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Strategies to improve Project Communication

Växjö, Sweden 25 October 2023

Interreg



Co-funded by
the European Union

South Baltic

WWW.SOUTHBALTIC.EU

 INNOVATIVE

 SUSTAINABLE

 ATTRACTIVE

 ACTIVE

Programme Measures

PRIORITY	PROGRAMME MEASURE
Priority 1 – Innovative South Baltic	1.1. Digitalising the region
	1.2. Building connectivity through internationalization
Priority 2 – Sustainable South Baltic	2.1. Supporting transition towards green energy
	2.2. Promoting sustainable use of water
	2.3. Supporting a circular and more resource efficient development
Priority 3 – Attractive South Baltic	3.1. Developing sustainable, resilient and innovative tourism
Priority 4 – Active South Baltic	4.1. Strengthen the cooperation capacity of actors (including civil society)

How to prepare a Communication Plan?



Project Communication Plan

▲ Before preparing the Communication Plan, please read:

- Programme Manual (Communication and Management of Outputs and Results, p. 101).
- Communication Guidelines for Project Beneficiaries.

▲ Communication objective, communication activities and tools, target figures, distribution of tasks among partners

Fill the followings twice:

- Separately for the communication objective of the project (beginning of project implementation).
- Separately for the communication objective (end of the project).

Examples of communication objectives, target groups, communication activities and tools can be found in the Communication Guidelines for Project Beneficiaries.

What's new?

- ▲ Branding
- ▲ Visibility
- ▲ Projects of Strategic Importance (OSI)
- ▲ Accessibility
- ▲ 2% funding reduction for project partners for not complying with the communication obligations

Branding

- ▶ Graphic originally painted by a local artist based in Gdańsk.



- ▶ Important documents: **Brand Book** and **Communication Guidelines for Beneficiaries** – both available on the Programme website
- ▶ We are Interreg **South Baltic** – be precise when mentioning the name of the Programme. Avoid confusing with names of other programmes in the Baltic Sea area (e.g. Interreg Baltic Sea Region, Interreg Central Baltic)
- ▶ Project website is not obligatory. Separate tab on LP website or FB/LinkedIn profile are sufficient. **Use simple language.**

Branding

- ▶ **NEW:** the Programme logo. Always **place the Programme logo in a prominent position** (electronic publications, posters, durable information panels or commemorative plaques).



Horizontal

Project name



South Baltic

Project name

Vertical

- ▶ **NEW:** template for project logo – always **in combination with the Programme logo**. No need to create a project logo. Name of the project in colour of relevant thematic objective is sufficient.

Visual identity: simple, clear and coherent ([Support Kit for EU Visibility by European Commission](#))

2 Legal requirements

Article 50 Responsibilities of beneficiaries

1. Beneficiaries and bodies implementing financial instruments shall acknowledge support from the Funds, including resources reused in accordance with Article 62, to the operation by:

a | providing on the beneficiary's official website, where such site exists, and social media sites, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;

b | providing a statement highlighting the support from the Union in a visible manner on documents and communication material relating to the implementation of the operation, intended for the public or for participants;

c | displaying durable plaques or billboards clearly visible to the public, that present the emblem of the Union in accordance with the technical characteristics laid down in Annex IX, as soon as the physical implementation of operations involving physical investment starts or purchased equipment is installed, in respect of the following:

- (i) operations supported by the ERDF and the Cohesion Fund the total cost of which exceeds EUR 500 000;
- (ii) operations supported by the ESF+, the JTF, the EMFAF, the AMIF, the ISF or the BMVI the total cost of which exceeds EUR 100 000;

d | for operations not falling under point (c), publicly displaying at a location clearly visible to the public at least one poster of a minimum size A3 or equivalent electronic display with information about the operation highlighting the support from the Funds; where the beneficiary is a natural person, the beneficiary shall ensure, to the extent possible, that appropriate information is available, highlighting the support from the funds, at a location visible to the public or through an electronic display.

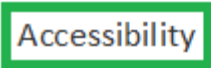

Obligations and funding reduction

- ▶ **NEW:** If the project partner does not comply with the obligations listed in section 3.1 Communication obligations for project partners in the Programme Manual (PM) and does not take any remedial actions, the Managing Authority shall **reduce the funding awarded** to a given partner by a **maximum of 2%**.
- ▶ Communication obligations for each project partner are stated in [the Common Provisions Regulation \(CPR\) and in the Interreg Regulation](#). They include **activities related to visibility, transparency and communication (Chapter III)**.
- ▶ A **table showing the percentage** of funding reduction for non-compliance with communication obligations can be found **in PM in section 3.1**.

Projects of Strategic Importance

- ▶ **NEW:** OSI are “operations which provide a **significant contribution to the achievement** of the objectives of a programme”.
- ▶ The aim of OSI feature is “to **highlight key and emblematic operations** and set the stage for them **to tell the programme’s story and Cohesion policy’s contribution**”.
- ▶ OSI will receive a strategic **project label**.
- ▶ Communication is a key feature. If you are implementing a **project of strategic importance (OSI)**, you should **organise a communication event and involve the European Commission and the Managing Authority**. This is an opportunity to present the project to a wider audience and show the positive changes for the country and region. E.g. open day in the project site, guided tour, exhibition. Invite regional/local media. Run promotional campaigns.
- ▶ Contact Communication Officer in JS for support.
- ▶ **OSI projects** from SB 1st call for proposals: **LIMIT**, LP: Lund University, Department of Chemical Engineering, Sweden and Circular Ocean-bound Plastic (**COP**), LP: CLEAN Cluster, DK.

