

Main communication and visibility criteria for ENI CBC Med funded projects

Training for lead beneficiaries – capitalization projects
Barcelona, 23 November 2021



1. Communication, a key component of the project success



“

Imagine that you live in a desert
and that you are thirsting for water.
To us, Palestinian women,
this project is like water:
it keeps us alive and
gives us strength.”

Needa Salama,
beekeeper and beneficiary
of the RUWOMED project



Your mission

“I will bear in mind to always **convey impact** when communicating, at the end of the day that is why we all are here for... **make a positive impact in the world**”.

Communication manager (one of us!)

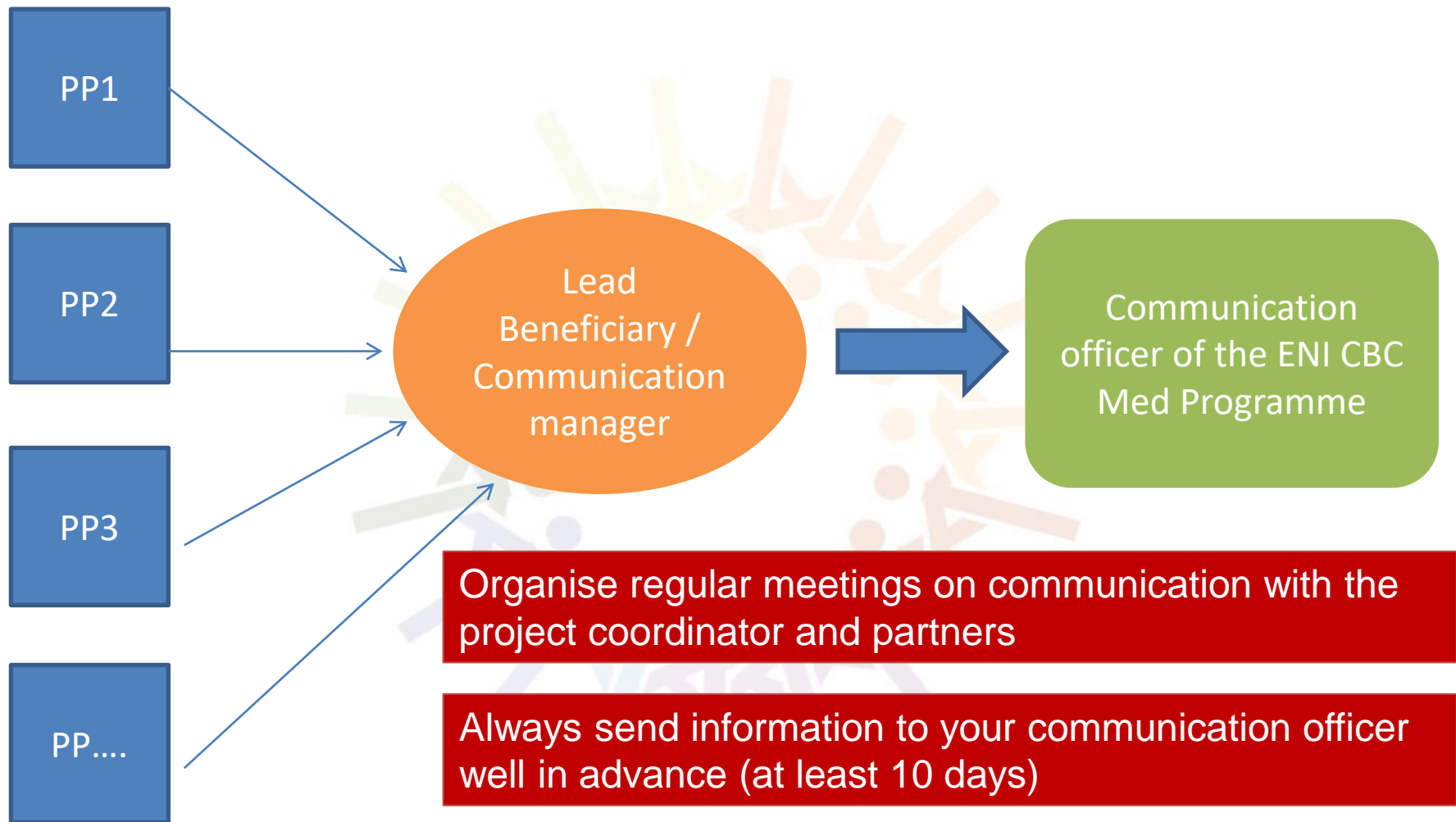
➔ After **2** years we have changed together the organic waste management in some [#Mediterranean](#) pilot towns.

