

TAKING
COOPERATION
FORWARD

 Project Implementation Training
Vienna | 21-22 September 2016

 **Workshop Communication: Strategy and branding**

 Interreg CENTRAL EUROPE | Joint Secretariat

Basics of Project
Communication

Communication
Strategy

Branding and
Templates



Why do projects have to communicate?



Why do projects need a communication strategy?

- Because the joint secretariat wants it
- For the project management team
- For all project partners

A communication strategy provides those involved in the project with an overview:
What is communicated when by whom to whom and why?



Why do projects need a communication manager?

The project communication manager:

- **Coordinates and manages all activities**
- **Builds the communication capacity of all partners**
- **Is the contact person for the JS related to communication**
- **Proof-reads and edits report summaries for public use: Summaries are an ideal basis for news on project progress on project websites**



AGENDA

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Communication

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TAKING COOPERATION FORWARD



COMMUNICATION STRATEGY

TEMPLATE

Project Communication Strategy

Version 1
07|2016

A. Introduction

Keep it short and simple. Only after finalising the other chapter of this strategy document, write this introduction and answer each of the questions below in one paragraph:

- What is your project about?
- Which outputs are most relevant for transfer and why?
- What is the role of communication in your project?
- What will be the results of your communication?
- What are your main reference points for this strategy?
- Who is involved in planning and delivering your communication?

B. Strategy

In this chapter, the strategic framework for communication throughout the project shall be outlined in the following sub-chapters:

- B.1 Communication to ensure internal involvement of all partners (WP Management)
- B.2 Communication to ensure external involvement in output development (Thematic WPs)
- B.3 Communication to transfer outputs to new target audiences (WP Communication)

For each of the three sub-chapters the structure suggested below (challenges and results, strategy, evaluation) shall be used to provide the strategic framework. Planned activities will then have to be described in more detail in the Chapter C.

SUGGESTED STRUCTURE

B.1 Communication to ensure internal involvement of all partners

Follow structure below...

B.2 Communication to ensure external involvement in output development

Follow structure below...

B.3 Communication to transfer outputs to new target audiences

Challenges and results

1. Describe in this section the status quo and challenge for communication. What has to be done and why?
E.g.: A new output has been developed and should be taken up by the municipalities... however, relevant audiences know very little about the output and their attitude is sceptical.
2. In a second paragraph, describe which audience will be targeted in view of which output and why.
E.g.: Decision makers in relevant thematic departments of the municipalities in the project regions and mayors...
3. Last but not least, define what will be the expected result(s) after your communication.
E.g.: Decision makers better understand the output and are convinced to use the output in their daily work routine, mayors are aware that the output is from the project.

Strategy

Choose up to 5 project outputs that are most relevant in the respective communication arenas (i.e. external involvement or transfer) and create a grid for each of these outputs in the sub-chapter. For the internal arena (i.e. ensure internal involvement), there might be only one grid needed with "All outputs".



Key sections of the strategy template (1)

Introduction

- Choose up to 5 outputs that are most relevant for your project and describe why
- Keep the introduction short (as well as all following text)



Key sections of the strategy template (2)

Challenges and results

- Describe the status quo and challenge. What is the objective when you communicate about the main project outputs?
- Describe which audience will be targeted. In view of which output and why?
- Define what will be the expected result(s) after your communication.



Key sections of the strategy template (3)

Audience/message grid

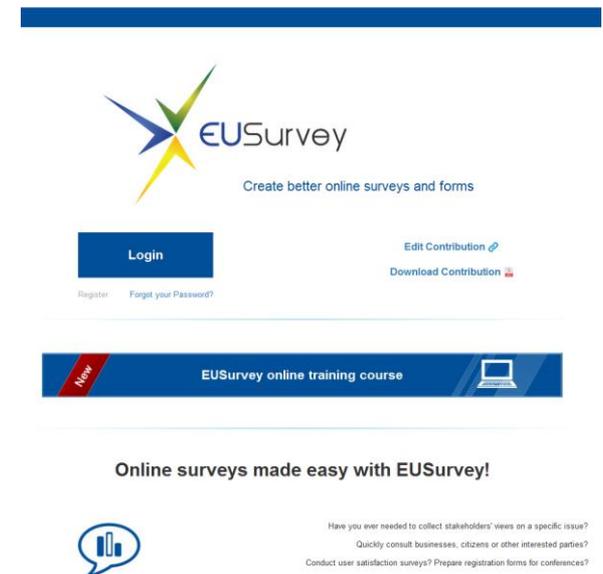
Output x					
Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2018	Key messages	Outline of activities
Decision makers of municipal departments in all project regions	Increase knowledge	Do not know what is planned by the project	Have gained a deeper knowledge about the project output	<ul style="list-style-type: none"> Our project output x helps municipalities to... ... 	<ul style="list-style-type: none"> Newsletter Online tutorials Road show ...
Decision makers of municipal departments in all project regions	Change attitude	Do not know what is planned by the project	Not only know about the output but are willing to use it	<ul style="list-style-type: none"> Our project output x brings clear advantages in terms of... ... 	<ul style="list-style-type: none"> Personal meetings ...
Mayors in all project regions	Raise awareness	Do not know about this output of the project	Are aware about the output, yet without a deeper understanding	<ul style="list-style-type: none"> Our project output x helps municipalities to... 	<ul style="list-style-type: none"> Newsletter Social media ...
Mayors in all project regions	Increase knowledge	---	---	---	<ul style="list-style-type: none"> ...



