

Interreg



Co-funded by
the European Union

Italy – Croatia

*CATCHING THE WAVES
OF COOPERATION*

INFODAYS

Implementation rules – Communication

December 2022



NOVELTIES IN COMMUNICATION 2021-2027



Project name

- No more reference to the Fund that co-finances the Programme and projects
- Only “co-funded by the European Union” included with the EU flag





WHAT IS COMPULSORY?

MINIMUM VISIBILITY REQUIREMENTS (AS FROM EU REGULATION):

- Poster at visible place at pps' premises (also in digital display)
- Article on partners' websites on EU funding received
- Billboards/plaques for investments
- Use of project logo





WHAT IS COMPULSORY?

MINIMUM COMMUNICATION REQUIREMENTS (PROGRAMME):

- Update of the project website (provided by the Programme) in timely manner
- Use of the project logo (provided by the Programme) for project documents / materials, any promotional and visibility element
- Communication manager designation (skilled in communication elaborations, content production, community management, cms management)
- Project Communication Strategy (standard projects)
- Editorial plan (small-scale projects)





WHAT IS NOT ELIGIBLE?

- Project logos
- Project websites for communication and dissemination scope

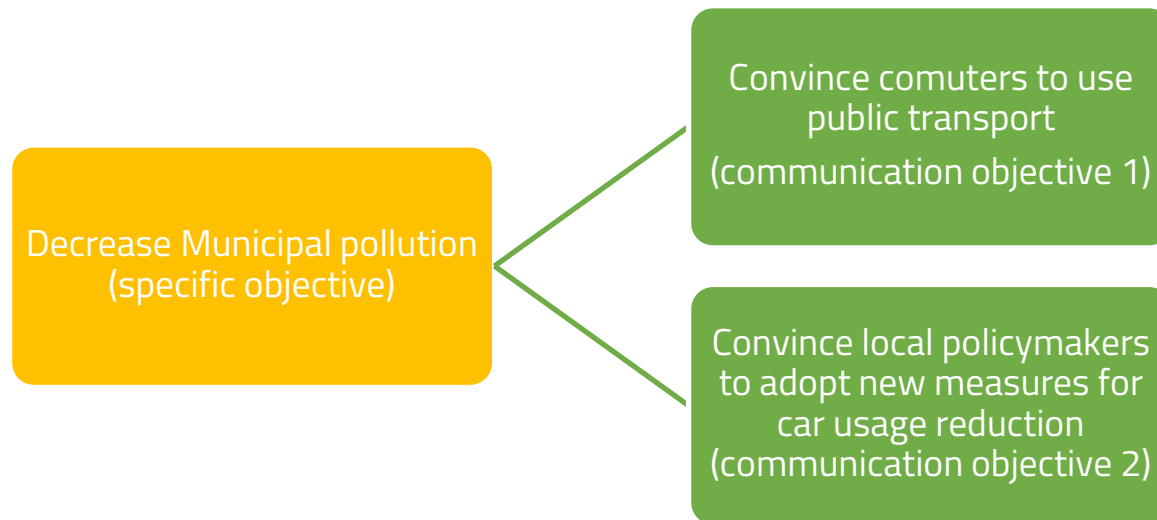


APPLICATION FORM – NOVELTIES FOR COMMUNICATION

- No more dedicated Work Package 2
- Instead communication should be included in the
 - ➔ Thematic WPs as cross-cutting activity
 - ➔ Sub-section C.7.3 communication in the project management
- ✗ Additional communication activities - all should be in the thematic work packages.
- ✓ Provide a summary of the communication approach across the project, in particular on how the project results will be transferred

BUILDING PROJECT COMMUNICATION ACTIVITIES

1 specific project objective may correspond to **1 or more** communication objectives



These 2 examples of communication objectives require different communication activities to be specified in the AF

BUILDING PROJECT COMMUNICATION ACTIVITIES

SUMMARIZING

- Define **1 project specific objective** that will be achieved when all activities in a certain WP are implemented, and outputs delivered.
- Then think about the **communication objective** that will contribute to the achievement of the specific objective (aimed at changes in a target audience's behaviour, knowledge or belief)
- **At least 1** communication objective per project
- Applicant will **decide in which WPs**
- Applicants may include **zero, one or more communication** objectives per WP depending on what is relevant for their project
- For communication **indicate target groups**
- Communication activities should be closely linked to thematic activities



MACRO-ACTIVITIES

Online & offline events

- Mid-term/final high level event
- Active Co-participation in Programme events/side events/other events with EU institutions and Programmes
- Thematic event in partnership with projects

Promotional campaigns & media relations

- Thematic articles in online magazines to promote
- Digital promotional campaigns on radio/tv/newspapers before/during/after events
- Press releases/conferences
- Radio/tv/newspapers space acquisition for promoting thematic activities and materials

Digital & web-based activities

- Onsite photo shooting (study visits or pilot sites)
- Webdocs
- Video productions: Interviews and short video clips for specific contents
- Infographics/dataviz able to translate and promote the scientific/specialized content



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