Project Implementation Training
Vienna | 21-22 September 2016

Workshop Communication: Strategy and branding

Interreg CENTRAL EUROPE | Joint Secretariat
AGENDA

Basics of Project Communication

Communication Strategy

Branding and Templates
Why do projects have to communicate?

- Inform partnership of the project
  - Management work package

- Involve stakeholders in developing outputs
  - Thematic work packages

- Transfer outputs to new audiences
  - Communication work package
Why do projects need a communication strategy?

- Because the joint secretariat wants it
- For the project management team
- For all project partners

A communication strategy provides those involved in the project with an overview: What is communicated when by whom to whom and why?
Why do projects need a communication manager?

The project communication manager:

- Coordinates and manages all activities
- Builds the communication capacity of all partners
- Is the contact person for the JS related to communication
- Proof-reads and edits report summaries for public use: Summaries are an ideal basis for news on project progress on project websites
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Basics of Project Communication

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Branding and Templates
COMMUNICATION STRATEGY

A. Introduction

Keep it short and simple. Only after finalising the other chapter of this strategy document, write this introduction and answer each of the questions below in one paragraph:

- What is your project about?
- Which outputs are most relevant for transfer and why?
- What is the role of communication in your project?
- What will be the results of your communication?
- What are your main reference points for this strategy?
- Who is involved in planning and delivering your communication?

B. Strategy

In this chapter, the strategic framework for communication throughout the project will be outlined in the following sub-chapters:

- B.1 Communication to ensure internal involvement of all partners (IP Management)
- B.2 Communication to ensure external involvement in output development (Promotional role)
- B.3 Communication to transfer outputs to new target audiences (Non-communication)

For each of the three sub-chapters the structure suggested below (challenges and results, strategy, evaluation) will be used to provide the strategic framework. Detailed activities will then have to be described in more detail in the chapter C.

SUGGESTED STRUCTURE

B.1 Communication to ensure internal involvement of all partners

Follow structure below...

B.2 Communication to ensure external involvement in output development

Follow structure below...

B.3 Communication to transfer outputs to new target audiences

Challenges and results

1. Introduce in this section the status quo and challenge for communication. What has to be done and why?
   - E.g. An output has been developed and should be taken up by the municipalities. However, relevant audiences seem very little about the output and their attitude is negative.

2. In a second paragraph, disclose which audience will be targeted in view of which output and why.
   - E.g. Decide on the relevant channels of communication for the project results and impacts.

3. Last but not least, outline what will be the expected results after your communication.
   - E.g. Decide whether better understanding the output and are connected to the use the output in their daily work.

Strategy

Choose up to 5 project outputs that are most relevant to the respective communication audience (i.e. external involvement or transfer) and create a grid for each of these outputs in the sub-chapter. For the remaining ones (i.e. ensure internal involvement), there might be only one grid needed with all output.
Key sections of the strategy template (1)

Introduction

- Choose up to 5 outputs that are most relevant for your project and describe why
- Keep the introduction short (as well as all following text)
Key sections of the strategy template (2)

Challenges and results

- Describe the status quo and challenge. What is the objective when you communicate about the main project outputs?

- Describe which audience will be targeted. In view of which output and why?

- Define what will be the expected result(s) after your communication.
### Key sections of the strategy template (3)

#### Audience/message grid

<table>
<thead>
<tr>
<th>Audience</th>
<th>Communication objective</th>
<th>Status quo in 2016</th>
<th>Status quo aimed for in 2018</th>
<th>Key messages</th>
<th>Outline of activities</th>
</tr>
</thead>
</table>
| Decision makers of municipal departments in all project regions | Increase knowledge | Do not know what is planned by the project | Have gained a deeper knowledge about the project output | • Our project output X helps municipalities to... | • Newsletter  
• Online tutorials  
• Road show  
• ... |
| Decision makers of municipal departments in all project regions | Change attitude | Do not know what is planned by the project | Not only know about the output but are willing to use it | • Our project output X brings clear advantages in terms of... | • Personal meetings  
• ... |
| Mayors in all project regions | Raise awareness | Do not know about this output of the project | Are aware about the output, yet without a deeper understanding | • Our project output X helps municipalities to... | • Newsletter  
• Social media  
• ... |
| Mayors in all project regions | Increase knowledge | ... | ... | ... | ... |
Key sections of the strategy template (4)

Evaluation

- For registrations to and the **feedback surveys** after project events we recommend to use: https://ec.europa.eu/eusurvey/home/about

- **Web statistics** will be provided to the projects in time for reporting requirements
Key sections of the strategy template (5)

Activity planning

C.1.1 Communication strategy

**Key points**
- Targeted communication arena: B.1, B.2, and/or B.3
- Outputs in focus of activity (content): ---
- Targeted communication audiences: ---
- Responsible partner: ---
- Involved partners: ---
- Indicative timing of activity: ---
- Indicative budget (excl. staff costs): ---
- Accessible for people with disabilities: ---

**Description**
Shortly describe in a few sentences what the activity is about and what is planned why, where, by who for whom. This description completes the points above and should build on information that was given the application form. Consider also to outline the main messages to be conveyed in each activity.

