

Let's spend the money wisely!

Webinar Applicant's Guide for the competitive call dedicated to
Priority 2: A green region, Specific Objectives 2.4 and 2.7

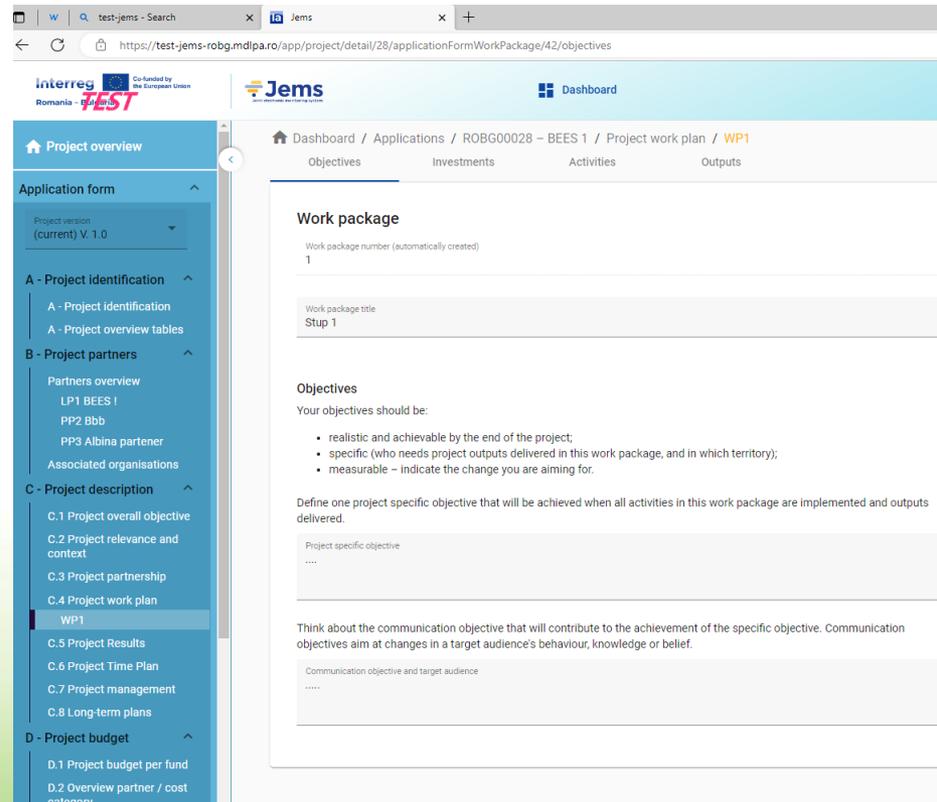
22nd of May | Online, Zoom

Communication



General aspects

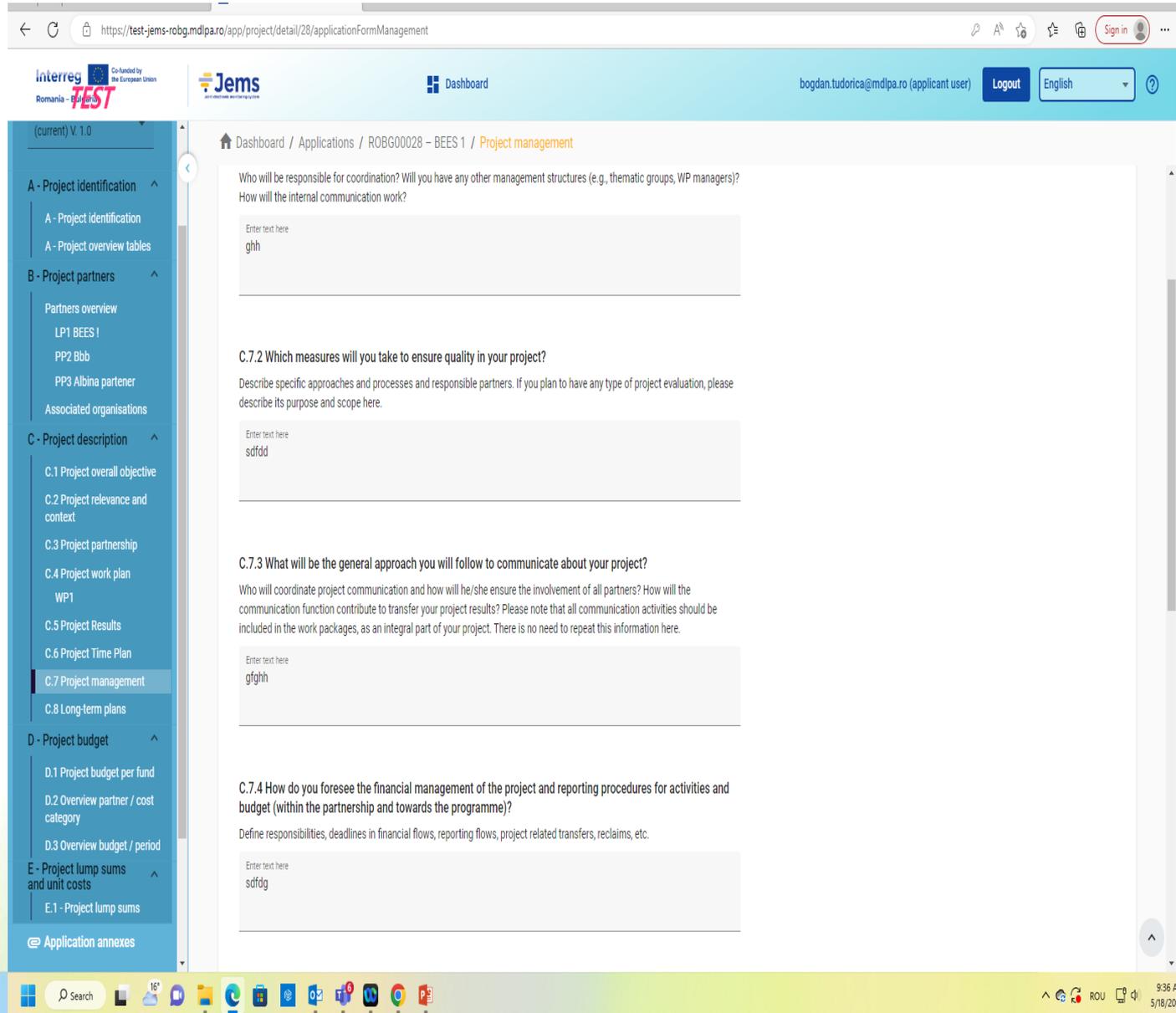
- Set a clear objective for each working package
- Set the target audience



