

Increasing Visibility for ADRION Funded Projects

2° Call for Proposals, Implementation Seminar

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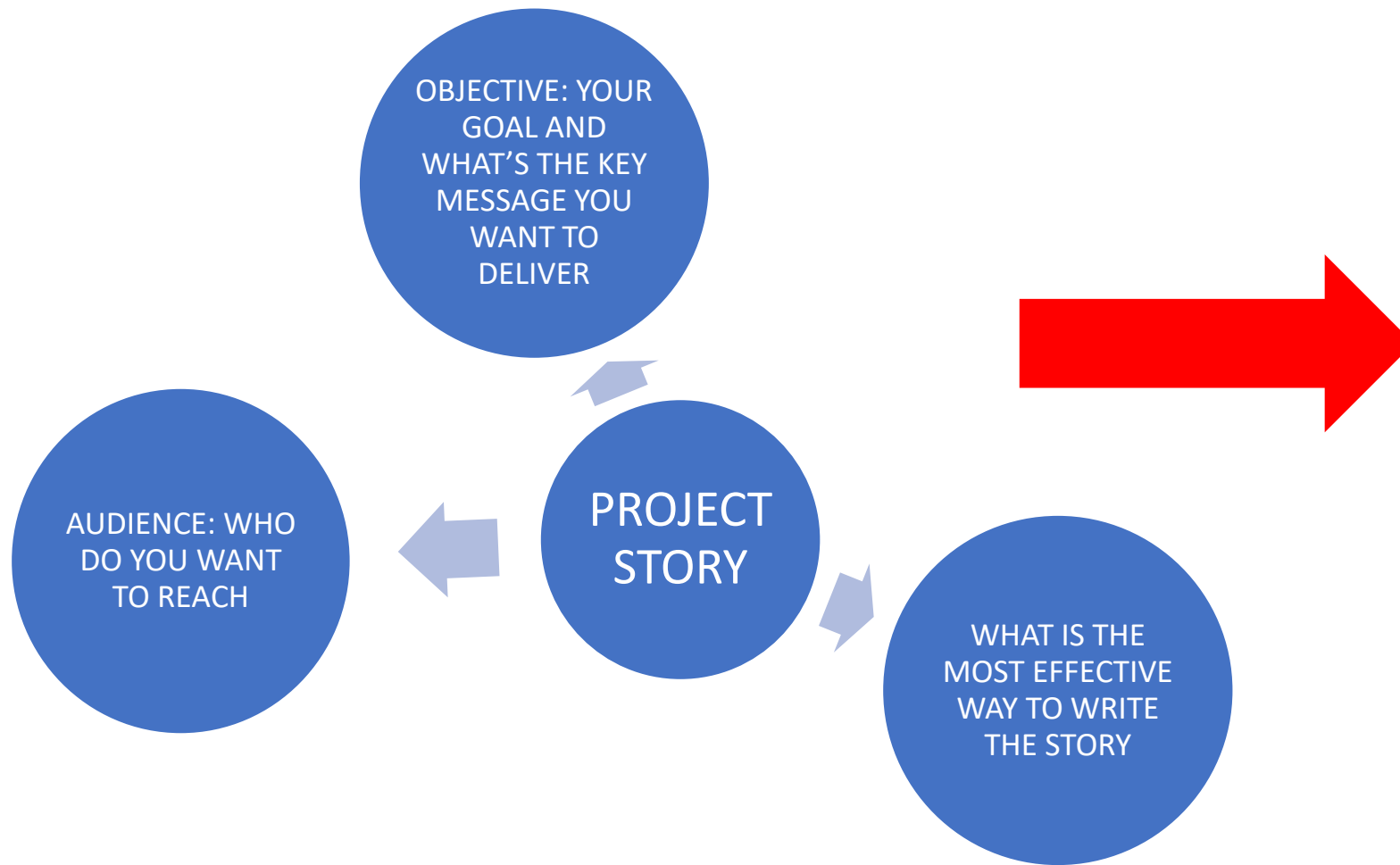
Online meeting

24 September 2020

COMMUNICATION: ESSENTIAL FOR THE PROJECT SUCCESS

- Articles 115-117 and Annex XII of Regulation (EU) No 1303/2013 and articles 4 and 5 of the Commission Implementing Regulation (EU) No 821/2014 provide a set of instructions for programme and project communication and branding;
- Communication is an integral part of the project implementation;
- Communication ensures higher visibility to the project activities, outputs and results;
- It is aimed to reach the project goal/s informing about the project achievements;
- It should be targeted to reach different categories of stakeholders.

