



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



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



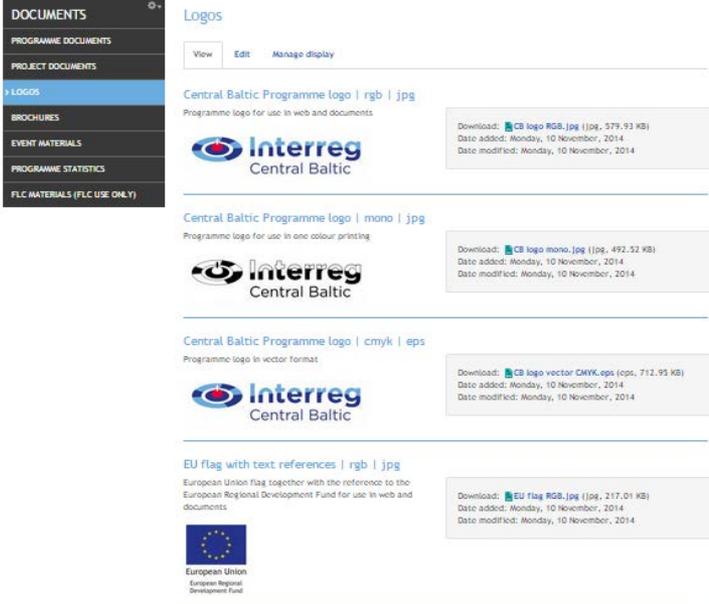
EUROOPA LIIT

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



DOCUMENTS

- PROGRAMME DOCUMENTS
- PROJECT DOCUMENTS
- > LOGOS**
- BROCHURES
- EVENT MATERIALS
- PROGRAMME STATISTICS
- FLC MATERIALS (FLC USE ONLY)

Logos

View Edit Manage display

Central Baltic Programme logo | rgb | jpg
Programme logo for use in web and documents

Download: [CB logo RGB.jpg](#) (jpg, 579.93 KB)
Date added: Monday, 10 November, 2014
Date modified: Monday, 10 November, 2014

Central Baltic Programme logo | mono | jpg
Programme logo for use in one colour printing

Download: [CB logo mono.jpg](#) (jpg, 492.52 KB)
Date added: Monday, 10 November, 2014
Date modified: Monday, 10 November, 2014

Central Baltic Programme logo | cmyk | eps
Programme logo in vector format

Download: [CB logo vector CMYK.eps](#) (eps, 712.95 KB)
Date added: Monday, 10 November, 2014
Date modified: Monday, 10 November, 2014

EU flag with text references | rgb | jpg
European Union flag together with the reference to the European Regional Development Fund for use in web and documents

Download: [EU flag RGB.jpg](#) (jpg, 217.01 KB)
Date added: Monday, 10 November, 2014
Date modified: Monday, 10 November, 2014

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					
<i>Project website or section in a project partner's website</i>	x	x	x	x	On a separate project website, the EU flag must be visible <u>on the front page without having to scroll down</u> .
<i>Newsletters and other electronic materials</i>	x	x	x	x	
<i>Press releases</i>	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.
<i>Presentations (Powerpoint or other)</i>	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?

