Interreg – IPA CBC Greece - Albania

EUROPEAN UNION

Information & Publicity
Capitalisation

Managing Authority of European Territorial
Cooperation Programmes
Interreg IPA CBC Programme "Greece – Albania
2014 – 2020 "
www.greece-albania.eu
www.interreg.gr

The Programme is co-funded
by the European Union
and by National Funds
of Greece & Albania

Information and Publicity Guide

▸ It was prepared so that all bodies involved in Projects under the IPA CBC Programme "Greece – Albania 2014 – 2020" will be in a position to <u>comply with EU Regulations and Guidelines</u> regarding their communication activities.

▸ It is designed to <u>ensure that EU funded actions incorporate I&P activities towards awareness raising on the actions and EU support for these actions</u>, as well as the results and impact of this support.

Mandatory I&P outputs

▸ Project Communication Plan

▸ Development of a project website

▸ At least 1 publication (brochure, booklet) with the results of the project

▸ Organisation of 1 final public event

Non-mandatory outputs

Media relations

Posters

Social media

Role of EU Funds

- Communication activities have to **acknowledge** the **role of EU funds** in the lives of the people affected by the project

- Activities have to focus on **results**!!!

Tips

Website

- A website must be continuously updated and maintained. Launching websites and abandoning them is a practice to be avoided. **Keep** the site up to date and make it **active**.

Suggestion!
Frequently update your website with news, information on Project's developments/ results and the benefits they bring.

Obligations

The project's website shall be developed and functional within **the first six (6) months** after the Subsidy Contract is signed and shall be kept online **at least two (2) years after the project closure.**

The project's website should include at least **the links** to the following websites:

▸ the Programme's website: **www.greece-albania.eu**

▸ the website dedicated to the EU Regional Policy: http://ec.europa.eu/regional_policy/index_en.htm

▸ the institutional websites of the beneficiaries(if applicable)

Tips

Social media

Join the trend by making more intense use of the popular social media tools, specially under COVID 19 restrictions!

Social Media is
- Low-cost
- Interactive
- Fast, real time information and interactive
- An increase of traffic to your website
- Added value in branding

Suggestions
- Make an accurate social media strategy!
- Avoid complex terminology.
- Be informal in your posts.
- Respond to the messages even if they are negative.
- Make the texts short and catchy.
- Don't forget that every platform is can be used to highlight of the project.

Tips

Use Storytelling
Storytelling is a technique which people have used to pass on information since prehistoric times. So while it may be a hot trend in communication today, it is far from a new concept!

Why story-telling
- Because it's memorable
- Because its authenticity and emotional appeal
- Because of its sense of togetherness (engaging your audience)

Tips

Use Photos

◦ "Before and After" pictures could be taken to document the progress of projects and relevant events.

Use Videos
◦ Short and attractive videos can be uploaded to Youtube, Sites and Social Media.

Obligations

Mark deliverables!

- The Project Beneficiaries must mark the objects financed from the Programme funds with:

- **Stickers** (for objects)
- **Information Sign** (for rooms, facilities or other similar objects are rented, purchased, or furnished)
- **Billboard** (for infrastructure or construction)

Obligations

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Project Acronym

Use of Logo

The Logo must always be visible!

The general reference <u>**"Project co-funded by the European Union"**</u> needs to be included in small sise in all communication materials.

Whenever possible (i.e. written documents), the specific funding should be mentioned; i.e. <u>**"Project co-funded by the European Union and National Funds of the countries**</u> participating in the **"Interreg IPA Cross-border Cooperation Programme "Greece – Albania 2014 – 2020".**

Obligations

- The beneficiaries should send any I&P Material to the project Officer of the JS of the Programme.

- The beneficiaries should send any Procurement Documents to the Respective Officer of the JS of the Programme, to check compliance with I&P requirements.

- Expenditure for I&P activities that do not comply with the requirements of the I&P are considered as ineligible.

Exploral, Reconstruction of the Library of Permet

FIRE PREP, Reconstruction of the Fire Fighting Station

Things to remember

People will forget	People will remember
Long text Unclear messages Long series of data Most of what you say	Visual information Short, clear information Personalised, meaningful content Stories

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Thank you for your attention!