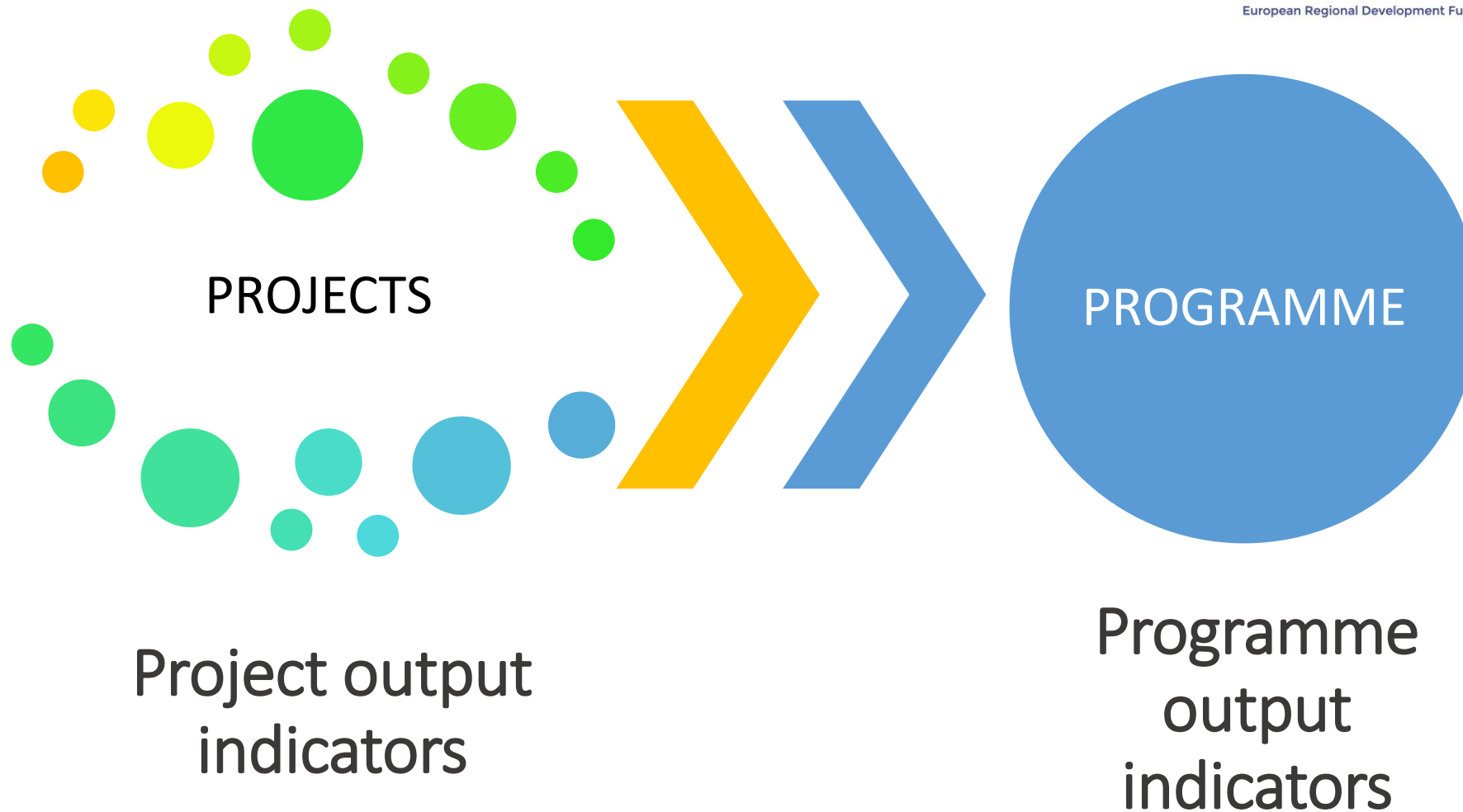


ADRION VISIBILITY RULES & COMMUNICATION REPORTING

Keys to Effective Communication
23 January 2019, Bologna

PROJECT COMMUNICATION ADDS VALUE TO THE PROGRAMME



ADRION VISIBILITY RULES FOR PROJECTS

LEGAL BASIS:

EU Regulation 1303/2013 articles 115-117 and Annex XII:

- Display the Union Emblem including ref. to the fund
- Provide short description of the operation (project) incl. aims and results
- Display A3 Poster in a location visible to the public
- Display temporary plaque or billboards for operations consisting of infrastructure exceeding EUR 500 000
- Display permanent plaque or billboard when the operation consists of infrastructure exceeding EUR 500 000 and purchase of physical object

