

Interreg



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Communication

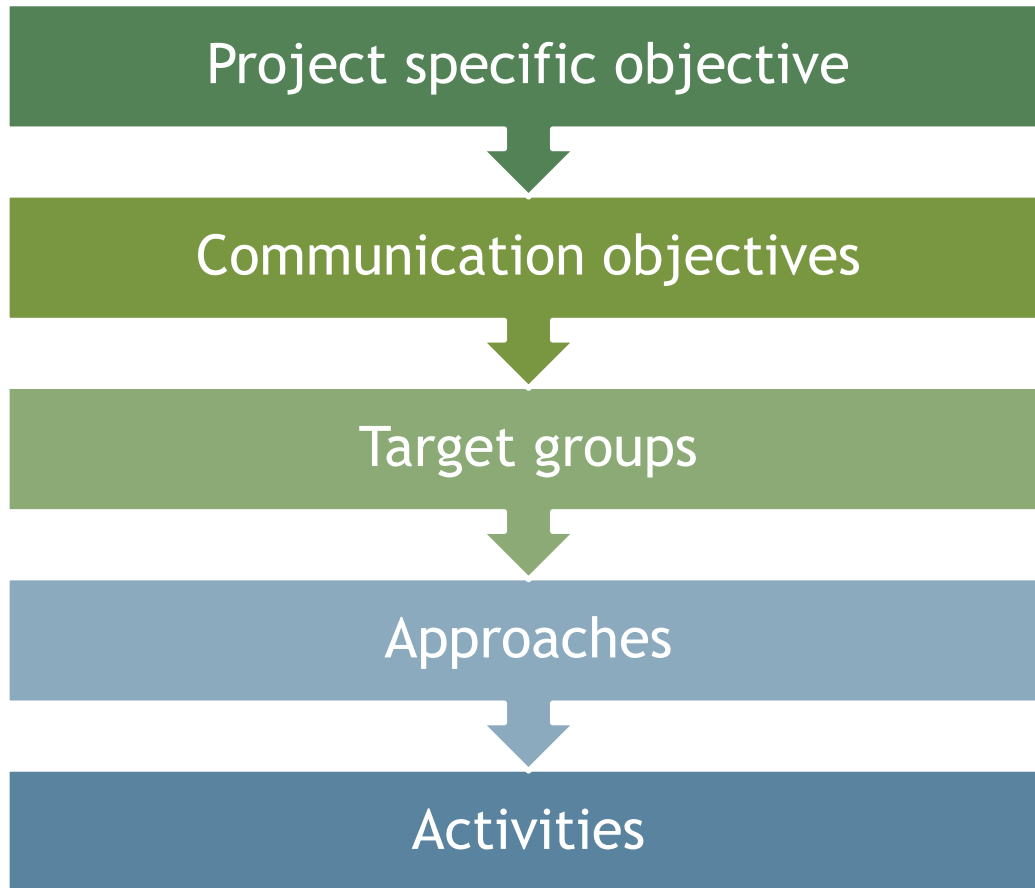
Online | 26 July 2022

Clotilde Mahé

21/27



Communication strategy

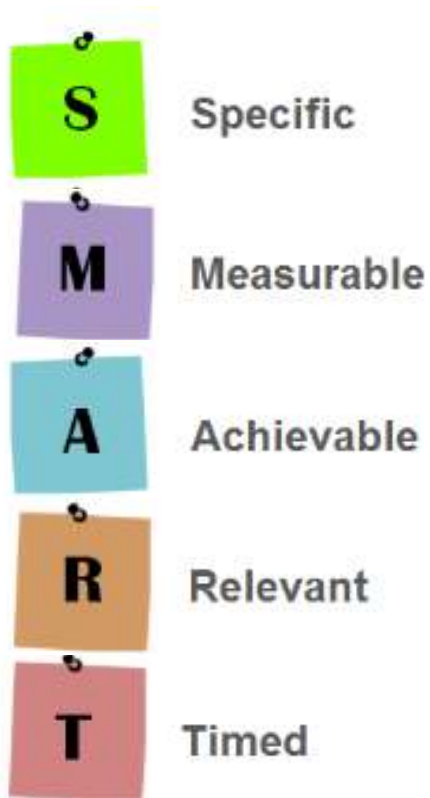


+ timeline
+ budget

Communication objectives

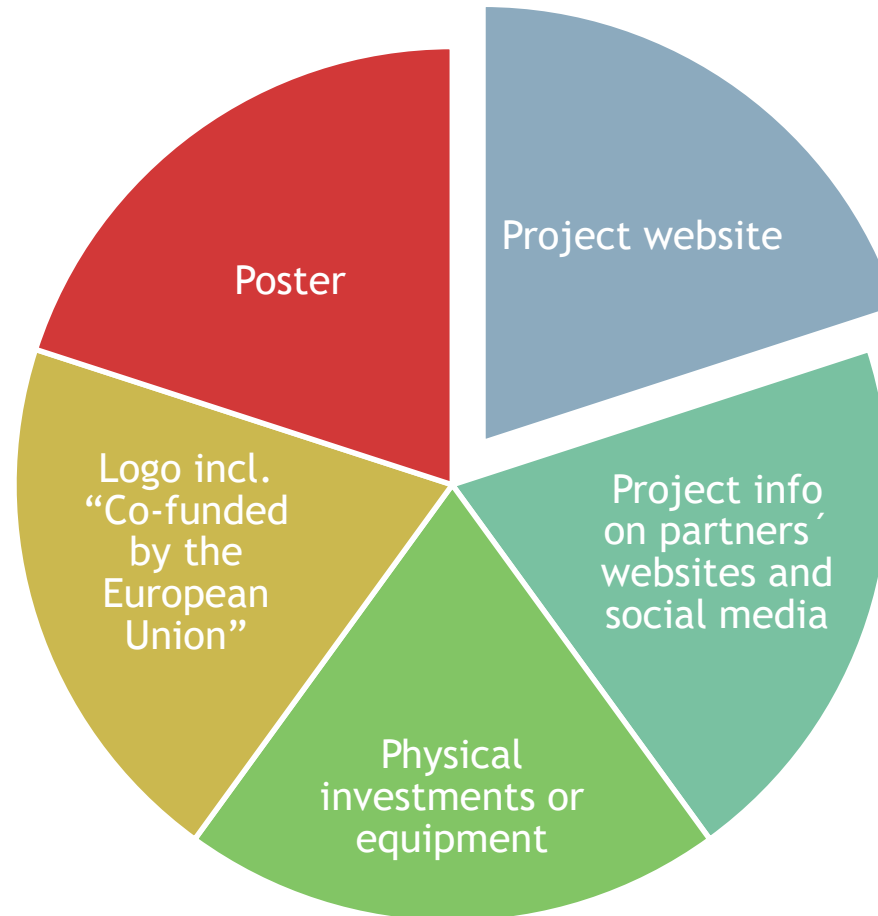


Communication objectives



E.g. Changing behaviour by convincing
at least two administrations per Alpine
Space country
to implement the model for integration of
migrants developed by the project
in two towns
by the end of the project.

Branding and visibility requirements



Financial consequences: up to 3% ERDF

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Tips



- ✓ Define a strategy
- ✓ Involve all partners
