



Interreg - IPA CBC
Italy - Albania - Montenegro



EUROPEAN UNION



LEAD PARTNER SEMINAR

Interreg IPA CBC IT-AL-ME

COMMUNICATION

Bari, 5 June 2018

Ileana Inglese - *Joint Secretariat / Managing Authority*



REGIONE PUGLIA



“It’s not all about content.
It’s all about stories.
It’s not all about stories.
It’s all about great stories.”

Mitch Joel

Tell your story!

SET GOALS, APPROACH, TACTICS!

- ✚ Goal-oriented communication
- ✚ Tailor-made approach
- ✚ Coherent, integrated actions
- ✚ Widespread diffusion
- ✚ Visible and tangible results



Define objectives!

S

- Specific

M

- Measurable

A

- Achievable

R

- Realistic

T

- Timed

Reach targets!

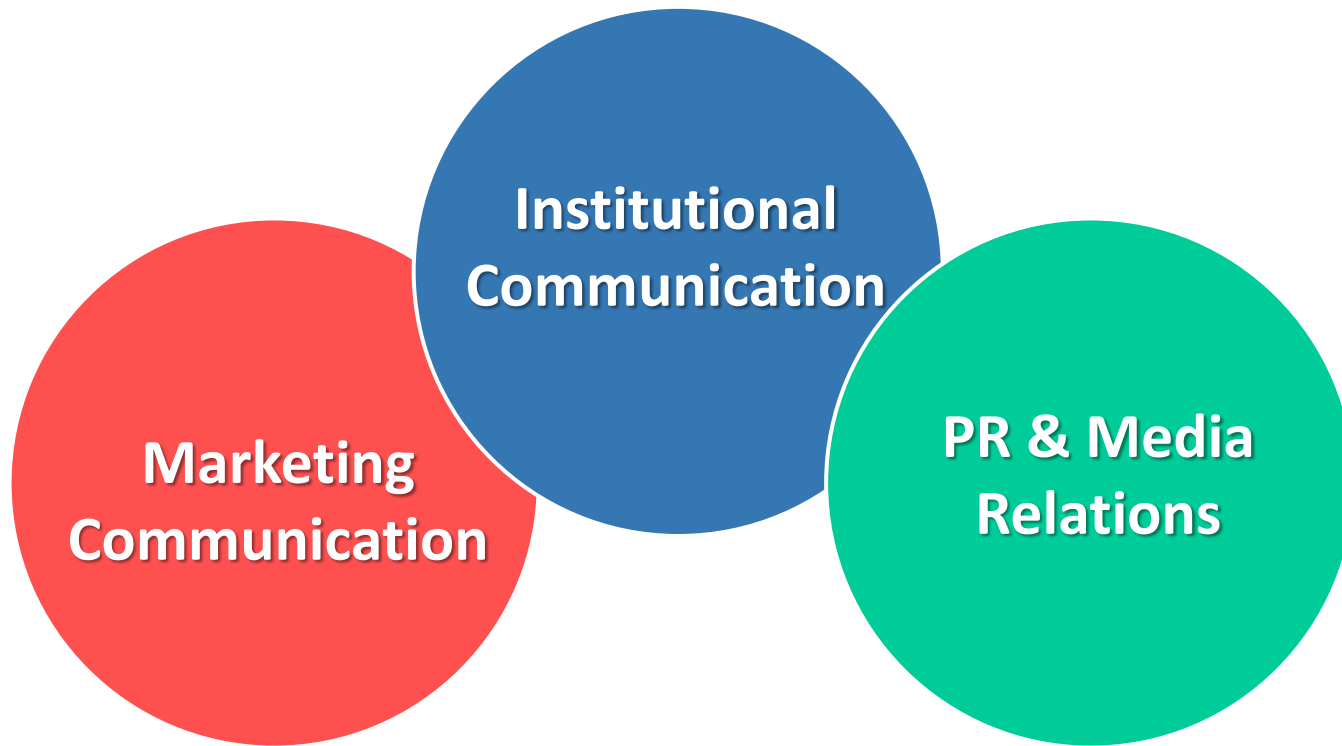
EXTERNAL TARGETS

- Stakeholders
- Press & Media
- Local communities
- Specific targets

INTERNAL TARGETS

- Project Partners
- Programme MA/JS

Plan activities!



Effective Communications Strategy

- ✚ Analyse and discuss!
- ✚ Get the full story!
- ✚ Develop the strategy!
- ✚ Plan and time!
- ✚ Define budget!
- ✚ Evaluate and report!

COLLABORATE!



