

Interreg



Co-funded by
the European Union

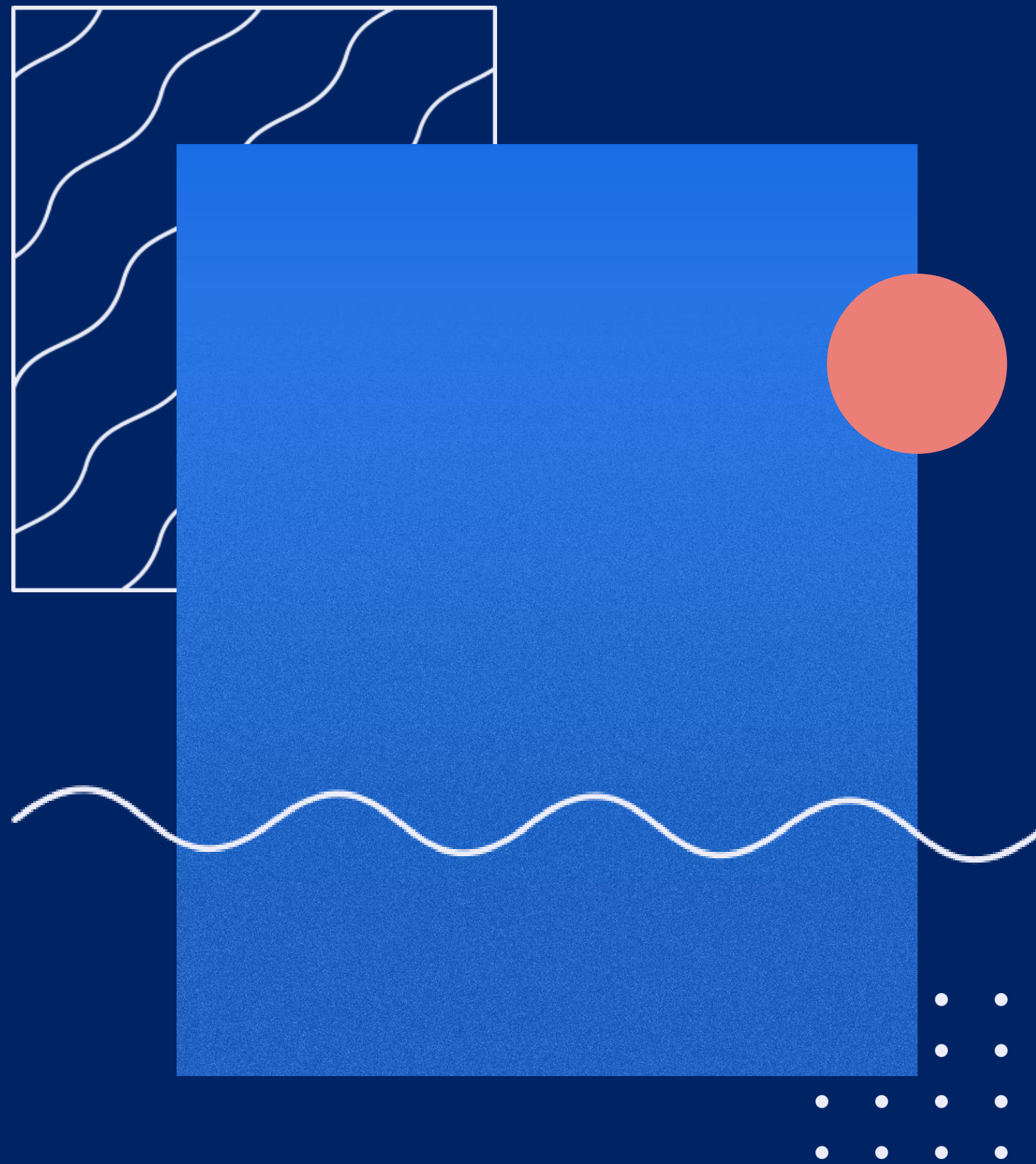
Greece – Italy

Communication

INFODAY FIRST CALL FOR PROPOSALS FOR
COMMON PROJECTS

BASILICATA 14 NOVEMBRE 2023

CALABRIA 15 NOVEMBRE 2023





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 and strengthening the European identity on the territories: this is the challenge that awaits Greece-Italy programme in the 2021-2027 programming period.

In the 2014-2020 period, communication has taken a step forward by assuming a strategic function: no longer a simple compliance with regulatory requirements, but a new effective narrative that is able to offer an accurate analysis of the impacts on the territories.

shorten the distance between citizens and Europe and to explain, with a simple and immediate language, how European policies become part of everyone's daily life.



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.
- give continuity to the communication activities and tools performed during the previous Programming Period





New requirements of communication 2021-2027

THE REGULATORY FRAMEWORK



REGULATION (EU) 2021/1059 OF
THE EUROPEAN PARLIAMENT AND
OF THE COUNCIL OF 24 JUNE 2021
on specific provisions for the
European territorial cooperation goal
(Interreg) ART 36

ANNEX IX COMMUNICATION AND
VISIBILITY – ARTICLES 47, 49 AND
50 Regulation 2021/1060

ART. 36 REGULATION (EU) 2021/1059

RESPONSIBILITY OF MA AND PARTNERS WITH REGARD TO TRANSPARENCY AND COMMUNICATION

Each partner of an Interreg operation shall acknowledge support from an Interreg fund, to the Interreg operation by:

- providing *on the partner's official website or social media sites*, where such sites exist, *a short description of the Interreg operation*, proportionate to the level of support provided by an Interreg fund, *including its aims and results*, and *highlighting the financial support from the Interreg fund*;
- providing a statement highlighting the support from an Interreg fund in a visible manner on documents and communication material relating to the implementation of the Interreg operation, intended for the general public or for participants;