Commission Implementing Regulation (EU) No 821/2014

- Instructions for creating the emblem and a definition of the standard colours

https://europa.eu/european-union/about-eu/symbols/flag_en



Subsidy contract: Article 8 Publicity, Communication and Branding

- Role of LP as responsible for coordinating and monitoring project visibility

Partnership Agreement, art.11

- All PPs have shared responsibilities: the LP and the PPs ensure adequate promotion of the project both towards potential beneficiaries and the general public with a focus on the implemented outputs and achieved results.
- Each PP shall take full responsibility for the content of any notice, publication, information product or marketing developed under the project

**DO NOT UNDERESTIMATE
INTERNAL COMMUNICATION!**



- **PROJECT LOGO**

Ref. ADRION project brand guidelines and Implementation Manual

EU EMBLEM + PROJECT LOGO + REFERENCE TO FUNDING SCHEME (ERDF+IPAII)



PREMINENT
POSITION ON THE
FRONT PAGE –
EXCEPTIONALLY
ON THE BACK
COVER



<http://www.adrioninterreg.eu/index.php/projects/implementation-2/#tab-id-3>

Project logo is part of your project identity and a legal requirement

Remember to display it in:

- ALL PROJECT DOCUMENTS AND ON LINE CONTENT
- PROJECT PUBLIC PROCUREMENT DOCUMENTATION
- PROMOTIONAL MATERIALS

Basically everywhere!

✓ CHECKED BY FLC AND JS

**PAY ATTENTION
WHEN YOU USE
MULTIPLE LOGOS
IN THE SAME
PAGE WHERE THE
PROJECT LOGO IS
DISPLAYED**

• POSTER

- location visible to the public
- English language
- ADRION harmonised content and graphics


CANNOT BE REPLACED BY ROLL-UP,
BANNERS, INTERACTIVE KIOSK, etc.



CHECKED BY FLC AND JS

Ref. ADRION project brand guidelines and Implementation
Manual



Interreg 
ADRION **ADRIATIC-IONIAN**
European Regional Development Fund - Instrument for Pre-Accession II Fund

ACRONYM

**FULL PROJECT NAME
(MAX 2 LINES)**

This project is supported by the Interreg ADRION Programme funded under the European Regional Development Fund and IPA II fund.

Insert here:
Insight and input about what the project is about, what are the positive effects and any other information you would like to share, etc.

www.adrioninterreg.eu

Project budget in EUR

ERDF and IPA II funding in EUR

Project duration

Name of institution:

Contact:

E-mail address:

- **FINANCING PARTNERS' INSTITUTIONAL WEBSITES**

Both the Lead Partner and the Project Partner must display on their institutional websites the main project information (project logo, short description, contact details).

The project section on the institutional website must be visible and easily reachable, emphasizing the EU financial support received



Specific objectives:

- Create a transnational cooperation network to boost innovation and establish a durable cooperation among ADRION ports and intermodal terminals
- Define a common approach and governance model for ADRION integrated hubs
- Enhance the competitiveness and environmental sustainability of freight transport across the ADRION area

Expected results:

- **DISCLAIMER**

ADRION Project Brand Guidelines:

...Any notice or publication relating to the project made in any form and by any means, including Internet (e.g.: leaflet, brochure, publication, press release, document, website, and social media profiles), must state that it only reflects the author's view.

- PROJECT WEBSITES

HARMONISED VISUAL IDENTITY

<https://adrion5senses.adrioninterreg.eu/>

TO BE UPDATED REGULARLY AND AT LEAST EVERY 2 MONTHS



Ref. PROJECT WEBSITES USER'S MANUAL

<http://www.adrioninterreg.eu/index.php/projects/implementation-2/#tab-id-3>

NON EDITABLE SECTION: ALL DATA ARE TAKEN FROM THE eMS SYSTEM



- INFORMATION in the *Contact* section **CAN BE CHANGED DIRECTLY BY LP** in the supplementary information of eMS
- FOR ALL OTHER CHANGES (PPs contact, budget, etc.) **SUBMIT A REQUEST FOR CHANGE** in eMS

European Regional Development Fund - Instrument for Pre-Accession II Fund

APPRODI

From Ancient Maritime Routes to eco-touristic destinations

Overview News and events Activities Library **Contact**

Contact

PROJECT MANAGER

Partner: Università degli Studi di Teramo

Mr Nico Bortoletto, nbortoletto@unite.it

Tel. +390861266728

FINANCIAL MANAGER OF THE PROJECT

Partner: Università degli Studi di Teramo

Ms Federica Raggi, approdi@unite.it

Tel. 3283776506

EDITABLE SECTIONS: CONTENT TO BE ENTERED BY THE PROJECT BENEFICIARIES



UPDATES ON ACTIVITIES AND EVENTS

Innovation in Tourism in the Adriatic-Ionian Macroregion

Overview News and events Activities Library Contact

News and events

Home / News and events



Innoxenia Café

IL RUOLO DEGLI ATTORI TERRITORIALI NELL'INNOVAZIONE TURISTICA

Cope organised the first "InnoXenia Café" in Teramo.

