



# Communication to projects

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Communication Manager

Training session for beneficiaries of the First Call  
CCDR-Norte, I.P. - Porto | 24.01.2024



# Responsibilities of the beneficiaries

- ✓ All information and communication measures provided by the project shall **acknowledge the co-financing** support from the European Union (Reg. 2021/1060, Art. 47);
- ✓ The **Interreg Atlantic Area logo** acknowledges the EU support and shall be clearly visible in all communication materials and supports (e.g. presentations at events or the top banner of a website);
- ✓ Where the beneficiary **does not comply** with its obligations under Art. 47, the MA shall apply measures by **canceling up to 3% of the support** of the fund (according to the principle of proportionality);

**Interreg**  
Atlantic Area



Co-funded by  
the European Union

# Responsibilities of the beneficiaries

- ✔ Provide on the **partner website and social media**, where it exists, a short description of the project, its aims, results, and acknowledge the support from the EU;
- ✔ Set up **project website and social media** sites dedicated to its implementation [highly recommended].
- ✔ Organise project kick-off and closure **events**;
- ✔ Display a **poster** with a minimum size of A3 at a location visible to the public (entrance of the partner facilities);



# Responsibilities of the beneficiaries

- ✓ Progress report:  
Describe the communication initiatives carried out to achieve your communication objectives and reach the target audiences (activities, channels, tools,...).

## 5. Project management and communication ✓ Save Changes

[Expand All](#) [Collapse All](#)

- ✓ 5.1. How will you coordinate and manage your project?
- ✓ 5.2. Which measures will you take to ensure quality in your project?
- ▲ 5.3. What will be the general approach you will follow to communicate about your project?
  - 5.3.1. Please describe how your project's communication objectives, as outlined in the work plan, will help with achieving your project's main result(s). Why is communication important? Which common tactics, channels and tools will help the partnership to reach out to and involve its target audiences? How will the project communication coordinator ensure that all project partners are involved and contribute to communication?

Approved	Achieved
<div>EN</div> <p>Communication and dissemination main goals are informing and engaging target stakeholders (i.e. young people aged 16-30 interested in training, employment or self-employment, SMEs; youth services; business support agencies; local authorities; NGOs; quality2127 atlanticarea.eu/SIGLUII) participate and profit from the project's actions and</p>	<div>EN</div>

# New branding

- ✓ Atlantic Area Logo [available for download in different formats and colours]



logo of the previous period 2014-2020

- ✓ Thematic symbols [available for download in positive/ negative versions]



BLUE INNOVATION AND  
COMPETITIVENESS



BLUE AND GREEN  
ENVIRONMENT



BLUE SUSTAINABLE  
TOURISM AND CULTURE



A BETTER GOVERNANCE  
FOR COOPERATION

# New branding

## ✔ Project logos [editable versions available]



## ✔ Background of blue rhombuses



# New branding



Map of eligible area



Poster A3 [editable versions available]



