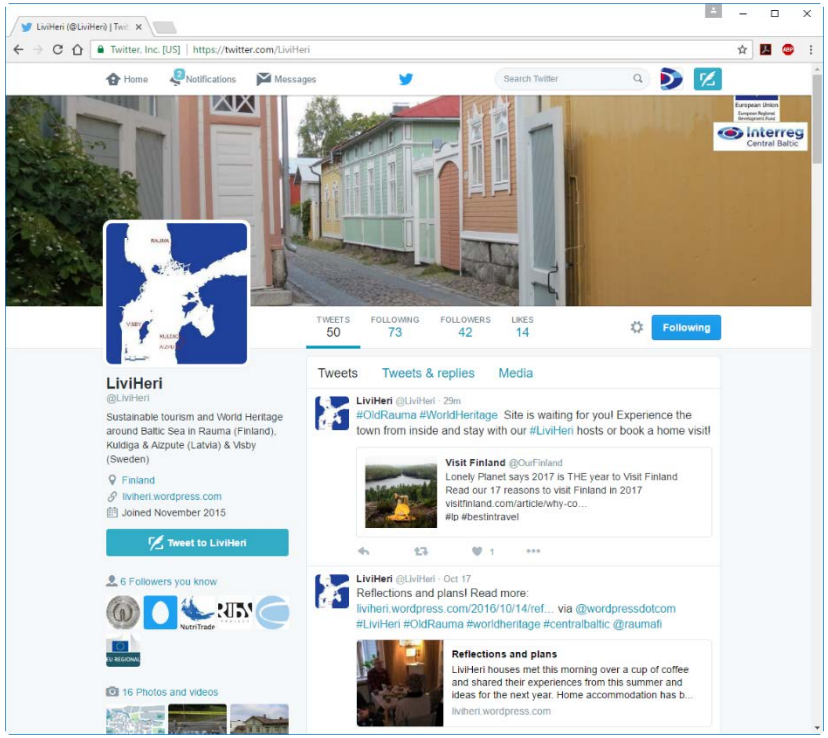
- 25-34, 55+
- Woman
- Most used: +/- 1.71 billion users
- Set up events
- Set up Groups



In Facebook you have the possibility to track the effectiviness of your posts.

Twitter

- 18-29, 40+
- Slightly more popular among men
- live tweeting during events
- Pick up trend/statistics
- keep up with the times



LinkedIn

- LinkedIn 300 million users
- Mostly man
- Professional network
- Check out skills and expertise of colleague/potential partners

Snapchat

- For teenager
- Growing popular among adults as well
- Organisations webcasts
- E.g. Finnish Tax Authority

SoMe in event Communication

Pre-event marketing:

Invitation channels:

