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European Regional Development Fund

EUROPEAN UNION

Communicating results

General requirements and good practices

4-5 October 2018, Lille

Investing in Opportunities

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What are we going to cover?

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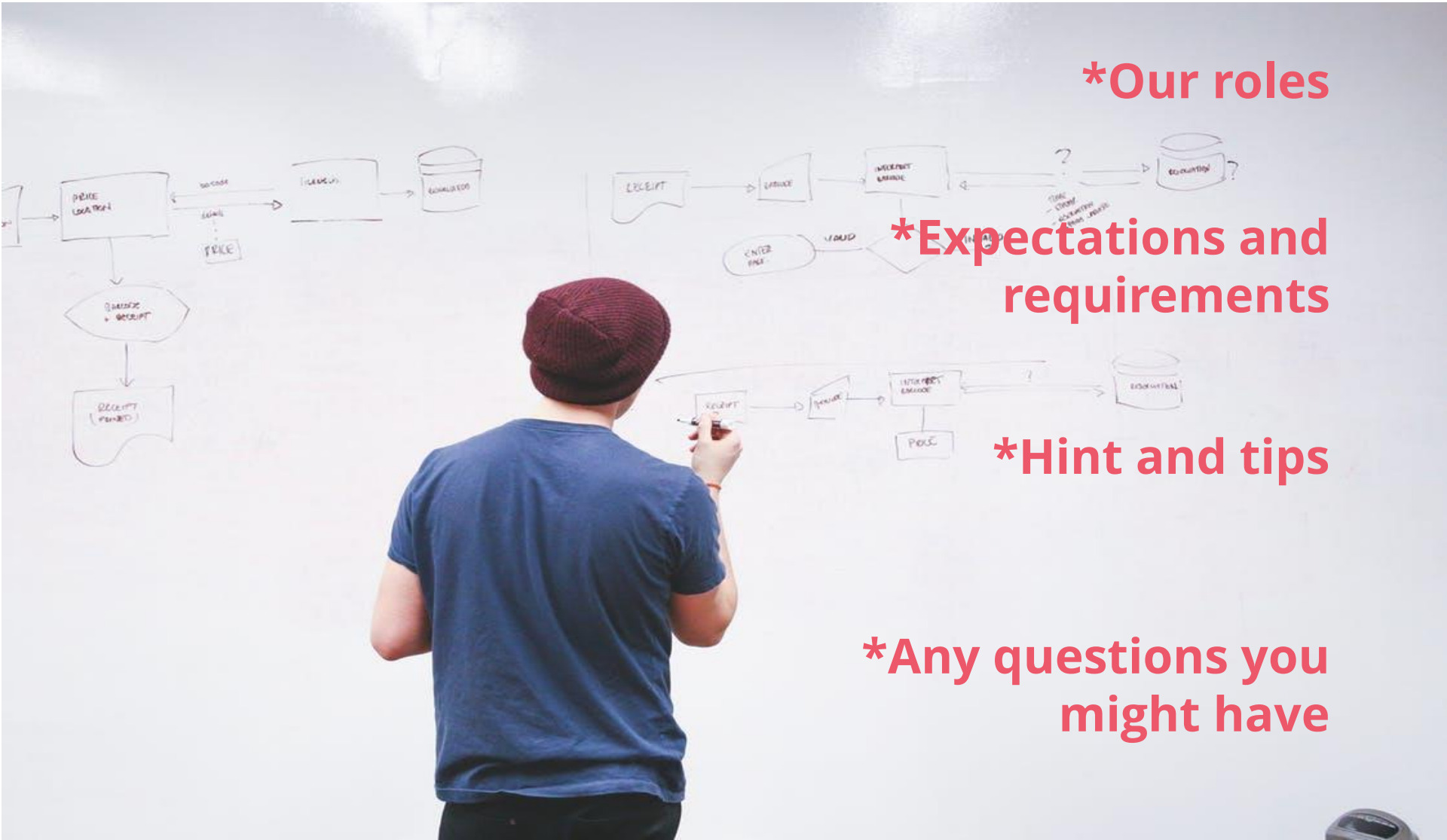

*Our roles

*Expectations and requirements

*Hint and tips

*Any questions you might have

Our roles

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What should you send us?

