



Communication & Capitalization

Joint Secretariat
02.05.2018

New period, new context

- Rising **expectations** from the European Commission:
 - Make European project results visible to EU citizens
 - Make the most of current knowledge and strengthen synergies between projects
- **Sustainability** issues
- Increased use of new **technologies**
- New **trends** in communication

New legal framework

- **Common Provisions Regulation (EU) No 1303/2013:**
 - Articles 115-117 : communication measures on programme level
 - Annex XII : information related to programme and project communication
- **Commission Implementing Regulation (EU) No. 821/2014**
 - Articles 4 and 5 : technical characteristics of the Emblem of the EU, plaques and billboards
- **Upcoming General data protection Regulation**
 - Consequences on communication measures to be checked!

... and substantial evolutions

- **Streamlining** of communication activities:
 - **Common branding** at programme and project level
 - **Keep** database with ALL European projects
- **Result-orientation** of communication activities:
 - Programme level: **communication strategy** linked to the CP (objectives, TGs, measures, outputs, indicators)
 - e.g. Objective 2.2. *To disseminate the benefits of cross border cooperation for different stakeholders in the programme area*
 - Project level:
 - **Strategic approach** toward communication
 - **WP C** with objectives linked to the intervention logic, Targeted Public, activities, deliverables

Communication basics

- Should be **carefully set** and **revised** during implementation if needed!
- Should be **tailored** to the targeted public
 - Who? When? Where? How? Why? What?
- Should pay attention to **multipliers**, e.g. journalists
- Should make the most of **partners' communication channels** (use networks)
 - e.g. **ATHU programme website!**

Communication basics

- Creative:
 - Makes communication durable and sustainable e.g. use green and long-lasting promotional material
 - Use new technologies
 - Mind news trends such as story-telling
- Should be **documented** for reporting
- Should be **evaluated**
- Should be used to **collect information** for further communication activities (visuals, written minutes etc.)

What about Logos ?

- Possible use of an **Interreg-project logo** (strongly recommended)
 - Cost and time spared
 - Increased visibility (harmonization of design elements)
 - Easier identification of other Interreg projects
 - Comply with EU legislation : curve, programme name, project acronym, EU flag, mention of the EU and the ERDF
 - Be careful when **used with other logos!**
- Alternative use of an **own logo**
 - Must be always **combined with the programme logo!**

Positioning

- on the **first page** on publications, **at the top** for digital tools
- at the **most relevant and visible place** on other communication material (presentations, roll-ups etc.)
- relevant **size, clear space area**, unchanged **proportions and colours**
- If the Interreg-project logo is used with other logos, the **EU flag** must be at least as big (length or width) as the biggest of other logos used on the same page. Alternative: insert EU flag!



...and ?

- Logo versions: ALWAYS with **white or pale backgrounds**
- **Colourful version** to be favoured
- Grey version: alternative to the colourful version
- Black / white versions: for screen printing and plastic sheet labelling, as last alternative to the colourful and grey versions



Example

What's right?

What's wrong?

Engeltliche Einschaltung



PANNONISCHE
NATUR·ERLEBNIS·TAGE

7.–9. April 2017

Grenzüberschreitende Ganzjahres-Erlebnisse
in 3 Tagen im Burgenland und Westungarn

www.naturerlebnistage.com

Example

What's right?

What's wrong?



NACHT DER FLEDERMÄUSE

**Samstag, 26. August 2017, 19:00 Uhr,
Schloss Esterházy, Fertőd**

Seit 1996 wird am letzten Samstag im August von Naturschützern europaweit die Nacht der Fledermäuse veranstaltet, in der die InteressentInnen anhand von Vorträgen und Führungen Näheres über Lebensweise und besondere Fähigkeiten dieser geheimnisvollen Tiere erfahren können.

In Anknüpfung an diese internationale Programmreihe wird vom Direktorat des Nationalparks Fertő-Hanság in Kooperation mit dem Eszterháza-Zentrum **am 26. August, 7 Uhr abends, im Schloss sowie Schlosspark Esterházy die Veranstaltung**

NACHT DER FLEDERMÄUSE / BAT NIGHT /

präsentiert,
zu der alle InteressentInnen herzlichst eingeladen sind.

