

# Communication requirements

Elisa Bertieri 16 September 2020



## Communication requirements

- What to keep in mind about Communication requirements
- Where to find information
- Our Social Media channels

## What to keep in mind



- **Tell about your project**

- All projects are obliged to disseminate information about the project proceedings

- **Remember us!**

- All projects have a **joint communication message**: the benefit of the funding received from the European Union through the European Regional Development Fund (ERDF) = tell boldly what change you are initiating in your project area!

## Remember us - references

- **Use the (correct) references!**
  - EU Flag
  - Text “European Union” + “European Regional Development Fund”
  - Programme logo
- **Exception for small items**
- **Additional requirements of different organisations**
- **Sizing of the flag**



No scroll!



Intranet login

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### STORMWATERS: FROM WASTE TO RESOURCE!

Managing stormwater run-off is a growing challenge for many municipalities around the Baltic Sea region due to stormwater pollution, flooding and other effects imposing serious impacts on water quality, public health and local environments. At the same time, urban areas are densifying and land is more covered with sealed surfaces. These pressures are forcing planners and storm water specialists to develop cost-effective and holistic strategies dealing with greater volume and velocity of storm water.



#### THE IWATER PROJECT IN A NUTSHELL

The iWater project designed stormwater planning tools and approaches and developed Integrated Stormwater Management concept that supports sustainable urban planning and create higher quality and more resilient urban environments in the Baltic Sea region.

# White Background!



**European Union**  
European Regional  
Development Fund



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Photos: Olof Åström (birdwatchers above), Karin Åström (orchids), Niclas Ahlberg (bir



WELCOME TO



EUROPEAN UNION  
European Regional  
Development Fund



EUROOPAN UNIONI  
Euroopan  
aluekehitysrahasto



EUROPEISKA UNIONEN  
Europeiska regionala  
utvecklingsfonden



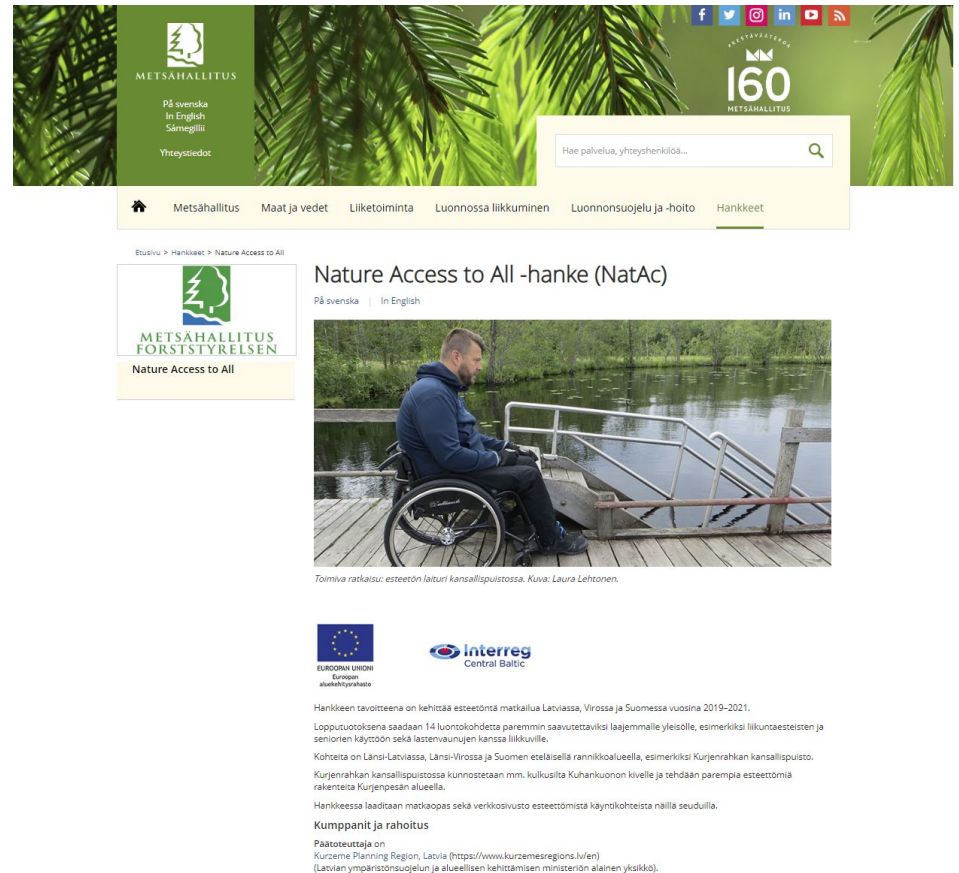
EIROPAS SAVIENĪBA  
Eiropas Reģionālās attīstības fonds



