

# Welcome to the Interreg Knowledge Fair

This is a **pilot activity** for Interact, testing a new approach to our service delivery – and **whether it works for you!**

While you are here, you will be asked to **rate individual sessions** (in Whova) and to respond to a **4-question survey** at the end of each day.

Please share your feedback with us!



Interreg Knowledge Fair

# Project communication toolkits

Arkam Ograk/ Interact office Vienna / 24.05.2023

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# Project Communication

In today's context, it refers to the programmes' communication support to project beneficiaries.

# Programmes' work on project communications

## Guiding project partners

This is about how you work with projects in order to ensure, e.g.

- compliance with EU regulations and programme rules,
- quality project communication by partners, which, by extension, improves quality of programme communication,
- improve capacity of partners to better communicate, their awareness on the tools and platforms available to them,
- develop a monitoring method to follow up on communication activities of projects, and consensual and active involvement of partners in that system,
- etc.

## Promotion of projects

This is about how you work with projects at programme level in order to, e.g.

- highlight programme achievements with evidence from projects,
- identify \*the\* flagship projects of your programme,
- multiply the messages of projects and increase their reach,
- convince certain target audience that EU cooperation beyond borders has an added value
- find and exploit EU-wide promotional platforms,
- ensure reuse of the results and develop new projects on the achievements of existing ones, i.e. to capitalise on results
- etc.

# and where?

What are the most common ways through which programmes guide the project partners?



## Written guidelines

You are here.



## Communication trainings

Online or in person



## Communication session during project implementation trainings

Also applicants' seminars



## Help desk style assistance

One-on-one support via emails, calls, in-person.

# An Integrated Communication Guide for Projects



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## TNCP Balkan – Mediterranean 2014 – 2020

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# COMMUNICATION RECOMMENDATIONS AND GUIDELINES

Programme V Manual

**Interreg**  
Euregio Meuse-Rhine  
European Regional Development Fund



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2 *Visibility Guidelines*

PL-BY-UA  
2014-2020

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# Factsheet N°14

## Project communication

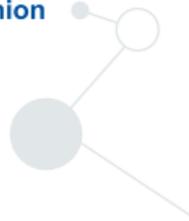
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# PROGRAMME BRAND BOOK

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February 2023

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Alpine Space



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# VISIBILITY GUIDELINES for the Interreg IPA Cross-border Cooperation Programme Croatia-Bosnia and Herzegovina-Montenegro

VERSION 3.0, MAY 2023

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# PROJECT BRAND&VISIBILITY GUIDELINES

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# Programmes' written guidance

can roughly be grouped into

## Visibility Manuals

Programme-specific brand rules: logo, colours, typography, project logo rules (if any), guidance on use of templates, etc

## Visibility chapters in programme manuals

A combination visibility manual and communication guide

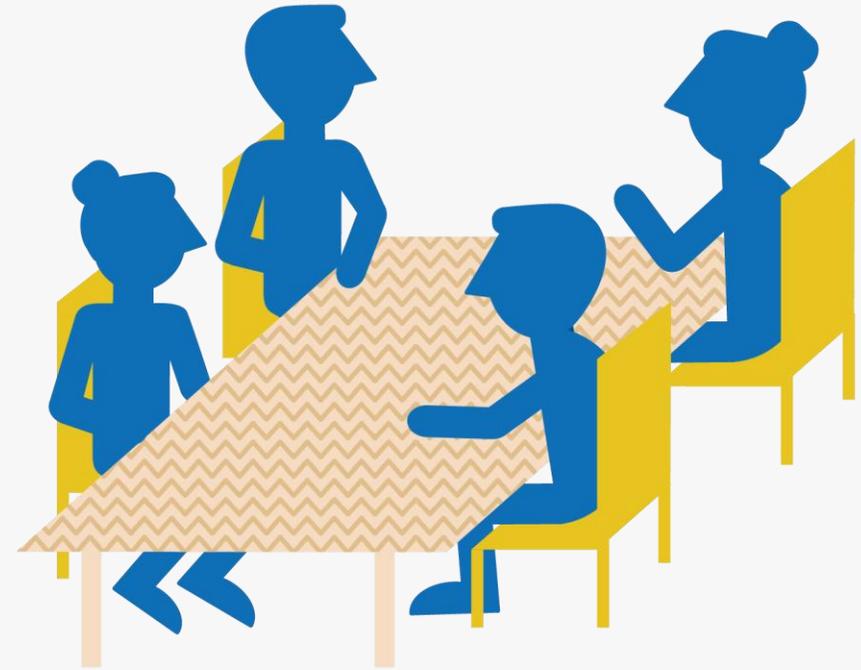
## Communication Guides

A compilation of recommendations on “how to make your project communications better”. Not so much rules, but tips and ideas to improve.