YOUR PROJECT STORY TELLS YOU HOW TO WRITE YOUR COMMUNICATION PLAN



YOUR PROJECT COMMUNICATION PLAN

- Understand and identify the project objectives;
- Define target groups;
- Define communication objectives;
- Define channels.

DURING THE IMPLEMENTATION

- Reference to the co-financing source (ERDF and IPA II) in ALL communication activities;
- A short description of the project on partners' institutional websites illustrating its aims and results, stating the financial support from the Union (ERDF/IPAII) as well as a link to the ADRION website;
- Poster A3 format displayed at a location readily visible by the public (in each partner premises) making clear reference to the co-financing source, amount of ERDF and IPA II budget;
- In case of infrastructures (also small ones), the project must display a temporary billboard during the implementation. No later than 3 months after completion of the activity, a permanent plaque or billboard of significant size should be displayed, readily visible to the public.

A SHORT REMINDER: WHAT YOU HAVE RECEIVED FROM THE PROGRAMME



- Project logo;
- Project poster;
- Project website;
- Project Brand Visibility Guidelines;
- Website Manual.

And, what you are not allowed to...

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

INTEGRATED PROJECT LOGO – HORIZONTAL – BLACK AND WHITE



DINALPCONNECT



ADRISEISMIC



ECOVINEGOALS



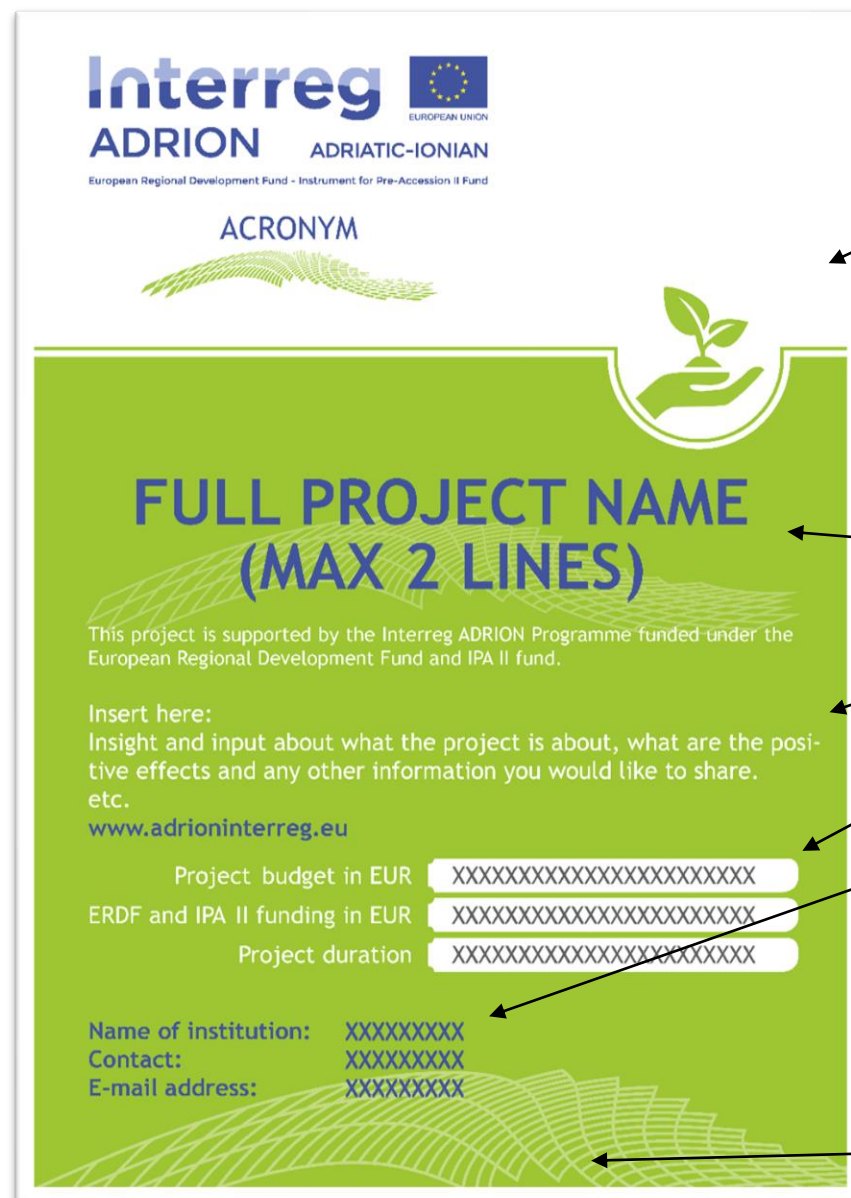
ADRINETBOOK




POSTER

Format and design
will be provided by
The ADRIAN
Programme

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



Interreg 
ADRIAN **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 ADRIAN 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.adrianinterreg.eu

Project budget in EUR XXXXXXXXXXXXXXXXXXXXXXXX

ERDF and IPA II funding in EUR XXXXXXXXXXXXXXXXXXXXXXXX

Project duration XXXXXXXXXXXXXXXXXXXXXXXX

Name of institution: XXXXXXXX
Contact: XXXXXXXX
E-mail address: XXXXXXXX

Graphic element
of the Priority Axis

Each project will add:

- Project name (max 2 lines)
- Basic info on the project
- Budget
- Contacts

Optional: partners'
logos

INTEGRATED PROJECT LOGO – GADGET EXAMPLES



A monochrome version might be used only in justified cases. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no other alternative.

PROJECT WEBSITES

USE YOUR WEBSITE AS HUB

**TO BE UPDATED REGULARLY AND AT LEAST EVERY
EACH 2 MONTHS**



Ecological Vineyards Governance Activities for Landscape's Strategies