# New branding

## ✔ Combination of Atlantic Area logo with other logos

CPR (EU) 2021/1060 - Annex IX, point 1.7

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





# New branding

## ✔ Combination of Atlantic Area logo with other logos

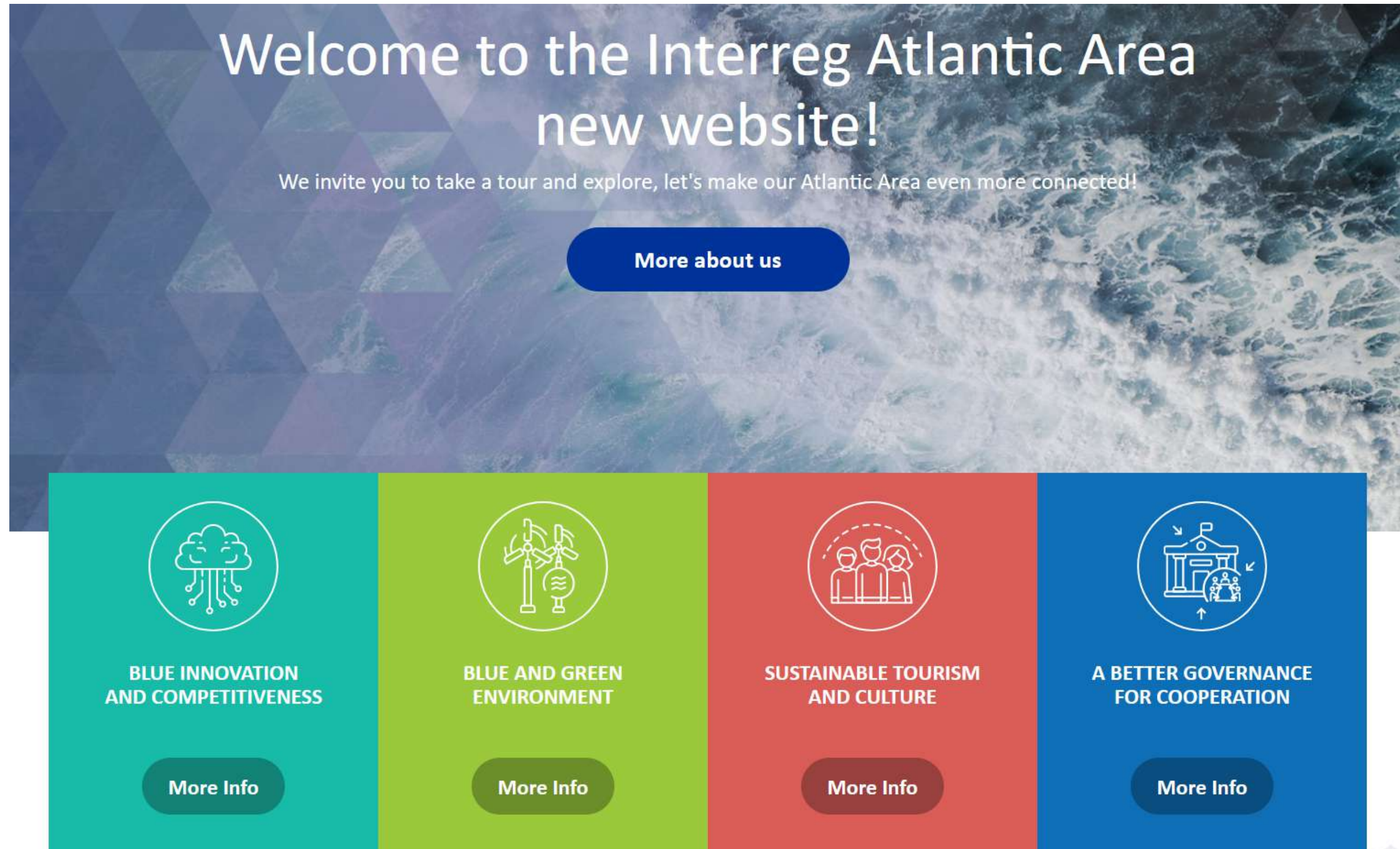
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# Communication tools





[www.atlanticarea.eu](http://www.atlanticarea.eu)



Welcome to the Interreg Atlantic Area  
new website!

We invite you to take a tour and explore, let's make our Atlantic Area even more connected!

[More about us](#)

-   
**BLUE INNOVATION  
AND COMPETITIVENESS**  
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-   
**BLUE AND GREEN  
ENVIRONMENT**  
[More Info](#)
-   
**SUSTAINABLE TOURISM  
AND CULTURE**  
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-   
**A BETTER GOVERNANCE  
FOR COOPERATION**  
[More Info](#)

# Communication tools

## For Projects > Projects Implementation



### Projects implementation

This area is dedicated to the approved projects. Once projects are approved, it is essential to understand and comply with the Programme's key rules and requirements. The resources here presented provide you with templates, guides, and tips to support you in the successful implementation of your project. You can find detailed information on project reporting, financial management, communication and monitoring procedures. Regularly updated, this section serves as a valuable hub for project partnerships, offering guidance and tools to navigate the various stages of implementation efficiently.



Programme  
Manual



Manage your  
project



Contracting  
process



Reporting



State Aid



Communication



Helpdesk

# Communication tools

It is essential to understand and comply with the Programme's key rules and guidelines, and tips to support you in the successful implementation of your project. You can find information on communication and monitoring procedures. Regularly updated, this section serves as a guide to the various stages of implementation efficiently.