ART. 36 REGULATION (EU) 2021/1059

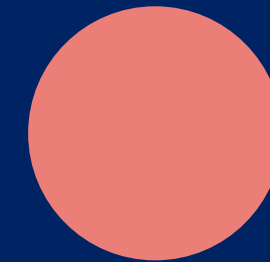
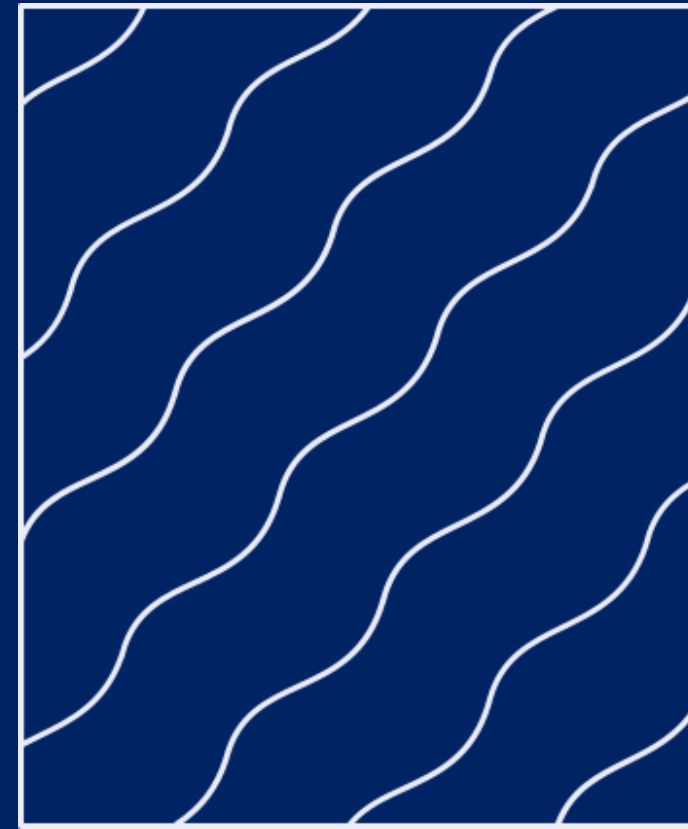
- publicly displaying plaques or billboards as soon as the physical implementation of an Interreg operation involving physical investment or the purchase of equipment starts, the total cost of which exceeds EUR 100 000;
- for Interreg operations not falling under point (c), publicly displaying at least one poster of a minimum size A3 or equivalent electronic display with information about the Interreg operation highlighting the support from an Interreg fund, except when the beneficiary is a natural person;
- (e) for operations of strategic importance and operations whose total cost exceed EUR 5 000 000 organising a communication event and involving the Commission and the responsible managing authority in a timely manner.





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.

NO FUND MENTION

Interreg



**Co-funded by
the European Union**

Greece – Italy



Project visual identity and communication guide and communication toolkit (template)

Interreg



Co-funded by
the European Union

Estonia – Latvia

Project name



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.

[WEBSITE GUIDE OR VIDEO TUTORIAL](#)



PROGRAMME WEBSITE

SUBMIT YOUR IDEA/FIND A PARTNER

WWW.GREECE-ITALY.EU/POTENTIAL-PARTNER/

The screenshot shows the website's header with the Interreg logo, the European Union flag, and the text 'Co-funded by the European Union'. A navigation menu includes 'Greece-Italy 21-27', 'Calls', 'Projects', 'News', 'Library', 'Contacts', and 'GR-'. Below the header, the page title is 'Project Ideas' with a breadcrumb trail 'Home > Project Ideas'. The main content area features two questions: 'Do you have a project idea and are looking for potential beneficiaries to implement it?' and 'Or do you want to join an existing partnership?' followed by the text 'You are at the right place to search for and establish contact with people who are interested in participating in your project.' To the right are three blue buttons: 'Submit Your Idea' with a lightbulb icon, 'My Project Ideas', and 'Potential Partner'. Below this is a section titled 'Submitted Project Ideas'. At the bottom, a macOS-style taskbar is visible.





FACEBOOK



INSTAGRAM





Interreg
Greece-Italy

Modifica profilo



Interreg Greece Italy

@Interreggr_it

Interreg V-A Greece-Italy Programme 2014 2020 is an #EU Programme for funding crossborder projects on #Innovation #SMES #Environment #Culture and #Transport

📍 Bari, Puglia 🌐 greece-italy.eu 📅 Iscrizione: marzo 2017

1.399 following 1.167 follower

- Post
- Risposte
- Highlight
- Contenuti
- Mi piace

Interreg Greece Italy @Interreggr_it · 20 ott

📣 Launch of the pre-announcement of the First Call for Project Proposals of Common Projects

💰 45 Million Euro

✅ 3 Themes

- 📌 Smart&Innovation
- 📌 Green and Low carbon
- 📌 Tourism, Culture and Social inclusion

Download the pre-announcement 📄 bit.ly/45BeMSB

#StayTuned



Do not forge to tag the programme account @interreggr_it





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.

Press release in 3 languages





Storytelling video
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



Interreg Volunteer Youth

Supporting Cooperation Across Borders, Together

Volunteer

Host



[Interreg Volunteer Youth](#)



Communication tips

Select a communication manager/journalist who follows all the activities and all partners for the total project duration

Communication plan, Strategy-tools-monitoring

Publish immediately the communication call for WP2 (video makers, graphic designer, social media manager)

Never forget the project logo

Writing in a simple way without acronym by storytelling your project

Communicate when you have a news.

BYE!



THANK YOU FOR
YOUR
ATTENTION

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Sfregola**

Communication Officer

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