Key sections of the strategy template (4)

Evaluation

- For registrations to and the **feedback surveys** after project events we recommend to use:
<https://ec.europa.eu/eusurvey/home/about>
- **Web statistics** will be provided to the projects in time for reporting requirements



Key sections of the strategy template (5)

Activity planning

C.1.1 Communication strategy

Key points

Targeted communication arena: B.1, B.2, and/or B.3

Outputs in focus of activity (content): ---

Targeted communication audiences: ---

Responsible partner: ---

Involved partners: ---

Indicative timing of activity: ---

Indicative budget (excl. staff costs): ---

Accessible for people with disabilities: ---

Description

Shortly describe in a few sentences what the activity is about and what is planned why, where, by who for whom. This description completes the points above and should build on information that was given the application form. Consider also to outline the main messages to be conveyed in each activity.

Monitoring

Describe how you are monitoring progress (in addition to project reporting. Use optionally the grid below)

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Project communication strategy shared	Number	0	1	Monitoring	1 st progress report



Group exercise - 20 minutes in groups of up to 4

All project activities and outputs					
Audience	Communication objective	Status quo at project start	Status quo aimed for at project end	Key messages	Outline of activities
Project partners	Increase awareness and information	E.g.: Are aware of what the project intends to do but lack an overview and regular updates			
	Change attitude and behaviour	E.g.: Are not yet a group cooperating very well but only get to know each other			

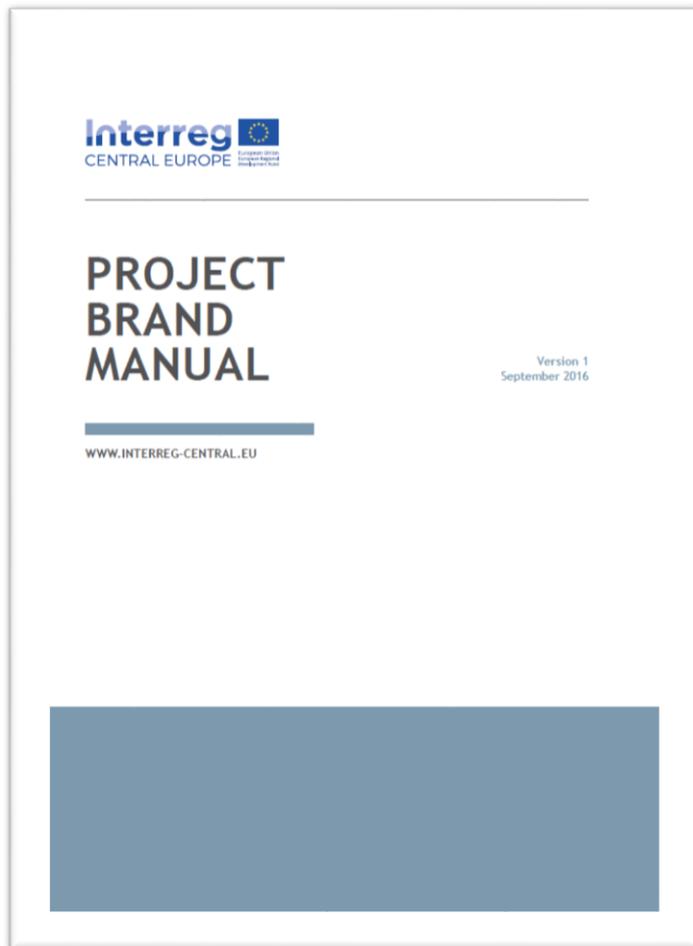


Basics of Project
Communication

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Project logos



PAINT STROKE ELEMENT

The left and right side of the paint stroke are identical with the eastern and western border of the Interreg CENTRAL EUROPE programme area.



