



Communication training session

Together we are more effective!

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Porto, February 4th 2024



Agenda

- ✓ Beneficiaries' Publicity Requirements
- ✓ Interreg Communication Audience
Online communication: website and social media
Events & Press Relations
- ✓ European Awards, Interreg Cooperation Day, Interreg Slam
- ✓ Next steps

Tips for the training session

- ✓ Rename your identification and please write your name and the Acronym of your project Ex. Beatriz_ATLANTIC-SUNSET
- ✓ Please keep your microphone always muted unless you are participating in the webinar.
- ✓ While a topic is explained, write your doubts or suggestions in the Q&A or raise your hand and speak when the moderator gives you the word.
- ✓ At the end we will send a link to an evaluation form. Please give your opinion and help us to improve!

Beneficiaries' Publicity Requirements

<https://www.atlanticarea.eu/for-projects/projects-implementation?tab=communication>

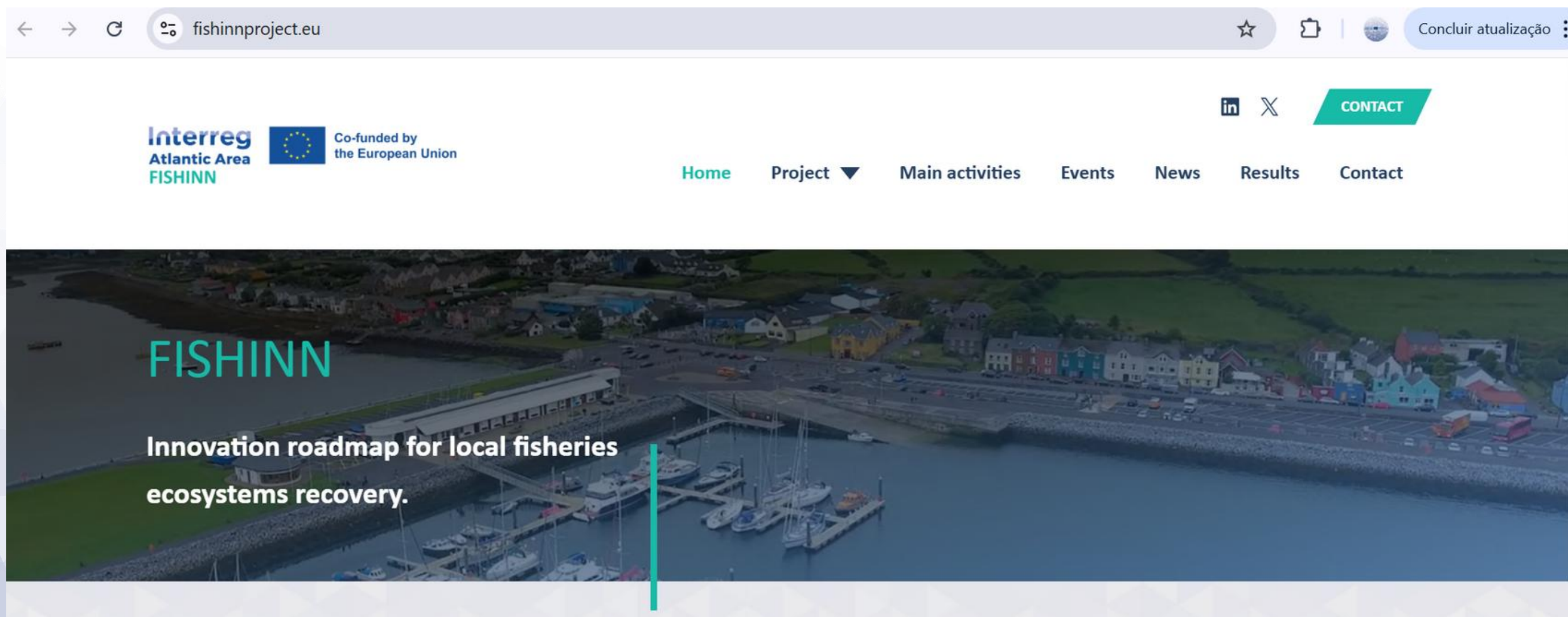
Look at the requirements as an **opportunity** and not as an obligation

- ✓ The last Eurobarometer survey shows record high trust in the European Union.
- ✓ We are communicating values of solidarity and cohesion.
- ✓ In Interreg programmes we are also disseminating a mission of internationalisation and our capacity to work in cooperation.

Beneficiaries' Publicity Requirements

[Programme Manual: section 5.5](#)

[if the project has a website] “it shall also highlight the EU financial support by displaying the Interreg Atlantic Area logo, prominently featured when landing on the homepage”.