Accessibility

- ▶ **NEW:** All text documents and elements included should be in a **format accessible** to people with special needs. An **alternative text** should be added to images.
- ▶ Make **accessible electronic versions of printed publications** and newsletters on your website. (for blind or visually impaired people).
- ▶ **Use sans serif fonts**  
- ▶ More information about accessibility recommendations can be found on the Programme [website](#).

Home / Interreg South Baltic Programme 2021-2027 / Programme Documents / Accessibility /

Accessibilty

About the Programme	<p>Recommendations concerning accessibility for applicants and beneficiaries of the Interreg programmes</p> <p>Files to download:</p> <p>📄 Recommendations concerning accessibility for applicants and beneficiaries of the Interreg programmes (pdf) 2.69 MB</p>
Monitoring Committee	
Programme Documents	
Implementing documents	
Irregularities	
Data protection (GDPR)	
State aid	
Accessibility	

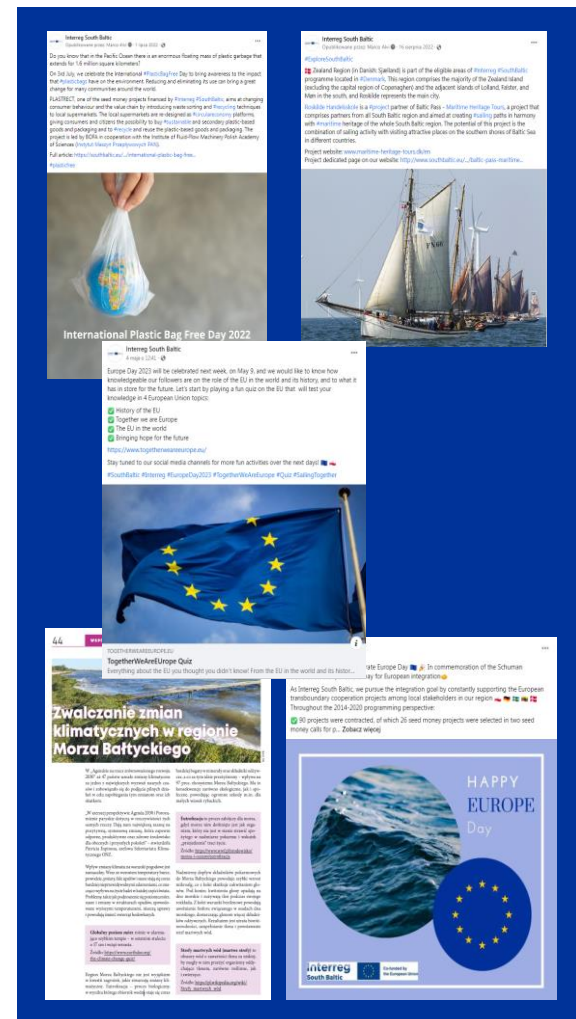
Cooperation with JS

- ▶ Identify **one person who will coordinate project communication activities** and introduce her/him to Communication Officer (CO) in JS.
- ▶ Create **communication plan**
- ▶ **Send to CO and PO documentation:** photos, videos, electronic publications, press releases, graphic designs of promotional materials for approval, information about events (at least 14 days before the planned activity), success story. LP is obliged to **agree to the use of this documentation by the MA or the JS** in their communication and promotional activities.
- ▶ A **license agreement** should be concluded between partner(s) and LP, in which all partners give the LP permission to use the documentation. LP and the JS sign license agreement. On this basis, the JS and later the MA will be able to use the works. The licence agreement template will be provided by JS.
- ▶ Take part in **events organised by JS and European Commission.**
- ▶ Deliver **success story** at the end of the project.

Online events and campaigns

Examples of promotional campaigns in Social Media related to the Programme profile

- ▶ Earth Day 22 April
- ▶ Europe Day 9 May
- ▶ European Maritime Day 22 May
- ▶ Interreg Cooperation Day 21 September <https://interregcooperationday.eu/>
- ▶ Green Week (usually in June) https://green-week.event.europa.eu/index_en
- ▶ International Plastic Bag Free Day (3 July) <https://nationaltoday.com/international-plastic-bag-free-day/>
- ▶ #EUinMyRegion (EU action for the Regions) https://ec.europa.eu/regional_policy/policy/communication/campaigns/eui_nmyregion_en



External events

Events crucial for projects visibility and promotion
(moveable dates apply):

- ▶ The European Week of Regions and Cities
<https://europa.eu/regions-and-cities/>
- ▶ EUSBSR Forum <https://www.eusbsr.eu/annual-forum>
- ▶ The Baltic Sea States Subregional Co-operation (BSSSC)
<https://www.bsssc.com/>
- ▶ RegioStars Awards (applications usually in May, finalists announced in October/November)
https://ec.europa.eu/regional_policy/projects/regio-stars-awards_en
- ▶ Interreg SLAM <https://www.interact-eu.net/#o=node/4197>
- ▶ European Funds Open Days in Poland (Polish beneficiaries only) <https://www.dniotwarte.eu/>
- ▶ Baltic Sea Tourism Forum
<https://www.eusbsr.eu/events/600346-baltic-sea-tourism-forum-2023?date=2023-10-11-09-00>



Communication flow

- ▶ Meet other project communication specialists at the Communication networking meeting organised online by JS – **1st quarter 2024**
- ▶ Be in touch with your **Project Officer and Communication Officer** (Kasia)
- ▶ Meet your regional **Contact Point**

SUMMARY

- ▶ What are the lessons learned and how the tools provided will help you level up your communication strategies?
- ▶ How has the workshop change your approach to project communication?
- ▶ In what way can the Joint Secretariat further support you?



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Thank you!

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