DOWNLOAD

Projects will be provided with their complete logo packages through the programme cloud server. The project management teams will receive the link upon request.



Project logos

INCORRECT LOGO USAGE

1. Do not distort, stretch, slant or modify the logo in any way.
2. Do not delete „European Union European Regional Development Fund“ or „CENTRAL EUROPE“
3. Do not cut the logo.
4. Do not rotate the logo.
5. Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.
6. Do not use outlines around the logo.
7. Do not use the logo in body text. Instead, in body text use just the word Interreg set in the font of the body text.
8. Do not use the logo in any other colour than the standard full colour version or in greyscale on monochrome applications.
9. If the logo needs to be placed on a coloured background, it has to be within a white rectangle as stated before - with a size matching at least the clear space specified on [page 19](#).
10. Do not use the secondary project version as a stand-alone logo.



PROJECT BRANDING

Colours

PETROL SHADES (PRIMARY)

-
When the main colour is not enough the following shades can be used. There are no color except legibility. Some shades do not work for small font sizes, some not for better target area.

ORIGINAL PETROL

-
COLOUR CODES
CMYK : C40 M34 Y23 K00
Pantone : 3425 C
RGB : R19 G178 B168
Web : #B6A68E

PETROL DARK

-
COLOUR CODES
CMYK : C36 M32 Y26 K16
Pantone : 361
RGB : R19 G174 B176
Web : #B7B0B7

PETROL BRIGHT

-
COLOUR CODES
CMYK : C32 M32 Y23 K03
Pantone : 361
RGB : R12 G178 B176
Web : #86A68E

PETROL LIGHT

-
COLOUR CODES
CMYK : C27 M11 Y12 K00
Pantone : 361
RGB : R176 G211 B216
Web : #A3C3D7

GREY SHADES (SECONDARY)

-
If the petrol shades are not enough, the following greys can be used to best thing up a bit. Tip: Dark grey is recommended to be used as standard text colour in documents and on websites (ie. full on black looks ugly when reading on screens).

GREY BROWN

-
COLOUR CODES
CMYK : C35 M30 Y25 K33
Pantone : 361
RGB : R121 G133 B133
Web : #868F93

GREY DARK

-
COLOUR CODES
CMYK : C40 M30 Y20 K35
Pantone : 361
RGB : R76 G74 B76
Web : #868F93

GREY

-
COLOUR CODES
CMYK : C30 M30 Y20 K25
Pantone : 361
RGB : R122 G123 B125
Web : #868F93

GREY LIGHT

-
COLOUR CODES
CMYK : C30 M30 Y20 K15
Pantone : 361
RGB : R122 G127 B128
Web : #868F93

26 | SECTION 4 PROJECT BRAND MANUAL

PROJECT BRAND MANUAL SECTION 4 | 27

INTERREG COLOURS

The logo colours are defined from the European flag and must not be changed. They are also the central brand colours of the Interreg brand and are used to identify the brand also beyond the logo in all visual communication. The colours are defined for all colour systems.

REFLEX BLUE

-
COLOUR CODES
CMYK : C100 M80 Y00 K00
Pantone : Reflex Blue
RGB : R00 G01 B153
Web : #000099

LIGHT BLUE

-
COLOUR CODES
CMYK : C41 M30 Y00 K00
Pantone : 2775 U
RGB : R176 G174 B229
Web : #86A68E

YELLOW

-
COLOUR CODES
CMYK : C00 M00 Y100 K00
Pantone : Yellow
RGB : R255 G255 B00
Web : #FFD700

PRIORITY COLOURS

Interreg CENTRAL EUROPE has taken over the colour scheme, which was developed for all Interreg programmes to clearly label their thematic priorities. 11 colours were chosen to create a harmonised system with colours that match each other and provide good contrast to the central brand and logo colours of Interreg. The first priority colours that are relevant for Interreg CENTRAL EUROPE are defined on the right.

INNOVATION AND KNOWLEDGE DEVELOPMENT

-
COLOUR CODES
CMYK : C00 M44 Y74 K00
Pantone : 139 D
RGB : R253 G198 B0
Web : #FFC000

LOW-CARBON CITIES AND REGIONS

-
COLOUR CODES
CMYK : C31 M43 Y26 K21
Pantone : 347 D
RGB : R21 G153 B97
Web : #339966

NATURAL AND CULTURAL RESOURCES

-
COLOUR CODES
CMYK : C41 M30 Y00 K00
Pantone : 347 D
RGB : R176 G174 B229
Web : #86A68E

TRANSPORT AND MOBILITY

-
COLOUR CODES
CMYK : C40 M37 Y24 K13
Pantone : 361 D
RGB : R138 G137 B140
Web : #868F93



Iconography

PRIORITY ICONS

The icons were designed for all Interreg programmes to work well together as a series, using similar iconography, forms and line weights. The standard use of the icons is in the colour of the programme priority it represents. The priority icons most relevant for Interreg CENTRAL EUROPE are presented below.

