Interreg North-West Europe

European Regional Development Fund

EUROPEAN UNION

Project Communication

Investing in Opportunities

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Rachel Hollars

Communication officer

@INTERREG_NWE

Interreg North West Europe (NWE)

What are we going to cover?

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Our roles

General requirements

Hint and tips

Where to get help?

Communication strategies

Q and A

Our roles

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At the programme level we aim to:

- Communicate the results of our programme,
- Show the added value of transnational cooperation,
- Support projects' communication activities,
- Make sure projects are following regulations and activities listed on the application form.

At the project level you aim to:

- Promote your project,
- Use communication tools to achieve your project goals,
- Fulfil programme requirements.

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Together we have many of the same goals

Expectations and requirements

Logo

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North-West Europe
Project Name
European Regional Development Fund

Interreg
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BioBase4SME
European Regional Development Fund

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CHIPS
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Project Poster A3:

*displayed by all project
partners in a location
Readily visible to the public

Website

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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 technologies will be demonstrated in real sea conditions, helping to leverage the investment needed to take these new products to market.

KEY INFORMATION

LEAD PARTNER ORGANISATION
The European Marine Energy Centre Limited

EMAIL
matthew.finn@emec.org.uk

Also on the partners' website!

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New European programme to fund open sea testing for ocean energy

Posted: Thursday, July 14, 2016

The €11m FORESEA project brings together Europe's leading ocean energy test facilities to help demonstration of tidal, wave and offshore wind energy technologies in real-sea conditions. The project is funded by the Interreg NWE (North-West Europe) programme, part of the ERDF (European Regional Development Fund).

Led by the European Marine Energy Centre (EMEC), the FORESEA (Funding Ocean Renewable Energy through Strategic European Action) project will provide funding support to ocean energy technology developers to access Europe's world-leading ocean energy test facilities:

- EMEC (Orkney Islands, UK)
- SmartBay (Galway, Ireland)
- SEM-REV (Nantes, France)
- Tidal Testing Centre (Den Oever, Netherlands)

The test centres will be supported by European industry group Ocean Energy Europe, based in Brussels

Interreg North-West Europe FORESEA

EU Flag

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Infrastructure and construction sites

Temporary
Billboard/permanent plaque

Promotional materials

Monitoring

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Your logo, posters, website, and partners' websites are all part of the monitoring report.

***Failure to comply with rules could result in the withholding of a payment.**

Where should I go for help?

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Online resources

- **Programme Manual**
- **Cooperation Programme**
- **Visual Identity guidelines and templates**

Help & Support > Implementation resources/Application resources

The Joint Secretariat

Rachel Hollars – Innovation
Rachel@nweurope.eu

Carmen Perales – Low carbon, Resource and materials efficiency
Carmen@nweurope.eu

Please remember that even for communications questions, your project officer needs to be in copy.

Hints and Tips

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Immediate

- Hire communication manager
- Develop a communication strategy
- Look over visual identity guidelines and make sure you understand the requirements
- Make your website

Mid-term

- Use templates to create posters, roll-ups, logo
- Double check with JS if you have questions
- Plan your launch event
- Update your website
- Keep JS informed

Long-term

- Keep JS informed
- Keep website updated
- Let us know if you have any issues or questions

What would we love to hear about?

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- Your launch event
- Any other events
- Press releases
- Photos
- Videos
- Articles and media
- Communication strategies

Updating us regularly lets us showcase your project now and in the future

What will we do with this information?

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- Awards
- Impact stories on the website
- Invitations to conferences
- Results showcase for the VB programme

Communication strategies

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Why it is important?

- A communication strategy is a roadmap for achieving your goals
- It makes you reflect on your specific needs
- Communication is a cross-cutting field

What should it identify?

- Target audience,
- Objectives,
- How it promotes the project's goals

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Thank you!

Q&A

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