Interreg North-West Europe

European Regional Development Fund

EUROPEAN UNION

Project Communication

Investing in Opportunities

Interreg North-West Europe
European Regional Development Fund

Carmen Perales

Communication officer

@INTERREG_NWE

Interreg North West Europe (NWE)

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1.

2.

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The lead partner shall send the communication strategy to the JS for validation **4 months after project's approval at the latest:**

7 April 2017

Why project communication?

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1.

European Union, Interreg and the Programme need good publicity

2.

We use public money

3.

Good communication = Good project

Rules to take into account

Check: Programme Manual
Visual Identity Manual

1. Logo

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BioBase4SME
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Project Name
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2. Project Poster A3: displayed by all project partners in a location readily visible to the public

3. Website

Interreg
North-West Europe
Log in
Search...
About the Programme | Apply | Projects | Help & support | News & events | Contact us
FORESEA
To facilitate the uptake of low carbon technologies, products, processes and services in sectors with high energy saving potential, to reduce GHG emissions in NWE
Project Summary
The FORESEA (Funding Ocean Renewable Energy through Strategic European Action) project aims to help bring ocean energy technologies to market by providing access to North-West Europe's world-leading network of test centres.
Through the project, the performance of innovative ocean renewable energy
KEY INFORMATION
LEAD PARTNER ORGANISATION
The European Marine Energy Centre Limited

3. Website: also on the partners' website!

4. Emblem

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5. Infrastructure and construction sites

Temporary billboard /permanent plaque

6. Avoid promotional materials

What means good communication?

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DANUBEPARKS
network of protected areas

SOUTH EAST EUROPE
Jointly for our common future

Interreg
Danube Transnational Programme

Fishermen on the Danube
Djerdap National Park

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Network of protected areas along the Danube River (17 areas, 9 countries)

To improve consistency of nature protection

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Good communication officer

Good communication strategy

Good objectives

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Target audience:

1. Partnership
2. National policy makers
3. Citizens

1. Activity: Newsletters

DANUBEPARKS network of protected areas 2.0

Danubeparks Newsletter 26.09.2014

Project ends - Association starts!

The Final Conference of the DANUBEPARKS STEP 2.0 project was connected to an important event for future cooperation: The first General Assembly of the newly founded DANUBEPARKS Association, including the election of the Management Board.

An institutionalization and stable anchoring of the DANUBEPARKS Network was one of the main aims within the DANUBEPARKS STEP 2.0 project. The Association DANUBEPARKS has now been founded, based on exchange of experience with other Protected Area Networks, analysis of our members' structures, and intense discussions on the priorities in our future work. It will provide a continuous base for experience exchange as well as a joint communication platform, and should support our upcoming work for the protection of the Danube natural values.

The president and two vice-presidents are Carl Manzano (Donau-Auen National Park, AT), Eszter Buchert (Duna-Drava National Park, HU), and Grigore Babolanu (Danube Delta Biosphere Reserve

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2. Activity: local events

Young scientists
www.szigetköz.eu

3. Activity: Digital tools

www.danubeparks.eu

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4. Activity: photo gallery

White-tailed Eagle. Hoyer / Donau-Auen National Park

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Thank you!

Q&A

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