## Templates

For practical use, with reference from the Visibility Manual

# Group work



# Exercise: Brain-dump

What are the topics/areas projects beneficiaries need guidance on, in terms of communication?

Write on post-its. One topic/area per post-it.

Write as many as possible. Anything you can think of.

If stuck, get inspired by the cheat-sheet on the desk.



# Debate: What is a communication toolkit for?

**a) To inform projects on programme-specific communication guidance**

(assumes they must already have expertise needed for tools)



**b) To increase capacity of projects in communication alongside programme – specific guidance**

(assumes projects lack the expertise, feels responsible to ‘teach’)

# Open Questions

- Is there any way to address the topics not included in the guidelines?
- How to ensure project beneficiaries' ownership of the programme guidelines?
- Format: Is there any way other than a booklet style pdf?
- How to ensure the connection between the guidelines and the related templates?

# If Interact was to produce a new version of CT, I'd like it prepared in a way that

- a. a programme officer like me can learn about different communication topics
- b. In a way that I can edit and adapt for use of our project beneficiaries

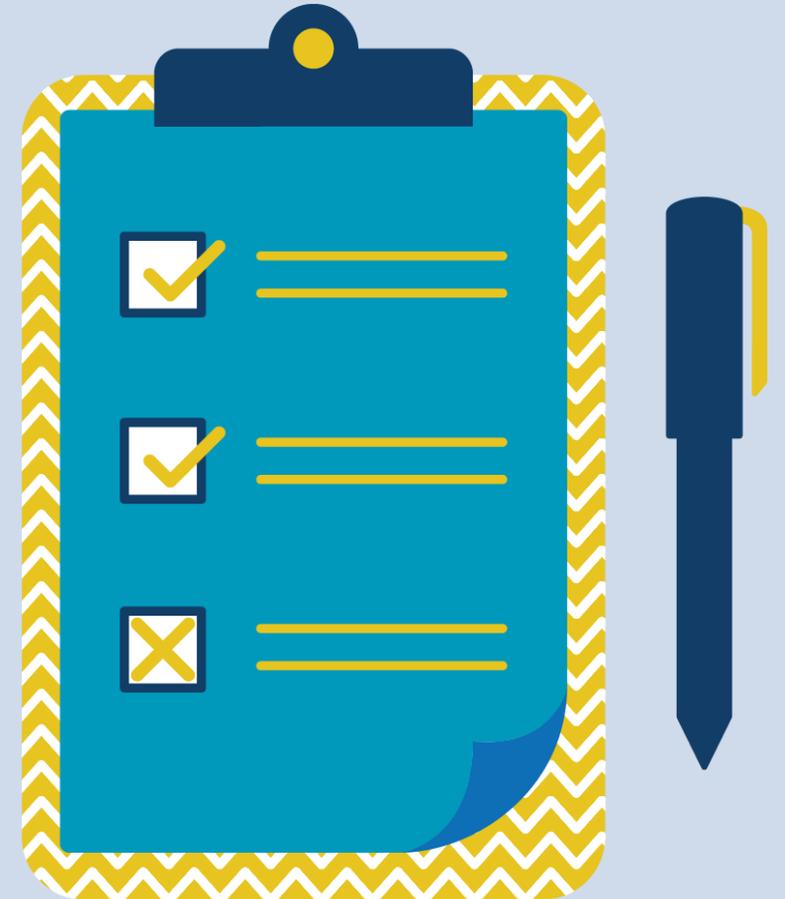
# Thank you for being here!

Your opinion matters to us.

Please take a few minutes to provide us with feedback to help us improve our services.

Log into the **Whova app**, go to the **relevant session**, and tell us what you think in the **session Q&A**.

You can also talk to us at the Conference Support stand in the networking area.



# Cooperation works

All materials will be available on:

[Interact / Events / Interreg Knowledge Fair \(23-25 May 2023\)](#)