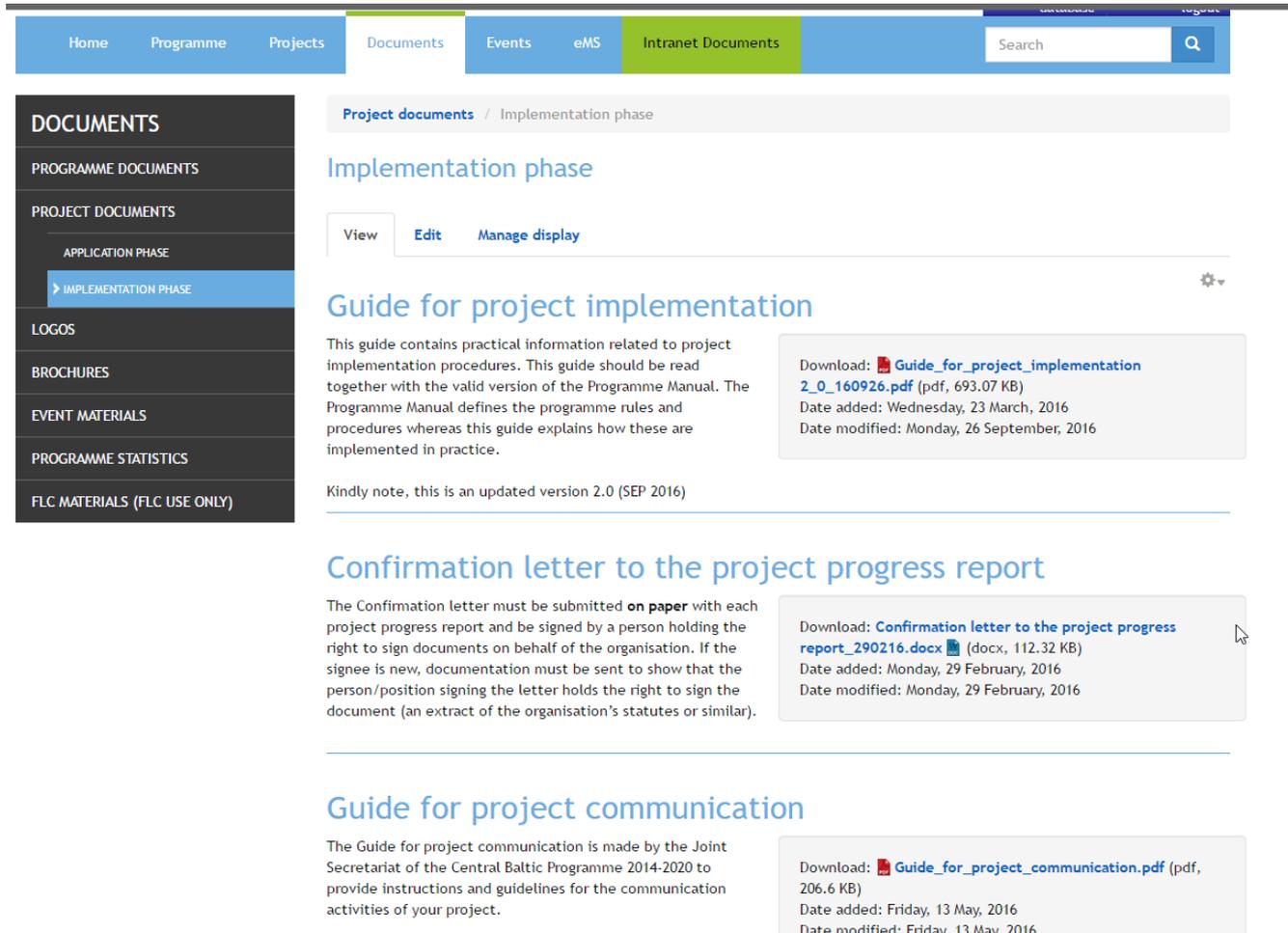
- Guide for project Communication
- Communication network and seminars
- Joint events
- Joint Secretariat
- National Contact Points (media work)
- <http://centralbaltic.eu/document-categories/implementation-phase>
- FAQ



European Union

European Regional
Development Fund

On our website!



The screenshot displays the website's navigation bar with links for Home, Programme, Projects, Documents, Events, eMS, and Intranet Documents. A search box is located on the right. A left-hand sidebar lists document categories: DOCUMENTS, PROGRAMME DOCUMENTS, PROJECT DOCUMENTS (with sub-items APPLICATION PHASE and IMPLEMENTATION PHASE), LOGOS, BROCHURES, EVENT MATERIALS, PROGRAMME STATISTICS, and FLC MATERIALS (FLC USE ONLY). The main content area shows the 'Implementation phase' breadcrumb, followed by a 'View' menu with options for 'View', 'Edit', and 'Manage display'. Three document entries are listed: 'Guide for project implementation', 'Confirmation letter to the project progress report', and 'Guide for project communication'. Each entry includes a download link, file name, format, size, and dates.

