

TAKING
COOPERATION
FORWARD



Project Implementation Training
Vienna | 19 - 20 June 2017

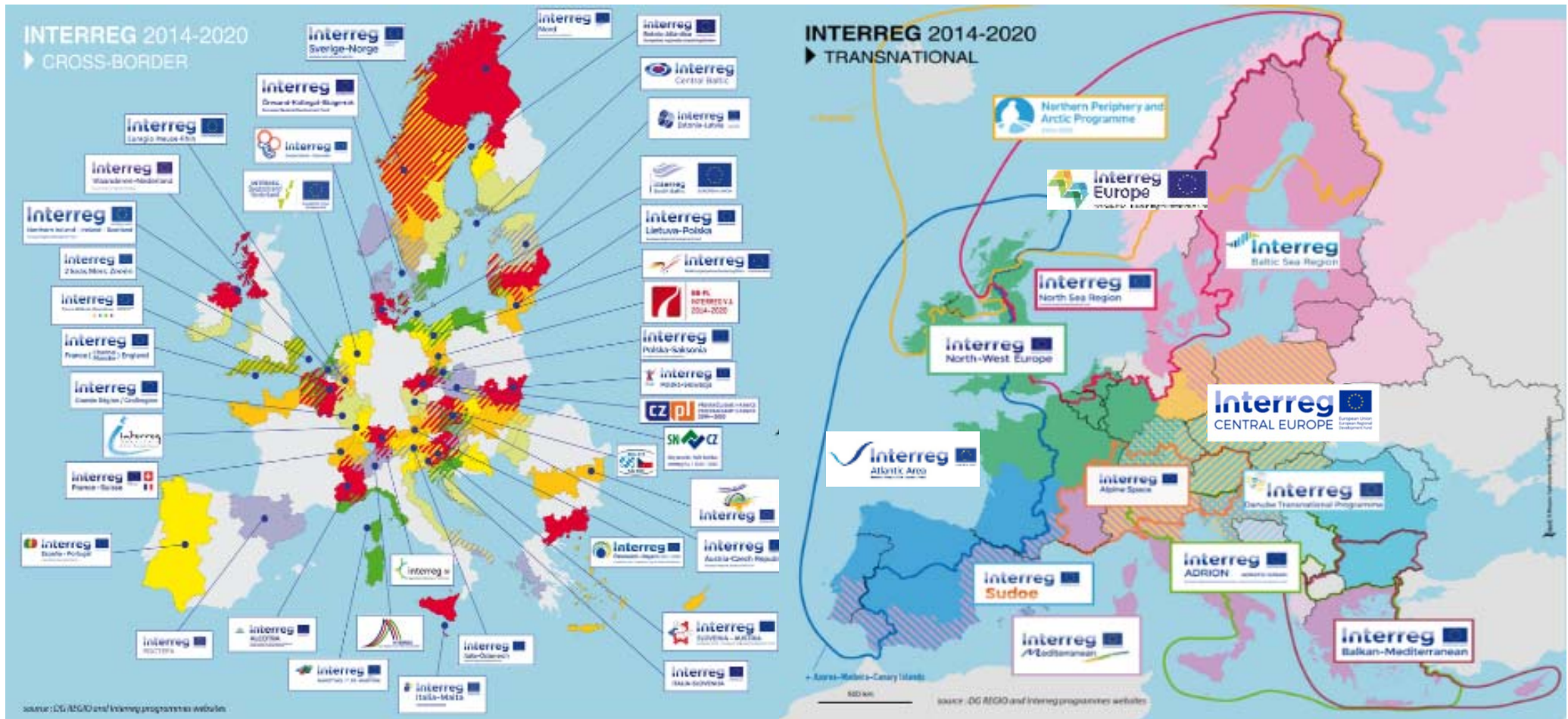