Legal aspects

- Article 79 of Commission Implementing Regulation (EU) No 897/2014: *The Managing Authority and the beneficiaries shall ensure **adequate visibility of the Union contribution** to programmes and projects in order to strengthen **public awareness of the Union** action and create a **consistent image** of the **Union support** in all participating countries.*
- Article 21 of the Grant Contract: *“the Beneficiary must take all necessary steps to **publicise the fact that the European Union has financed or cofinanced the project**. Such measures must comply with the Programme rules for visibility....*

**Practical provisions contained in the
Guidelines for Communication and
Visibility**

Internal communication matters!



Know the rules



Non-compliance with visibility rules may lead to ineligible expenditure



KEEP
CALM
AND
follow the
golden rules

1. Supervise communication activities of partners
2. Define common templates, procedures and checklists
3. Always share any kind of material with your communication officer for **advice** and **approval**

Essential qualities for a communication officer

- **Curious**
- **Creative**
- Motivated
- Empathic
- **Strategic thinking**
- **Sound knowledge of the project**
- Intellectual agility: willing to immerse yourself in a range of different, sometimes unfamiliar subjects
- Networking
- **Attention to details**
- Translate technical contents into engaging information

You have a key responsibility in the project success!

2. Project visual identity FROM



TO

We are family



Don't be creative



GreenBuilding



Project logo: 5 simple rules

1. Minimum size: **4cm (height) and 10.17cm (width)**
2. **Never smaller** than other logos placed next to it
3. Only members of the partnership (Lead beneficiary and partners) are entitled to have their logos displayed together with the project logo
4. Always appear **on top of any material**, on the **front page** (for publication, etc.) and at the **beginning of a video**
5. Consult your communication officer for advice



Integrating project logo on communication material – examples 1/6



Integrating project logo on communication material – examples 2/6



Integrating project logo on communication material – examples 3/6



LIVE WEBINAR

Disruption in the agri-food sector

sustainable scenarios after covid-19 in the Med Region

Women empowerment & employability

16th
June
2020

11:00 AM
01:00 PM
(CEST)