Beneficiaries' Publicity Requirements

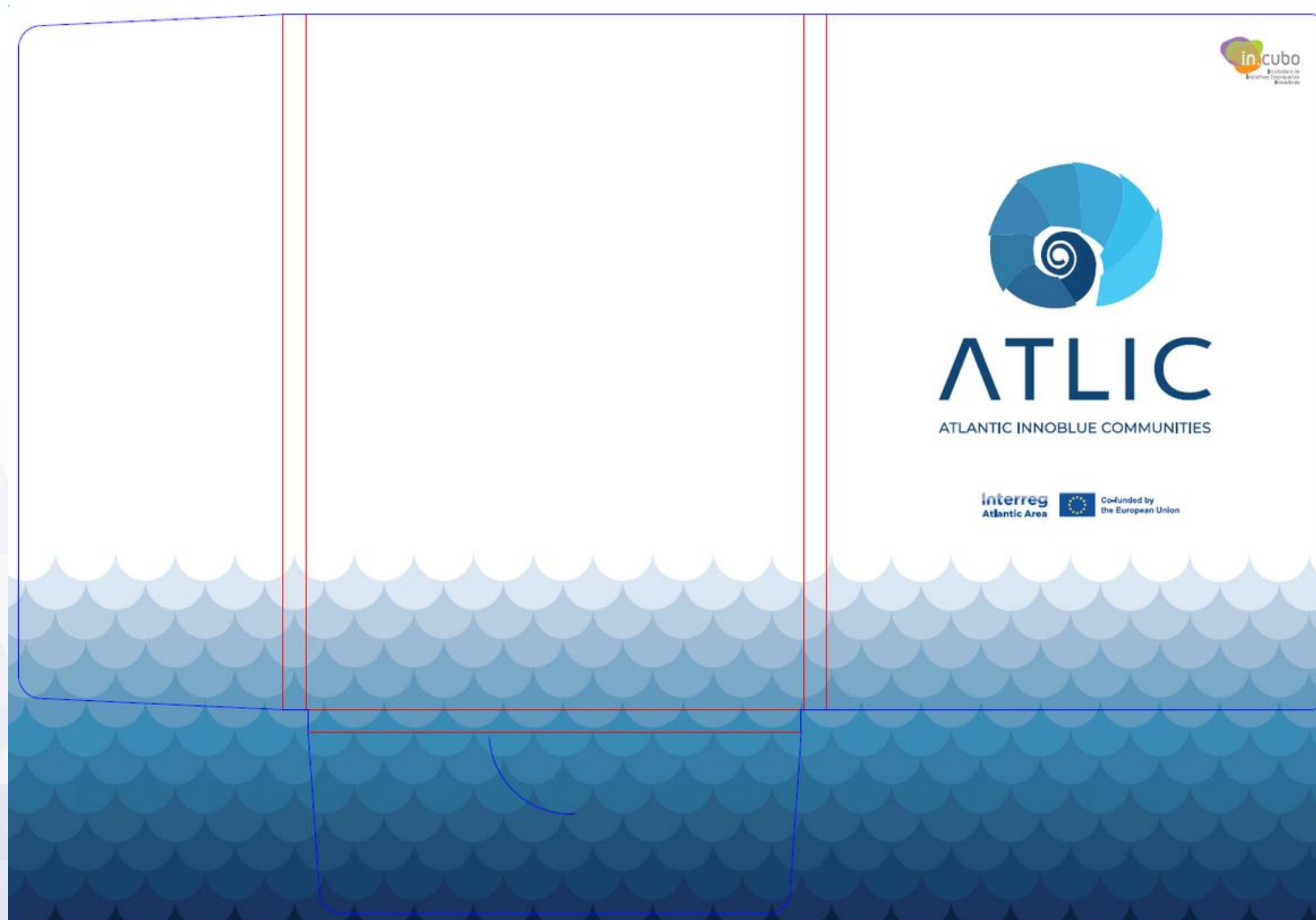
Regulation (EU) 2021/1060: Point 1.7 of Annex IX

If other logos are displayed in addition to the emblem, the [EU] emblem shall have at least the same size, measured in height or width, as the biggest of the other logos”.



Beneficiaries' Publicity Requirements

Anyway, we can consider not the same size just if the logo is on the footer.
In this mock-up, it's on the cover of the folder and we consider it good practice.



Beneficiaries' Publicity Requirements

In cases where it is not possible to display the logotype, what should we do?

In scientific papers or press releases, include the statement:

This project is co-financed by the Interreg Atlantic Area Programme through the European Regional Development Fund.

In small objects, at least the EU emblem has to figure:



Interreg Communication Audience

- ✔ What is your target? Please never answer “the general public”! We always communicate to a specific or different tribes. What is/are your tribe(s)?
- ✔ It is an advantage to know our target: their interests; their behaviour; the places where they are (including online channels).



Interreg Communication Audience

Same Priorities = Similar Audience

Let's work in partnership! Let's improve our achievements!



**BLUE INNOVATION AND
COMPETITIVENESS**

11 aproved projects



**BLUE AND GREEN
ENVIRONMENT**

12 aproved projects




**SUSTAINABLE TOURISM AND
CULTURE**

4 aproved projects

Interreg Communication Audience

PLAST4H2 vs. Free LitterAT




freelitterat · A seguir

freelitterat Editada · 16 sem
Last September 23rd, our colleagues from @mare_madeira participated in a cleaning activity on the main beach of Porto Santo. The activity was organized by @ajmconectados and brought together several entities such as @mare_arditi and @dram_madeira.

@mare_madeira presented to 120 students the topic of marine litter and some of the new methodologies under development to better understand and counteract this problem. The activity was realized in the scope of the @freelitterat project.

#interregday2024 #interregatlanticarea #EUValuesOvercomingBorders #freelitterat
Ver tradução

10 gostos
7 de outubro de 2024



Instagram

- Página inicial
- Pesquisa
- Explorar
- Reels
- Mensagens
- Notificações
- Criar
- Painel

plast4h2 e 2 outras pessoas

plast4h2 12 sem
Innoceana organizes 45 marine debris cleanups across Tenerife Island

Innoceana Tenerife conducted 45 marine debris cleanups across Tenerife Island from October 2023 to August 2024, removing 738 kg of waste, including 444 kg of plastic. These efforts involved 14 beach, 19 undersea, and 9 offshore cleanups with the help of 82 volunteers.