Welcome and Community Branding



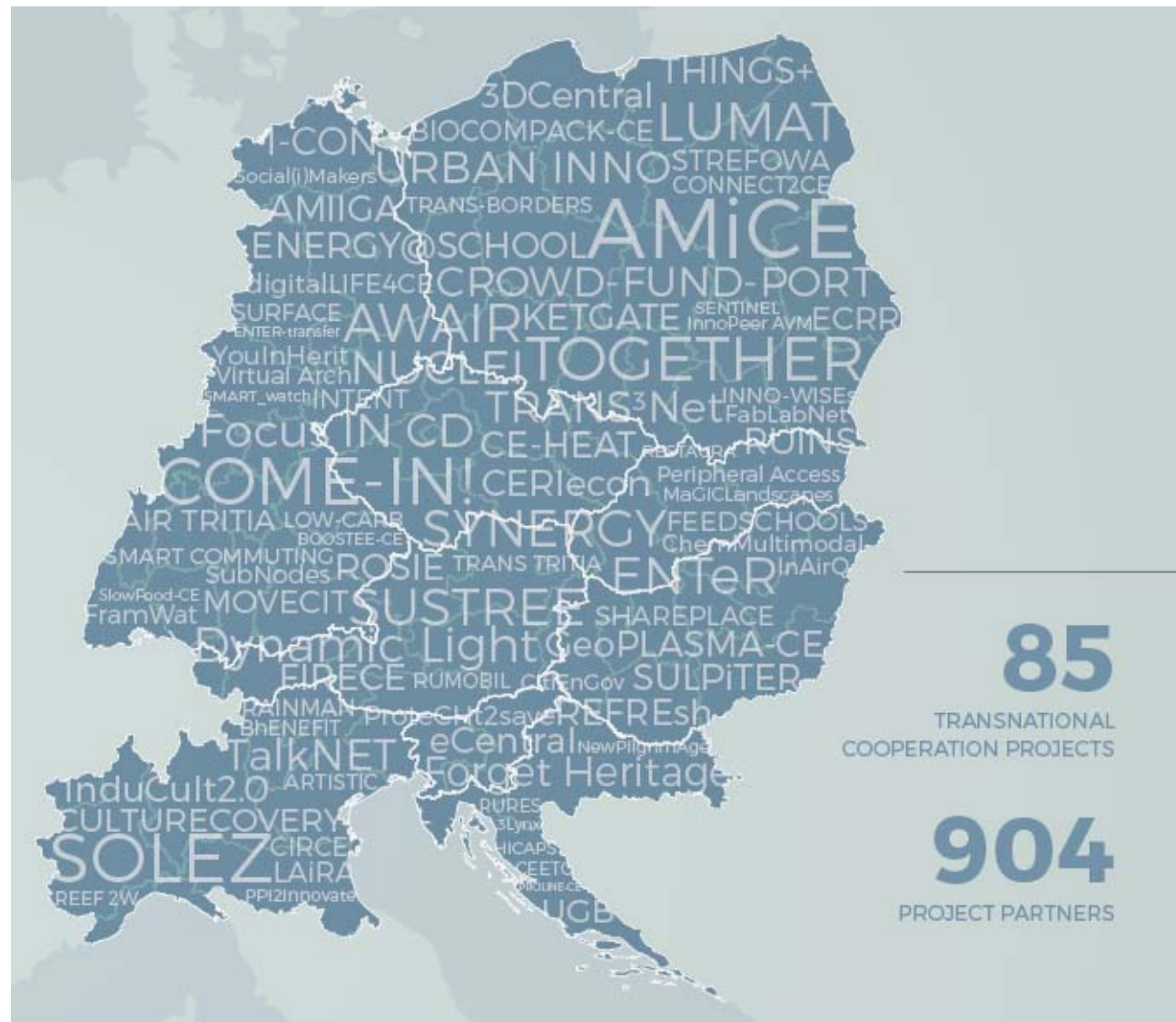
Interreg CENTRAL EUROPE | Joint Secretariat

