



Communication in your application

Carla Guimarães, Communication Manager

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Maximising impact and compliance

Key message: More than promotion or visibility communication is a strategic tool for capitalisation, transfer, and long-term results.

Core focus for applicants:

- Treat your project as a compelling narrative - a story you want to share with your audience.
- Aligning communication directly with project results and EU regulations: mandatory to highlight the EU funding support in every communication actions.
- Proving readiness to engage stakeholders from day one.



Section 5 – Project Management and Communication

5.3 Communication Plan

- **Objectives:** Explain how comm objectives drive the achievement of the project's main results.
- **Target audiences & messages:** Tailored to public authorities, SMEs, and civil society....
- **Channels & Activities:** Digital media, workshops, conferences, and common tactics for outreach.
- **Internal communication:** Ensuring active contribution from all partners through effective coordination.
- **Post-closure:** Which communication activities and results uptake will continue after project closure.

Project management and communication

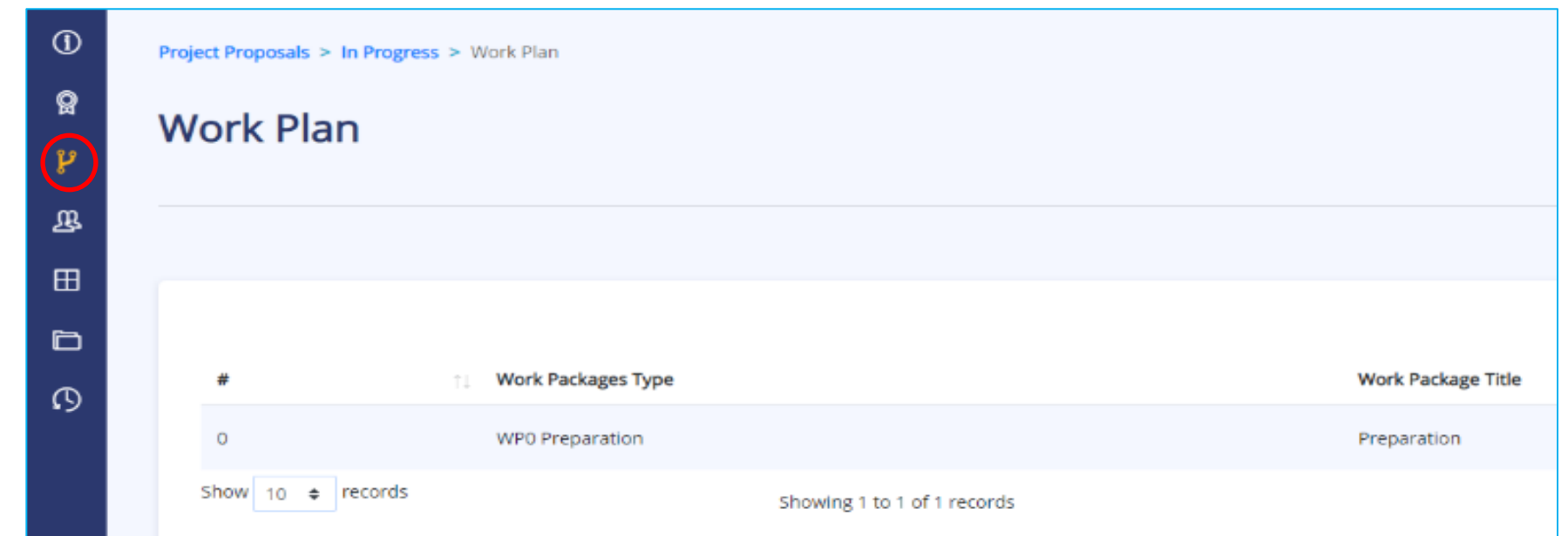
- ✓ 5.1. How will you coordinate and manage your project?
- ✓ 5.2. Which measures will you take to ensure quality in your project?
- ✓ 5.3. What will be the general approach you will follow to communicate about your project?
- ✓ 5.4. How do you foresee the reporting procedures for activities and budget (within the partnership)?
- ✓ 5.5. Cooperation criteria
- ✓ 5.6. Horizontal Principles
- ✓ 5.7. Project monitoring environment indicators