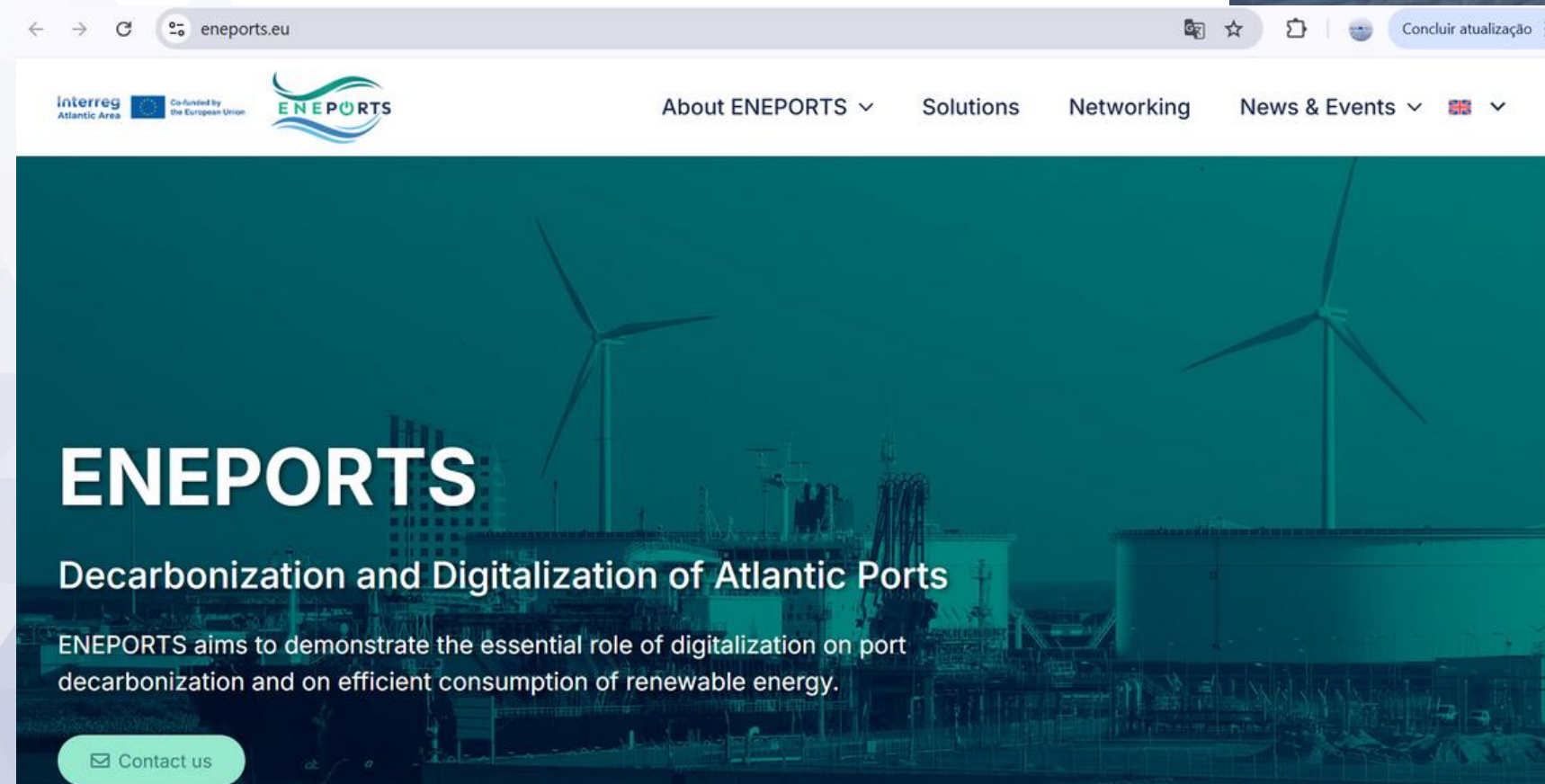
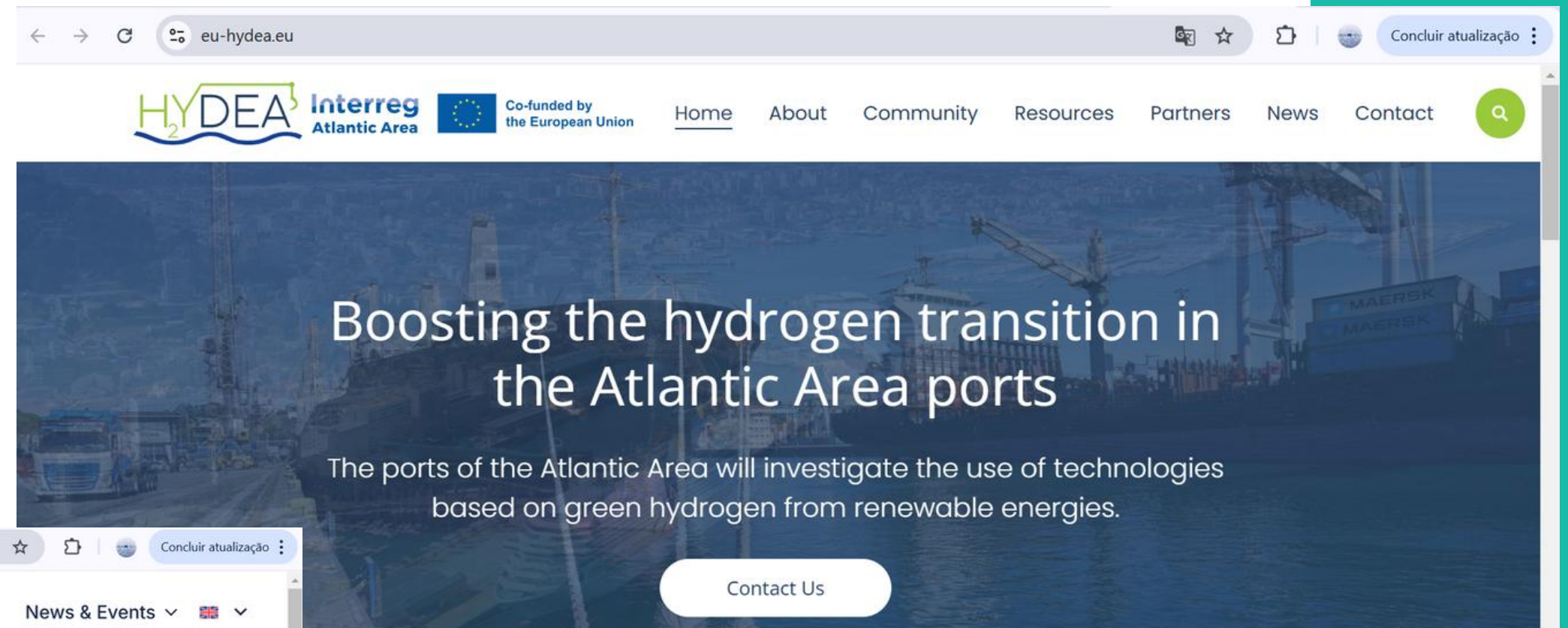
Plastic waste accounted for 60% of the