THE INTERREG COMMUNITY



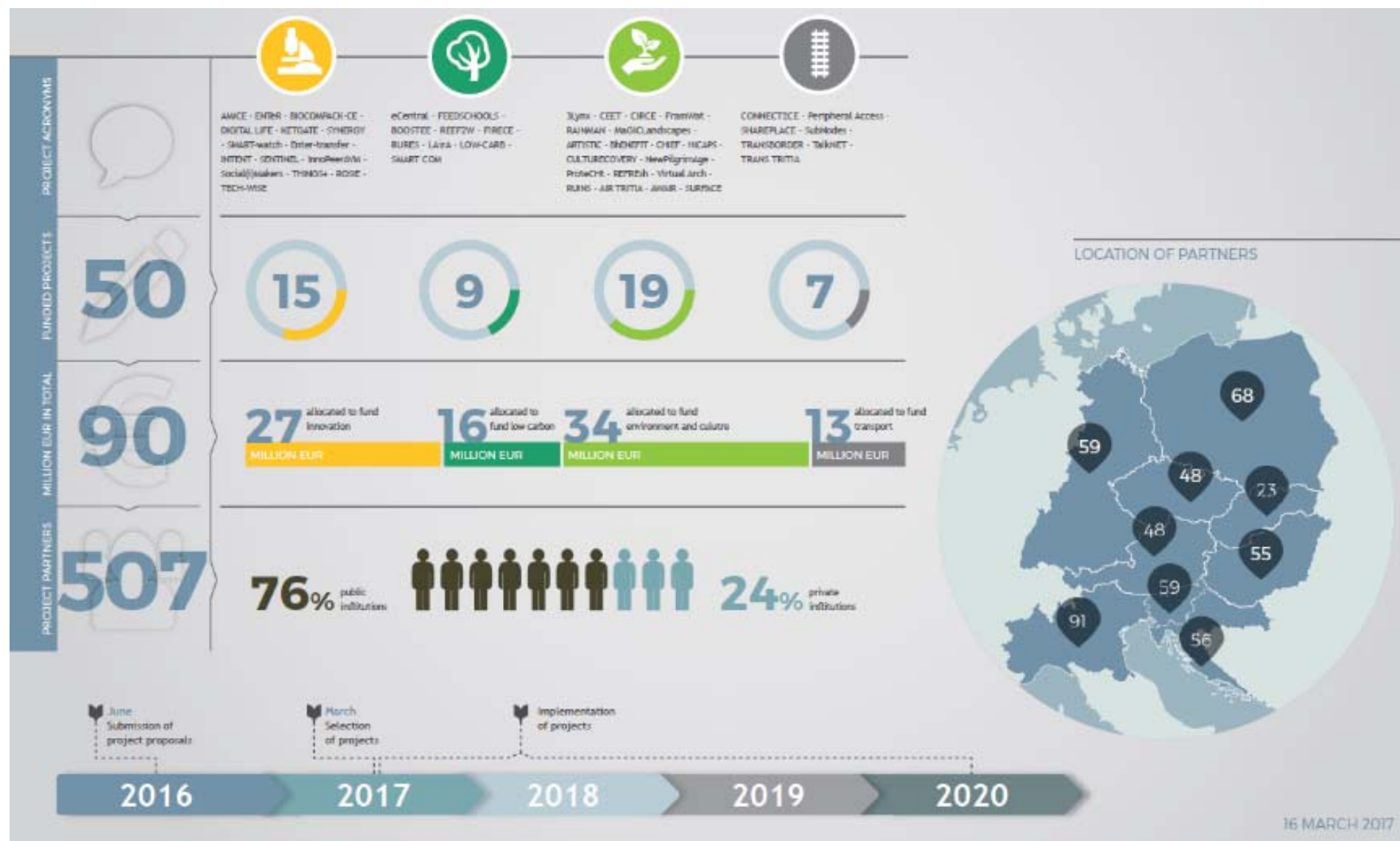
TAKING COOPERATION FORWARD

THE CENTRAL EUROPE COMMUNITY



TAKING COOPERATION FORWARD

YOUR "CLASS" OF 2017



YOUR "CLASS" OF 2017



Why are all project logos looking similar now?

*Boosts visibility and recognition
of what we do*

Builds up critical mass

*Creates a stronger sense of
belonging together*

Ensures consistent quality

*Makes project communication
easier and cheaper*



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**



COMMUNITY BRANDING: THE LOOK

Logo



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.



