



Communication 2014-2020

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Background

European Union

- + Strong focus on information on funding sources (EU and ERDF in the case of NSRP)
- + The overall goal is to ensure that the public is informed about how tax payer money is spent





Regulations

Emblems and technicalities

- + Use the Union flag and refer to the fund and NSRP
- + Spell out 'European Union'
- + Put up a billboard and plaque if required
- + *Inform about the project*
- + Specifics in Programme fact sheet and manual



Joint branding

Simplification and visibility



Interreg Alpine Space





The Web

One CMS – many websites

- + The programme will host and provide CMS
- + Each project will have unique URL + make their own webspace
- + Close link to OMS - consistency and no duplication of work
- + Project news integrated with new programme website





Planning and Application Stage

Work Package #2

- + Ask yourself: "How can communication help improve outcomes?"
- + Define communication activities, target groups and deliverables
- + Don't forget the "How" – communication channels
- + Guidance in Fact sheet and Manual





Implementing

News – Results – Impact

- + Keep your project website updated (news, photos, events...)
- + Use of social media implicit (programme and Interreg hashtags)
- + Share your success stories