43 gostos
11 de novembro de 2024

Adicionar comentário...

Interreg Communication Audience

ENEPORTS vs. HYDEA



Online communication: website

Content

A short description of the operation, proportionate to the level of support, including its aims and results

How

text, documents, images, graphics, videos

Tips

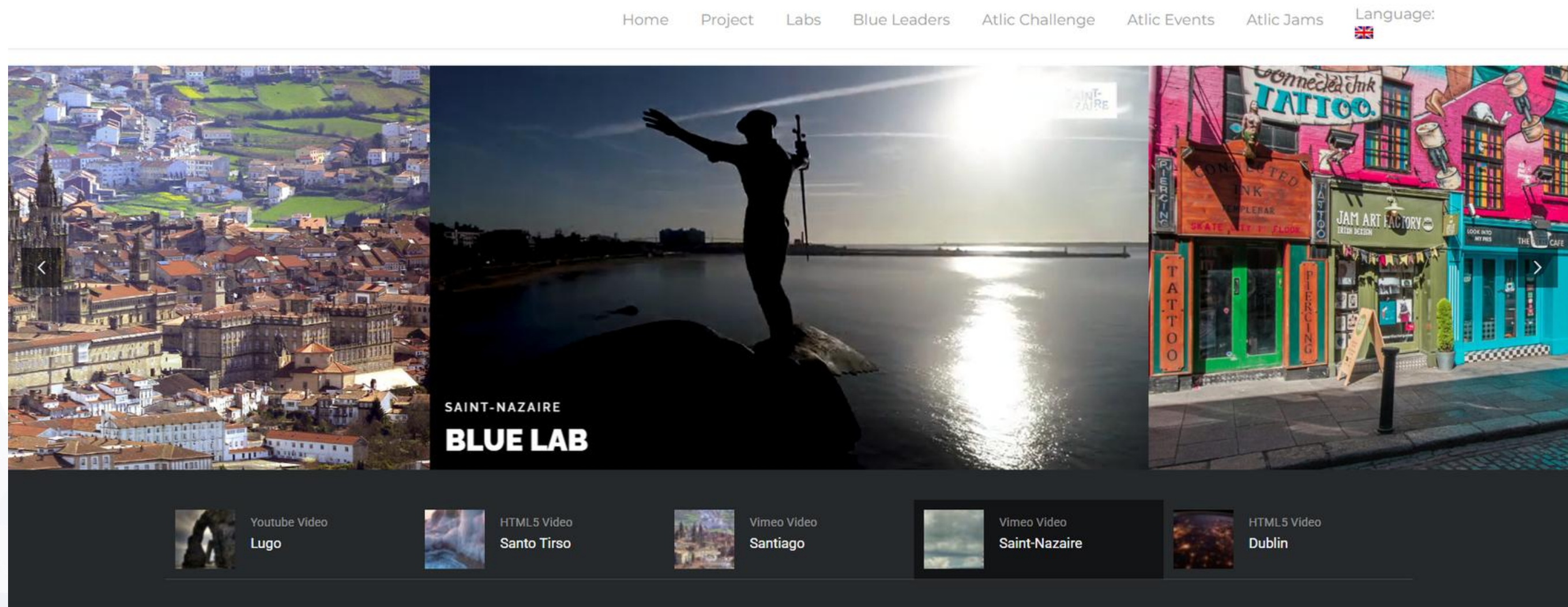
no new blinking, no pages without information, link activation through newsletters



Online communication: website



Online communication: website



Interreg
Atlantic Area



Co-funded by
the European Union



ATLIC
ATLANTIC INNOBLUE COMMUNITIES



Online communication: social media

Tips & hints that cut across several channels

- ✓ Tag useful accounts (partners; stakeholders; etc) or ask for a collaborative post .
- ✓ Our activity and engagement will keep our top of mind with our connections.
- ✓ It's important to engage with the comments followers leave on our posts as these people have shown interest in us and the content we share.
- ✓ Using a scheduler may help us understand what are the perfect days and hours.
- ✓ Add a call to action (asking to share for instance call for proposals or awards).
- ✓ Monitoring our performance is the key to define next steps.