Logo (for combinations with other logos)



ATTENTION

This version shall only be used when the project logo has to be combined with other logos! In cases of doubt, please contact the communication unit at the Joint Secretariat at info@Interreg-central.eu.

COMMUNITY BRANDING: THE LOOK

Logo (for small scale prints)



PROGRAMME LOGO: SMALL SCALE VERSIONS

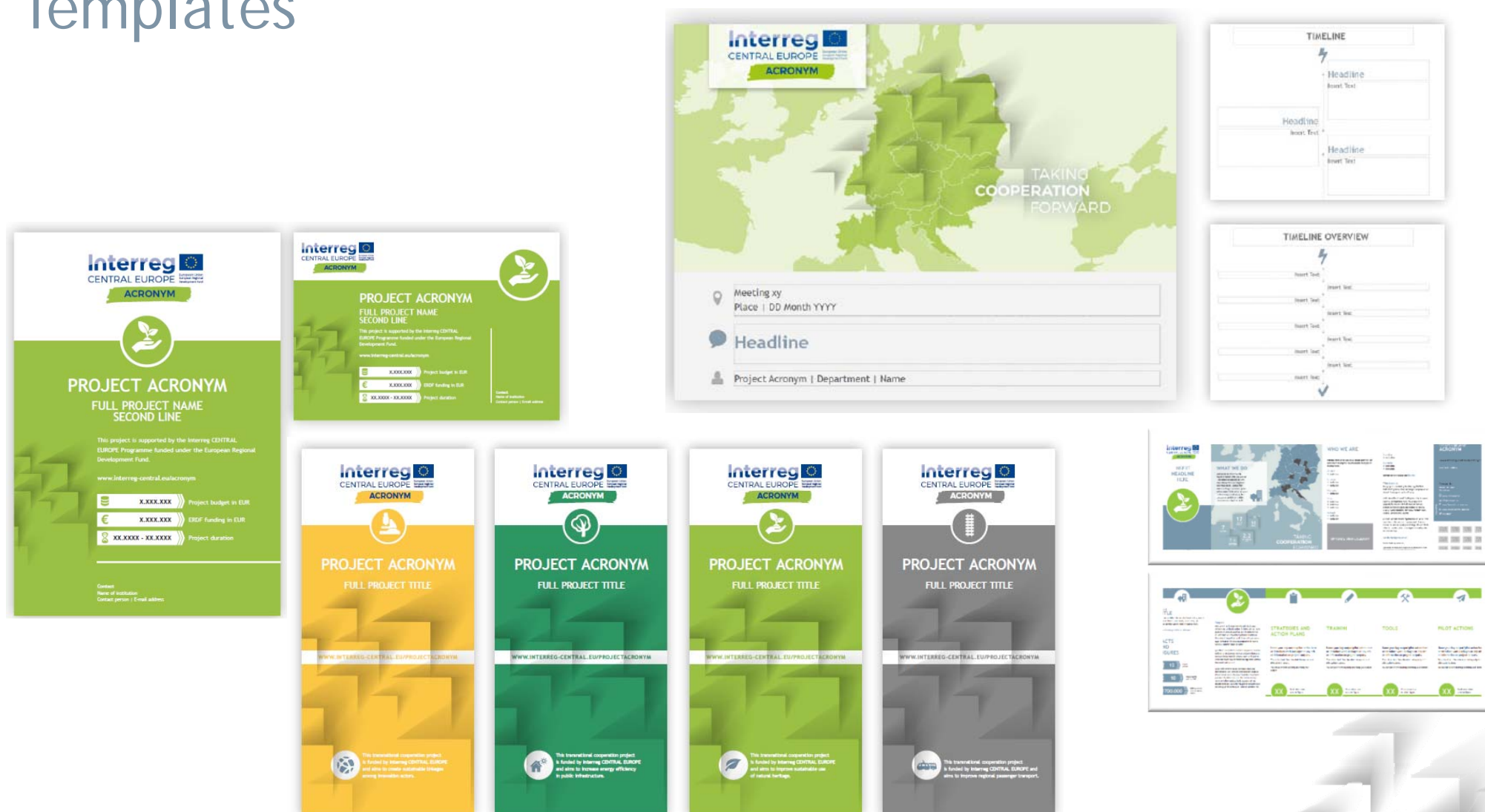
If the print area available for the logo is smaller than 4 cm in width, the use of small scale versions is allowed. Small-scale versions do not have to include the name of the fund. However, it is obligatory to include the name of the European Union.