To-do list / *Partners shall...*



- + Appoint a Communication Manager
- + Draft the Communication Strategy
- + Share it with Partnership and JS
- + Plan joint activities in the three Countries
- + Launch tenders for external services
- + Implement, monitor, evaluate, report

Golden rule: 5 W + 1 H

REMEMBER



Harmonized branding



- Joint Interreg branding → programme & projects: full brand integration
- Clear, coordinated image → recognisibility, identity, membership
- Project standard logo → provided by JS, free of charge
- Project customized logo → for specific needs, upon approval JS
- Information materials → in line with Programme Visual Identity

Visual identity / Programme logo / pay-off



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Stylized representation of the countries, common identity and cooperation
Sea as a fulcrum, not as empty space, expressed by a sign that recalls an eye

a shared
vision
of the future

Watching each other across the sea, and looking together towards a future of cooperation

Visual identity / Standard project logo

EXAMPLES



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3C4SME



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3D-IMP-ACT



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3 WATCH OUT



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#DynaMob 2.0

To-do list / *Partners shall...*





- + Use project logo on all promotional and communication materials
- + Be coherent with Programme Visual Identity (*available by September 2018*)
- + Produce and display a project poster (*at premises of each project partner*)
- + Temporary/permanent plaques/billboards (*infrastructures >500.000 EUR*)
- + Disclaimer of liability (*studies, reports, publications, press kits, videos, websites*)
- + IPA funding reference (*websites, researches, publications, billboards/plaques*)

Use of the EU emblem

REMEMBER

REGULATION (EU) No COMMISSION IMPLEMENTING 821/2014 Article 4

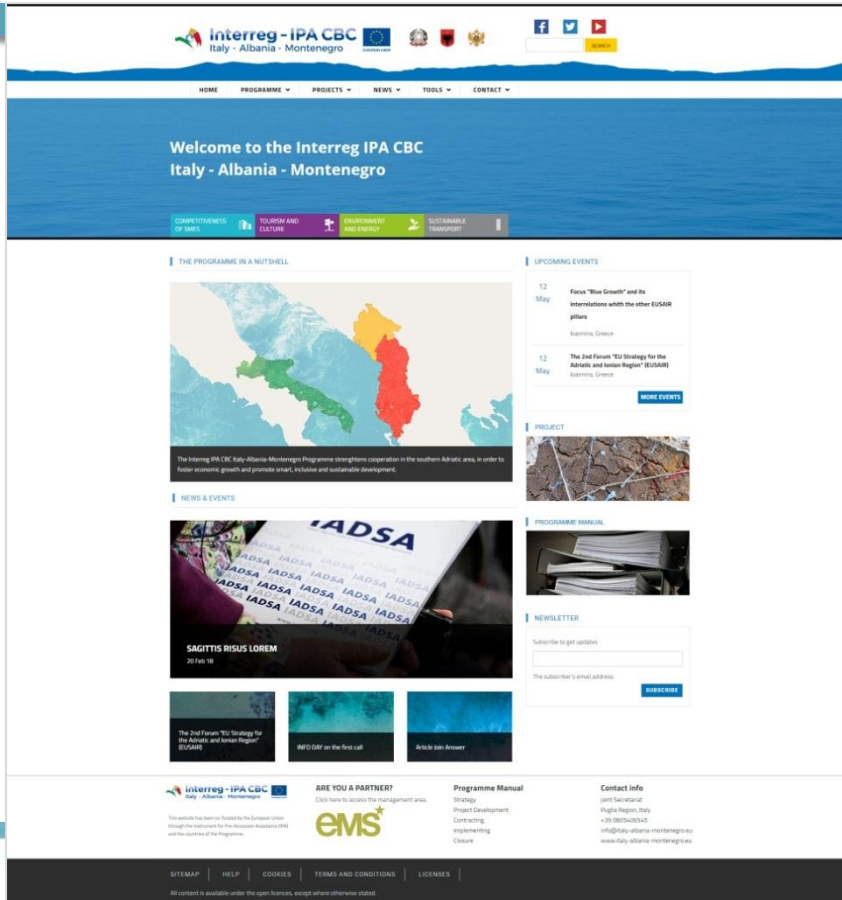
- included in the Programme logo (*no need to add it*)  **Interreg - IPA CBC**
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- displayed in colour on websites (*colour used whenever possible in other media*)
- clearly visible, placed in a prominent position and with appropriate size
- on websites, visible in the viewing area of digital devices, without scrolling down the page
- **If other logos are displayed in addition to the EU emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.**



WEB & SOCIAL

Programme web portal

MOCK-UP



- **Homepage**
- **Programme** (*partners, calls, documents...*)
- **Projects** (*search, project sub-domain*)
- **News** (*info, events, press, multimedia..*)
- **Tools** (*manual, visual identity, eMS...*)
- **Contacts**

www.italy-albania-montenegro.eu

Web Content Management

REMEMBER

- Programme web portal → hosts project websites (*free of charge*)
- Additional web tools → hosted in other websites (*by PP, upon approval JS*)
- Programme content manag. → implemented by JS (*partners contribute with news*)
- Project content manag. → implemented by Project staff (*checked by JS*)
- Budget and resources → plan costs and appoint Web Editor!