GEPLANTES PROGRAMM:

- 19.00** Grußworte – Péter Kugler, Territorialinspektor, Direktorat NP Fertő-Hanság
- 19.05** Ein Jahr der Bakonyer Fledermausforschung, Erlebnisbericht mit Fotopräsentation – József Mészáros, Fledermaus-Forscher
- 19.35** Fledermäuse: faszinierende Eigenschaften dieser Säugetiere
Péter Kugler, Territorialinspektor, Direktorat NP Fertő-Hanság
- 20.00** Fledermäuse im Schlossgarten, Interaktive Programme:
 - 1. „Unhörbare Töne“ – akustische Erfassung der Fledermäuse
 - 2. „Was essen Fledermäuse?“ – Anlocken von Schmetterlingen mit Lichtfallen
 - 3. „Fledermäuse im Netz“ – Wie fängt man eine Fledermaus?



Es werden
5
Fledermaus-
quartiere
verlost!

Die Teilnahme an der Veranstaltung ist kostenlos, aber an Registrierung gebunden. Anmeldung unter der Telefonnummer +36 99 537 620 bis spätestens 24. August, 16:00 Uhr. Die Veranstaltung findet im Rahmen des Projekts „Vogelwarte – Madárvárta 2“ statt, finanziert aus Fördermitteln des Kooperationsprogramms INTERREG V-A Österreich-Ungarn.

Example

What's right?
What's wrong?



femcoop PLUS

Határon átnyúló vállalkozói szolgáltatáscsomag megvalósítása, amelynek célja a női munkaerő arányának növelése a műszaki szakmákban

Implementierung eines grenzüberschreitenden (CB) Unternehmensservices zur
Erhöhung des Frauenanteils in der Technik.

ATHUS

Projektfutamidő: 2016.05.01. – 2019.04.30.

Projekt költségvetés (ERFA): 684 316,30 EUR

Partneri költségvetés (ERFA): 120 105,10 EUR

Example

What's right?
What's wrong?

INTERREG Projekt Joint Ambrosia Action

Zur Ragweed-Bekämpfung sind Maßnahmen auf rein nationaler/regionaler Ebene nicht ausreichend. Mit dem grenzüberschreitenden Projekt Joint Ambrosia Action will das Land Burgenland bis Ende 2019 gemeinsam mit dem Regierungsamt des Komitates Győr-Ménfőcsanak ein Ragweed-Meldesystem aufbauen, eine Ablaufkette für Bekämpfungsmaßnahmen entwickeln und vielfältige Informationsarbeit leisten. Fachliche Unterstützung gewährleisten die Projektpartner Universität für Bodenkultur in Wien und die Széchenyi István Universität in Mosonmagyaróvár, Ungarn.

WEITERE INFORMATIONEN

www.ragweed.boku.ac.at

WEITERE INFORMATIONEN HU:

www.pollenwamendienst.at

www.xxxxxxxxxx.hu



IMPRESSUM:
Land Burgenland, Abt. 2 / Hauptreferat Landesplanung, Europaplatz 1, 1000 Eisenstadt.
In Zusammenarbeit mit: Universität für Bodenkultur, Wien, Landesrat Burgenland,
Budapest, Széchenyi István Universität, Mosonmagyaróvár.
Fotografie: xxxxxxxxxxxx, Layout & Produktion: www.aktuell.at



GEFÄHRDET UNSERE GESUNDHEIT
Gefährdet unsere Gesundheit HU

RAGWEED
Ambrosia artemisiifolia

Websites

- **Project Micro-site** embedded in the programme website (www.interreg-athu.eu/acronym)
 - Basic structure complying with EU requirements (e.g. logos)
- **Own website** if justified...
 - Be careful with necessary EU, programme and project elements!
 - Insert link to programme website
- Be careful! In both cases the **maintenance of the content should be ensured** through the project partnership.