Which of the versions below has to be used depends on printing method, communication needs and production materials. The same applies to colour options. Please consult the communication unit when in doubt.



COMMUNITY BRANDING: THE LOOK

Templates



TAKING COOPERATION FORWARD

Fact sheets

PROTECTING EURASIAN LYNX, AN ENDANGERED HUNTER





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Interreg
CENTRAL EUROPE



European Union
European Regional
Development Fund

3Lynx

The endangered Eurasian lynx, one of the last wild cats of Europe, faces threats from illegal killing and poor acceptance by hunters, foresters and other stakeholders. The 3Lynx project encourages cooperation across borders to provide the kind of common conservation, habitat management and public awareness that this predator needs to survive.

www.interreg-central.eu/environment



- AUSTRIA
Oberösterreich | Wien
- CZECH REPUBLIC
Jihozápad | Praha
- GERMANY
Bertin | Schwaben
- ITALY
Piemonte
- SLOVENIA
Zahodna Slovenija



PROJECT BUDGET
2.31
MILLION €

ERDF FUNDING
1.91
MILLION €

Information based on application form | May 2017

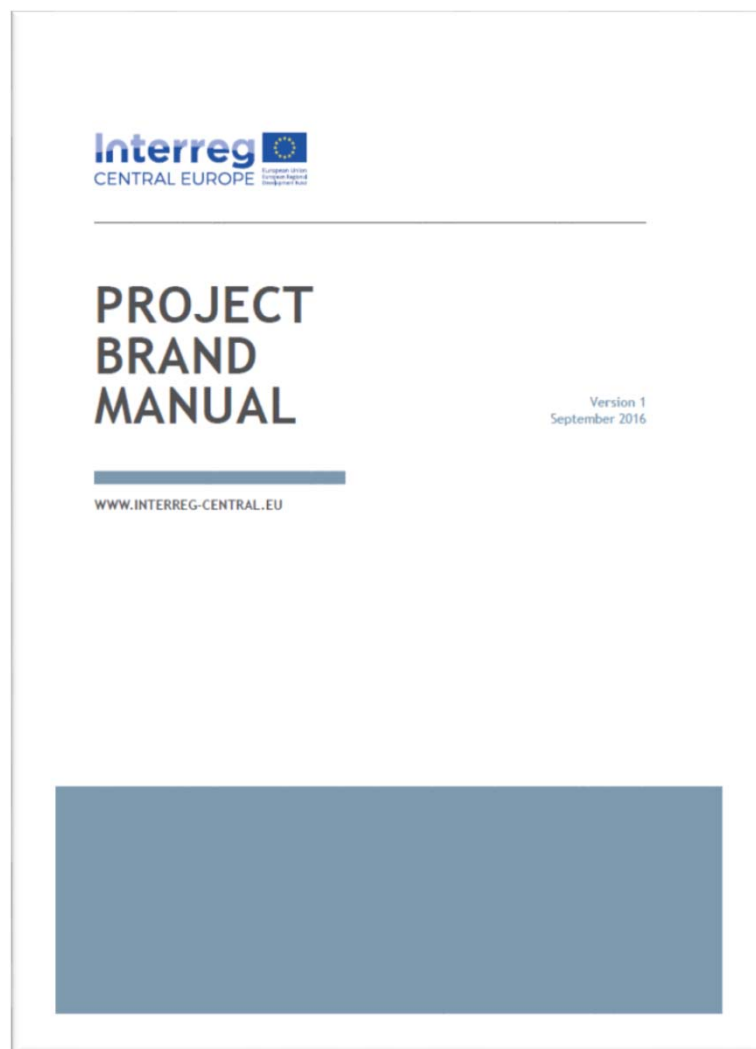


COMMUNITY BRANDING: THE RULES

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.