Via Zoom Webinar

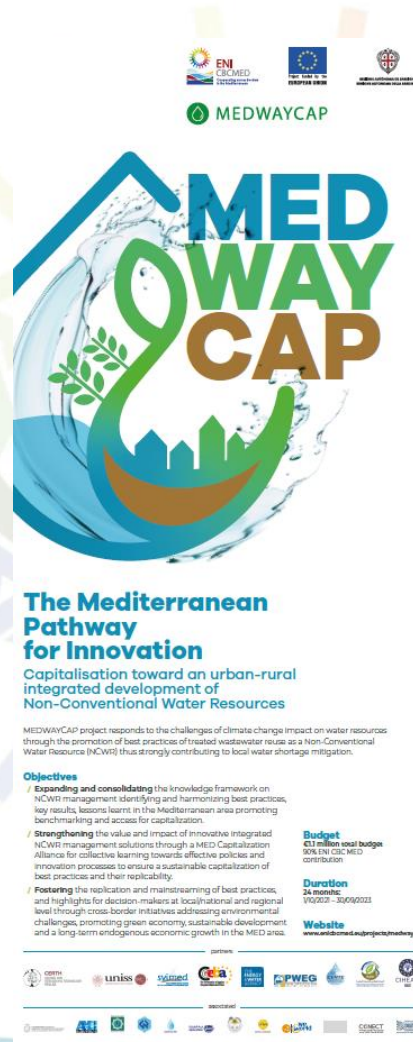


Available
languages

English-Arabic
Italian-Spanish

Integrating project logo on communication material – examples 4/6







Your best investment



**Creative and
professional graphic
designers,
photographers and
video-makers**


Creating communication within communication



Design of COMMON t-shirt
created by **Italian cartoonist**
Giuseppe Palumbo
Teaser video viewed by 15k+

Giuseppe Palumbo
4 agosto 2020 · 🌐

Ecco la nuova t-shirt con mio disegno e colori di [Arianna Farrisella](#) per un bel progetto promosso da Common Med e Legambiente! Mina, cagnetta vagante, approva.



Common - Med Project
4 agosto 2020 · 🌐

In 1992, during a storm, 7200 #plastic ducks ended up in the middle of the Pacific: #Ocean when the container that transported them fell from a cargo ship. Still today, those rubber ducks are found on #beaches all over the world.


A story illustrated by the artist Giuseppe Palumbo for the Common - Med Project, creating the official #Tshirt!

We are really grateful to him!

#ComicArt #MarineLitter #GOMED #WeAreAllMed

Fumo di China Stay Nerd ENI CBC Med Programme Legambiente Onlus EU Maritime & Fish CIEAM/Bar Università degli Studi di Siena Université de Sousse Institut National des Sciences et Technologies de la Mer Tyre Coast Nature Reserve - محمية شاطئ صور الطبيعية

👍👍👍 Tu, Saverio Nuzzolese, Giuseppe Adamo e altri 148 · Commenti: 6 · Condivisioni: 2



Ensuring EU visibility on pictures

VS



Which one works best?

3. Selected visibility criteria (and approaching deadlines)



The communication plan

Due to be submitted 30 days AFTER the SENDING OF GUIDELINES FOR VISIBILITY (**DEADLINE: 12/12/2021**)



- A roadmap for the timely and effective implementation of the communication activities
- No formal template but suggested elements to be addressed: objectives, target groups, key messages, activities, time plan, budget, evaluation.
- From our experience: importance of having clear, measurable **quality and quantity indicators** to actually measure the impact of communication activities
- An **important opportunity to share a vision and strategy, joint objectives with the coordinator and partners: involve them in the drafting**

Engaging partner organisations

TWO MONTHS AFTER SENDING OF GUIDELINES FOR VISIBILITY
(**DEADLINE: 12/01/2022**)



Reference to the project in institutional websites of partner organisations
<https://www.najah.edu/en/erc/projects/med-ecosure/> (be sure that analytics can be implemented) – **NOT A SEPARATE WEBSITE**

Posts on social media of partner organizations about the project, ideally mention the Programme (@enicbcmcd)

Within three months after the signing of the Grant Contract: A3 poster or roll-up poster at premises of Lead Beneficiary and partners

Remember to send related links to your communication officer (preferably one single email)

Main visibility criteria to be included on material

1. Project logo
2. Clear reference that the project is funded by the EU under the ENI CBC Med Programme
3. Short description of the project + how the publication (study, research, guidelines, etc.) is integrated in the overall context of the project
4. Total budget of the project as well as the amount of the contribution received (in figure + percentage)
5. Disclaimer (for long publications and/or when opinions are expressed)
6. Statements about the EU and the Programme (for long publications)
7. Link to project website
8. Contact person

Branding infrastructures and equipment

- Pilot plants or valorization of a specific site: highly visible permanent display panels/plaques in place **5 years after the payment of final balance**
- People can understand the nature of the project
- Temporary billboards during construction works
- Stickers on equipment with 'Provided by the EU' and project logo'

Check design with your communication officer to be on the safe side

Branding infrastructures and equipment

Permanent plaque for pilot plants and sites



Branding infrastructures and equipment

Permanent plaque for pilot plants and sites



Nature Based Solutions for Domestic Water Reuse in Mediterranean Countries

This **living green wall to treat greywater** was built through “Nature Based Solutions for Domestic Water Reuse in Mediterranean Countries” (NAWAMED), a project funded by the European Union under the ENI CBC Med Programme.