Micro-sites in a nutshell

- Manual available on the programme website
- Given **structure** and **templates** (duplication possible and recommended), **visible / not visible** function
- Mandatory **bilingual homepage**, additional English version optional
- Be careful! **Copy text**, not formatting
- Recommended **formats** for images :
(see section 3.6 of the manual)
 - Graphs : **PNG** format
 - Pictures: **JPEG** format
 - Max. size : **1600 Pixels**

Micro-sites in a nutshell

- **Filelist** available for additional media material
 - formats: pdf/doc/docx/xls/ppt/odt/zip/pptx/xlsx
 - Documents should be imported first in the filelist
- **Source language: German**
 - Enter German element(s) first
 - Then make “new translation(s)”
- **Default setting** upon creation : **not visible**

M-marked item in the menu => “ready to publish”!

Other digital activities

■ Newsletters

- Create and maintain **up-to date** mailing lists
- Must be short and with strong **focus**
- Careful **design** and **content** development

■ Videos

- Favour **testimonies** showing project results
 - Story telling
 - Keep it short : max. 2mn

■ Social media

- Powerful but mind the large spectra
- Time and resource intensive

Posters

- After signature of the ERDF **contract**
- Mandatory for **ALL** parnters!
- Minimum size: **A3**
- Must be **visible** !
- English **templates** available on the programme website

Templates

Project acronym

Full project name

Project in one sentence (project aim)

Project budget in EUR: X,XXX,XXX.XX

ERDF funding in EUR: X,XXX,XXX.XX

Project duration: MM/YYYY – MM/YYYY

www.interreg-athu.eu/acronym



Contact:

Name of institution
Contact person
E-mail address

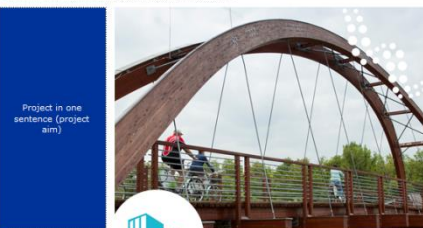


This project is supported by



Project acronym

Full project name



Project in one sentence (project aim)

Project budget in EUR: X,XXX,XXX.XX
ERDF funding in EUR: X,XXX,XXX.XX
Project duration MM/YYYY – MM/YYYY

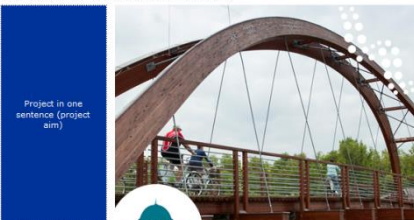
www.interreg-athu.eu/acronym

Contact
Name of institution
Contact person
E-mail address

This project is supported by Interreg Austria-Hungary 2014-2020
European Union – European Regional Development Fund

Project acronym

Full project name



Project in one sentence (project aim)

Project budget in EUR: X,XXX,XXX.XX
ERDF funding in EUR: X,XXX,XXX.XX
Project duration MM/YYYY – MM/YYYY

www.interreg-athu.eu/acronym

Contact
Name of institution
Contact person
E-mail address

This project is supported by Interreg Austria-Hungary 2014-2020
European Union – European Regional Development Fund

Project acronym

Full project name



Contact:
Name of institution
Contact person
E-mail address

Project in one sentence (project aim)

Project budget in EUR: X,XXX,XXX.XX

ERDF funding in EUR: X,XXX,XXX.XX

Project duration: MM/YYYY – MM/YYYY

www.interreg-athu.eu/acronym

This project is supported by



Information boards for infrastructures and construction works

- If ERDF support exceeds 500.000 EUR
 - **Temporary board** mandatory
 - During the duration of the project
 - Must be big enough and visible!
 - Templates provided on the programme website
 - Own boards possible but:
 - » Compulsory elements (see Communication Handbook)
 - » Interreg-project or own project + programme logo
 - » Amount of public funding
 - » Contact details of the LP
 - » 25% of the board = “EU part”
 - **Permanent board** within 3 months after the end of the project