- ✓ Appoint a communication manager
- ✓ Respect the requirements
- ✓ Do not wait for the last 6 months
- ✓ Use existing communication channels

Setting up project communication



In the next weeks:

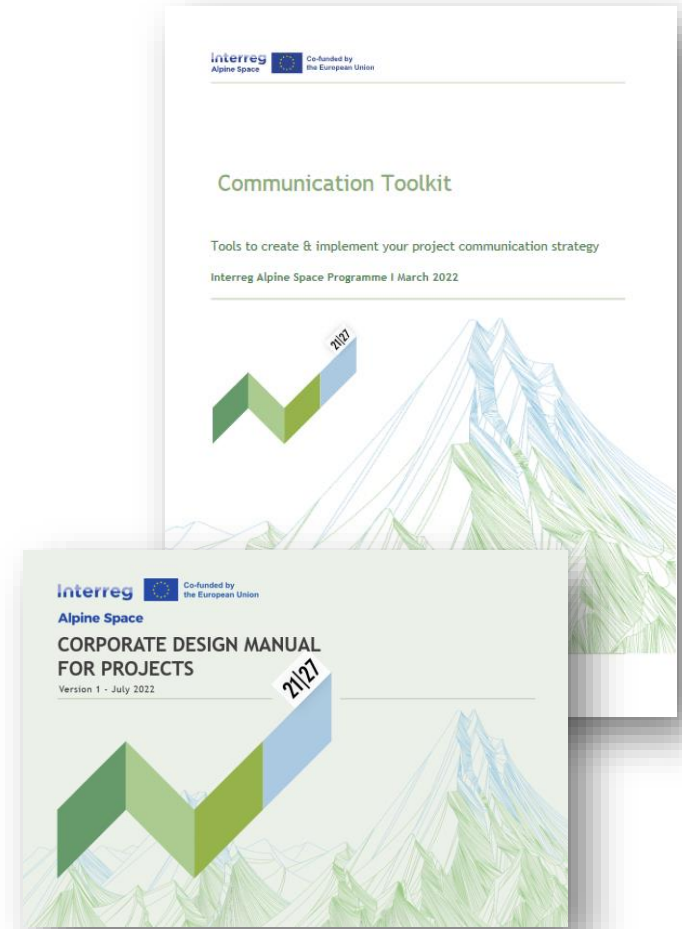
- Elevator pitch
- High quality pictures
- Communication manager
- Website training

In the next months:

- Website
- Communication strategy
- Project poster
- Info on partners' websites

Resources

- ✓ Programme manual: chapter D.4
Project communication
- ✓ Communication toolkit
- ✓ Corporate design manual for projects
- ✓ Project branding kit incl. logo, maps, illustrations and poster template
(coming soon)
- ✓ Website manual (coming soon)



Your contact at the Joint secretariat



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