

Interreg



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Communication

online | 18 April 2023

21/27

Corinna Haitzer



Useful resources

- ✓ Programme manual
- ✓ Video tutorial
- ✓ Communication toolkit
- ✓ Corporate design manual
- ✓ Project corporate design kit
- ✓ Website manual and training

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Communication Toolkit

Tools to create & implement your project communication strategy

Interreg Alpine Space Programme I March 2022



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Setting up project communication



In the next months:


- Communication strategy
- Project poster
- Website
- Info on partners' websites

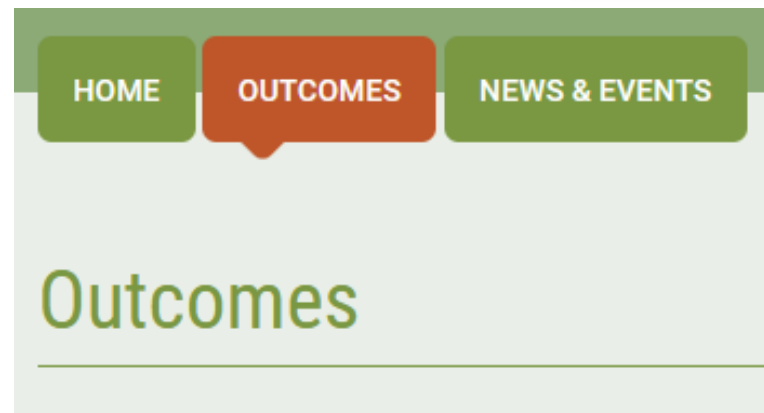
In the next weeks (28 April):

- Elevator pitch
- High quality pictures
- Communication manager
- Website

Your project website



- ✓ Is embedded in the programme website
- ✓ Must be online within 6 months (i.e. 1st Oct. 2023)
- ✓ Basic info imported directly from 
- ✓ Upload all outputs



Branding and visibility requirements



Projectname

- Logo + Interreg statement
- Financial consequences of up to 2%

ERDF possible!

- Poster
- Partners' website or social media
- Project website



Tips



- ✓ Define a strategy
- ✓ Appoint a communication manager
- ✓ Involve all partners
- ✓ Use existing communication channels
- ✓ Respect the requirements
- ✓ Do not wait for the last months

Your contacts at the joint secretariat



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Thank you for listening!