The screenshot displays the Jems application interface. The browser address bar shows the URL: <https://test-jems-robg.mdipa.ro/app/project/detail/28/applicationFormWorkPackage/42/objectives>. The page header includes the Interreg Romania - Bulgaria logo and the Jems logo. The breadcrumb navigation path is: Dashboard / Applications / ROBG00028 – BEES 1 / Project work plan / WP1. The main content area is titled 'Work package' and shows 'Work package number (automatically created) 1' and 'Work package title Stup 1'. The 'Objectives' section is active, with the instruction: 'Your objectives should be: realistic and achievable by the end of the project; specific (who needs project outputs delivered in this work package, and in which territory); measurable – indicate the change you are aiming for.' Below this, there is a text input field for 'Project specific objective' and a text input field for 'Communication objective and target audience'. The left sidebar contains a navigation menu with categories: Project overview, Application form, A - Project identification, B - Project partners, C - Project description, and D - Project budget. The 'C - Project description' category is expanded, showing sub-items: C.1 Project overall objective, C.2 Project relevance and context, C.3 Project partnership, C.4 Project work plan (with sub-item WP1), C.5 Project Results, C.6 Project Time Plan, C.7 Project management, and C.8 Long-term plans.

General aspects

- Section 7.3
- General info regarding the communication



Dashboard / Applications / ROBG00028 – BEES 1 / Project management

Who will be responsible for coordination? Will you have any other management structures (e.g., thematic groups, WP managers)? How will the internal communication work?

Enter text here
ghh

C.7.2 Which measures will you take to ensure quality in your project?

Describe specific approaches and processes and responsible partners. If you plan to have any type of project evaluation, please describe its purpose and scope here.

Enter text here
sdfdd

C.7.3 What will be the general approach you will follow to communicate about your project?

Who will coordinate project communication and how will he/she ensure the involvement of all partners? How will the communication function contribute to transfer your project results? Please note that all communication activities should be included in the work packages, as an integral part of your project. There is no need to repeat this information here.

Enter text here
gfghh

C.7.4 How do you foresee the financial management of the project and reporting procedures for activities and budget (within the partnership and towards the programme)?

Define responsibilities, deadlines in financial flows, reporting flows, project related transfers, reclaims, etc.

Enter text here
sdfdg

Application annexes

9:36 AM 5/16/2023

General Rules

- promotional materials are usually small and inexpensive
 - they should be informative, clear, attractive and have a lasting power
 - limited promotional items such as ***pen and pencils, paper notebooks, bags, cardboard conferences folders, USB sticks***, are allowed under the Programme + 3 additional (partners decision/at level of the operation)
 - ***all promotional items must respect the green principle*** and the quantity produced should be reasonable and justified
 - ***the cost of a single item should not exceed EUR 50***
 - ***for each investments project, you will need to prove you have planted at least 5 trees, during the project implementation***
 - you can plant your trees on public spaces or near to your headquarters (please make sure you have chosen local species and that you can take care of them in the future)
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Project Communication Guidelines (Starter Kit)