Overview

News and events

Activities

Library

Contact

Overview

Overview

PROJECT WEBSITES

NON-EDITABLE SECTIONS (*DATA ARE TAKEN FROM THE EMS SYSTEM*)

- Overview;
- Contact.

EDITABLE SECTIONS (*CONTENT TO BE ENTERED BY THE PROJECT BENEFICIARIES*)

- News and events;
- Activity;
- Library.

Ref. PROJECT WEBSITES USER'S MANUAL

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

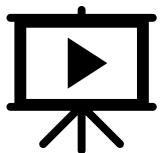


The key principles:

- Use key words (key words enable readers to find your article and understand fast their interest on what you write)
- Style: use friendly, personal register, talk about people
- Content: Talk about what is close to your audiences
- Understand your audience: target your content
- Bear in mind your project results whenever you write a post
- Include copy rights of your pictures

TIPS FOR PROJECT VIDEO

- Duration: short from 2 to 4 min
- Content: tell a story
- Mode: Animation or use of testimonials
- Let the end users (testimonials) speak on behalf of your project
- Go straight to the aim of your project
- Tell the results achieved
- Be precise as well as simple
- Use english Language
- Keep your project logo visible



BLUE BOOST PROJECT

HELP AND SUPPORT

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



ADRION CALL FOR PROPOSALS PROJECTS LIBRARY PRESS ROOM

Implementation documents for projects of the 3rd Calls for Proposals

LEGAL DOCUMENTS

REPORTING DOCUMENTS

VISIBILITY GUIDELINES

IMPLEMENTATION MANUAL

The implementation manual is the main guiding document for all project beneficiaries. The d guidance in all project phases, from contracting to closure including reporting obligations, pe applicable programme implementing conditions governing the financial management as wel evaluation and control are laid down in ADRION Cooperation Programme and in the Financi Commission, each government of the IPA Partner States involved, and ADRION Managing A

[Click here to download the manual](#)

Subsidy contract

The subsidy contract is the agreement signed between ADRION Managing Authority (MA) a the entire partnership in accordance with art. 13 of the Regulation (EU) No 1299/2013 (also provides the legal framework according to which the project shall be implemented.

[Click here to download the document in pdf version](#)

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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