Priority icons were designed on the European level for all Interreg programmes and projects to harmonise thematic communication. The standard use of icons is in the colour of the related programme priorities. Priority icons relevant for Interreg CENTRAL EUROPE are presented below.



**INNOVATION AND
KNOWLEDGE DEVELOPMENT**



**LOW CARBON CITIES
AND REGIONS**



**NATURAL AND
CULTURAL RESOURCES**



**TRANSPORT
AND MOBILITY**



Iconography

SPECIFIC OBJECTIVES ICONS

The four priority icons are complemented by a set of 10 icons representing the specific objectives, which the programme supports.

Priority icons are completed by a set of ten icons representing the programme specific objectives. Interreg CENTRAL EUROPE projects are free to use them in the programme or their priority colours and in any readable size.

INNOVATION AND KNOWLEDGE DEVELOPMENT

1. Sustainable linkages among innovating actors
2. Improving skills for economic and social innovation



LOW CARBON CITIES AND REGIONS

1. Energy efficiency in public infrastructure
2. Low carbon planning
3. Low carbon urban mobility



NATURAL AND CULTURAL RESOURCES

1. Sustainable use of natural heritage
2. Sustainable use of cultural heritage
3. Environmental management in urban areas



TRANSPORT AND MOBILITY

1. Regional passenger transport
2. Sustainable freight transport



OTHER ICONS

In addition to the priority and specific objective icons, the programme defined a set of icons representing the five output types as well as other fields the programme works on. The file available under the download link contains a set of unspecified icons as well.

In addition to priority and specific objective icons, the programme defined a set of icons for output types and other fields the programme works on. Sizes and colours of the icons can be adapted by the projects.

