

Communication Requirements for ADRION Funded Projects

2nd Call for proposals, Lead Partner Seminar

1&2 October 2019, Bologna

ADRION VISIBILITY RULES FOR PROJECTS:

Legal Basis

EU Regulation No 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 and a temporary one after 3 months by the end of the completion of the operation.

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



EUROPEAN UNION

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!**



WHAT WE PROVIDE YOU...

- Project logo;
- Project poster;
- Project website.

So, what you are not allowed to...

- Develop your own project logo;
- Develop your own project website, unless previously agreed on the final version of your Application Form;
- Develop your own poster.

YOUR PROJECT LOGO

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

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



Ref. ADRION project brand guidelines and Implementation Manual

 <https://www.adrioninterreg.eu/index.php/projects/implementation-2/>

YOUR PROJECT LOGO

LOGO'S MISUSE



Remember to display it in:

- All project documents and online content
- Project public procurement documentation
- Promotional materials

Basically everywhere!



<https://www.adrioninterreg.eu/index.php/projects/implementation-2/>

YOUR POSTER

- Location visible to the public;
- English language;
- ADRION harmonised content and graphics.

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

Ref. ADRION project brand guidelines and Implementation Manual



The poster template is divided into two main sections. The top section is white and contains the Interreg ADRION ADRIATIC-IONIAN logo and the text 'ACRONYM' with a green wavy line graphic below it. The bottom section is green and contains the 'FULL PROJECT NAME (MAX 2 LINES)' in large, bold, white, sans-serif font. Below the title is a paragraph of text: 'This project is supported by the Interreg ADRION Programme funded under the European Regional Development Fund and IPA II fund.' followed by '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.' and the website 'www.adrioninterreg.eu'. Below this are three input fields for 'Project budget in EUR', 'ERDF and IPA II funding in EUR', and 'Project duration', each with a placeholder of 'XXXXXXXXXXXXXXXXXXXX'. At the bottom are three input fields for 'Name of institution:', 'Contact:', and 'E-mail address:', each with a placeholder of 'XXXXXXXXX'. The poster is framed by a thin black border and has a green wavy line graphic at the bottom.

PROJECT WEBSITES



HARMONISED VISUAL IDENTITY

Back to Interreg ADRION programme website

Priority Axis 2 - Sustainable Region

Interreg
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for Pre-Accession II Fund
ADRION 5 SENSES

**Building the ADRION Brand Name in Tourism:
Indulging all Five Senses**

Overview

Overview

Project Summary

The ADRION area has high potential for further development of sustainable tourism; however tourism suffers from several weaknesses. The common territorial challenge to be addressed by ADRION 5 SENSES is the **lack of a sustainable tourism model based on innovative, high-quality tourism products and services**. The project suggests a **holistic approach to sight, hearing, smell, taste and touch** to develop effective branding strategies and boost the performance of ADRION destination by creating

INFORMATION

Call
ADRION - FIRST CALL FOR PROPOSALS

Project Acronym
ADRION 5 SENSES

physical/virtual settings and valorisation and preservation of natural/cultural heritage, in which positive and memorable experiences are more likely to emerge, leading to positive outcomes, such as tourist loyalty. The project aims to use technology for the co-creation of enhanced destination experiences. The ADRION destination has the opportunity to better address the multi-sensory nature of the

2) Sustainable Region

Specific objective
Promote the sustainable valorisation and preservation of natural and cultural

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

TO BE UPDATED REGULARLY AND AT LEAST EVERY 2 MONTHS

NON EDITABLE SECTIONS:

- Overview;
- Contact;