Budget

€ 3.2 million total budget
90% EU contribution

Duration

36 months:
10/09/2019 – 09/09/2022

Website

www.enicbmed.eu/projects/nawamed

partners



Small items: always ask advice to your communication officer

Use eco-friendly options



3. Working with media



Engaging media from the beginning of the project

- Mandatory to disseminate a **press release** and organize a **press conference/briefing** on the occasion of the kick-off meeting/closure meeting
- Suggested to disseminate **press releases on a regular basis** to highlight key project milestones, achievements, events, opportunities

Main elements to be featured on press releases:

1. Project logo
2. Clear reference that the project is funded by the EU under the ENI CBC Med Programme
3. Total budget of the project as well as the amount of the contribution received (in figure + percentage)
4. Disclaimer
5. Link to project website
6. Contact person

The importance of press releases

ENVIRONNEMENT - RECYCLAGE

La mine d'or méconnue des déchets de construction et de démolition

Un nouveau projet financé par l'UE confèrera à des partenaires libanais le savoir-faire pour récupérer et recycler ces matières afin de les utiliser dans la construction de routes. De quoi irriter le lobby des carrières ?

OLJ / Par Suzanne BAAKLINI, le 04 novembre 2020 à 00h00



Un paysage de remblais familial dans les vallées libanaises. Photos d'archives L'OLJ

🕒 Dernières infos

RELATED

Tadweer reopens Ghayathi crusher in Al Dhafra Region

Abu Dhabi waste management unit reopens 2,000 T crusher

Plan to set up recycling unit in Bahrain for electronics and electrical appliances

READ NEXT

PROJECTS: Egypt to offer tenders on new oil and gas blocks shortly

Laipac technology partners with two UAE Companies to launch world's first AI Rapid Antigen Test System

UAE airline offers \$14; 2,500 tickets on sale

HOME > BUSINESS > CONSTRUCTION > ARTICLE

CONSTRUCTION | 27 OCTOBER, 2020

Re-Med project launched to recycle rubble for road construction in Mediterranean

The project involves four countries: Tunisia, Lebanon, France, Italy



Construction Equipment Earth Scooper at Highway Construction Project Image used for illustrative

Prima pagina | Regioni | Nazioni | News Analysis | Politica | Economia | Cultura | Energia | Trasporti | Turismo

ANSAméd > Ambiente > Lanciato progetto Ue Re-Med, strade da rifiuti costruzione

Lanciato progetto Ue Re-Med, strade da rifiuti costruzione

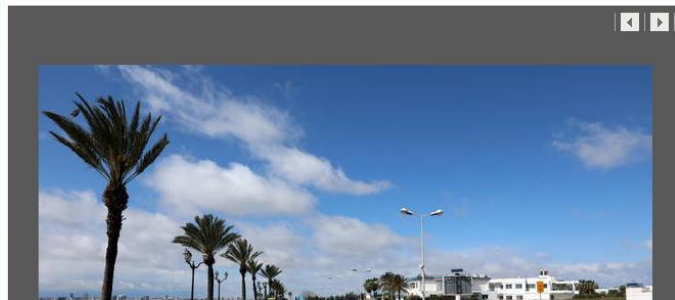
Coinvolti Tunisia, Italia, Francia, Libano

28 OTTOBRE, 11:07

🐦 Tweet

👤 Consiglia

🔍 Indietro 🖨 Stampa ✉ Invia 💬 Scrivi alla redazione 💬 Suggestisci



Establish cooperation with the **press office of your organisation** and support partner in disseminating **press releases in local languages**