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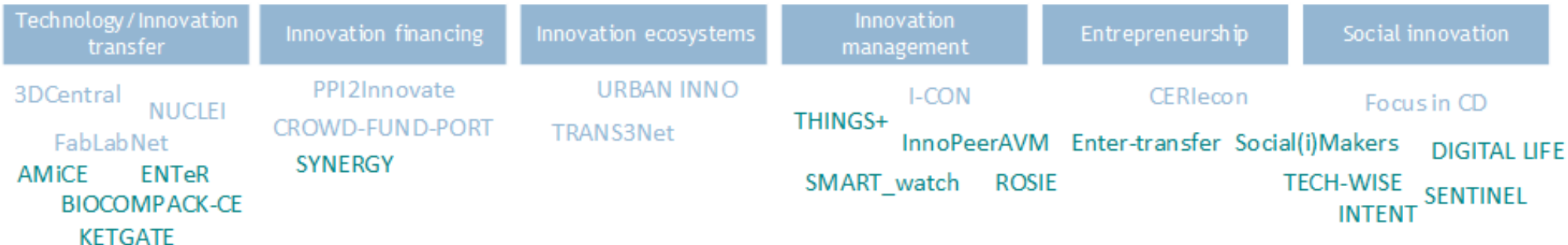


THEMATIC INTRODUCTION: INNOVATION



THEMATIC COVERAGE

Priority 1 - Innovation



Main topics covered by call 1 and 2 projects

SO 1.1

- Advanced manufacturing, Key enabling technologies (KET)
- Eco-innovation (textile sector, paper-bioplastics packaging)
- Public procurement of innovation (PPI)
- Technology transfer, regional branch observatories

SO 1.2

- Entrepreneurship support
- Qualification programmes and skills development
- SME business models
- Crowdfunding
- Health care services



SECOND CALL

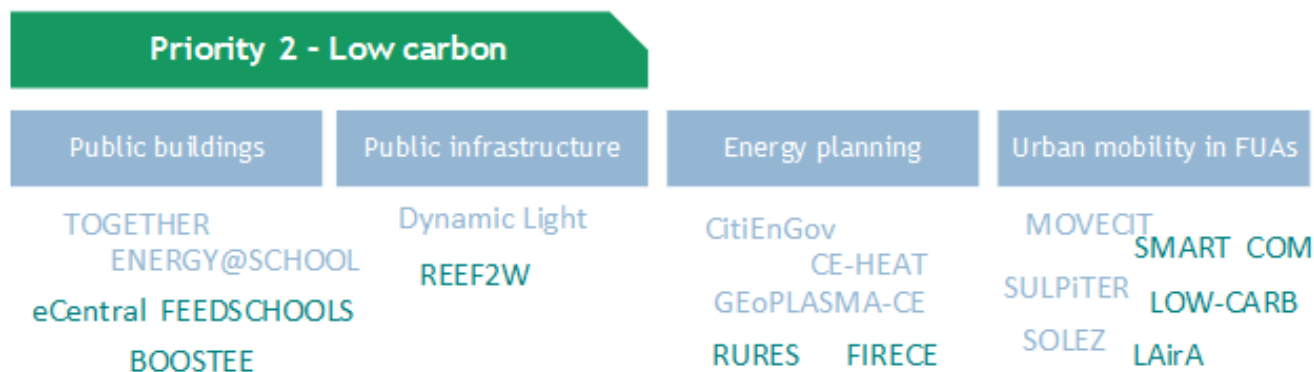
SO 1.1	Improving sustainable linkages among actors of innovation systems for strengthening regional innovation capacity in CENTRAL EUROPE
AMiCE	Alliance for Advanced Manufacturing in Central Europe
BIOCOMPACT-CE	Developing and strengthening cross-sectoral linkages among actors in sustainable biocomposite packaging innovation systems in a Central European circular economy
digitalLIFE4CE	DIGITAL LIFE Fostering innovation in integrated healthcare systems solution
ENTeR	Expert Network on Textile Recycling
KETGATE	Central European SME Gateway to Key-enabling Technology
SMART_watch	Regional branch observatories of intelligent markets in Central Europe monitoring technology trends and market developments in the area of smart specializations
SYNERGY	SYnergic Networking for innovativeness Enhancement of central european actoRs focused on hiGh-tech industrY