September 26th, 2018 | Events

On 26th of September Cope organised the first "InnoXenia Café" in Teramo. A meeting with the stakeholders for an informal discussion about sustainable tourism destinations.

[Read More >](#)



InnoXenia kickoff meeting in Pyrgos, Greece.

**TAKE OUT RANDOM
TEXT USED FOR
EXAMPLES OR ANY NOT
REQUIRED PRE-FILLED
CONTENT**

+

**INCLUDE PICTURES
WITH YOUR POSTS
(OUR FLICKR ACCOUNT
CAN BE USED)**

**INCLUDE COPY
RIGHTS OF YOUR
PICTURES**

HOW TO ASK FOR SUPPORT FOR YOUR PROJECT WEBSITE



info@adrioninterreg.eu

subject line of the email: “Technical assistance for ADRION
project websites”

- **GADGETS ≠ GIFTS**

A GADGET aims to increase the visibility of the project through marketing items. Items must be branded with the project logo following ADRION rules. Common promotional items can be for example:

- Pens and pencils;
- Notepads;
- USB sticks;
- Bags;
- Roll-ups;

All promotional materials should be produced in an environmentally friendly way (e.g.: FSC certified paper). They should be practical, coherent with the project goal if possible, and have a creative angle to make them memorable. A good example is fluorescent bicycle clips produced and distributed by a project dealing with bicycle transport to raise awareness on safety issues.

- GIFTS

They help to express gratitude to one specific person while respecting applicable rules against corruption.

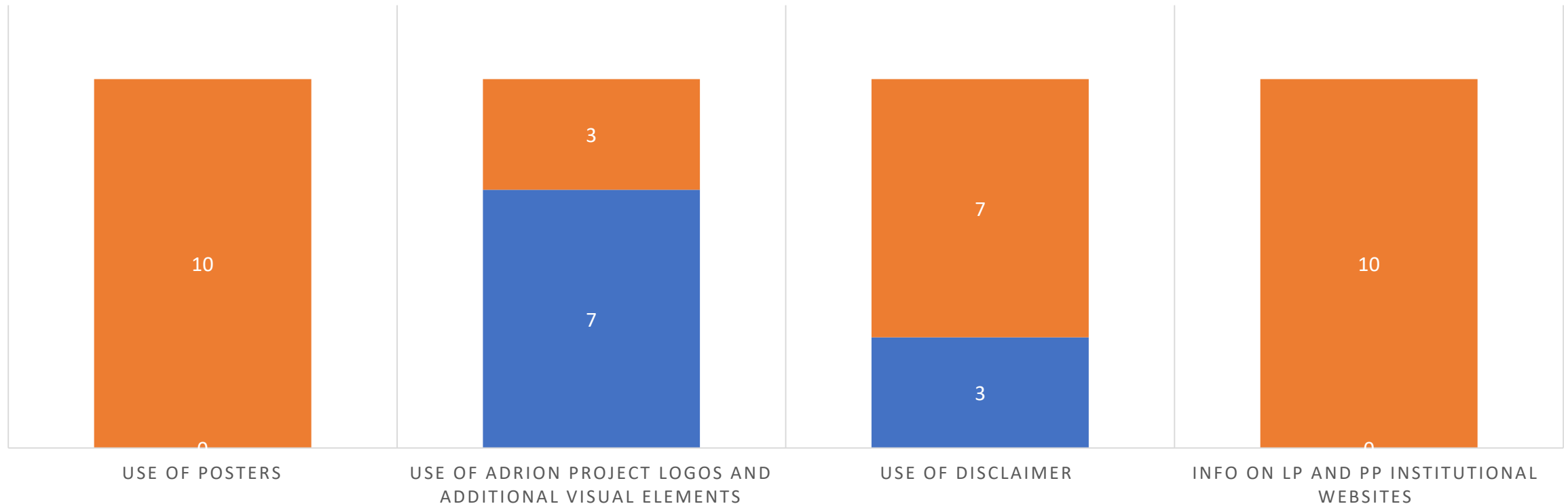
- Gifts purchased are eligible up to a maximum value of EUR 50 per item upon condition that they are used for communication activities. As it is for promotional items, they must be branded with the project logo.
- The maximum cumulative costs for gifts during the lifetime of a project is **500 euros for standard project** and **3000 euros for the strategic project** (ref. Implementation manual)