A growing visibility

- **200+ appearances** in media/press outlets of the cooperation area



**L'Orient
LE JOUR**

**CORRIERE
DELLA SERA**

- (To be) Updated press review: <http://www.enicbcmmed.eu/info-center/press-review>
- Euronews coverage: <http://www.enicbcmmed.eu/index.php/euro-news-report-about-bestmedgrape>

4. People at the core of communication



Don't speak...let others do it for you

Who can best tell the impact of your project than those benefitting from it?

- **People relate to other people**
- Look for testimonials: Start-uppers, students, researchers, young people, trainees, **final beneficiaries** (women, farmers, SMEs managers, etc.), **local elected**, bloggers, influencers, etc.
- Organise interviews, collect statements, engage them in your communication

The importance of testimonials



“CROSSDEV project is helping us by promoting greater community engagement in the tourism sector and encouraging inclusive and sustainable economic growth”

Galsoum, owner of a small business in Umm Qais, Jordan selling food to tourists and local alike

Group discussion

Who are you working for? These people are your best ambassadors?

- Name **two groups** you would like to involve to tell your project
- **How would you involve them?**

4. Things we love



Engaging the public - 1



Engaging the public - 2



Make people 'feel and touch' the results of your project



Storytelling

A “jellyfish robot” to clean up waste from the Mediterranean Sea



Twitter



Facebook



LinkedIn



E-mail

More share options

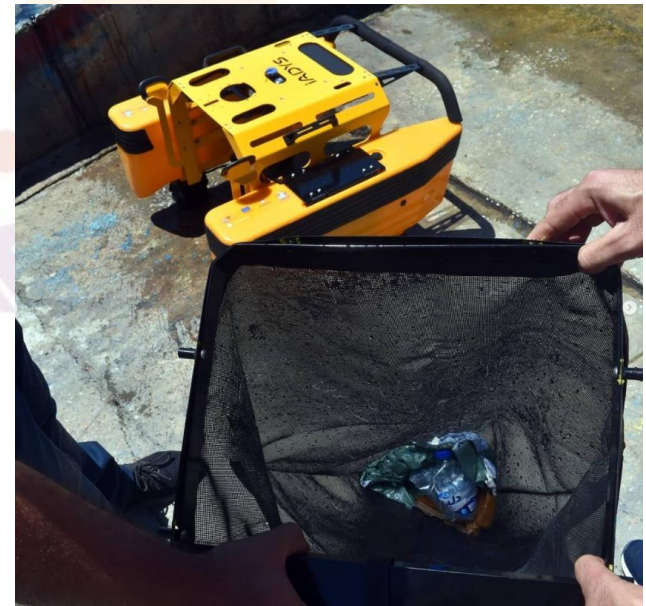


07/07/2021

The remote-controlled robot was launched in the waters of Sidi Bou Said port (Tunisia) to clean the marine litter floating in the sea.



The [Common project](#), funded under the Mediterranean Sea Basin ENI CBC programme, has set in action the “jellyfish robot” at the Tunisian Mediterranean Sea waters, an electric robot that cleans the marine litter and collects the floating waste from the ports and other areas of difficult access. As explained by Sana Ben Ismail (researcher at the INSTM and COMMON partner) the robot is equipped