EUROOPA LIIT

# Remember us - website

- On your LP/PP website
  - Aims, partners, amount of funding and its source and description of activities
  - When ended, information about the achievements



The screenshot shows the website for Metsähallitus (Forest Management) in Finland. The page is titled 'Nature Access to All -hanke (NatAc)' and is available in Swedish and English. The main image shows a man in a wheelchair sitting on a wooden platform overlooking a lake. The page includes a search bar, a navigation menu, and a list of logos for the European Union, Interreg Central Baltic, and the Kurzeme Planning Region in Latvia. The text on the page describes the project's goals, funding, and achievements.

**METSÄHALLITUS**  
På svenska  
In English  
Sámegiili  
Yhteystiedot

160  
METSÄHALLITUS

Hae palvelua, yhteysthenkilöä...


Metsähallitus Maat ja vedet Liiketoiminta Luonnossa liikkuminen Luonnonsuojelu ja -hoito Hankkeet


Etusivu > Hankkeet > Nature Access to All

**METSÄHALLITUS FORSTSTYRELSEN**  
Nature Access to All

Nature Access to All -hanke (NatAc)  
På svenska | In English

Toimiva ratkaisu: esteetön laiturikansallispuistossa. Kuva: Laura Lehtonen.

 EUROOPAN LIITTO  
Euroopan aluekehitysrahoitus

 Interreg  
Central Baltic

Hänkikkeen tavoitteena on kehittää esteetöntä matkailua Latviassa, Virossa ja Suomessa vuosina 2019–2021. Lopputuotoksena saadaan 14 luontokohdetta paremmin saavutettaviksi laajemmalle yleisölle, esimerkiksi liikuntaesteisten ja seniorien käyttöön sekä lastenvaunujen kanssa liikkuville. Kohteita on Länsi-Latviassa, Länsi-Virossa ja Suomen eteläisellä rannikkoalueella, esimerkiksi Kurjenrahkan kansallispuisto. Kurjenrahkan kansallispuistossa kunnostetaan mm. kulkusuilua Kukanhuonon kivelle ja tehdään parempia esteettömiä rakenteita Kurjenesän alueella. Hänkikseessä laaditaan matkapaas sekä verkkosivusto esteettömistä käyntikohteista näillä seuduilla.

**Kumppanit ja rahoitus**  
Päätoteuttaja on Kurzeme Planning Region, Latvia (<https://www.kurzemesregions.lv/en>) (Latvian ympäristönsuojelun ja alueellisen kehittämisen ministeriön alainen yksikkö).



# Remember us - poster

- **Setup an information poster**
  - All project partner organisations must display in their premises at least one information poster (minimum size A3)
  - About the project and the received EU funding.
  - Well visible for the public such as an entrance area of a building.
- **Template available on [centralbaltic.eu](http://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](http://www.projectwebsite.eu)



EUROPEAN UNION  
European Regional  
Development Fund



## Remember us - results

- **Keep results available**
  - Public availability of results is to be guaranteed also after the project closure, preferably for at least 5 years

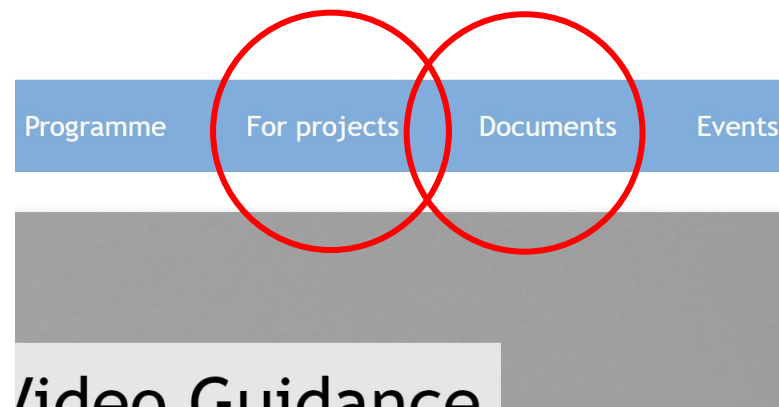
**#CBresults**

Where to find  
information?



