

# Increasing Visibility for ADRION Funded Projects

3 Calls for Proposals, Implementation Seminar

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*Online meeting*

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## 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.

## DURING THE IMPLEMENTATION OF YOUR PROJECT

- 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.

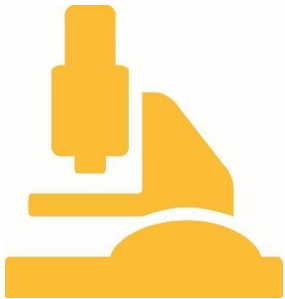
## A SHORT REMINDER: WHAT YOU HAVE RECEIVED FROM THE PROGRAMME

- 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



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

BLUEAIR



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

TRIBUTE



**Interreg**   
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SI4CARE



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EUREKA



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REINSER



**Interreg**   
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EUREKA



# 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.

# POSTER

Format and design  
will be provided by  
The ADRION  
Programme

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



**Interreg**   
ADRION ADRIATIC-IONIAN  
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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:  
Brief 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:

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

## PROJECT WEBSITES

[Back to Interreg ADRION programme website](#)

Priority Axis 1 - Innovative and smart region

**USE YOUR WEBSITE AS HUB**

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

SI4CARE



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

Social Innovation for integrated health CARE of ageing population in ADRION Region

[Overview](#)

[News and events](#)

[Activities](#)

[Library](#)

[Contact](#)



## 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.

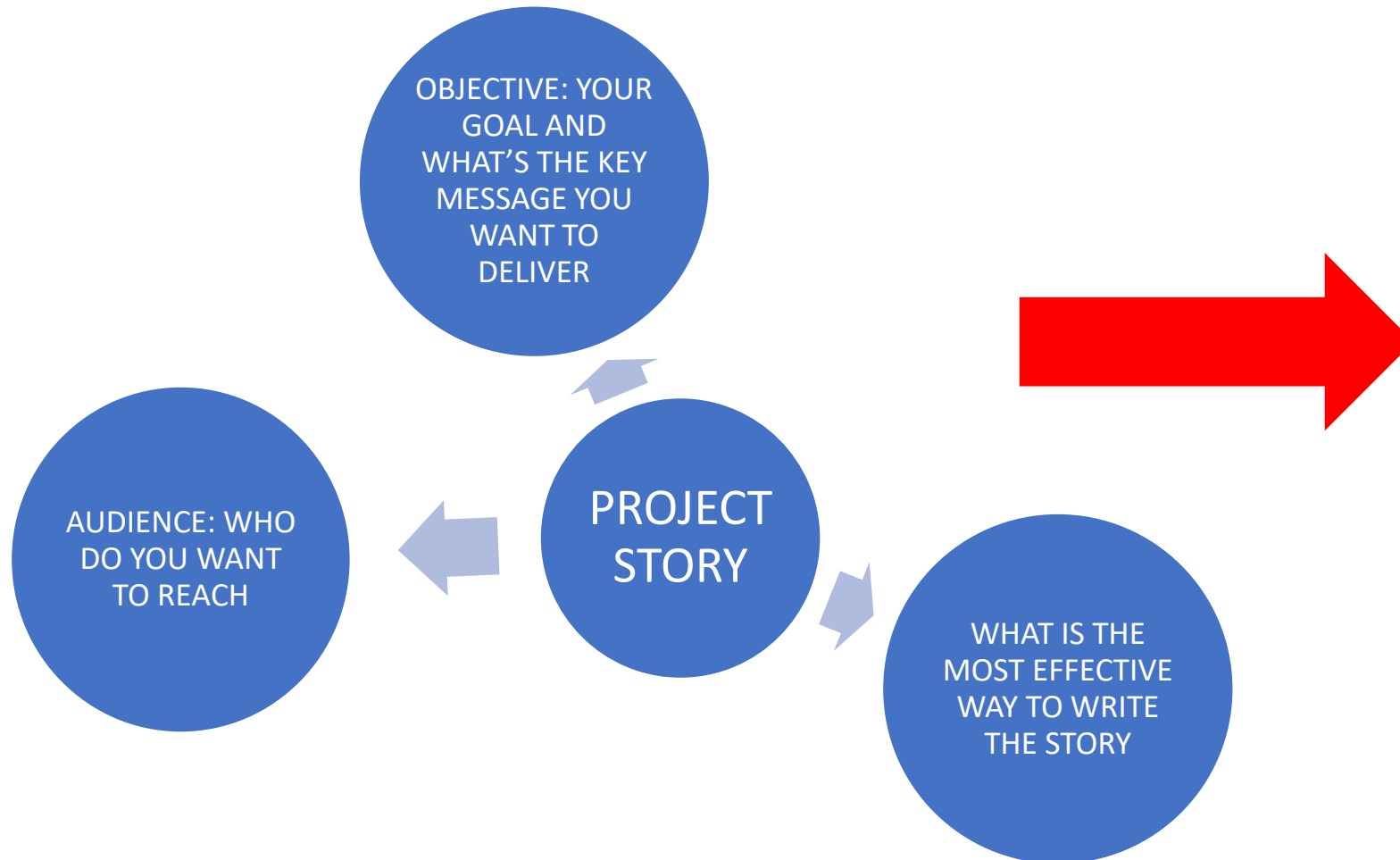
### Ref. PROJECT WEBSITES USER'S MANUAL

 <https://www.adrioninterreg.eu/wp-content/uploads/2018/12/ADRION Project websites UserManual 12102018.pdf>



The screenshot shows the website for the SI4CARE project under the Interreg ADRIATIC-IONIAN program. The header includes the Interreg ADRIATIC-IONIAN logo and the text 'European Regional Development Fund - Instrument for Pre-Accession II Fund'. Below the header, there is a navigation bar with a home icon and the text 'Back to Interreg ADRION programme website' on the left, and 'Priority Axis 1 - Innovative and smart region' on the right. The main content area features a large image of hands being held together, with a white box containing the project logo and the text 'SI4CARE'. Below this, a blue banner contains the text 'Social Innovation for integrated health CARE of ageing population in ADRION Region'. At the bottom, there is a navigation menu with the following items: Overview, News and events, Activities, Library, and Contact.

# YOUR PROJECT STORY TELLS YOU HOW TO WRITE YOUR ARTICLES AND POSTS



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

### 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 guidance in all project phases, from contracting to closure including reporting obligations, applicable programme implementing conditions governing the financial management as well as evaluation and control are laid down in ADRIATIC-IONIAN Cooperation Programme and in the Financial Regulation, each government of the IPA Partner States involved, and ADRIATIC-IONIAN Managing Authority.

[Click here to download the manual](#)

### Subsidy contract

The subsidy contract is the agreement signed between ADRIATIC-IONIAN Managing Authority (MA) and 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 ADRIATIC-IONIAN COMMUNICATION AND VISIBILITY RULES:

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

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