Outputs

Strategy and action plans



Pilot action



Training



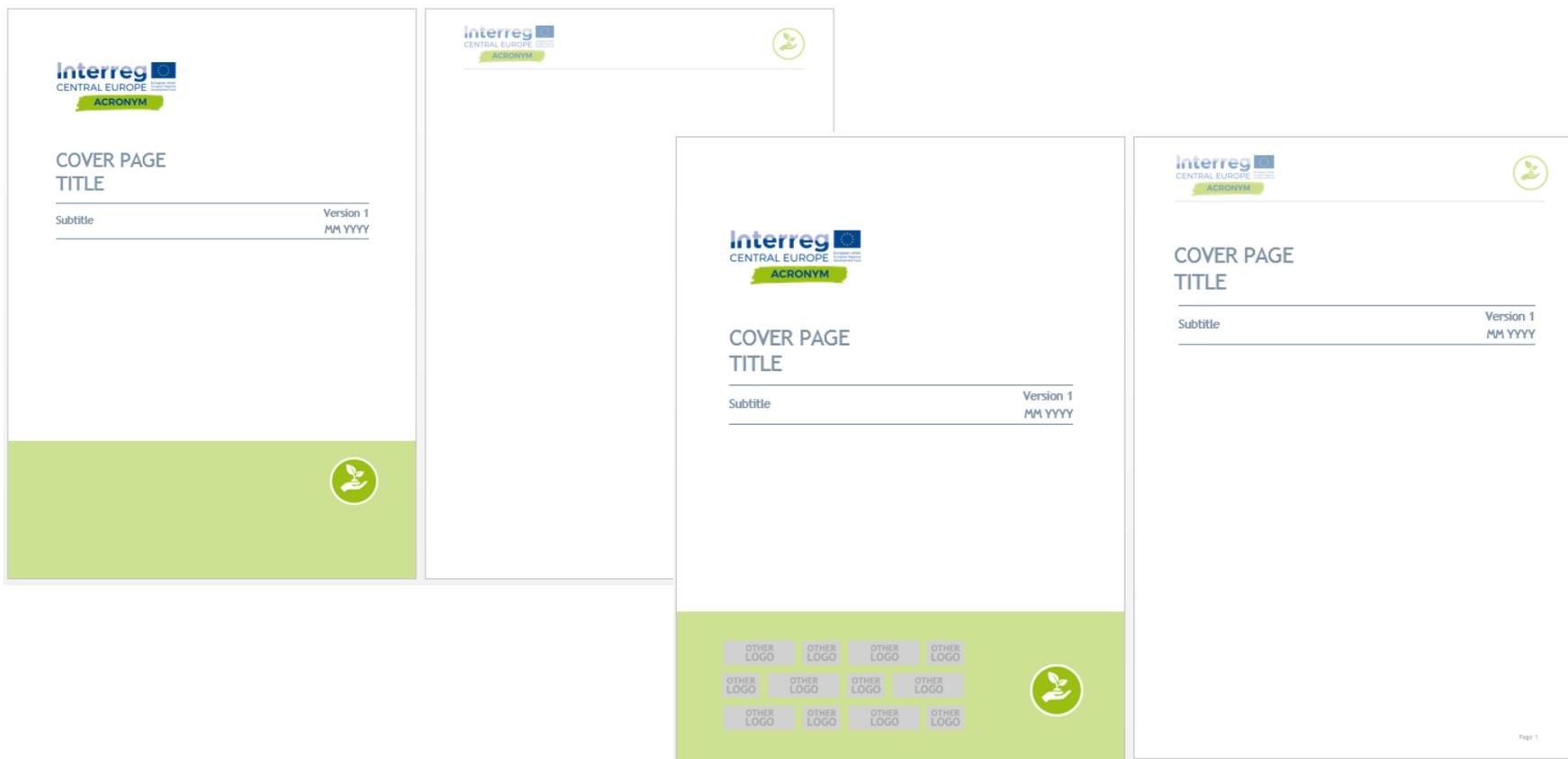
Tools



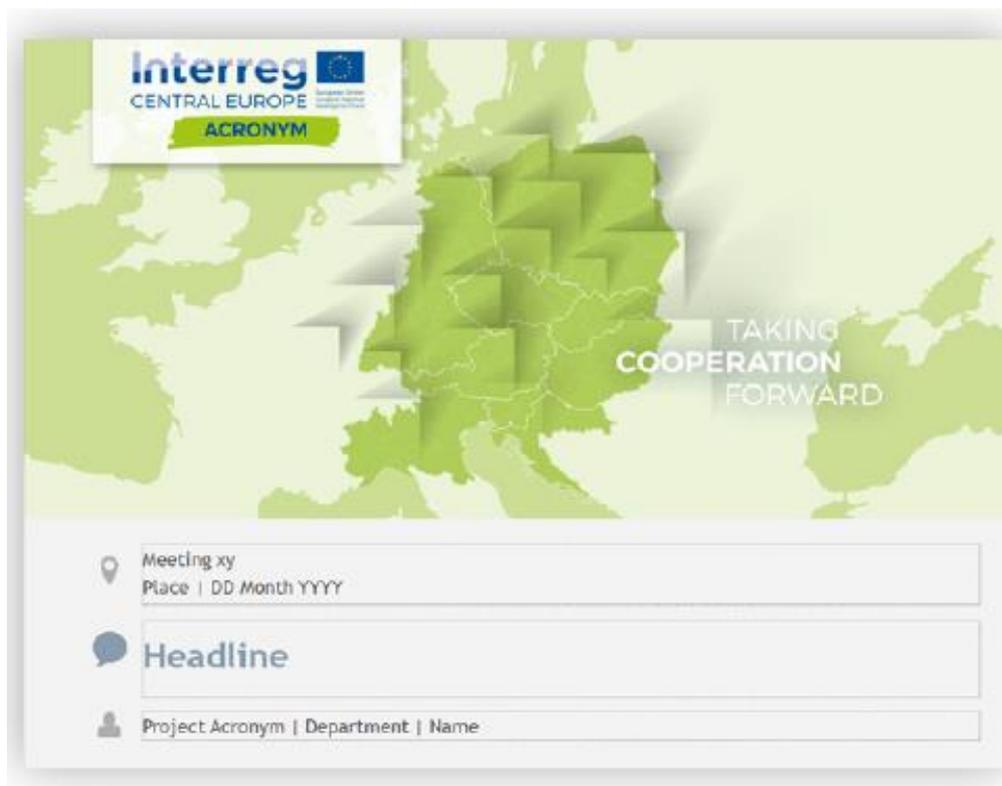
Innovation networks



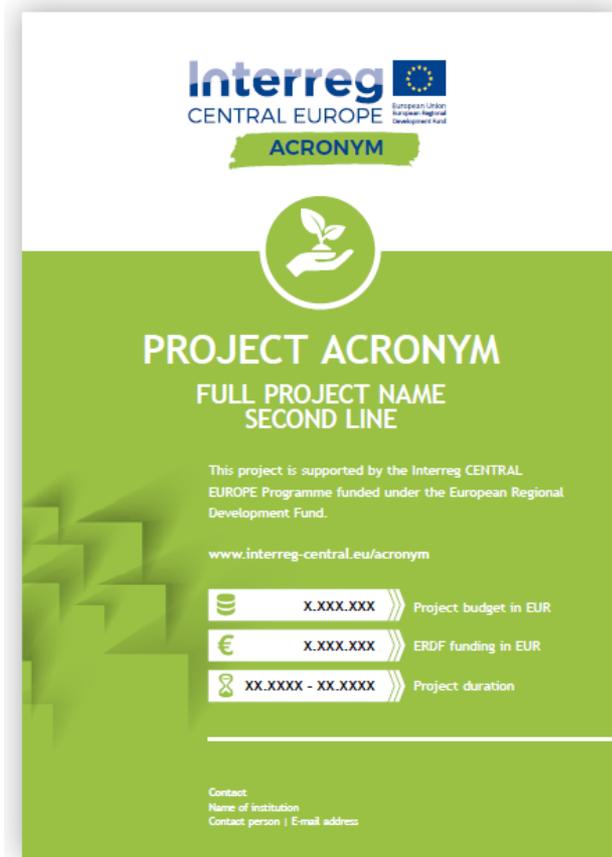
Office templates (1): Word and Excel



Office templates (2): PowerPoint



Design templates (1): Posters



Design templates (2): Roll-ups



Design templates (3): Leaflets



Interreg CENTRAL EUROPE
ACRONYM

WHAT WE DO
Summarise in short what the project is about, what you aim for, ...
7 cities
12 projects
10 regions
2.6 million people
2.2 million people

TAKING COOPERATION FORWARD

WHO WE ARE
Partners from seven central European countries join their forces to improve environmental management in urban areas.
Austria
Croatia
Hungary
Italy
Poland
Slovakia
Slovenia

DISCOVER MORE ABOUT ACRONYM
www.interreg-central.eu/acronym
Contact Us
Project acronym
Department
info@acronym.com
www.facebook.com/acronym
www.linkedin.com/in/acronym

FACTS AND FIGURES
12 projects
10 regions
700.000

STRATEGIES AND ACTION PLANS
Name your key output/pilot action here or introduce work packages or any other information on project outputs.
Finalisation date or other figure

TRAINING
Name your key output/pilot action here or introduce work packages or any other information on project outputs.
Finalisation date or other figure

TOOLS
Name your key output/pilot action here or introduce work packages or any other information on project outputs.
Finalisation date or other figure

PILOT ACTIONS
Name your key output/pilot action here or introduce work packages or any other information on project outputs.
Finalisation date or other figure