'Strategic' gadgets



Press, high-level visits and farm trips

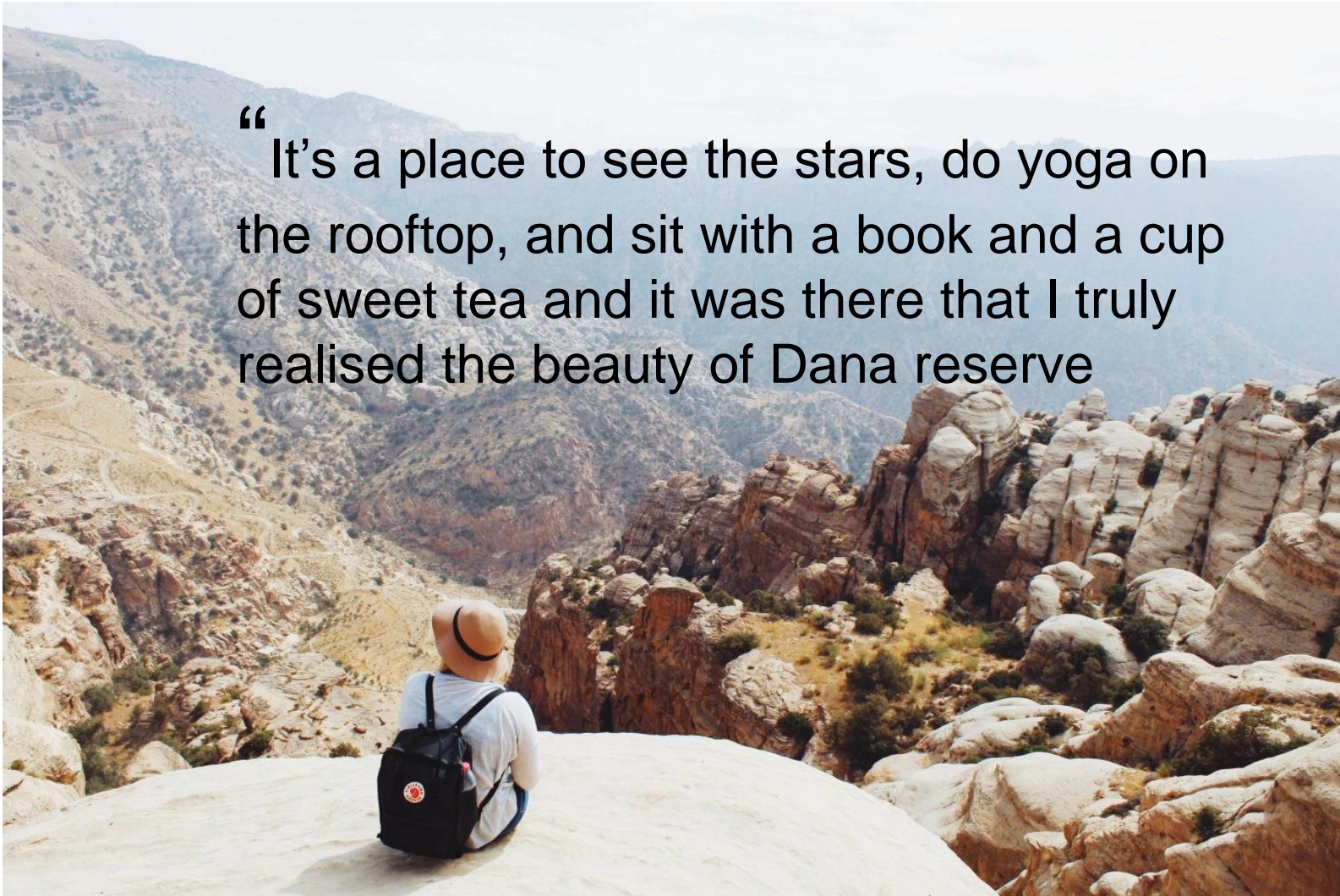


Art, contests, exhibitions, initiatives for schools



Bloggers

“
It's a place to see the stars, do yoga on the rooftop, and sit with a book and a cup of sweet tea and it was there that I truly realised the beauty of Dana reserve



<https://jofraserwrites.com/2015/12/04/i-found-wild-beauty-its-in-jordan/>

Influencers



Be creative, be disruptive

“If you always do what you always did, you will always get what you always got

Group discussion

Share with the participants the most innovative communication action you plan to implement and explain why