

Interreg

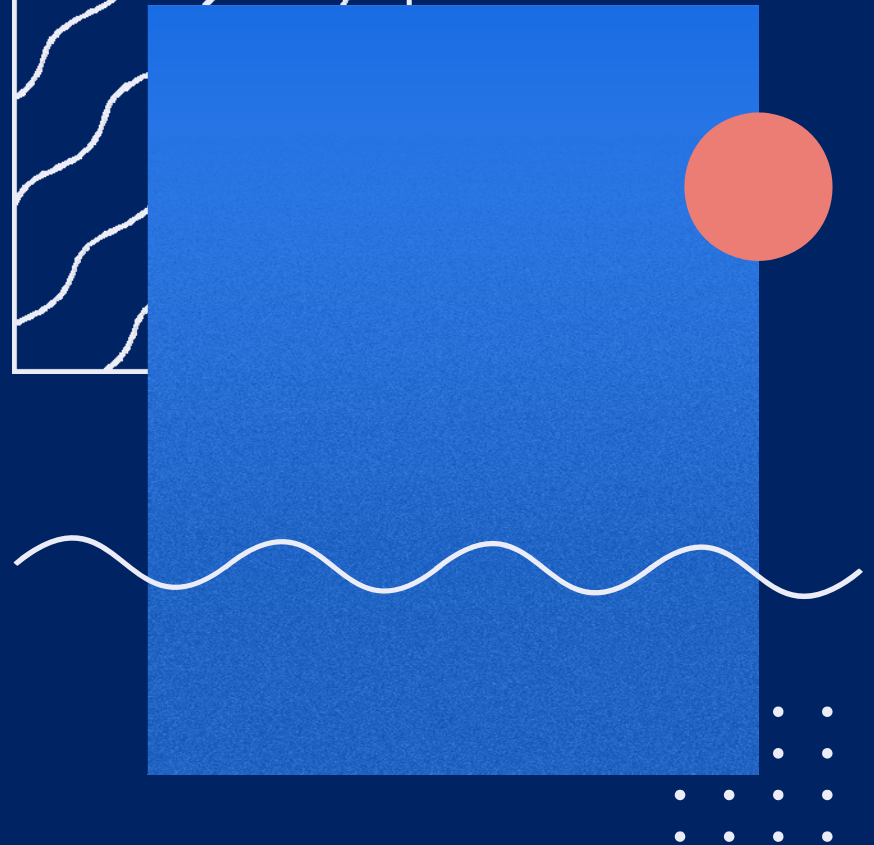
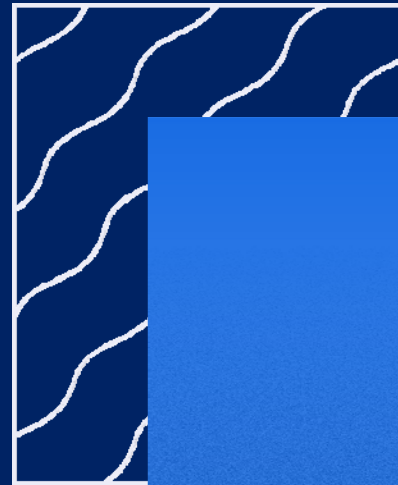


Co-funded by
the European Union

Greece – Italy

Interreg Greece-Italy 2021-2027

COMMUNICATION STRATEGY 2021-2027





Communication strategy
2021-2027: Lesson learnt and
new objectives

COHESION POLICY TO TELL A NEW IDEA OF EUROPE

Communicating the achievements of cohesion policy cooperation projects :challenge of Greece-Italy

It is extremely important to give continuity to the communication activities and tools performed during the previous Programming Period and spreading them to the eligible Programme areas, by capitalising these experiences



MAIN OBJECTIVES OF THE COMMUNICATION STRATEGY

- Inform potential applicants about funding opportunities and guide them in the application process with clear, complete and timely information
- Support beneficiaries in the implementation of their projects, and guide them to respect the programme and EU rules, including communication obligations
- Highlight the results with concrete and visible achievements that emphasize the Programme impact in the citizens' life
- Demonstrate the role of EU and the way how and where the European funds are spent, ensuring transparency about the use of public money
- Engaging citizens to strengthen European identity and democracy by storytelling the cooperation.



TARGET

- Potential applicants and Partners and lead partners of approved projects
- Stakeholders, Decision-makers of state members dealing with national policies in the fields of regional development
- Representatives of national, regional and local authorities from participating Countries in the eligible areas
- General public (Citizens of the eligible areas)
- EU institutions - Officials from different EU bodies.