## Branding

- [Atlantic Area Programme Brandbook](#)

## Guidelines for project communication

- [Guidance for project communication - section 5.5 of the Programme Manual](#)
- [Guidance on the correct use of the Atlantic Area logo in combination with other logos](#)

## Downloads

- [Atlantic Area logotype \(different file versions and colours\)](#)
- [Editable project logos](#)
- [Background with blue rhombuses](#)
- [Thematic priorities symbols](#)
- [Templates for A3 posters \(available soon\)](#)
- [Atlantic Area map](#)

## Communicating Cohesion Policy

- [European Commission's support kit for EU visibility](#)
- [Communicating Cohesion Policy in 2021-2027](#)

## Legislation regarding communication and visibility

Projects must abide by the regulatory obligations relating to the EU communication and ir


# Communication tools

## Discover our projects

### Approved projects


[List of projects approved under the First Call \(.pdf\)](#)

- Country -   - Region -   - Thematic priorities -   - Topics -   **Search**




**ADT4Blue**  
Advanced Digital Technologies for the Blue Economy

[READ MORE](#)




**AQUAFISH0.0**  
Aquaculture & Fisheries 0.0 - Improving the acceptance and social awareness in the consumption of sustainable marine food products developed under the zero-waste philosophy

[READ MORE](#)




**Atlantic Whale Deal**  
Mitigating Ship Strikes and Enhancing Carbon Sequestration in the Atlantic


[READ MORE](#)



**ATLANTIC\_SUNSET**  
Sunset Tourism in the Atlantic Area



**ATLIC**  
Atlantic InnoBlue Communities



**BEAP-MAR**  
Blue Bioeconomy in the Atlantic Area:

POST

Polycentric Sustainable Tourism: Identification of a strategy towards the sustainability of the sector



**Priority**  
Blue sustainable tourism and culture



**Total budget**  
1,55 M€



**ERDF funding**  
1,16 M€



**Lead partner**  
Eixo Atlántico (Galicia, ES)



**Duration**  
31.12.2023 — 31.12.2026

#### Summary

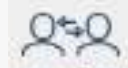
Tourism is a sector that must transform the resources of the territory into sustainable economic activity, preventing the negative effects of inadequate management: pressure on the territory or deterioration of heritage. POST aims to explore innovative ways to make tourism in the Atlantic Area sustainable with the "Polycentric Tourism".

This initiative aims to prevent negative impacts on the environment and heritage caused by inadequate tourism management. Working in collaboration with partners and the tourism sector, POST will develop and test the "Polycentric Tourism" concept, focusing on redistributing tourist flows in inland territories. The goal is to create a strategy for sustainable tourism, promoting tourism in the Atlantic Area's hinterland while alleviating pressure on highly affected areas. The project will implement four pilot Action Plans to showcase the effectiveness of the concept and serve as a guide for other regions interested in adopting sustainable tourism practices.



#### Partners:

- Deputación Provincial de Ourense (Galicia, ES)
- Instituto Orensano de Desarrollo Económico (Galicia, ES)
- Turismo do Porto e Norte de Portugal, E.R. (Norte, PT)
- Município de Braga (Norte, PT)
- Instituto Politécnico de Viana do Castelo (Norte, PT)
- Dun Laoghaire Rathdown County Council (Eastern and Midland, IE)
- Atlantic Technological University (Northern and Western, IE)
- Atlantic Cities (Bretagne, FR)
- PETR Ouest Charente - Pays du Cognac (Poitou-Charentes, FR)