**Monitoring**
Describe how you are monitoring progress (in addition to project reporting). Use optionally the grid below:

<table>
<thead>
<tr>
<th>ID</th>
<th>Output indicator</th>
<th>Unit</th>
<th>Baseline value</th>
<th>Target value</th>
<th>Source of data</th>
<th>Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Project communication strategy shared</td>
<td>Number</td>
<td>0</td>
<td>1</td>
<td>Monitoring</td>
<td>1st progress report</td>
</tr>
</tbody>
</table>
## COMMUNICATION STRATEGY

**Group exercise - 20 minutes in groups of up to 4**

<table>
<thead>
<tr>
<th>Audience</th>
<th>Communication objective</th>
<th>Status quo at project start</th>
<th>Status quo aimed for at project end</th>
<th>Key messages</th>
<th>Outline of activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project partners</td>
<td>Increase awareness and information</td>
<td>E.g.: Are aware of what the project intends to do but lack an overview and regular updates</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Change attitude and behaviour</td>
<td>E.g.: Are not yet a group cooperating very well but only get to know each other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
AGENDA

Basics of Project Communication
Communication Strategy
Branding and Templates
PROJECT BRAND MANUAL

SECTION 1 PROGRAMME BRAND

SECTION 2 BRANDING REQUIREMENTS

SECTION 3 PROJECT LOGOS

SECTION 4 COLOURS

SECTION 5 TYPOGRAPHY

SECTION 6 ICONOGRAPHY

SECTION 7 CLAIM AND KEY VISUALS

SECTION 8 OFFICE TEMPLATES

SECTION 9 IMPLEMENTATION OF COMMUNICATION ACTIVITIES

TAKING COOPERATION FORWARD
PROJECT BRANDING

Project logos

Interreg CENTRAL EUROPE

ACRONYM

Interreg CENTRAL EUROPE

ACRONYM

Interreg CENTRAL EUROPE

ACRONYM

Interreg CENTRAL EUROPE

ACRONYM

DOWNLOAD

Projects will be provided with their complete logo packages through the programme cloud server. The project management teams will receive the link upon request.

PAINT STROKE ELEMENT

The left and right side of the paint stroke are identical with the eastern and western border of the Interreg CENTRAL EUROPE programme area.
**Incorrect Logo Usage**

1. Do not distort, stretch, slant or modify the logo in any way.
2. Do not delete “European Union European Regional Development Fund” or “CENTRAL EUROPE”.
3. Do not cut the logo.
4. Do not rotate the logo.
5. Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.
6. Do not use outlines around the logo.
7. Do not use the logo in body text instead. In body text use just the word Interreg set in the font of the body text.
8. Do not use the logo in any other colour than the standard full colour version or in grayscale on monochrome applications.
9. If the logo needs to be placed on a coloured background, it has to be within a white rectangle as stated before - with a size matching at least the clear space specified on page 19.
10. Do not use the secondary project version as a stand-alone logo.

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**Project Logos**
Colours
Iconography

**Priority Icons**

The icons were designed for all Interreg programmes to work well together as a series, using similar iconography, forms and line weights. The standard use of the icons is in the colour of the programme priority it represents. The priority icons most relevant for Interreg CENTRAL EUROPE are presented below.

- **Innovation and Knowledge Development**
- **Low Carbon Cities and Regions**
- **Natural and Cultural Resources**
- **Transport and Mobility**

Priority icons were designed on the European level for all Interreg programmes and projects to harmonise thematic communication. The standard use of icons is in the colour of the related programme priorities. Priority icons relevant for Interreg CENTRAL EUROPE are presented below.
PROJECT BRANDING

Iconography

SPECIFIC OBJECTIVES ICONS

The four priority icons are complemented by a set of 10 icons representing the specific objectives, which the programme supports.

INNOVATION AND KNOWLEDGE DEVELOPMENT
1. Sustainable linkage among innovation actors
2. Improving skills for economic and social innovation

LOW CARBON CITIES AND REGIONS
1. Energy efficiency in public infrastructure
2. Low carbon planning
3. Low carbon urban mobility

NATURAL AND CULTURAL RESOURCES
1. Sustainable use of natural heritage
2. Sustainable use of cultural heritage
3. Environmental management in urban areas

TRANSPORT AND MOBILITY
1. Regional passenger transport
2. Sustainable freight transport

Priority icons are completed by a set of ten icons representing the programme specific objectives. Interreg CENTRAL EUROPE projects are free to use them in the programme or in their priority outlines and in any readable size.

OTHER ICONS

In addition to the priority and specific objective icons, the programme defined a set of icons representing the five output types as well as other fields the programme works on. The file available under the download link contains a set of unspecified icons as well.

Outputs
- strategy and action plan
- Pilot action
- Training
- Tools
- Innovation networks
Office templates (1): Word and Excel
Office templates (2): PowerPoint
PROJECT BRANDING

Design templates (1): Posters
PROJECT BRANDING

Design templates (2): Roll-ups

[Images of four design templates for roll-ups]
PROJECT BRANDING

Design templates (3): Leaflets
And much more...