Online communication: social media

www.linkedin.com/company/interreg-atlantic-area/

x.com/AtlanticArea

www.instagram.com/interreg.atlanticarea

www.youtube.com/interregatlanticarea

Online communication: social media



Switching contents

Photo + text

Documents

Videos

Poll

European Environment Agency
113.618 seguidores
5 h • 🌐

🌍 Climate change and extreme weather events are exerting significant pressure on the European economy. The increasing frequency and severity of 🌊 floods, 🌞 heatwaves, and 🌩️ storms disrupt agricultural productivity, damage infrastructure, and strain energy systems. 📉 Economic losses are projected to increase in the coming decades. This evolving climate scenario necessitates urgent investments in ♻️ sustainable practices and 🛡️ resilient infrastructure to mitigate long-term impacts.

Check out the answer here: <https://lnkd.in/dwaRm89y> and <https://lnkd.in/dur89rYb>

Exibir tradução

What are the events that caused the highest percentage of economic losses in the period 1980-2023?

O autor pode ver como você vota. [Saiba mais](#)

Climatological - Heatwaves	18%
Hydrological events - Floods ✓	60%
Meteorological events - Storms	22%

Online communication: social media



Insights

EU institutions don't promote paid content, but they keep their accounts active.

Institutional accounts still provide first-hand updates.

There are several experts who publish relevant milestones in the professional field.

Particular relevant when less is more.

- X
- Página Inicial
- Explorar
- Notificações
- Mensagens
- Grok
- Listas
- Itens salvos
- Empregos
- Comunidades
- Premium
- Organizações Ve...
- Perfil
- Mais

Postar

Interreg Atlantic Ar...
@AtlanticArea

← Post Responder

Interreg Atlantic Area
@AtlanticArea

Now happening: training session for partners of the first #AtlanticArea approved projects