Information boards for infrastructures and construction works

- If ERDF support does not exceed 500.000 EUR
 - **Poster**
 - Permanent poster : during and after project implementation
 - Templates available on the programme website
 - Can be in English, German or Hungarian
 - Must be visible and placed on the spot!
 - Minimum size A3

Templates

Project acronym	
Full project name	
Project in one sentence (project aim)	
Project budget in EUR: X,XXX,XXX.XX	ERDF funding in EUR: X,XXX,XXX.XX
Project duration: MM/YYYY – MM/YYYY	
www.interreg-athu.eu/acronym	
Contact: Name of institution Contact person E-mail address	

This project is supported by  **Interreg**
Austria-Hungary 2014-2020
European Union – European Regional Development Fund

Project acronym	
Full project name	
Project in one sentence (project aim)	
Project budget in EUR: X,XXX,XXX.XX	ERDF funding in EUR: X,XXX,XXX.XX
Project duration: MM/YYYY – MM/YYYY	
www.interreg-athu.eu/acronym	
Contact: Name of institution Contact person E-mail address	

This project is supported by  **Interreg**
Austria-Hungary 2014-2020
European Union – European Regional Development Fund

Project acronym	
Full project name	
Project in one sentence (project aim)	
Project budget in EUR: X,XXX,XXX.XX	ERDF funding in EUR: X,XXX,XXX.XX
Project duration: MM/YYYY – MM/YYYY	
www.interreg-athu.eu/acronym	
Contact: Name of institution Contact person E-mail address	

This project is supported by  **Interreg**
Austria-Hungary 2014-2020
European Union – European Regional Development Fund

Project acronym	
Full project name	
Project in one sentence (project aim)	
Project budget in EUR: X,XXX,XXX.XX	ERDF funding in EUR: X,XXX,XXX.XX
Project duration: MM/YYYY – MM/YYYY	
www.interreg-athu.eu/acronym	
Contact: Name of institution Contact person E-mail address	

This project is supported by  **Interreg**
Austria-Hungary 2014-2020
European Union – European Regional Development Fund

Promotional items, incl. gifts

- Logos must be **visible**
 - Interreg-project logo OR project logo + programme logo
 - Mind the colours, the size, the clear space area...
- Be careful with **gifts** !
 - are only allowed for communication purposes
 - maximum prize : **20 EUR**

Examples

What's right?
What's wrong?



Events and seminars

- Logos must be **visible on all materials** used
 - Interreg-project logo OR project logo + programme logo
 - Includes PPT presentations, hand-outs, lists of participants...
 - Includes also public documents linked to ERDF co-financed activities (results of activities)

Example

What's right?
What's wrong?

BIG AT-HU

Bildungskooperationen in der Grenzregion AT-HU
Oktatási együttműködések az AT-HU határ régióban – BIG AT-HU



Interreg
Austria-Hungary

European Union – European Regional Development Fund



BIG AT-HU



Example

What's right?
What's wrong?

PROJEKTSZINTŰ MEGVALÓSÍTHATÓSÁGI TANULMÁNY



ATHU2 – Vogelwarte Madárvárta 2

AZ ÖKOLÓGIAI MONITORING TEVÉKENYSÉG HATÁRON ÁTNYÚLÓ
ÖSSZEHANGOLÁSA A FERTŐ TÓ ÉS A HANSÁG NATURA 2000 TE-
RÜLETEIN

Sarród, 2016. december

*A megvalósíthatósági tanulmány az Interreg V-A Ausztria – Magyarország
Program támogatásával megvalósuló – ATHU2 azonosítószámú – Vogelwarte
Madárvárta 2 című projekt keretében készült.*



Example

What's right?

What's wrong?



Press relations – press articles

- Should meet **as much as possible** programme requirements, i.e. include basic information
- **MUST** meet programme requirements **if the content is defined by the beneficiaries**
- Requirements apply to **audio** material
- Tip: use **good stories** to communicate on project results

What if capitalization?

- **Learn from another, get together**
 - Make the most of your own experience
 - Learn from others' experience \leq COMMUNICATION !
 - share our experience \Rightarrow COMMUNICATE !
- Includes **thematic and methodological experience**

Capitalizing, what for?