Home Programme Projects Documents Events eMS Intranet Documents Search

DOCUMENTS

PROGRAMME DOCUMENTS

PROJECT DOCUMENTS

APPLICATION PHASE

IMPLEMENTATION PHASE

LOGOS

BROCHURES

EVENT MATERIALS

PROGRAMME STATISTICS

FLC MATERIALS (FLC USE ONLY)

Project documents / Implementation phase

Implementation phase

View Edit Manage display

Guide for project implementation

This guide contains practical information related to project implementation procedures. This guide should be read together with the valid version of the Programme Manual. The Programme Manual defines the programme rules and procedures whereas this guide explains how these are implemented in practice.

Download: [Guide_for_project_implementation_2_0_160926.pdf](#) (pdf, 693.07 KB)
Date added: Wednesday, 23 March, 2016
Date modified: Monday, 26 September, 2016

Kindly note, this is an updated version 2.0 (SEP 2016)

Confirmation letter to the project progress report

The Confirmation letter must be submitted **on paper** with each project progress report and be signed by a person holding the right to sign documents on behalf of the organisation. If the signee is new, documentation must be sent to show that the person/position signing the letter holds the right to sign the document (an extract of the organisation's statutes or similar).

Download: [Confirmation letter to the project progress report_290216.docx](#) (docx, 112.32 KB)
Date added: Monday, 29 February, 2016
Date modified: Monday, 29 February, 2016

Guide for project communication

The Guide for project communication is made by the Joint Secretariat of the Central Baltic Programme 2014-2020 to provide instructions and guidelines for the communication activities of your project.

Download: [Guide_for_project_communication.pdf](#) (pdf, 206.6 KB)
Date added: Friday, 13 May, 2016
Date modified: Friday, 13 May, 2016

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

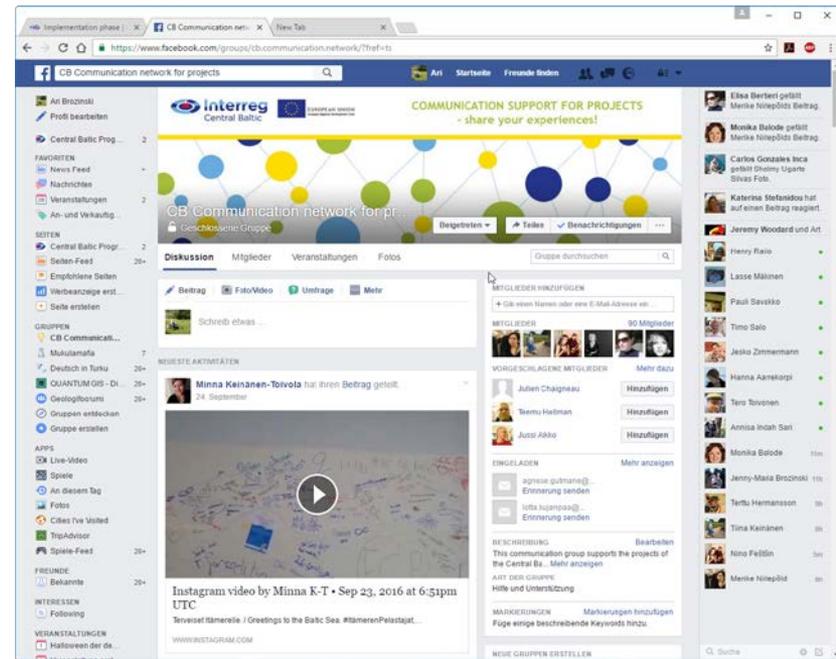
Strategic communication: be prepared for the unexpected