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Any events

Videos

Articles and press releases

Brochures, marketing media, templates

Examples

- **Machining4.0** – results from transnational communication committee meetings, project video, testimonials from machining companies

- **Smart-Space** – call to action videos for citizens and policy makers, promotional and educational materials

- **NWE MEA** – Marine Energy Pavilion events, publications (tweet already about kickoff event)

What would we love to hear about?

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- Promote it on social media
- Feature it on the NWE website thematic pages
- Invitations to conferences
- Give your project more exposure
- Photos/videos
- Interviews
- Publications
- Impact stories
- Communication strategy

*All these things make great updates for your website too!

Communication Strategies

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- A communication strategy is a roadmap for achieving your goals
- It makes you reflect on your specific needs
- Communication is a cross-cutting field

Expectations and requirements

The regulation

Annex XII, section 2.2 of EC Regulation 1303/2013 lays down the project partners' obligations regarding information and communication measures for the public.

All information and communication measures implemented by partners must acknowledge and promote the ERDF support received from the Interreg NWE Programme.

***Non-compliance with the following rules can lead to the withholding of payment.**

What is the easiest way to make sure you are following regulation?

Logo

Interreg
EUROPEAN UNION
North-West Europe
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Interreg
EUROPEAN UNION
North-West Europe
Project Name
European Regional Development Fund

Interreg
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North-West Europe
NWE-Chance
European Regional Development Fund

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Project Poster A3:

*displayed by all project
partners in 'a location Readily visible to the Public'

Infrastructure and construction sites

Temporary
Billboard/permanent plaque

Website

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Climate Active Neighbourhoods

Back to project search | Log in | Search...

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Project Summary

New approaches for energy retrofits in residential areas

Energy retrofits of existing residential areas make an important contribution to achieving EU goals on CO_2 emissions. The Climate Active Neighbourhoods project (CAN) focuses on underprivileged neighbourhoods that are in need of renovation in municipalities and regions of varying size throughout northwest Europe. To build relevant capacity in these participating local authorities, neighbourhood approaches and synergies based on new governance models will be introduced. A bottom-up approach will also encourage residents to find appropriate financing for the planned energy efficiency measures. In the end, a mix of exemplary refurbishments, resident investment schemes and behavioural change will contribute to a tailored set of solutions.

KEY INFORMATION

LEAD PARTNER ORGANISATION
Climate Alliance / Klima-Bündnis der europäischen Städte mit indigenen Völkern der Regenwälder e.V.

EMAIL
j-c.keilmann@climatealliance.org

EU FUNDING
€ 4.73 m

Also on the partners' website!

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SMARTBAY IRELAND

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New European programme to fund open sea testing for ocean energy

Posted: Thursday, July 14, 2016

The €11m FORESEA project brings together Europe's leading ocean energy test facilities to help demonstration of tidal, wave and offshore wind energy technologies in real-sea conditions. The project is funded by the Interreg NWE (North-West Europe) programme, part of the ERDF (European Regional Development Fund).

Led by the European Marine Energy Centre (EMEC), the FORESEA (Funding Ocean Renewable Energy through Strategic European Action) project will provide funding support to ocean energy technology developers to access Europe's world-leading ocean energy test facilities:

- EMEC (Orkney Islands, UK)
- SmartBay (Galway, Ireland)
- SEM-REV (Nantes, France)
- Tidal Testing Centre (Den Oever, Netherlands)

The test centres will be supported by European industry group Ocean Energy Europe, based in Brussels

Interreg North-West Europe FORESEA

Promotional materials

Hints and Tips

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- Use the resources available on the website
- Keep your website updated
- Make sure photos are yours or copyright free
- Let us know if you have any issues or questions

Pixabay.com

Follow us on social media and tag us in posts:

@INTERREG_NWE

INTERREGNWE

Interreg North West Europe (NWE)

Programmes that will be useful

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- Adobe Illustrator
- Indesign package
- New social media accounts or updates to existing partner pages
- Youtube or Vimeo account

To summarise

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1.) The communication team is here to work together to promote the projects and the programme

2.) Using our templates is the easiest way to make sure you are following regulation

3.) Keep the JS up-to-date on all your communication progress, and ask us if you have any questions or doubts regarding if something fits regulation

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Thank you!