DATA ARE TAKEN FROM THE EMS SYSTEM

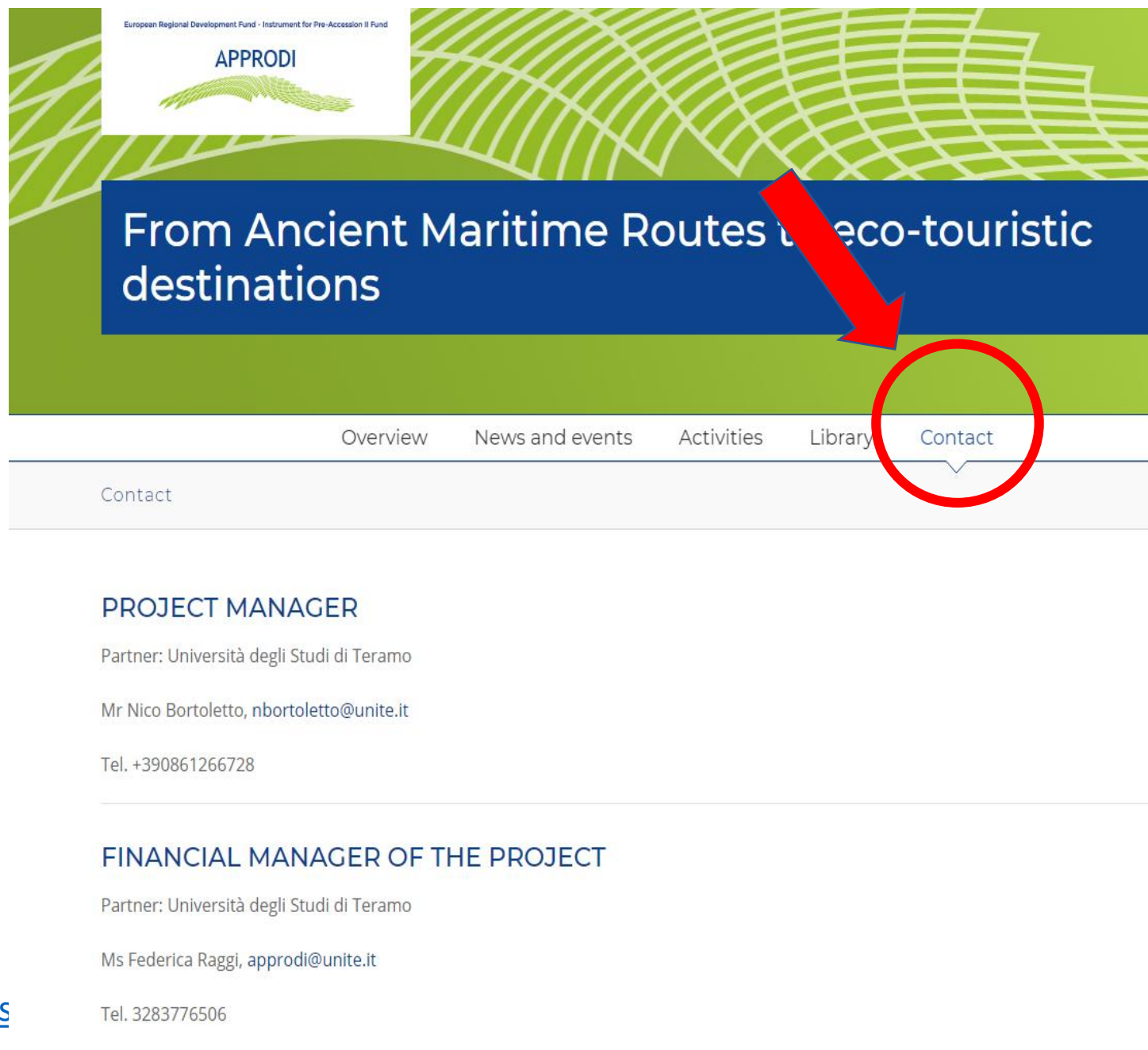
TO MAKE CHANGES:

- Information in the contact section can be changed directly by Ip in the supplementary information section of Ems;
- For all other changes (pps contact, budget, etc.) submit a request for change in Ems.



Ref. PROJECT WEBSITES USER'S MANUAL

 <https://www.adrioninterreg.eu/index.php/projects/mplementation-2/>



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:

- News and events;
- Activity;
- Library.

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

26
Sep 2018



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, Apulia, with the stakeholders for an informal discussion about sustainable tourism development.

Read More

29
Aug 2018



InnoXenia kickoff meeting in Pyrgos, Greece.

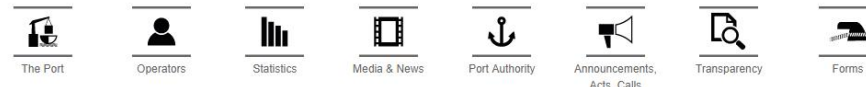
**TAKE OUT RANDOM
TEXT USED FOR
EXAMPLES OR ANY
NOT REQUIRED PRE-
FILLED CONTENT
+
INCLUDE PICTURES
WITH YOUR POSTS
(OUR FLICKR ACCOUNT
CAN BE USED)**

**INCLUDE COPY
RIGHTS OF YOUR
PICTURES**

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.



PORT AUTHORITY

2019
2018
2017
2016
2015
2014
2013
2012
2011
2010
2009

ISTEN – INTEGRATED AND SUSTAINABLE TRANSPORT IN EFFICIENT NETWORK



ISTEN – Integrated and Sustainable Transport in Efficient Network is a project funded by the INTERREG ADRIATIC-IONIAN Programme (ERDF and IPA II funds) that sees the participation of partners from Italy, Slovenia, Croatia, Serbia, Montenegro, Albania and Greece.