And much more...

The project brand manual will be published end of September.

Complete logo packages will be sent to you after this training upon request (via e-mail to info@interreg-central.eu)



TAKING
COOPERATION
FORWARD



Project Implementation Training
Vienna | 21-22 September 2016



Project Websites



Interreg CENTRAL EUROPE | Joint Secretariat

AGENDA

Background

Tips

Support



www.central2013.eu and 124 random URLs



www.bicy.it

www.innotrain-it.eu

www.intramed-c2c.eu

www.cec5.eu

www.proincor.eu

www.baltic-adriatic.eu

www.centralmeetbike.eu

www.flavia-online.de

www.centrope.com

www.gutscentral.eu

www.chemlog.info

www.kassetts.eu

www.city-regions.eu

www.rezipe.eu

www.cerim.org

www.edits-project.eu

www.sol-project.eu

www.central-access.eu

www.autonet-central.eu

www.cebbis.eu

www.centrope-tt.info

and many more...

www.centrope-tt.info

www.cncb.eu

www.projectc-plus.eu

www.projectc-plus.eu

www.flameurope.eu



www.interreg-central.eu/acronym



www.interreg-central.eu/3DCentral
www.interreg-central.eu/AMIIGA
www.interreg-central.eu/CE-HEAT
www.interreg-central.eu/CERlecon
www.interreg-central.eu/ChemMultimodal
www.interreg-central.eu/CitiEnGov
www.interreg-central.eu/COME-IN
www.interreg-central.eu/CROWD-FUND-PORT
www.interreg-central.eu/DynamicLight
www.interreg-central.eu/ECRR
www.interreg-central.eu/ENERGYATSCHOOL
www.interreg-central.eu/FabLabNet
www.interreg-central.eu/FocusINCD
www.interreg-central.eu/ForgetHeritage
www.interreg-central.eu/GeoPLASMA-CE
www.interreg-central.eu/I-CON
www.interreg-central.eu/InAirQ
www.interreg-central.eu/InduCult2.0
www.interreg-central.eu/LUMAT