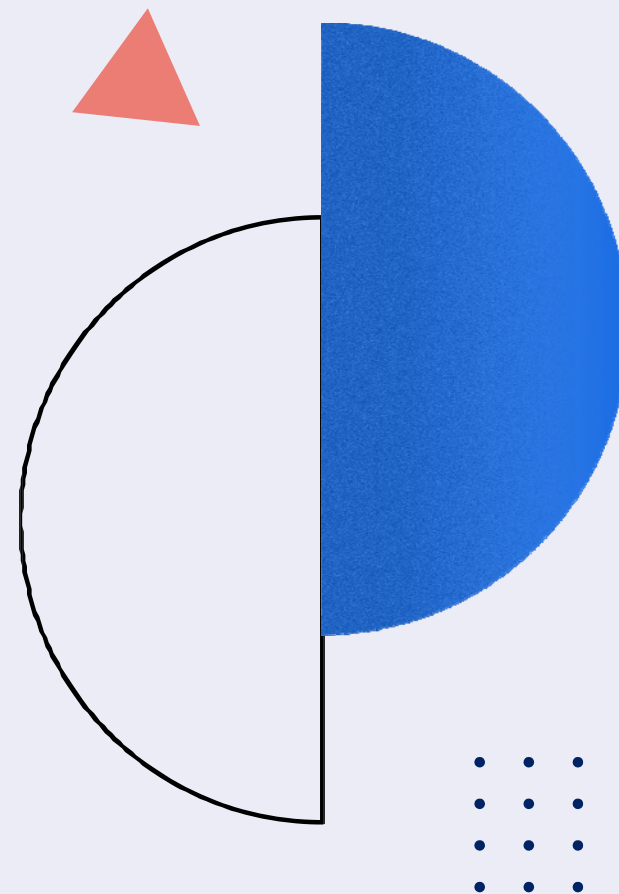
New requirements of communication 2021-2027

ARTICLE 46/1060 VISIBILITY SINGLE WEBSITE PORTAL

- 1.(a) the visibility of support in all activities relating to operations supported by the Funds with particular attention to operations of strategic importance;
- 2.(b) communication to Union citizens of the role and achievements of the Funds through a single website portal providing access to all programmes involving that Member State.

<https://interreg.gr/en/#Welcome>

<https://opencoesione.gov.it/it/>.



ART 49

RESPONSIBILITIES OF THE MANAGING AUTHORITY - LIST OF OPERATIONS



The managing authority shall make the list of operations selected for support by the Funds publicly available on the website, in open, machine-readable formats, which allows data to be sorted, searched, extracted, compared and reused, in at least one of the official languages of the institutions of the Union and shall update that list at least every 4 months.

ART 49 RESPONSIBILITIES OF THE MANAGING AUTHORITY - CALLS

The managing authority shall ensure the publication on the website of a timetable of the planned calls for proposals, in open, machine-readable formats, which allows data to be sorted, searched, extracted, compared and reused that is updated at least three times a year, with the following indicative data:

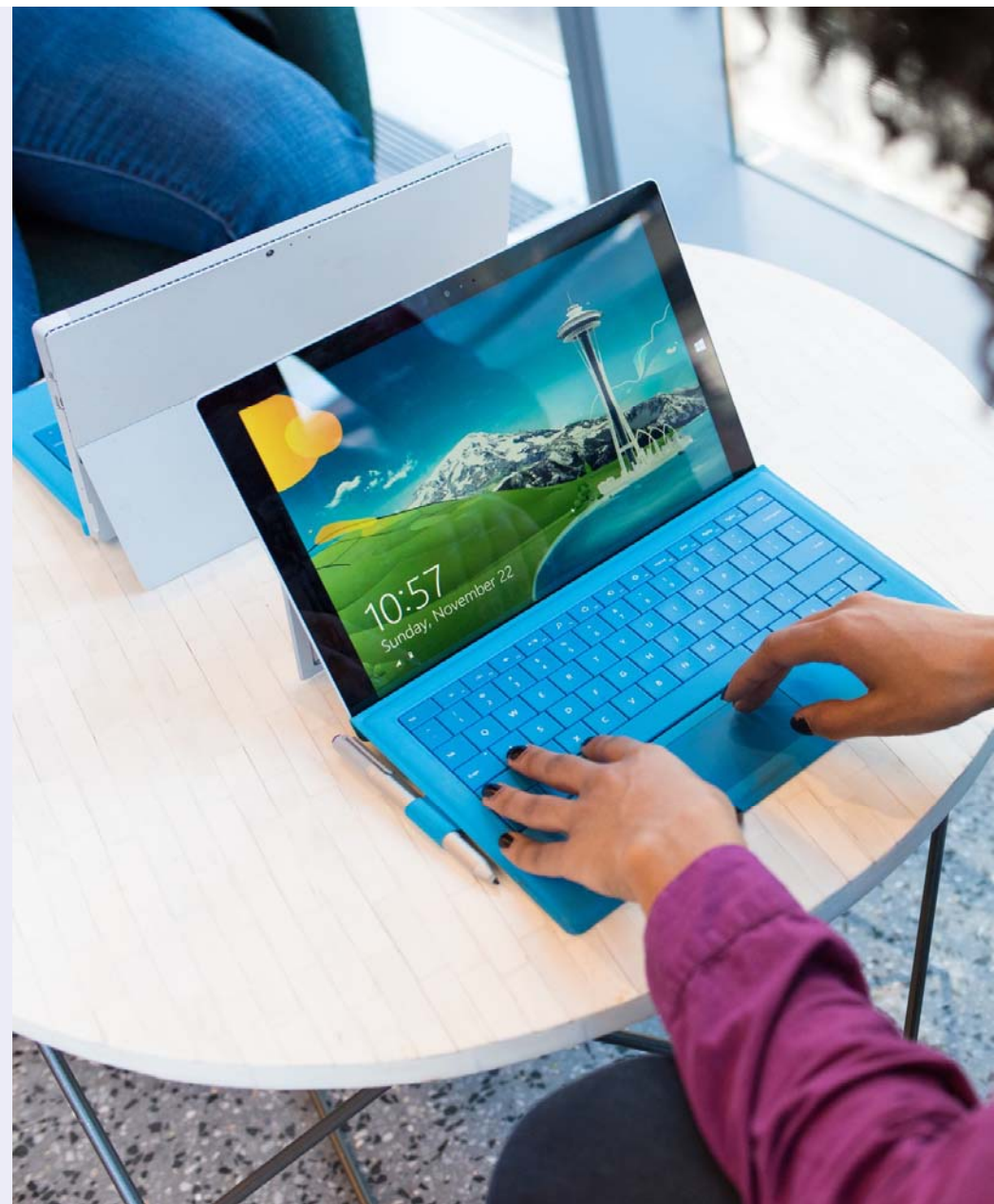
(a) geographical area covered by the call for proposal