Traduzir post



9:31 AM · 24 de jan de 2024 · 1.869 Visualizações

Online communication: social media



Instagram

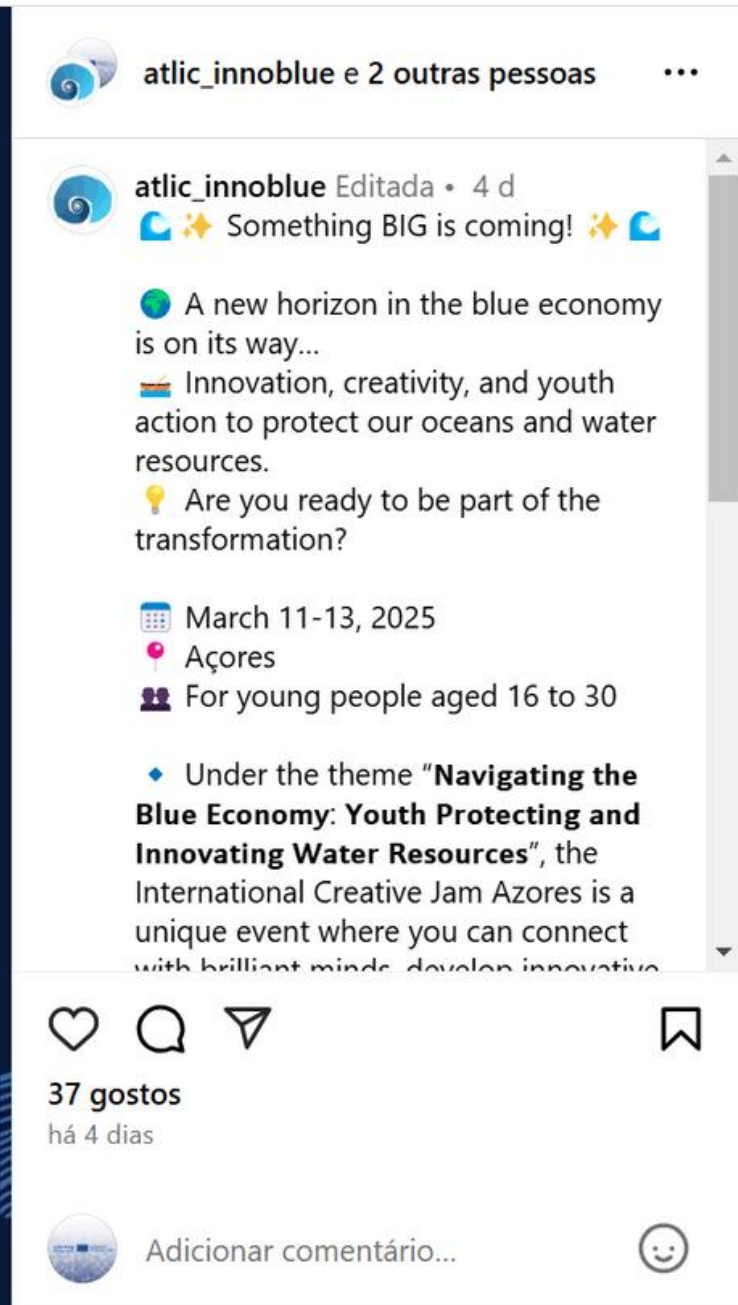
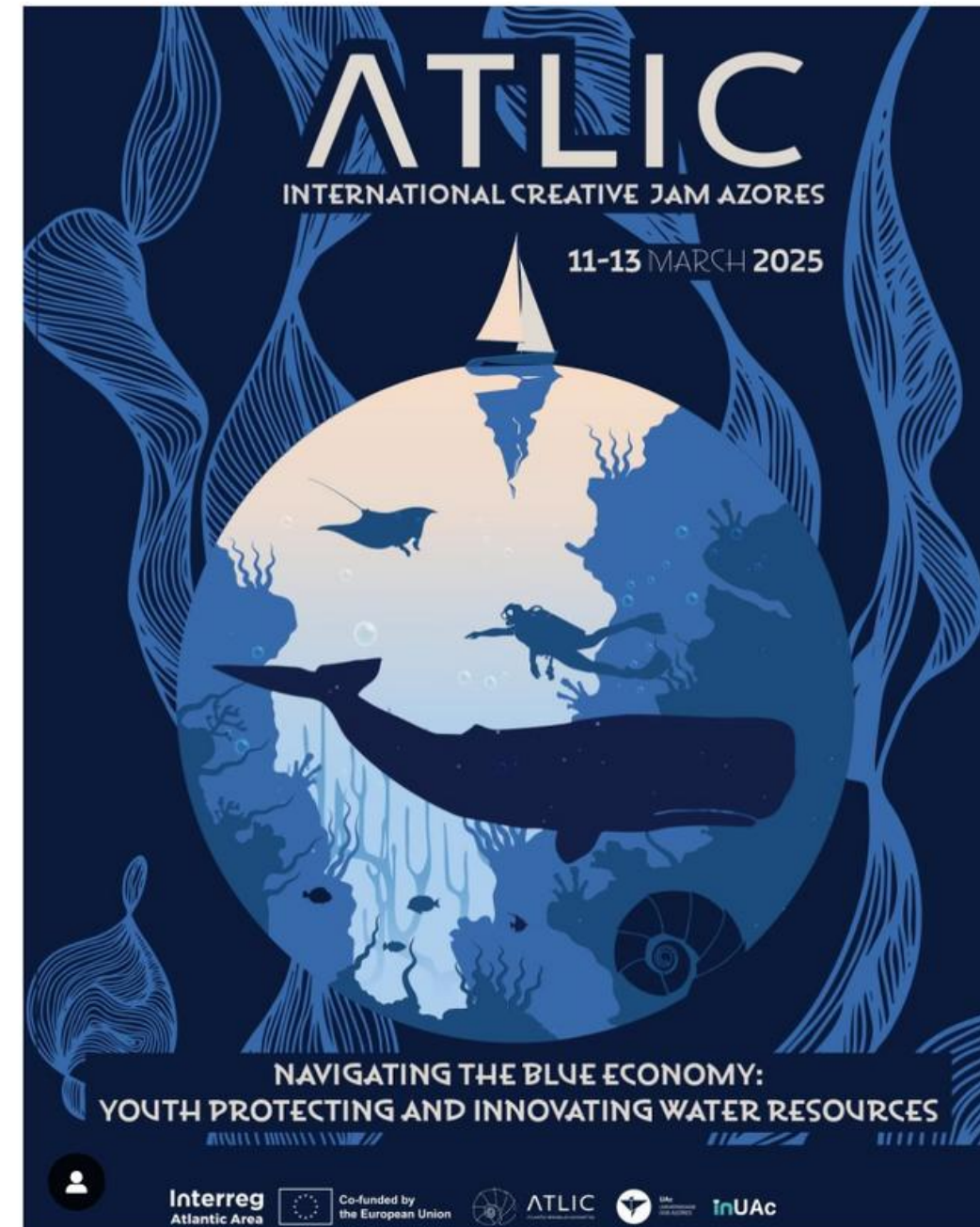
Insights

Totally suitable for targets under 35.

Use hashtags wisely, with a high number of followers.

Engage to Your Heart's Content.

Follow the agenda setting.