SO 1.2	Improving skills and entrepreneurial competences for advancing economic and social innovation in CE regions
ENTER-transfer	Advancement of the economic and social innovation through the creation of the environment enabling business succession.
InnoPeer AVM	PEER-to-peer network of INNOvation agencies and business schools developing a novel transnational qualification programme on AdVanced Manufacturing for the needs of Central European SME
INTENT	Using guidelines and beNchmarking to Trigger social entrepreneurship solutions towards better patient-centred cancer care in cENTral Europe
ROSIE	Responsible and Innovative SMEs in Central Europe
SENTINEL	Advancing and strengthening Social Enterprises to maximize their impact in the economic and social sector of Central European countries
Social(i)Makers	Growing a Transnational Smart Community of Social Innovators for the Inclusive Development of Central Europe
INNO-WISEs	Technologies, Competences and Social Innovation for Work Integration Social Enterprises
THINGS+	Introducing service innovation into product-based manufacturing companies



THEMATIC INTRODUCTION: LOW CARBON AND TRANSPORT





Main topics covered by call 1 and 2 projects

SO 2.1

- Energy efficiency and energy audits of public buildings (e.g. schools)
- Dynamic public lighting
- Low carbon measures for waste and wastewater treatment plants

SO 2.2

- Regional energy plans
- Energy managers
- Financial instruments
- Waste heat utilisation
- Shallow geothermal energy planning

SO 2.3

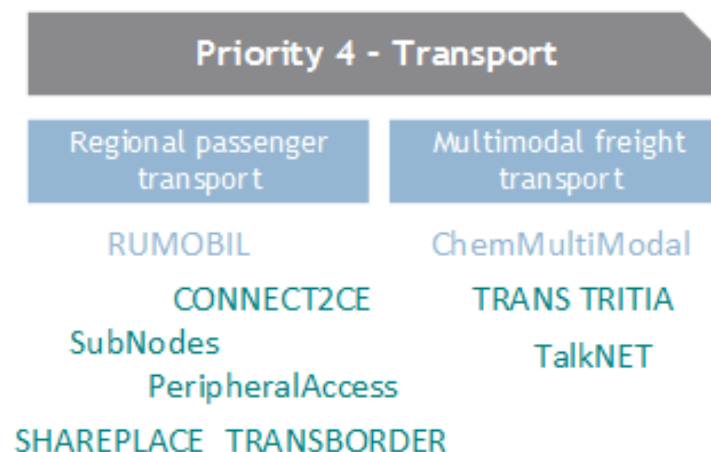
- Sustainable urban mobility and logistics planning
- Institutional mobility plans
- Integration of airports in urban mobility systems



Priority 2: Cooperating on low-carbon strategies in CENTRAL EUROPE

BOOSTEE-CE	Boosting energy efficiency in Central European cities through smart energy management
eCentral	Energy Efficient Public Buildings in Central Europe
FEEDSCHOOLS	Financing Environment and Energy Efficiency development in Schools
FIRECE	Innovative Financial Instruments for industry low carbon energy transition in Central Europe
LAiRA	Landside Airports Accessibility
LOW-CARB	Capacity building for integrated low-carbon mobility planning in functional urban areas
REEF 2W	Increased renewable energy and energy efficiency by integrating, combining and empowering urban wastewater and organic waste management systems
RURES	Promote the Sustainable Use of Renewable Resources and Energy Efficiency in Rural Regions
SMART COMMUTING	SMART COMMUTING





Main topics covered by call 1 and 2 projects

SO 4.1

- Accessibility of peripheral and cross-border areas
- Intermodal integration of regions to TEN-T hubs
- Sustainable mobility

SO 4.2

- Multimodal transport of chemical goods
- Coordination of multimodal freight transport in border regions
- Integration between ports and transport operators