www.interreg-central.eu/MOVECIT
www.interreg-central.eu/NUCLEI
www.interreg-central.eu/PPI2Innovate
www.interreg-central.eu/PROLINE-CE
www.interreg-central.eu/ReSites
www.interreg-central.eu/RESTAURA
www.interreg-central.eu/RUMOBIL
www.interreg-central.eu/SOLEZ
www.interreg-central.eu/STREFOWA
www.interreg-central.eu/SULPiTER
www.interreg-central.eu/SUSTREE
www.interreg-central.eu/TOGETHER
www.interreg-central.eu/Trans3Net
www.interreg-central.eu/UGB
www.interreg-central.eu/URBANINNO
www.interreg-central.eu/YouInHerit



AGENDA

Background

Tips

Support



What makes a good website



Write copy for WEB



be clear, relevant and concise



Be up-to-date



update your website regularly



Be visual



use good quality images



PROJECT EXAMPLE WEBSITE

Have a look at our example website for some inspiration when building your website



www.interreg-central.eu/projectacronym



AGENDA

Background

Tips

Support

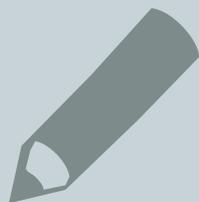




User
manual



Email or
call us



Future
trainings



Regular
hangouts



TAKING
COOPERATION
FORWARD



Project Implementation Training | Communication track
Vienna | 22 September 2016



Audience-focused storytelling



Interreg CENTRAL EUROPE | Joint Secretariat

Storytelling for
projects

Social media



#1 Describe your project for non-experts

- Carefully choose words and icons



*At the **TrainMe** project we aim to empower local entrepreneurs. We provide authentic training opportunities and support their involvement in local activities.*

- Facts and figures
- Be specific („5 W“)

6.36

Million inhabitants live in the regions participating in IDEA

300 000

Students in IDEA regions prepare for their future career

25

Measures and instruments were tested to find, bind and develop high potential in workers



#2 Proof your point with testimonials

- Quote
- Video
- Image



Volunteers involved in the ReNewTown pilot action (project funded by CENTRAL EUROPE 2007-2013)

“ I was searching for a good place to live, where my two children can grow up in a liveable environment. Thanks to QUALIST I quickly found a suitable house via Wohnweb and even a good job. ”

Martina Noé, Manager,
Wirtschaftsforum Waldviertel, Austria



<https://www.youtube.com/watch?v=hDMaJuSf7Oo>



#3 Show how people can benefit

- Video
- Image
- Case-study



UFIREG project: funded by the
CENTRAL EUROPE Programme
2007-2013

<https://www.youtube.com/watch?v=-yzlbg4Njk>



#4 Include feelings

- Show your product in an emotional or playful way



Storytelling for
projects

Social media



- Monthly over 1.55 billion active users engaging in dialogue



SOCIAL MEDIA



Define your goal and your audience

Choose channels and check their specificities

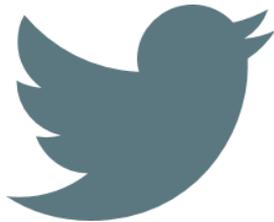
Use visuals: images (project logo for profile pic), videos...

Keep your posts short

Create dialogue, reply in casual style

Monitor and evaluate your activities





- Appetizers for more information on the website directed at professional audience including multipliers
- Used for highlighting interesting facts, news, achievements or recent programme developments

What worked better?

Tweet Activity

	Impressions	1,211
Interreg CE @InterregCE Looking forward to be at #EUWRC on 11 OCT to discuss benefits of #Interreg harmonisation in workshop of @InteractEU https://twitter.com/ktowens/status/771272168621674496 ...	Total engagements	12
	Retweets	5
	Detail expands	3
	Profile clicks	2
	Likes	1
	Hashtag clicks	1

Interreg CE @InterregCE
It's not about the camera... but the eye! DG REGIO competition of photos showing results of EU investments in...
<http://fb.me/40ph0GHrt>

Impressions	443
Total engagements	2
Link clicks	2





- To raise awareness and generate traffic to programme website of general audience
- Used for sharing content like various updates, achievements, contests, events, etc.

What worked well?

Interreg Central Europe
Published by Dora Kasckova · 14 June 7 · 6

Heading back home from the Interreg Annual Meeting 2016 WFD CR. We are very happy to carry the award for the second best Interreg website to Vienna 🏆



4,040 People Reached		
67 Likes, Comments & Shares		
66 Likes	64 On Post	2 On Shares
7 Comments	3 On Post	4 On Shares
4 Shares	2 On Post	2 On Shares
211 Post Clicks		
130 Photo Views	0 Link Clicks	81 Other Clicks
NEGATIVE FEEDBACK		
1 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	

What worked less?