- **Appoint a Communication officer**
- **Draft a Communication plan, by considering:**
 - communication objectives and activities
 - key audiences
 - media channels
 - time framework
 - budget of activities
 - evaluation of the communication activities



Project Communication Guidelines (Starter Kit)

Mandatory communication activities

- joint opening conference and a closure event (joint final conference of the project)
- Facebook/Twitter page
- Press articles - minimum 2
- Before and After Photos - minimum 5
- 1 Short video (1/3 minutes)
- Promotion of key moments in the life of your project on social media - minimum 2
- Social media campaign for the promotion of project results



Project Communication Guidelines (Starter Kit)

Communication event- special provisions for projects

- Art.36 para.4 e) of EU Regulation 1059/2021 mentions that, for *operations of strategic importance and operations whose total cost exceeds EUR 5 000 000*, a *communication event* involving the European Commission and the Managing Authority must be organized



The responsibility for organizing the event and involving EC and MA remains to the *project partners* !!

Project Communication Guidelines (Starter Kit)



Communication event: recommendations and tips

- Plan an event with increased engagement and significant impact for the stakeholders involved and for end users, general public, citizens etc.
- Select the best communication tools to ensure increased visibility and publicity, organise a press conference
- Use social media (FB, Twitter, YouTube etc.) in the planning stage of the event, during the event and after the event (consider paid social media campaigns)
- Use messages with simple and accessible words, photos, videos and other visuals
- Invite EC, MA, significant stakeholders, journalists to visit the location of the project/to participate to project events like open doors, fairs, exhibitions, conferences, cooperation/entertainment events etc.
- Ask for support to the JS and MA: setting up a meeting to discuss the planning and organization of the event, providing examples of communication events, promoting the event on the social media channels of the Programme etc.

Project Communication Guidelines (Starter Kit)

Programme logo

- must be used on all communication materials, project outputs and deliverables and must be displayed in events
- information about the logos and special rules related to the use of the logos will be presented in the Visual Identity Manual of the Programme

Website

- we do not see creation of a new website only for the project as necessary for ensuring communication at project level, we prefer social media
- we encourage you to use the existing website of your institution/organization by creating a special section dedicated to your project
- consider posting a short description of your project, its aims and results, highlighting the financial support from the Interreg fund, as requested by art.36 paragraph 4 of EU Regulation 1059/2021



Project Communication Guidelines (Starter Kit)



Social media

- create and maintain a project page on Facebook, Twitter, Instagram or LinkedIn
- publish regular announcements on project events and developments
- post photos and videos of the project
- create project videos (videos of max.1.5 minute)
- when posting on social media, we encourage to link the programme's social media accounts, use hastags (eg. #robg, #interreg)
- the most used social media platforms in Romania and Bulgaria are Facebook and Twitter

Videos

- keep your videos short and on point
- create videos that shows people and situations in
- a realistic, spontaneous, and natural-looking staging, consider interviews
- you may use storytelling to show how a bad situation in the region was improved by your project



Project Communication Guidelines (Starter Kit)

Visibility mandatory requirements

- Art. 36 para.4 c) of EU Regulation 1059/2021 mentions that, for Interreg investment projects for which the total budget exceeds EUR 100.000, as soon as the physical implementation of that project involving physical investment or the purchase of equipment starts, a durable sign, plaque or billboard, must be displayed on a prominent place, visible to the public
- all the information about how the billboards/plaques should look like and which are the mandatory requirements will be presented in the Visual Identity Manual



Non-compliance with the rules on branding could lead to negative effects including cancelling up to 2% of the support from the Funds to the beneficiary concerned!!! (art. 36 para.6 of EU Regulation 1059/2021)

Project Communication Guidelines (Starter Kit)



Publications

- on all documents and communication materials related to the implementation of an Interreg project, a statement highlighting the support from the Interreg fund should be placed in a visible manner (indicating the level of support provided by ERDF, including the aim and results of the project)
- we encourage electronic publications, newsletters (less costly, more effective than paper publications in terms of reaching broader audiences and in line with our environmental-friendly policy)
- short, clear and “to-the-point” publications should be preferred to long ones
- the content, frequency and format need to match your target group
- printing of publications should be foreseen only if strictly necessary and only if following a sound dissemination plan (eg. printed on both sides and on recycled paper)

Project Communication Guidelines (Starter Kit)

Events

- organize a ***kick-off event*** within 2 months after the beginning of the project implementation
- plan events to attract wide target audiences and media interest such as conferences, seminars, exhibitions, field trips, fairs, kick-off and closing events, open doors events, competitions etc.
- step out of the box and be as creative as possible when designing your events
- consider joint events with other thematically relevant projects and taking part to other external events in order to promote your project



Reference documents for communication

- Communication Starter Kit
- Manual for Visual Identity of the Programme (drafting ongoing)
- Go Green

can be accessed on the Programme website here:

<https://interregviarobg.eu/en/calls-for-proposals>