The project aims at improving intermodal connections from Adriatic-Ionian seaports to the hinterland, in particular by supporting rail freight flows and last-mile connections to the TEN-T corridors – Baltic-Adriatic, Mediterranean, Orient / East-Med and Scandinavian-Mediterranean.

Specific objectives:

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

Expected results:

GADGETS ≠ GIFTS

GADGET

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.

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 (ref. Implementation manual).

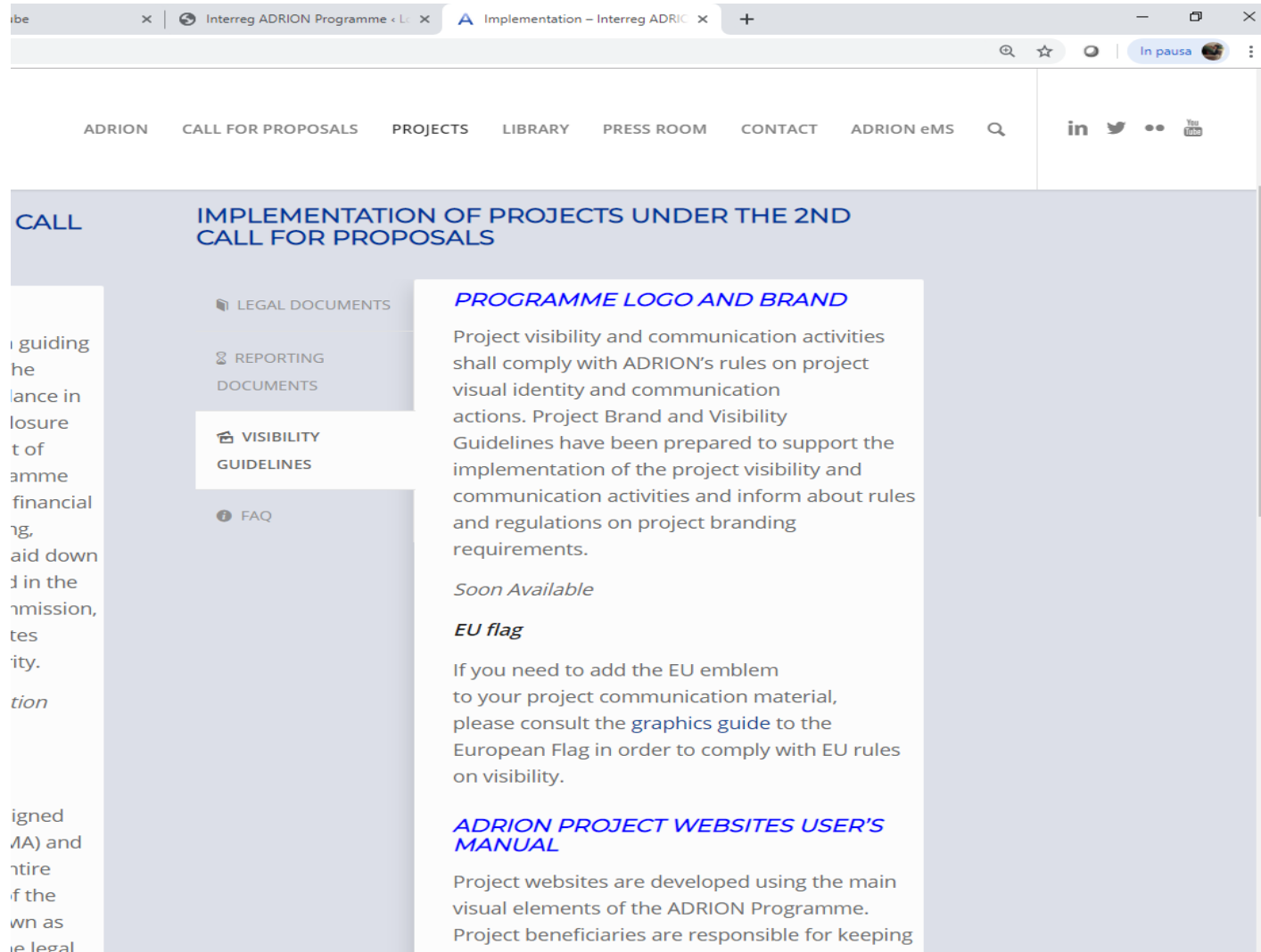
DISCLAIMER

...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.

Ref. ADRION project brand guidelines

HELP AND SUPPORT

<https://www.adrioninterreg.eu/index.php/projects/implementation-2/>



RELEVANT DOCUMENTATION FOR THE IMPLEMENTATION OF THE ADRION COMMUNICATION AND VISIBILITY RULES:

- Project Brand and Visibility Guidelines;
- Implementation Manual;
- Project websites user's manual.

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