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Section 3 – Workplan

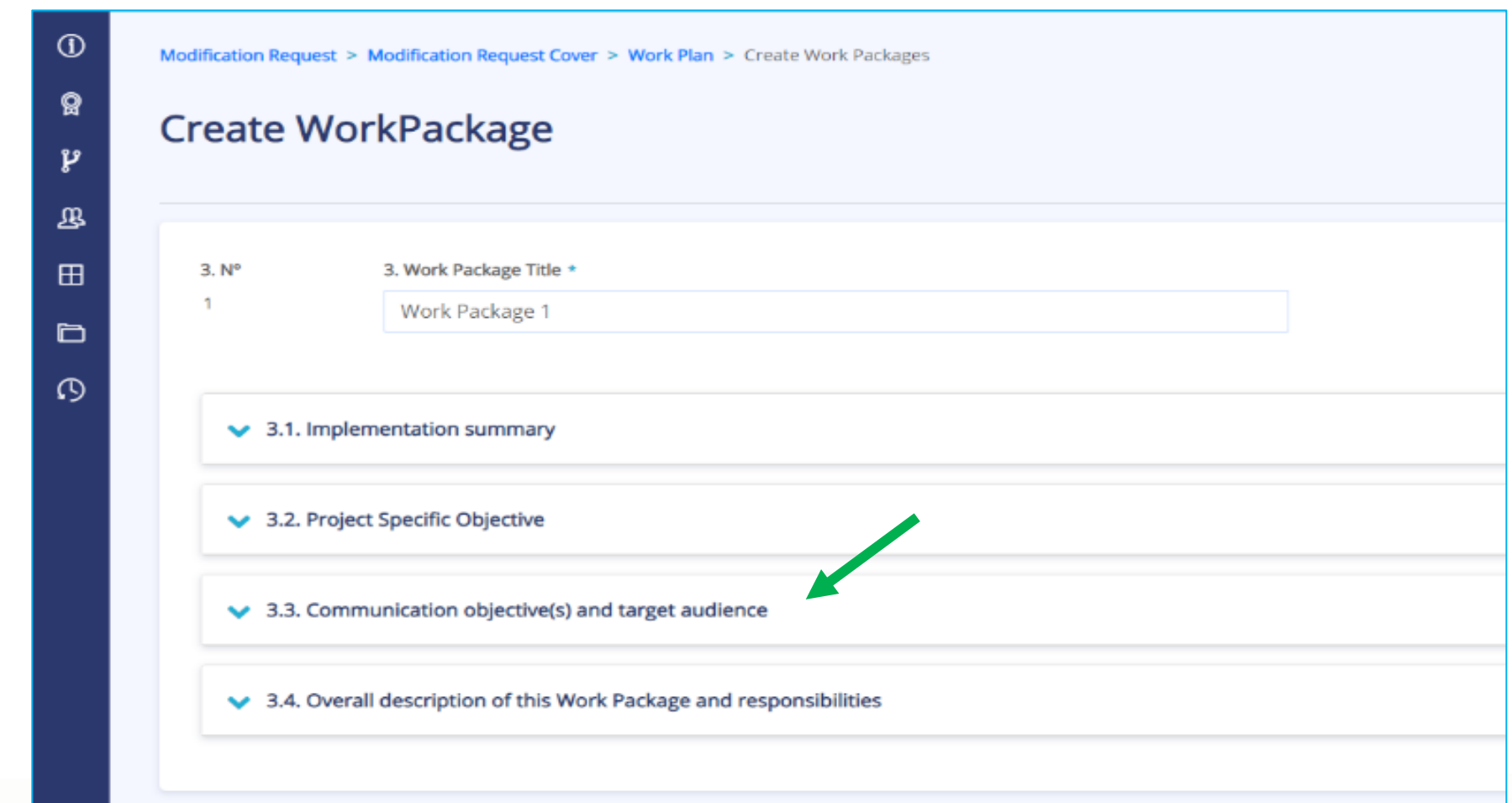
3.3 Integrated Communication within workpackages

- Communication is not a separate work package; its activities must be embedded directly into the thematic work packages.
- Each work package must clearly define its specific communication objectives and target audience.



#	Work Packages Type	Work Package Title
0	WPO Preparation	Preparation

Show 10 records Showing 1 to 1 of 1 records



Modification Request > Modification Request Cover > Work Plan > Create Work Packages

Create WorkPackage

3. N° 1 3. Work Package Title * Work Package 1

3.1. Implementation summary

3.2. Project Specific Objective

3.3. Communication objective(s) and target audience

3.4. Overall description of this Work Package and responsibilities

Section 4 - Partnership

Section 4.4 – Project motivation and contribution

- Briefly demonstrate that the coordinating **partner for communication** has the right background and competences.
- Focus areas: Communication planning, stakeholder engagement, digital media, and experience in communicating EU-funded projects.

4. Partner Number
1

4. Partner Position *
Lead partner

4.1. Partner Information

4.2. Contacts

4.3. Bank Account

4.4. Partner motivation and contribution

4.5. State Aid information

4.6. Partner co-financing

4.7. Partner budget per budget line and year

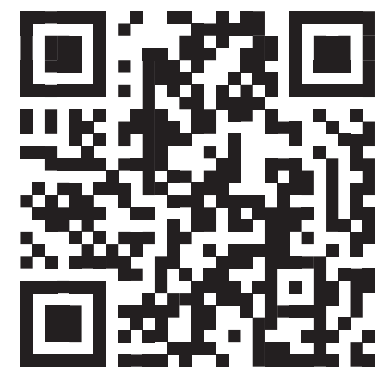
4.8. Complementary information

Final tips



- Avoid copy-pasting standard communication definitions; tailor them strictly to your capitalization and transfer goals.
- Link communication indicators to tangible outputs: use quantifiable metrics rather than generic metrics on social media.
- Sustainability: Do not leave the future of your results unaddressed; clearly outline a mid/long-term dissemination plan.

Make your results visible, transferable, and ready for uptake from the very first draft!



www.atlanticarea.eu

For further information:
carla.guimaraes@atlanticarea.eu
js@atlanticarea.eu

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