Social Media

SOME TIPS

- ENGAGE** choose most suitable channels (*Fb, Twitter, LinkedIn, YouTube, Instagram*)
- MONITOR** find online conversations, use keywords and tags
- INTERACT** set up a fan page, build a strong online community
- INTERACT** real time communication, follow to be followed
- THINK SEO** publish relevant content, be original!

STRATEGY + PLAN + GOOD STORY + ENGAGEMENT = SUCCESS

Facebook / Our community



The image shows a screenshot of a Facebook page. At the top, the search bar contains the text "Interreg IPA CBC Italy-Albania-Montenegro". The page name is "Interreg IPA CBC Italy - Albania - Montenegro" with the handle "@italy.albania.montenegro". The page features a cover photo of a cracked, dry earth surface with blue and red lines drawn on it. The profile picture is a logo with green, blue, and red elements. The page has 1640 likes and 1700 followers. The navigation bar includes "Pagina", "Posta", "Notifiche", "Insights", "Strumenti di pubblicazione", "Impostazioni", and "Assistenza".

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@italy.albania.montenegro

Ti piace ▼ Pagina seguita ▼ Condividi ... Scopri di più ✎

@italy.albania.montenegro * 1640 likes * 1700 followers

Meetings & Events

SOME TIPS

- Kick-off meetings → share information with all partners and JS
- Public events → at least one final event involving all partners
- Targeted events → preferably joint initiatives involving all countries
- Conference materials → in line with Programme Corporate Design Manual
- Information & Publicity → respect EU and Programme rules
- Joint communication → share news with JS, update website!

Promotional materials

REMEMBER

- Promotional materials → folders, block-notes, pens, low budget shoppers, usb-sticks (*containing project materials*)
- Other promotional items → only upon approval by JS
- Project gifts → eligible up to maximum 50 EUR/item
- Branded items → customize with project logo
- Cost and quantity → reasonable and justified

Press & Media

SOME TIPS

- Media Relations → personal relations, briefings
- Press office → press releases, press kits
- Press events → press conferences, press tours
- Press review → newspaper & online articles, TV reports
- Media review → TV reports, video-interviews

COMMUNICATE, MONITOR, SHARE WITH PARTNERS AND JS!

WHAT NEXT

Upcoming events

Training seminars



Seminars for Lead Partners

Bari (5 June) Tirana (19 June) Podgorica (20 June)

- Project management and implementation, Project communication, Financial management and reporting, eMS instructions



Seminars for First Level Controllers

- Eligibility rules, Public procurement, Financial reporting, First level control requirements

European Cooperation Day / 21 september 2018



*Painting our future
together*

The 7th edition of European Cooperation Day is full of colors. The idea is to celebrate EC Day in our three countries, by involving artists, citizens, students, and children.

Ideas and contributions from Partners are welcome!

**THE FUTURE IS A BLANK CANVAS
TO BE PAINTED TOGETHER!**

FINAL TIP



EXECUTE

EVALUATE

UPDATE

**Work together, share ideas,
develop a NETWORK CULTURE!**

Reference documents

- Programme Manual – Factsheet 4.5 Communication
- Subsidy Contract – Article 13 Publicity, communication and branding
- Programme Manual – Factsheet 4.10 Eligibility rules
- IT-AL-ME web portal - Communication materials (*available by Sep. 2018*)

- Articles 111 (4b), Art. 115 to 117, Annex XII - CPR (EU) No 1303/2013
- Art. 42 - IPA CE Implementing Reg. No. 447/2014
- Art. 4 - Commission Implementing Regulation (EU) No 821/2014
- INTERACT website - Interact Communication Toolkit / Interreg full brand integration

Contacts

All documents are available at:



www.italy-albania-montenegro.eu

Join our community at:



www.facebook.com/italy.albania.montenegro

Joint Secretariat:



js@italy-albania-montenegro.eu



+39 0805406545



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EUROPEAN UNION



Thanks for your attention

Contacts

- ❑ Ileana Inglese
- ❑ Joint Secretariat
- ❑ i.inglese.js@regione.puglia.it
- ❑ www.italy-albania-montenegro.eu



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www.italy-albania-montenegro.eu



Managing Authority REGIONE PUGLIA