# Website

- FAQ
- Project communication
  - Video guidance!
  - Tips & tricks
  - Template for communication plan
- Programme Manual
- Guides and templates
- Logo files



# Programme Facebook



The screenshot shows the Facebook profile page for Interreg Central Baltic. The page header includes the Interreg Central Baltic logo and the European Union logo with the text "European Union European Regional Development Fund". The main cover image features a colorful abstract design of overlapping circles and the text "Interreg EUROPEAN UNION 30 years together". The left sidebar contains navigation options: Home, About, Photos, Events, Mailing lists, Videos, Posts, Services, Shop, and Groups. The main content area includes a "Create" section with buttons for Live, Event, Offer, and Job, and a "Create post" section with a "Write a post..." text box and options for COVID-19 updates, Photo/Video, and Feeling/Activ... The right sidebar displays "Suggested Groups" with three entries: "Hiking and kayaking along St..." (215 members, 10 posts a week), "Urban Institute, Riga" (1.3K members, 3 posts a day), and "Rakennusliiton ulkomaalaise..." (185 members, 4 posts a week).

# Project Database



**Central Baltic Programme  
2014-2020 project database**

**Current status**  
97 contracted projects  
623 partners  
€105 836 378 ERDF allocated  
€39 625 113 paid to projects

**Filter projects**

PRIORITY  
<select>

SPECIFIC OBJECTIVE  
<select>

SUBPROGRAMME  
<select>

PROJECT NAME OR ACRONYM

TOTAL BUDGET BETWEEN



**30MILES - Small port every 30 miles apart - Development of services for lively water tourism in the Eastern Gulf of Finland**

The project 30MILES aims at improving the overall service level and safety in small ports and waterfront.

**Active Age - Equal access of long-term unemployed seniors to labour market in rural areas**

**ENDED**\_The common challenge of the Setomaa region in Estonia and the Engure and Ape regions in Latvia is to improve the social well-being of long-term unemployed local seniors.

[Print project compilation as pdf](#)



**ACUCARE - Acute Team in Youth Psychiatric Services Targeted to the Residential Child Care**

**ENDED**\_ACUCARE's objective is to develop vocational e-course trainings for nursing-, social work and social educator students to create more aligned joint VET programs among partner countries.

# Twitter

← **Central Baltic**  
1,803 Tweets



Edit profile

**Central Baltic**

@CentralBaltic

Central Baltic Programme 2014-2020 delivers EU funding to cross-border projects in the central Baltic Sea region.

[centralbaltic.eu](http://centralbaltic.eu) Joined October 2014

286 Following 1,190 Followers

Tweets

Tweets & replies

Media

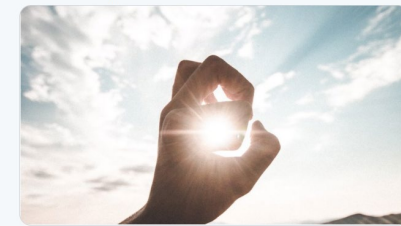
Likes



For #ECDay\_2020 we are organising a lottery! The lottery is based on photos taken and posted on Instagram with the hashtags #CBWalks, #Interreg30, #ECDay2020 by anyone walking along #CentralBaltic trails starting today and until 26.9. More info here: [bit.ly/2QMyx5J](http://bit.ly/2QMyx5J)



Central Baltic @CentralBaltic · Jun 26  
11 new projects have just been published on the project database. Head over to get to know them: [bit.ly/3eCU0bw](http://bit.ly/3eCU0bw) #CBResults #Interreg #CrossBorderCooperation



1 6



Thank you!