Online communication: social media



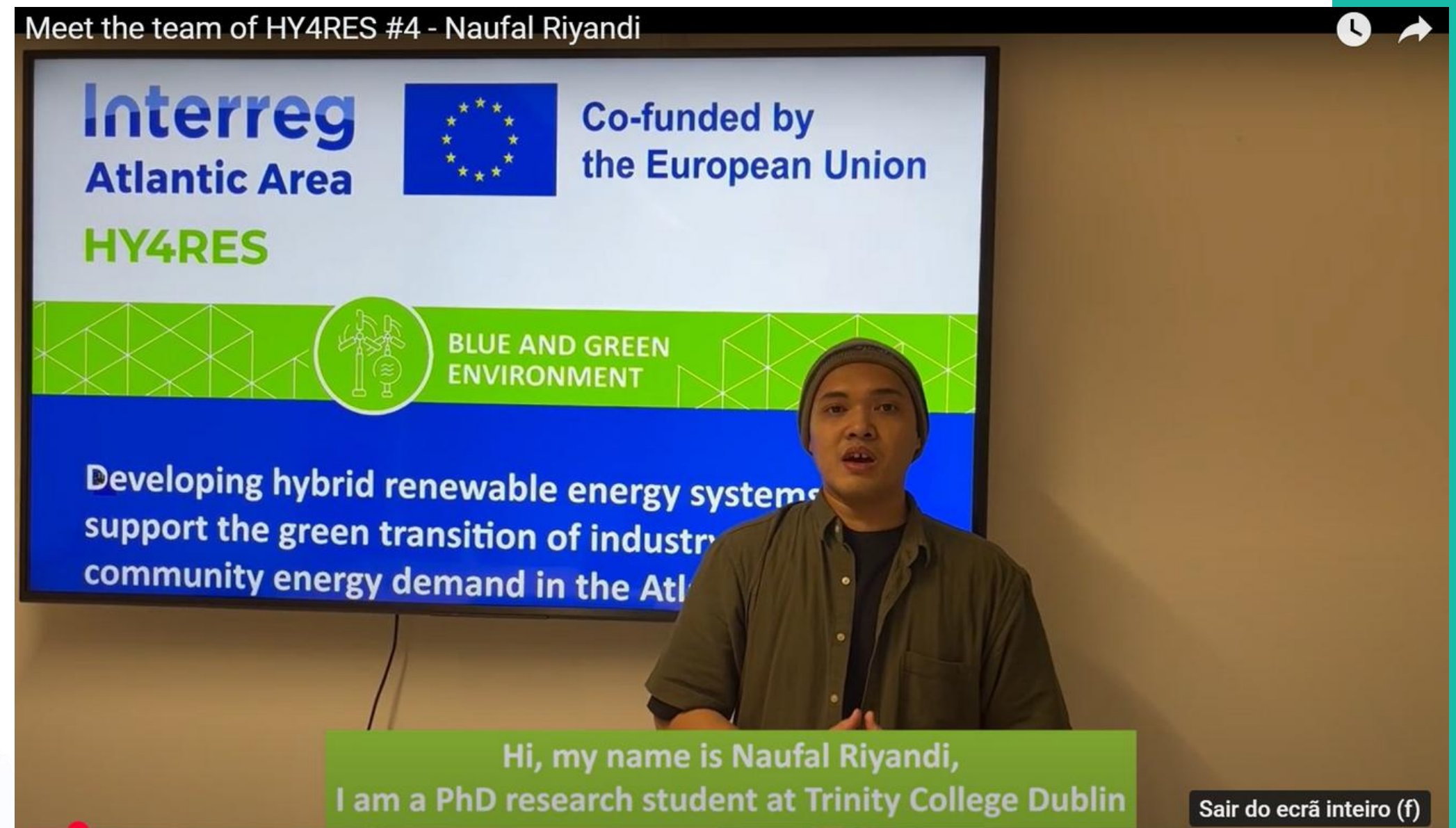
Insights

Make Eye-Catching Thumbnails.

Create Searchable Titles.

Create Playlists.

Give a name and a face to your speaker. It is not a character without life.



Events & Press Relations

Suggestions

Plan your events chronologically and, whenever possible, on dates when public opinion is more susceptible.

Organising events by work package and following the interests of your target are good practices.

The presence of speakers/influencers is fundamental to the engagement of the event.

Conference
Call for projects
Capitalisation
Fairs
Exhibitions
Networking
Training

Events & Press Relations

Agenda-setting definition

Agenda-setting is a communication theory that explains **how media influences the public agenda** by determining which issues are considered important and worthy of attention. It highlights the media's role in shaping perceptions of what matters in society, as the topics that receive more coverage often become prioritized in the public consciousness. This process affects not just individual opinions but can also drive policy decisions and social movements.

in fiveable.me

Events & Press Relations

Project led by the Polytechnic of Guarda aims to accelerate the blue economy

*'It will be the first of three acceleration programmes planned in the **ADT4Blue project**, which is **co-funded by the Interreg Atlantic Area** programme with 3.1 million euros,' he explained.*

The three programmes aim to empower entrepreneurial initiatives based on advanced digital technologies to respond to the most pressing challenges facing the blue economy

[in Público, 2024-10-02.](#)

Projecto liderado pelo Politécnico da Guarda quer acelerar economia azul

Segundo o presidente do IPG, Joaquim Brigas, este programa pretende promover um desenvolvimento económico que não coloque em causa a sustentabilidade dos oceanos e do planeta.

Lusa

2 de Outubro de 2024, 17:48



Depois da selecção das melhores soluções, os autores serão apoiados para tentar transformar essas ideias em negócios RUI GAUDÊNCIO