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

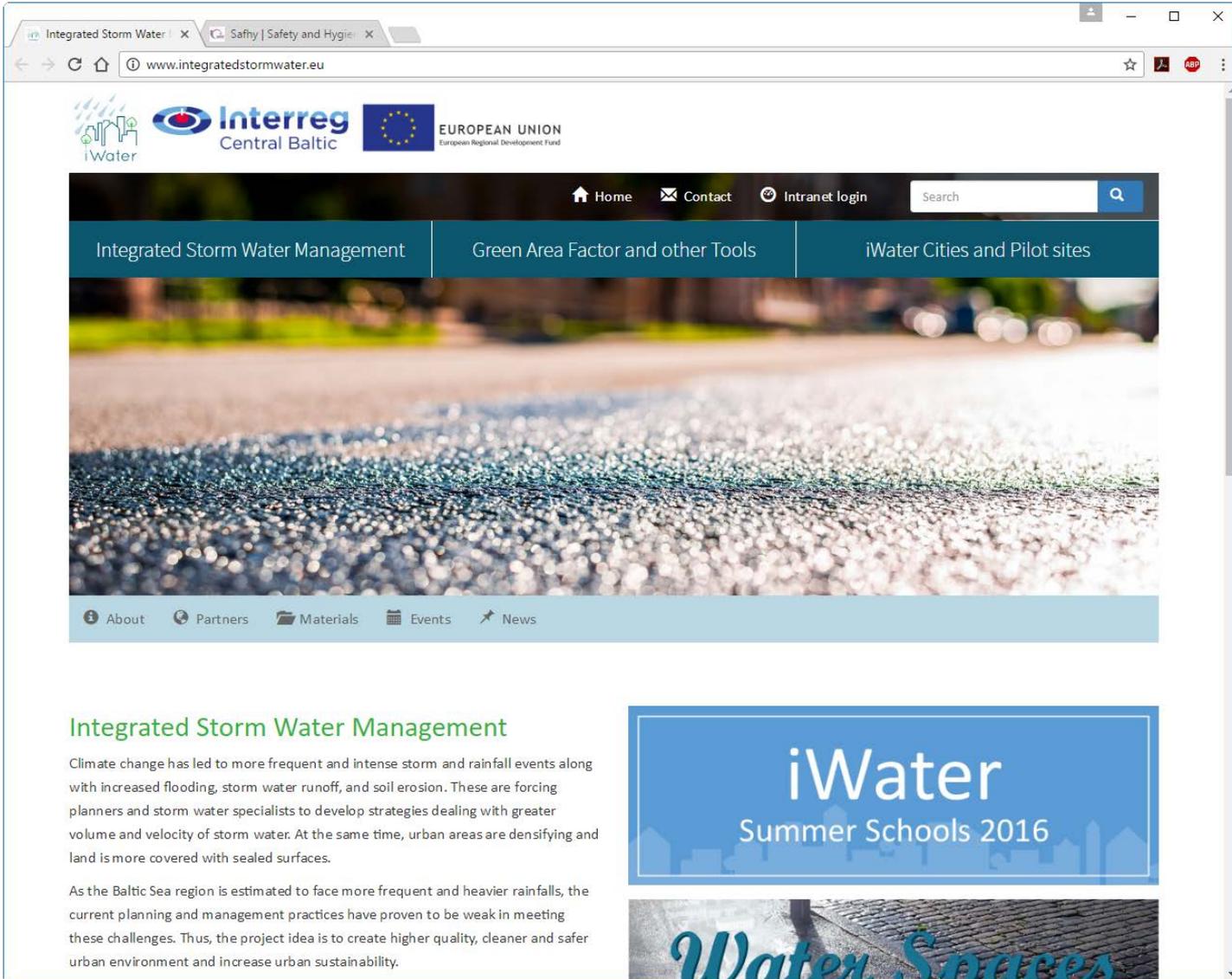
Recommended

- Project Logo
- Own graphic design

Not recommended

- The use of the programme layout





The screenshot shows a web browser window with the URL www.integratedstormwater.eu. The page features the Interreg Central Baltic logo and the European Union logo. The main navigation menu includes: Home, Contact, Intranet login, and a search bar. Below the navigation, there are three main sections: Integrated Storm Water Management, Green Area Factor and other Tools, and iWater Cities and Pilot sites. A large image of a gravel surface is displayed below these sections. At the bottom of the page, there is a footer with links for About, Partners, Materials, Events, and News.

