

**Interreg**



Co-funded by  
the European Union

**Alpine Space**

# Communication

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21/27

Denise de Roux

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# Useful resources



[www.alpine-space.eu/resources](http://www.alpine-space.eu/resources)

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



# Setting up project communication

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## In the next weeks

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


## In the next months

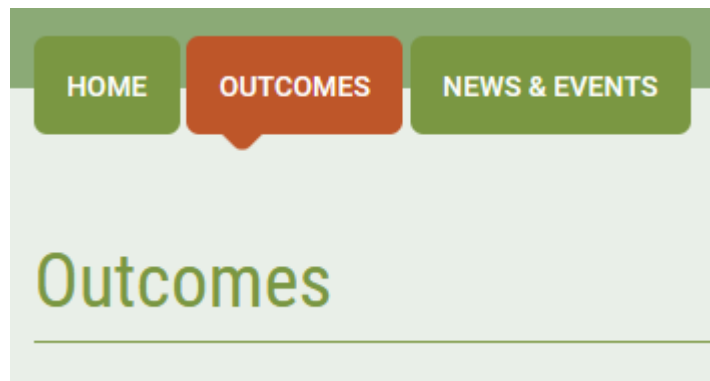
- Communication strategy
- Project poster
- Website
- Info on partners' websites

# Your project website

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- ✓ Is embedded in the programme website
- ✓ Must be online within 6 months (i.e. Jan. 2025)
- ✓ Basic info imported directly from 
- ✓ Upload all outputs



# Branding and visibility requirements



## Logo + Interreg statement

Be careful! Financial consequences of up to 2% ERDF possible



Poster



Project website



Partners' website  
or social media

# Checklist

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

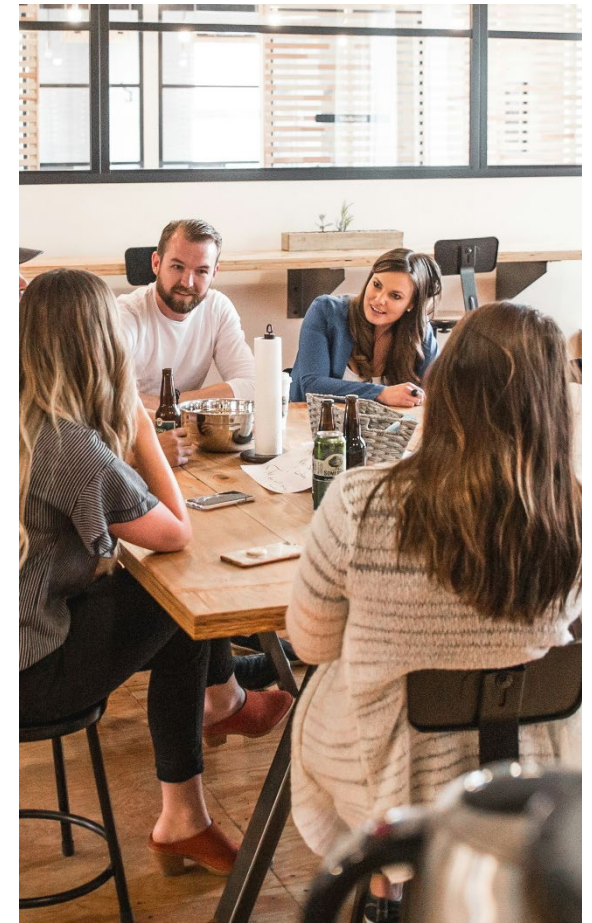
# Communication is key



Reach your objectives



Ensure durable results



Foster transfer to other  
organisations and regions

# Your contacts at the Joint secretariat

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# Thank you for your attention!

➔ Next: Q&A and next steps