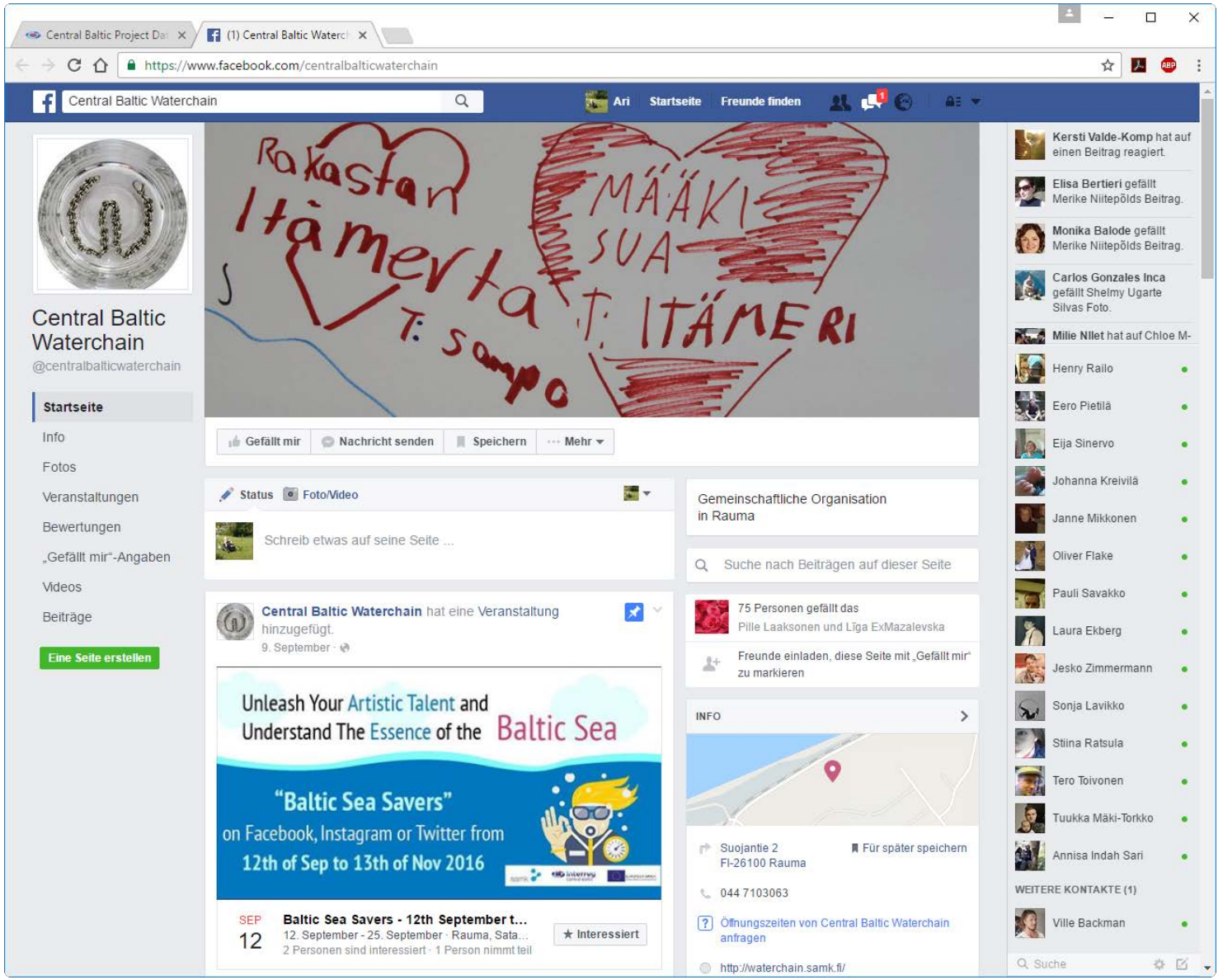
- Email,
- Some Channels,
- Website,
- Newsletter,
- Facebook group.

Should you send material to participants beforhand? Where?

Marketing

- Posts about the event on SoMe
- Press-release
- Brochure about your project/your event

Interreg
Central Baltic



The event day

- Have a twitter # so people can tweet about the event bringing SoMe visibility to the project
- Post about your event

Post-event marketing

- Make the material that was presented in the seminar available to the participants through one of your communication channels
  - LP & Communication seminar presentations will be available through centralbaltic.eu
- Post on the Facebook group, if you have set that up
- Send a thank you message to participants

Final words

Create memories

People will remeber:

- Visual information
- Short, clear information
- Stories, personalised and meaningful content

People will forget:

- Long texts,
- unclear messages,
- long series of data

Let us know about your activities!

- We are interested in hearing back from you
- Newspaper articles, videos and other media visibility content can be added to the Central Baltic database
- Funded projects will be updated next year
- Stories about projects will be produced next year

Interreg
Central Baltic

www.centralbaltic.eu

CentralBaltic

Central Baltic Programme

Thank you!

Varsinais-Suomen liitto
Egentliga Finlands förbund
Regional Council of Southwest Finland

European Union
European Regional
Development Fund