Interreg Central Europe shared EU Sustainable Energy Week's video.
Public · 15 · 6

We are present at EU Sustainable Energy Week #eusew16 pass by our stand in collaboration with Interreg Europe



107 People Reached		
181 Video Views		
1 Likes, Comments & Shares		
1 Likes	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
2 Post Clicks		
0 Photo Views	0 Link Clicks	2 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

493 Views

EU Sustainable Energy Week at Residence Palace - International Press Centre
June 15 · Brussels, Belgium · 6

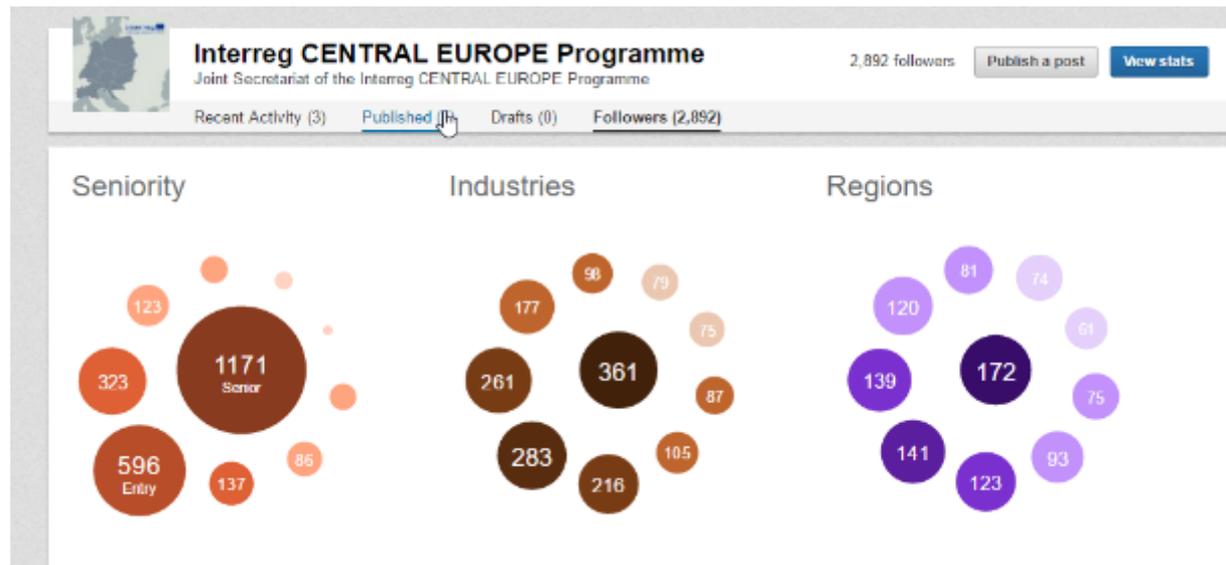
Grow your network, visit the Networking Village!





- Professional network directed at applicants, beneficiaries and media
- Used to strengthen networking between potential applicants and for sharing news and stories posted on Facebook

Analyse followers directly with LinkedIn





- Programme introduced new YouTube channel targeted at the applicants and beneficiaries
- Current use: tutorials
- Future: project videos

Interreg CENTRAL EUROPE Abonnieren 27

Übersicht Videos Playlists Kanäle Diskussion Kanalinfo

Tutorials for applicants

Interreg CENTRAL EUROPE • 14 Videos • 190 Aufrufe • Zuletzt am 08.05.2016 aktualisiert

Learn more about the Interreg CENTRAL EUROPE programme and what we do. What do we fund and how can you apply for these funds?

Before watching the tutorials we recommend to first read through the application manual, which is available in the docs... Mehr

[▶ Alternativen](#) [◀ Zurück](#) [+ Spizieren](#)

1	What is Interreg? von Interreg CENTRAL EUROPE	2:44
2	What is Interreg CENTRAL EUROPE? von Interreg CENTRAL EUROPE	5:43
3	Results of the first call for proposals von Interreg CENTRAL EUROPE	6:28
4	Framework of second call for proposals von Interreg CENTRAL EUROPE	8:56
5	Priority 1: Innovation and knowledge development von Interreg CENTRAL EUROPE	7:17



Useful links

Buffer: <https://buffer.com/>

Google analytics: <https://analytics.google.com/>

Tweetdeck: <https://tweetdeck.twitter.com/>

Bitly: <https://bitly.com/>