REPORTING REQUIREMENTS FOR COMMUNICATION

SHORT OVERVIEW OF MAIN OUTCOMES OF THE 1° REPORTING PERIOD

LEVEL OF ACHIEVEMENT OF COMM REQUIREMENTS

■ MET ■ NOT MET



ADRION MONITORING CHECKLIST



| WP COMMUNICATION | YES | NO |
|---|-----|----|
| The summary description of activities carried out is comprehensive and provides information on PPs involvement in the project | | |
| The progress on activities and their deliverables is clearly described and understandable | | |
| Activities and their deliverables are in line with the latest approved application form. If not, it is justified | | |
| Problems and deviations reported are clearly described and complete and the adopted/proposed measures are suitable to overcome the problems | | |
| There are not relevant issues/shortcomings regarding the quality of delivered deliverables | | |
| Posters are filled out with the requested information | | |
| Posters are displayed at least at the location of the operation of each PPs (pictures to be provided) | | |
| Use of ADRION project logos and additional visual elements when necessary (i.e. EU flag) in project visibility materials/communication tools (i.e. website, social media accounts)/deliverables respect Programme branding and visibility rules | | |
| Use of disclaimer in project visibility materials/on line communication tools (i.e. website, social media accounts)/products/deliverables complies with Programme branding and visibility rules | | |
| Project website is updated at least once in two months | | |
| In case of a radio spot, above a length of 30 seconds, both the reference to the European Union and the Funds ARE mentioned; in case of shorter spots, at least the message “Programme co-financed by the European Union” is mentioned. | | |
| LP and PP institutional websites display all necessary project information | | |
| Billboards and plaques are displayed and complies with Programme branding and visibility rules | | |
| Promotional material (gadgets) complies with Programme branding and visibility rules | | |
| Gifts comply with Programme branding and visibility rules | | |
| In case of dedicated website (as indicated in the latest approved application form, in addition to the project website hosted by ADRION), it is in line with visibility rules | | |

HOW TO **TRACK** YOUR PROGRESS ON COMMUNICATION

- press review
- use google analytics or social media statistics
- ask JS for the statistics of your project website
- check n. of newsletter subscribers, event's participants, etc.

HOW TO IMPROVE THE WRITING OF YOUR PROGRESS REPORTS

- be specific
- be accurate
- focus on deliverable/outputs
- focus on quality
- give evidence of project activities carried out (include media coverage, n. local press involved, pictures or press review)

HELP AND SUPPORT

- <http://www.adrioninterreg.eu/index.php/projects/implementation-2/#tab-id-3>


PROJECT IMPLEMENTATION


START YOUR APPROVED PROJECT

This section is designed to provide you with guidelines and information on the implementation of your approved project. Project beneficiaries will find manuals, forms and documents necessary to perform projects actions and activities in the best way possible.

The MA and the JS monitor regularly the projects development and are available to offer you guidance and tools to ensure a good quality implementation of your projects. If any doubts, please get in touch with **us**.

IMPLEMENTATION OF PROJECTS UNDER THE 1ST CALL FOR PROPOSALS

 LEGAL DOCUMENTS

 REPORTING DOCUMENTS

 VISIBILITY GUIDELINES

 FAQ

PROGRAMME LOGO AND BRAND

Project visibility and communication activities shall comply with ADRION's rules on project visual identity and communication actions. Project Brand and Visibility Guidelines have been prepared to support the implementation of the project visibility and communication activities and inform about rules and regulations on project branding requirements.

Click **here** to download the document

EU flag

If you need to add the EU emblem to your project communication material, please consult the [graphics guide](#) to the European Flag in order to comply with EU rules on visibility.

ADRION PROJECT WEBSITES USER'S MANUAL

Project websites are developed using the main visual elements of the ADRION Programme. Project beneficiaries are responsible for keeping the websote up-to-dated and lively.

NEXT OPPORTUNITIES FOR PROJECT VISIBILITY



- **EU WEEK of REGIONS and CITIES**

7-10 OCTOBER 2019

- **REGIO STARS**

The competition will open in February 2019

https://ec.europa.eu/regional_policy/en/regio-stars-awards/#1

- **INTERREG TALKS: 6 PROJECTS, 1 SLAM**

Competition will be open in February 2019 focusing on using innovative storytelling techniques. The Slam is part of the capitalisation work implemented by Interact, where the 'Interreg Talks' are a series of events aimed at promoting innovative communication approaches related to capitalisation of Interreg results.

- **ADRION ANNUAL EVENT MONTENEGRO, 16-17 MAY (tbc)**

Thank you !

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