- Increase **synergies**
- Basis for **coordination** / pooling of resources to cope with various issues (technical, organizational etc.)
- Defend **positions and interests** !
 - Interreg: 60 cross-border + 15 transnational + 4 interregional programmes
 - More than EUR 10.1 billion invested!
 - Hundreds of international projects
 - Shared issues at programme and project level

How to start with capitalization?

- Plan on capitalizing **beforehand** and use it **continuously!**
 - **Collect** and **analyse** the necessary data, **produce** communication material
- Use existing **databases**
 - KEEP (keep.eu) with ALL European projects
 - Interreg Central Europe **policy learning platforms**
(<http://www.interregeurope.eu/policylearning/>)

Conclusion

- Mind the rules, otherwise **NO ERDF Funding!**
- If you are not sure, **CONTACT THE JS !!**
- **Make it well** : capitalize and communicate
 - Image of the project
 - Image of the programme
 - Image of the Region
 - Image of the EU

Example: The do's from 2007-2013...



Example: The do's from 2007-2013...



Example: The don'ts from 2007-2013...

What's **wrong**?



Example: The don'ts from 2007-2013...

What's wrong?




Example: The don'ts from 2007-2013...

What's wrong?



Example: The don'ts from 2007-2013...

What's wrong?


 Program zur grenzüberschreitenden Kooperation ÖSTERREICH - UNGARN 2007-2013
 AUSZTRIA - MAGYARORSZÁG Határon Átívelő Együttműködési Program 2007-2013

Programm

09.45. Eintreffen der ^{Gä}gäste

10.00. Begrüßung
 Csuka Zsolt t. alez. Kommandant Bf Sopron

10.05. Begrüßung
 Landesfeuerwehrkommandant LBD Ing. Alois Kögl

10.10. Gesichte des Projektes aus ^bBurgenlandische ^{FS}sicht
 Schulleiter OBR Ing. Mag. Josef Bader

10.20. Gesichte des ^Pprojektes aus ^bBurgenlandische ^{FS}sicht
 Varga László t. szds. Sopron HÖT

10.30. Zweisprachige ^Aausbildungsmaterial und ^Aausbildungs
 video Horváth Ákos t. tzs. Sopron HÖT

10.50. Unterzeichnung des ^Nnutzungsvertrages

11.10. Rede von Bürgermeistern
 Dr. Fodor Tamás polgármester Sopron
 Eisenstadt bürgermeisterin Andrea Fraunschiel

12.00-13.00. Mittagspause
 13.15. Abfahrt nach Eisenstadt
 14.00. Gemeinsame Feuerwehrübung
 14.30. Besichtigung des gellendes ^{Geländes}
 15.00. Abschluss

Einladung

Der Berufsfeuerwehr der Freistadt Sopron und der
 Landesfeuerwehrkommando Burgenland
 lad Sie recht herzlich ein

^R
^{läd}
 Zur Abschlusskonferenz

Der im rahmen des EU-projektes "creating the future" wahr
 gewordene ^Pausbildungs-^Azentrums

Ort: Liszt Ferenc Kulturzentrum
 9400 Sopron, Liszt Ferenc utca 1.

Zeitpunkt: 8 Juni 2011. um 10.00 óra
 Adjustierung für uniformierte: Diensbekleidung Braun



^{Selt}
 Csuka Zsolt t. alez.
 tűzoltóparancsnok

^F
 Für die fahrzeuge wird nach vorige Anmeldung Parkplätze
 in der ^{vorherige}Tiefgarage von Petöfi platz platze reserviert
 Bitte ihre nicht teilnahme bis 4-te Juni am folgende
 Telefon Nummer oder E-mail Adresse zurückmelden:
 Tel.: +36/30-9898471, E-mail: firevarga@gmail.com

Thanks for your attention!

- Contact person:

Andrea Major, MA

Tel: +36 (99) 512711

Fax: +36 (99) 512717

E-mail: Major.Andrea@szechenyiprogramiroda.hu
js@interreg-athu.eu