Integrated Storm Water Management

Climate change has led to more frequent and intense storm and rainfall events along with increased flooding, storm water runoff, and soil erosion. These are forcing planners and storm water specialists to develop strategies dealing with greater volume and velocity of storm water. At the same time, urban areas are densifying and land is more covered with sealed surfaces.

As the Baltic Sea region is estimated to face more frequent and heavier rainfalls, the current planning and management practices have proven to be weak in meeting these challenges. Thus, the project idea is to create higher quality, cleaner and safer urban environment and increase urban sustainability.

iWater

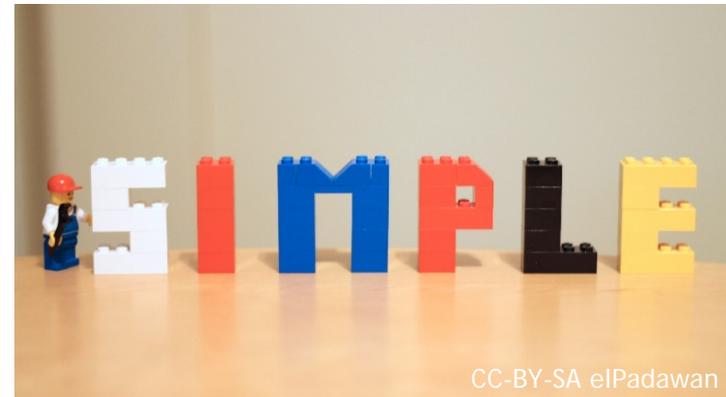
Summer Schools 2016



Water Spaces

Clear and effective writing

- Sentences: 15, 20 words each;
- Mix sentences length: short sentences can be very effective;
- Say only one concept per sentence;
- 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

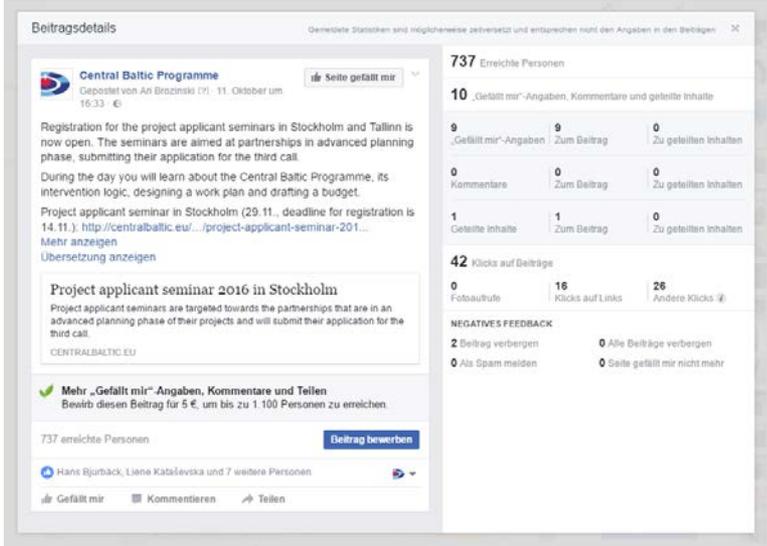
Where is your target Group active?