Priority 4: Cooperating on transport to better connect CENTRAL EUROPE

CONNECT2CE	Improved rail connections and smart mobility in Central Europe
PeripheralAccess	Transnational cooperation and partnership for better public transport in peripheral and cross-border regions
SHAREPLACE	Shared mobility and Regional transport integrated PLAnning for a better connected Central Europe
SubNodes	Connecting the hinterland via sub-nodes to the TEN-T core network
TRANS-BORDERS	TEN-T passenger transport connections to border regions
TalkNET	Transport and Logistics Stakeholders Network
TRANS TRITIA	Improving coordination and planning of freight transport on Tritia territory



THEMATIC INTRODUCTION: ENVIRONMENT AND CULTURE



ENVIRONMENT & CULTURE - THEMATIC COVERAGE

Priority 3 - Environment & culture

Natural heritage & biodiversity	Water management	Waste & resource efficiency	Soil & brownfields	Air & noise	Cultural & creative industries	Heritage sites & historic buildings	Intangible cultural heritage
UGB SUSTREE 3Lynx CEETO MaGICLandscapes	AMIIGA PROLINE-CE RAINMAN FramWat	STREFOWA CIRCE SURFACE	GreenerSites LUMAT	InAirQ AWAIR AIR TRITIA	Forget Heritage REFREsh	RESTAURA COME-IN ProteCHT2Save HICAPS RUINS VirtualArch NewPilgrimAge BhENEFIT	ECRR YouInHerit InduCult2.0 SlowFood-CE CULTURECOVERY ARTISTIC

Main topics covered by call 1 and 2 projects

SO 3.1

- Biodiversity and nature conservation
- Water management
- Waste management and re-use
- Indoor air quality
- Green infrastructures

SO 3.2

- Historic buildings, ruins and parks
- Industrial and archaeological heritage
- Museums, culture routes
- Intangible cultural heritage
- Cultural and creative industries (focus on buildings)

SO 3.3

- Urban environmental management
- Air pollution
- Brown fields
- Food waste



Priority 3	Cooperating on cultural and natural resources for sustainable growth in CENTRAL EUROPE - ENVIRONMENT
3Lynx	Population based (transnational) monitoring, management and stakeholder involvement for the Eurasian Lynx affecting 3 Lynx Populations in the Central Europe Area
AIR TRITIA	Uniform Approach to the Air Pollution Management System for Functional Urban Areas in Tritia Region
AWAIR	Environmental integrated, multilevel knowledge and approaches to counteract critical AIR pollution events, improving vulnerable citizens quality of life in Central Europe Functional Urban Areas
CEETO	Central Europe Eco-Tourism: tools for nature protection
CIRCE	Expansion of the CIRcular Economy concept in the Central Europe local productive districts
FramWat	Framework for improving water balance and nutrient mitigation by applying small water retention measures
MaGICLandscapes	MaGICLandscapes - Managing Green Infrastructure in Central European Landscapes
RAINMAN	Integrated Heavy Rain Risk Management
SURFACE	Smart Urban Reuse Flagship Alliances in Central Europe



CULTURE PROJECTS - SECOND CALL

Priority 3	Cooperating on cultural and natural resources for sustainable growth in CENTRAL EUROPE - CULTURE
ARTISTIC	Valorization of Intangible Cultural Heritage (ICH) Assets for local sustainable development in CE Regions
BhENEFIT	Built Heritage, Energy and Environmental-Friendly Integrated Tools for the Sustainable Management of Historic Urban Areas
CULTURECOVERY	Protection and RECOVERY of immaterial CULTUural heritage of Central Europe through Ecomuseums, as driver of local growth
HICAPS	Historical CASTle ParkS
NewPilgrimAge	21th century reinterpretation of the St. Martin related shared values and cultural heritage as a new driver for community-sourced hospitality
ProteCHt2save	Risk assessment and sustainable protection of Cultural Heritage in changing environment
REFREsh	Rural rEvitalisation For cultuRal hEritage
RUINS	Sustainable re-use, preservation and modern management of historical ruins in Central Europe - elaboration of integrated model and guidelines based on the synthesis of the best European experiences
SlowFood-CE	Culture, Heritage, IdEntity and Food
VirtualArch	Visualize to Valorize - For a better utilisation of hidden archaeological heritage in Central Europe