b) policy objective or specific objective concerned;

(c) type of eligible applicants

(d) total amount of support for the call

(e) start and end date of the call.



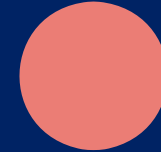
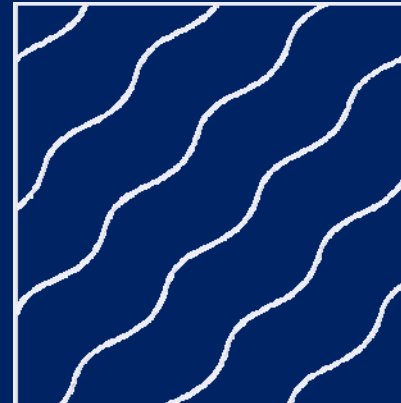


Communication Channels 2021-2027

Logo and visual identity

THE TERM 'INTERREG' SHALL BE USED NEXT TO THE EMBLEM OF THE UNION IN ACCORDANCE WITH ARTICLE 47 OF REGULATION (EU) 2021/1060.

A VISUAL IDENTITY WILL MAKE SURE ALL COMMUNICATION ACTIVITIES ARE VISUALLY ALIGNED AND EASILY RECOGNISED, IN ORDER TO ENSURE GREATER VISIBILITY OF THE PROGRAMME.



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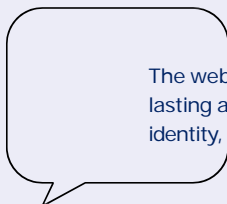




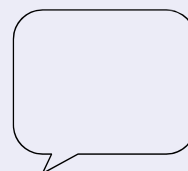
Welcome!

Interreg V-A Greece-Italy Programme 2021-2027 is a Cross-border Cooperation Programme between Greece and Italy co-funded by the European Union.

Whether you are searching for information on funding opportunities or you want to know what cooperation programme has improved in your region, come inside and discover our story of **cooperation!**



The website will host funded project websites to avoid fragmentation of information, ensure lasting availability of results, maintain coherent appearance in line with the Programme visual identity, and strengthen the link between the Programme and its projects.



PROGRAMME WEBSITE



SOCIAL MEDIA

In the 2014-2020 Programming Period, the Programme managed 4 social media accounts that reached a good level of interaction with stakeholder and citizens.

In the 2021-2027 PP, the Programme can add also a LinkedIn account.



EVENTS





Mass Media and Public Relation

Media is the best tool to increase awareness and interest towards the benefits of the Programme and European funds in general.





Storytelling video

Video presentation of Programme will be implemented to highlight the programme priorities and objectives. Animation production will represent the programme results and Infographics will explain the procedures, the workflow of financial management. Storytelling video will tell the results and the stories of cooperation.





Participation in European Campaigns

#EUinmyregion, Interact contests and competitions, ASOC, At the School of Open Cohesion, RegioStars

Interreg



#ProjectSlam



BYE!



THANK YOU FOR
YOUR
ATTENTION

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