- Facebook
- Twitter
- LinkedIn
- Snapchat



Facebook

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



The screenshot shows a Facebook post titled "Central Baltic Programme" with the following engagement statistics:

737 Erreichte Personen		
10 „Gefällt mir“-Angaben, Kommentare und geteilte Inhalte		
9 „Gefällt mir“-Angaben	9 Zum Beitrag	0 Zu geteilten Inhalten
0 Kommentare	0 Zum Beitrag	0 Zu geteilten Inhalten
1 Geteilte Inhalte	1 Zum Beitrag	0 Zu geteilten Inhalten
42 Klicks auf Beiträge		
0 Follower	16 Klicks auf Links	26 Andere Klicks
NEGATIVE FEEDBACK		
2 Beitrag verbergen	0 Alle Beiträge verbergen	
0 Als Spam melden	0 Seite gefällt mir nicht mehr	

In Facebook you have the possibility to track the effectiveness 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 beforehand? Where?

Marketing

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



Central Baltic Project Data x (1) Central Baltic Waterchain x

https://www.facebook.com/centralbalticwaterchain

Central Baltic Waterchain

Ari Startseite Freunde finden

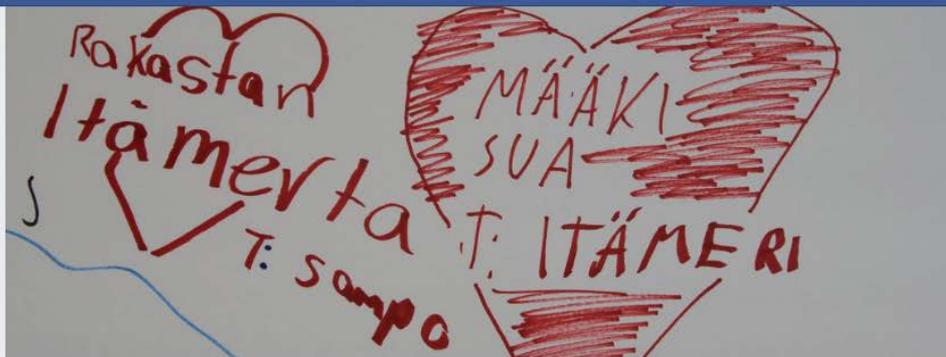


Central Baltic Waterchain
@centralbalticwaterchain

Startseite

Info
Fotos
Veranstaltungen
Bewertungen
„Gefällt mir“-Angaben
Videos
Beiträge

[Eine Seite erstellen](#)



Gefällt mir Nachricht senden Speichern Mehr

Status Foto/Video

Schreib etwas auf seine Seite ...

Central Baltic Waterchain hat eine Veranstaltung hinzugefügt.
9. September ·

Unleash Your Artistic Talent and Understand The Essence of the Baltic Sea

“Baltic Sea Savers”
on Facebook, Instagram or Twitter from
12th of Sep to 13th of Nov 2016

SEP 12 **Baltic Sea Savers - 12th September t...**
12. September - 25. September · Rauma, Sata...
2 Personen sind interessiert · 1 Person nimmt teil

Interessiert

Gemeinschaftliche Organisation in Rauma

Suche nach Beiträgen auf dieser Seite

75 Personen gefällt das
Pille Laaksonen und Liga ExMazalevska

Freunde einladen, diese Seite mit „Gefällt mir“ zu markieren

INFO



Suojantie 2 FI-26100 Rauma Für später speichern

044 7103063

Öffnungszeiten von Central Baltic Waterchain anfragen

http://waterchain.samk.fi/

Kersti Valde-Komp hat auf einen Beitrag reagiert.

Elisa Bertieri gefällt Merike Niitepõlds Beitrag.

Monika Balode gefällt Merike Niitepõlds Beitrag.

Carlos Gonzales Inca gefällt Shelmy Ugarte Silvas Foto.

Milie Nillet hat auf Chloe M-...

Henry Railo

Eero Pietilä

Eija Sinervo

Johanna Kreivilä

Janne Mikkonen

Oliver Flake

Pauli Savakko

Laura Ekberg

Jesko Zimmermann

Sonja Lavikko

Stiina Ratsula

Tero Toivonen

Tuukka Mäki-Torkko

Annisa Indah Sari

WEITERE KONTAKTE (1)

Ville Backman

Suche

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 remember:

- 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



Thank you!