The project brand manual will be published end of September.

Complete logo packages will be sent to you after this training upon request (via e-mail to info@interreg-central.eu)
Project Implementation Training
Vienna | 21-22 September 2016

Project Websites

Interreg CENTRAL EUROPE | Joint Secretariat
www.central2013.eu and 124 random URLs

www.bicy.it  www.innotrain-it.eu  www.intramed-c2c.eu
www.centralmeetbike.eu  www.centrope.com  www.flavia-online.de
www.central-access.eu  www.sol-project.eu
www.centrope-tt.info  www.cnbc.eu  and many more...
www.projectc-plus.eu
www.flameurope.eu

TAKING COOPERATION FORWARD
PERIOD 2014-2020

🌐 www.interreg-central.eu/acronym

- www.interreg-central.eu/3DCentral
- www.interreg-central.eu/AMIIGA
- www.interreg-central.eu/CE-HEAT
- www.interreg-central.eu/CERlecon
- www.interreg-central.eu/ChemMultimodal
- www.interreg-central.eu/CitiEnGov
- www.interreg-central.eu/COME-IN
- www.interreg-central.eu/CROWD-FUND-PORT
- www.interreg-central.eu/DynamicLight
- www.interreg-central.eu/ECRR
- www.interreg-central.eu/ENERGYATSCHOOL
- www.interreg-central.eu/FabLabNet
- www.interreg-central.eu/FocusINCD
- www.interreg-central.eu/ForgetHeritage
- www.interreg-central.eu/GeoPLASMA-CE
- www.interreg-central.eu/I-CON
- www.interreg-central.eu/InAirQ
- www.interreg-central.eu/InduCult2.0
- www.interreg-central.eu/LUMAT
- www.interreg-central.eu/MOVECIT
- www.interreg-central.eu/NUCLEI
- www.interreg-central.eu/PPI2Innovate
- www.interreg-central.eu/PROLINE-CE
- www.interreg-central.eu/ReSites
- www.interreg-central.eu/RESTAURA
- www.interreg-central.eu/RUMOBIL
- www.interreg-central.eu/SOLEZ
- www.interreg-central.eu/STREFOWA
- www.interreg-central.eu/SULPiTER
- www.interreg-central.eu/SUSTREE
- www.interreg-central.eu/TOGETHER
- www.interreg-central.eu/Trans3Net
- www.interreg-central.eu/UGB
- www.interreg-central.eu/URBANINNO
- www.interreg-central.eu/YouInHerit
What makes a good website

Write copy for WEB ➔ be clear, relevant and concise

Be up-to-date ➔ update your website regularly

Be visual ➔ use good quality images
Have a look at our example website for some inspiration when building your website

www.interreg-central.eu/projectacronym
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Background

Tips

Support
SUPPORT

User manual

Email or call us

Future trainings

Regular hangouts
AGENDA

Storytelling for projects

Social media
#1 Describe your project for non-experts

- Carefully choose words and icons

At the TrainMe project we aim to **empower** local entrepreneurs. We provide **authentic** training opportunities and **support** their involvement in local activities.

- Facts and figures

- Be specific („5 W“)
#2 Proof your point with testimonials

- Quote
- Video
- Image

Volunteers involved in the ReNewTown pilot action (project funded by CENTRAL EUROPE 2007-2013)

Martina Noé, Manager, Wirtschaftsforum Waldviertel, Austria

I was searching for a good place to live, where my two children can grow up in a liveable environment. Thanks to QUALIST I quickly found a suitable house via Wohnweb and even a good job.

https://www.youtube.com/watch?v=hDMaJuSf7Oo
#3 Show how people can benefit

- Video
- Image
- Case-study

UFIREG project: funded by the CENTRAL EUROPE Programme 2007-2013

https://www.youtube.com/watch?v=-yzlbjG4Njk
#4 Include feelings

- Show your product in an emotional or playful way
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Storytelling for projects

Social media
Monthly over 1.55 billion active users engaging in dialogue
SOCIAL MEDIA

- Define your goal and your audience
- Choose channels and check their specificities
- Use visuals: images (project logo for profile pic), videos...
- Keep your posts short
- Create dialogue, reply in casual style
- Monitor and evaluate your activities
SOCIAL MEDIA

• Appetizers for more information on the website directed at professional audience including multipliers
• Used for highlighting interesting facts, news, achievements or recent programme developments
SOCIAL MEDIA

• To raise awareness and generate traffic to programme website of general audience
• Used for sharing content like various updates, achievements, contests, events, etc.

What worked well?

What worked less?
SOCIAL MEDIA

- Professional network directed at applicants, beneficiaries and media
- Used to strengthen networking between potential applicants and for sharing news and stories posted on Facebook

Analyse followers directly with LinkedIn
SOCIAL MEDIA

You Tube

• Programme introduced new YouTube channel targeted at the applicants and beneficiaries
• Current use: tutorials
• Future: project videos

Please subscribe to our channel
Useful links

Buffer: https://buffer.com/
Google analytics: https://analytics.google.com/
Tweetdeck: https://tweetdeck.twitter.com/
Bitly: https://bitly.com/