EXCLUSIVO Gostaria de Ouvir? Assine já

00:00

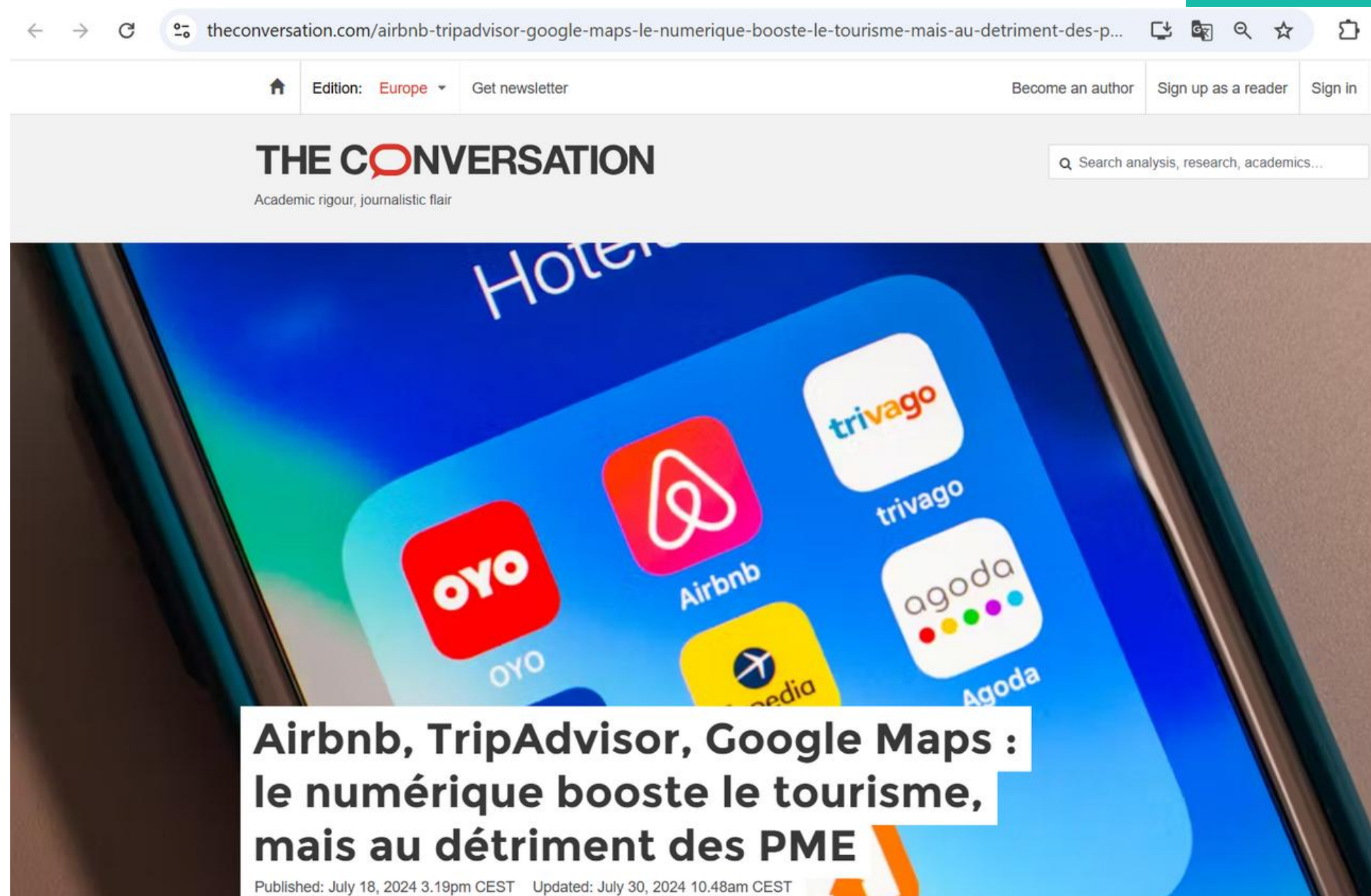
02:32

Estudantes, investigadores e empreendedores da Irlanda, Espanha, França e Portugal vão responder a dez desafios para acelerar a [economia azul](#), no âmbito de um projecto europeu liderado pelo [Instituto Politécnico da Guarda](#) (IPG). Tornar as operações de pesca mais eficientes, [reduzir a poluição marítima](#) por plástico e desenvolver mecanismos de base tecnológica que melhorem a segurança de processos de embarque e desembarque são alguns dos desafios que serão respondidos até Dezembro.

Events & Press Relations

Face à ce constat, le [projet **DIBEST** \(Digital Innovation for Blue Enterprises & Social Tourism\)](#) s'avère une initiative intéressante pour combler ce fossé numérique. **Financé par Interreg Atlantic Area et coordonné par la Western Development Commission**, ce projet rassemble divers acteurs des mondes économiques et académiques d'Irlande, du Portugal, d'Espagne et de France. Son objectif principal est de soutenir les microentreprises touristiques de la région côtière atlantique dans l'adoption d'innovations numériques

[in The Conversation, 2024-07-18](#)



Networks and Synergies

INFORM EU is an EU-wide network of communication officers responsible for communicating EU and Member State investments under shared management.

Interreg Communication Network (ICON) is the group of communication officers responsible for Interreg programmes, particularly committed to highlight the achievements of 35 Years of Interreg.

The Assistance Mechanism for the Atlantic Action Plan is operating through four National Hubs (France, Ireland, Portugal and Spain). It aims to upscale best practices and lessons learnt by facilitating synergies between sea-basins.

DG Regio

DG Mare

Europeans Awards

REGIOSTARS has been organized annually by DG REGIO since 2008. Over the years, it has become Europe's label of excellence for EU-funded projects that demonstrate the impact and inclusivity of regional development.

Applications from february to may

MakeEUBlue Awards has been organized annually by the EU4Ocean Coalition. These awards highlight initiatives fostering awareness about the importance of the ocean and promoting sustainable practices.

Applications open very soon



**MakeEUBlue
Awards**



Interreg Cooperation Day and Interreg Slam

Interreg Cooperation Day celebrates the work of cooperation projects which bring people from different cultures and economies in Europe together to address common challenges such as climate change, social inclusion or migration, among others. Every year, **21 September** is dedicated to celebrating cooperation with events all over Europe.

Interreg Slam is a competition open to all Interreg projects. It is promoted by Interact and aims to support beneficiaries in promoting its achievements. Participants can benefit from virtual sessions designed to enhance their storytelling skills.
Applications around June/July



Next steps

- ✓ We will share this presentations so you can come and go with our suggestions.
- ✓ We will ask to some projects to correct files and layouts according beneficiaries' publicity requirements. We will also invite projects to apply for European awards.
- ✓ During 2025 we will book other training sessions on other topics. We expect to return to this topic in January 2026.



Q&A



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Evaluation form

<https://shorturl.at/1ZCbi>