#### Associated partners:

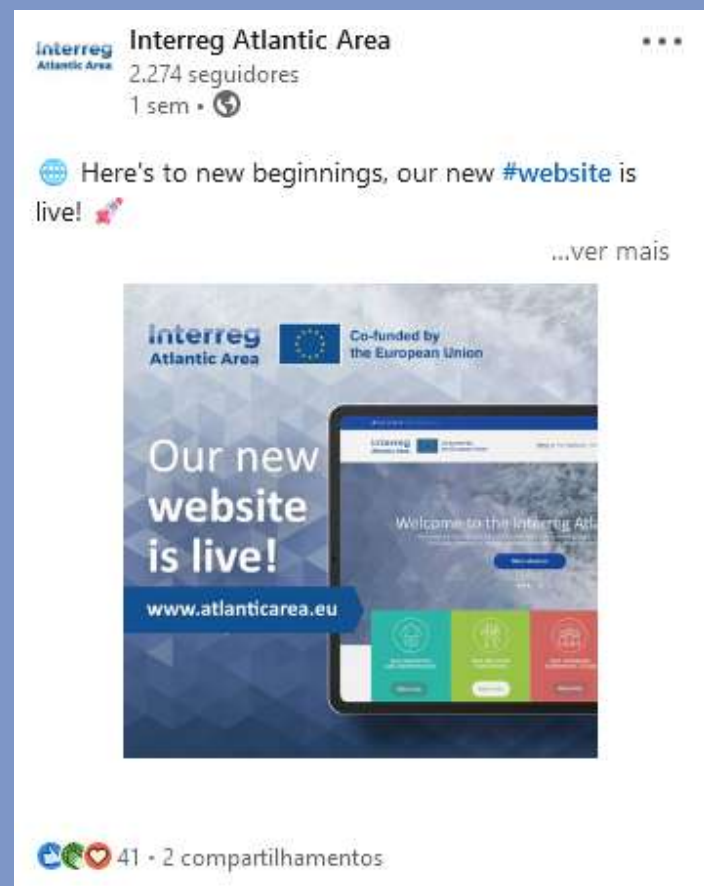


# Communication tools

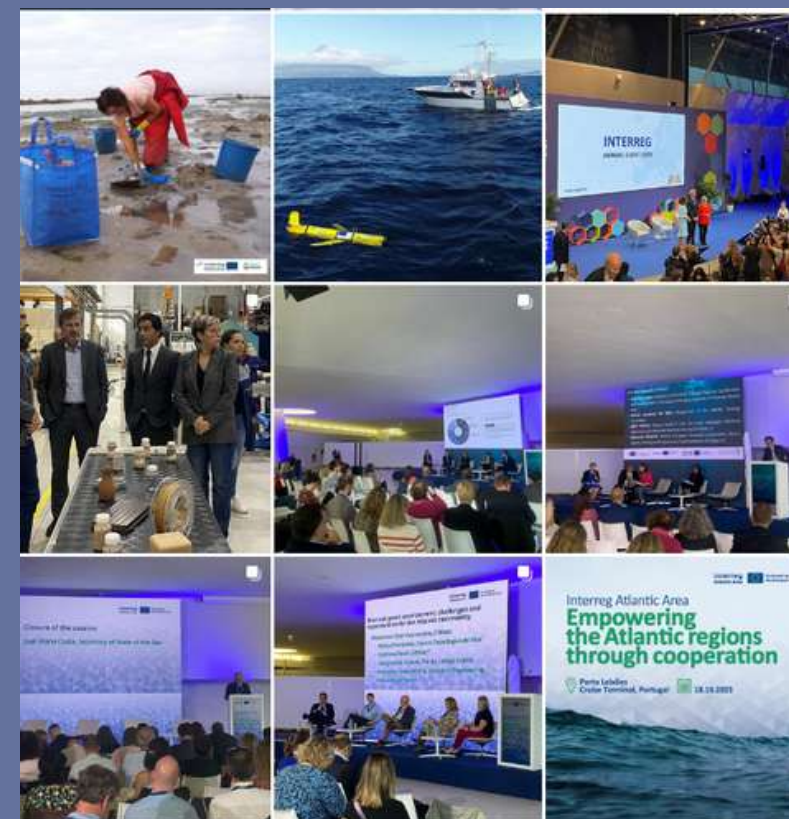
## Social media

@AtlanticArea #Interreg #AtlanticArea  
#ForbetterAtlanticregions

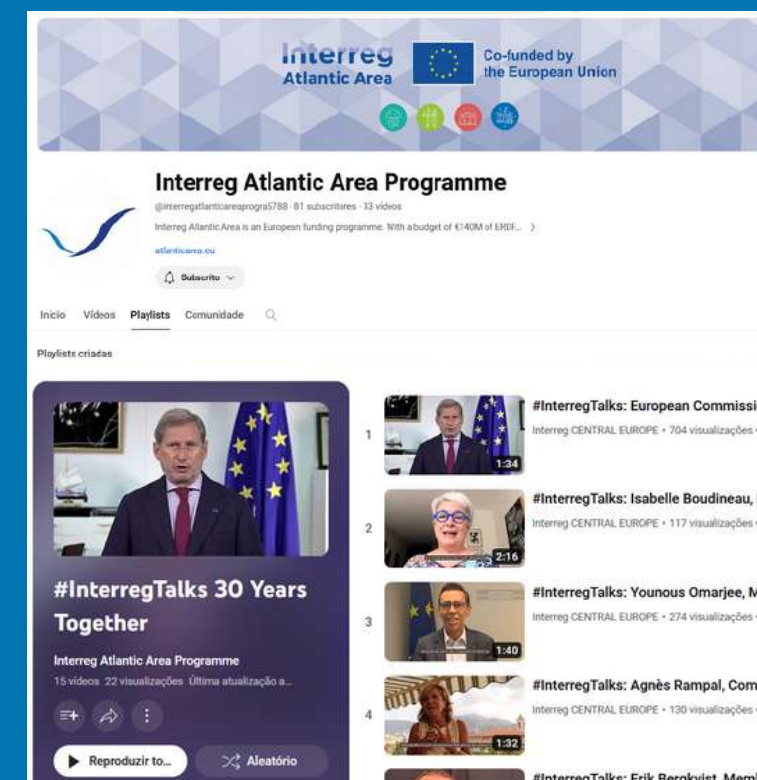
### LinkedIn



### Instagram



### Youtube



### X (Twitter)



# Tips for better communication

- ✓ **Clear project description:** ensure a clear and concise description, with clear goals, objectives, and expected outcomes;
- ✓ **Targeted messaging:** tailor your messages to different audiences. Adjust the level of detail and technical language with stakeholders, the public, or project partners;
- ✓ **Use multiple channels:** such as websites, social media, events, newsletters, press releases to reach a wider audience;
- ✓ **Engage stakeholders:** Involve stakeholders from the beginning and keep them engaged and updated throughout the project;
- ✓ **Storytelling:** share success stories, challenges, and the human side of the project to make it more interesting and accessible to a wider audience;

# Tips for better communication

- ✔ **Visuals and Infographics:** graphs, charts, images and infographics to convey complex information in an easily understandable format;
- ✔ **Branding:** maintain consistent branding across all communication materials. This includes using the same logo, color schemes, and fonts;
- ✔ **Compliance with EU + Programme communication requirements:** ensure that your communication strategy aligns with these requirements.





# Tips for better communication

Avoid **jargon** and acronyms to ensure that your project is easily understood by a diverse audience. Examples of how to simplify language:

- ✔ Original jargon statement:  
"Our project aims to implement an integrated GIS-based system to optimize the synergies between stakeholder engagement and sustainable resource management."  
**Simplified version: "We're working on a project to use a mapping system that helps us involve people and manage resources more sustainably."**
- ✔ Original jargon statement:  
"Using a cross-sectoral approach, our project employs a multi-stakeholder engagement strategy to address the challenges associated with climate change mitigation."  
**Simplified version: "We're tackling climate change issues by involving people from different sectors in our project. It's a team effort to make a positive impact."**

# Tips for better communication

Avoid jargon and **acronyms** to ensure that your project is easily understood by a diverse audience. Examples of how to simplify language:

- ✔ Original acronym statement:  
"The CREST project focuses on PPPs to enhance SMEs' access to ERDF funding for R&D activities."  
**Simplified Version: "In the CREST project, we're working on partnerships to help small businesses get funding from the European Regional Development Fund for research and development."**
- ✔ Original acronym statement:  
"The SMART regions initiative aims to implement IoT solutions for regional infrastructure, focusing on ESG criteria for sustainable development."  
**Simplified Version: "In our SMART regions project, we're using smart technology in cities and regions to make them more sustainable. We're paying attention to environmental, social, and governance factors."**

# Contact Us



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