



Programme funded by the  
**EUROPEAN UNION**



**REGIONE AUTÒNOMA DE SARDIGNA**  
**REGIONE AUTONOMA DELLA SARDEGNA**

# **Main communication and visibility criteria for ENI CBC Med funded projects**

**Rome, October 2019**

“

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



# On today's agenda

- Full understanding of communication and visibility criteria
- First glance at projects websites
- Turning projects into stories

**We want to hear from you!**

# 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 co-financed the project**. Such measures must comply with the Programme rules for visibility....*

Practical provisions contained in the Guidelines for Communication and Visibility

# We care about communication



- Ensure transparency
- Demonstrate value for money
- Showcase the magnitude of Euro-Mediterranean cooperation



# Know the difference

## Communication

- promoting the project itself and its results
- multitude of audiences beyond the project own community, including the media and the public

## Dissemination

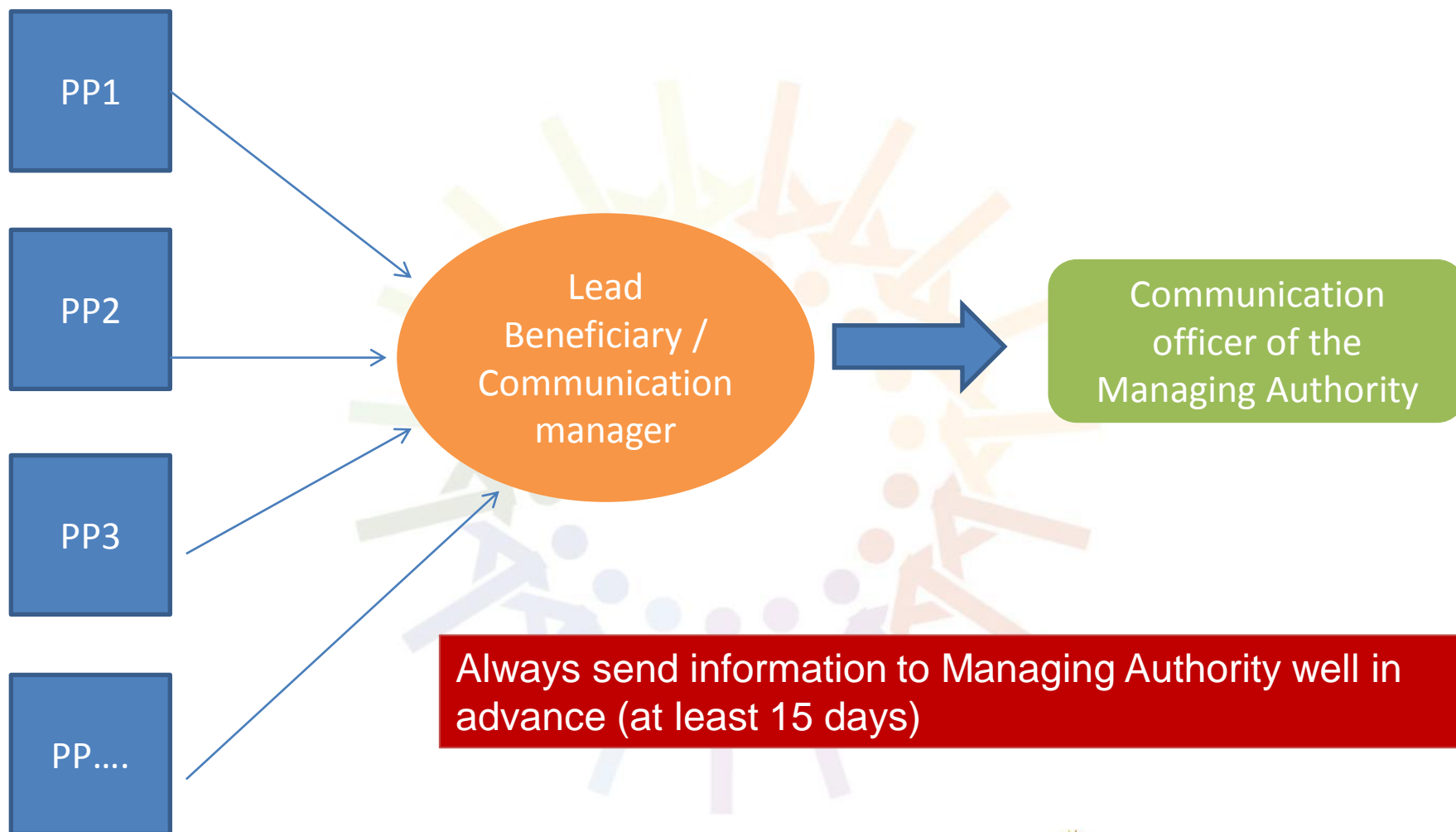
- public disclosure of the results by any appropriate means
- transfer of knowledge to audiences with interest in the potential use of the results

## Exploitation

- utilisation of the project results in further activities (research, application, policy development)
- stakeholders, including project partners, make concrete use of the project results

Source: <http://www.accelopment.com>

# Internal communication matters!



# Communication means emotions

## Projects



## Stories



- Steering committee
- Specific objective
- Expected results
- Outputs

- Real people
- Ambition
- Impact, change
- New products/services



# Respect 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 material with the Managing Authority for advice

# We are family



# Don't be creative



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# 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



# Digital communication

ONE MONTH AFTER SIGNING OF GRANT CONTRACT



**Reference to the project in institutional websites of partner organisations**

[https://www.camara.es/fondos/feder\\_fse.html](https://www.camara.es/fondos/feder_fse.html)

[http://www.medrec.org/En/Med%20EcoSuRe\\_11\\_112](http://www.medrec.org/En/Med%20EcoSuRe_11_112)

**Remember to send related links to the Programme communication officer**



# Social media: follow us and share



@ENI CBC Med



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# Social media



Social media are great platforms to amplify the audience of the project and engage new users

## BUT BE SURE

1. To invest enough **time and human resources** (it's a serious business)
2. To post **frequently** (at least once a week), use visuals, emoticons, GIFS, share contents from others related to your work
3. To tag the Programme (@ENICBCMed) and use the official hashtag **#GOMED**
4. To comply with Programme **visibility rules**



**Consider paid ads**

## Social media



Let's see some examples

<https://www.facebook.com/bestmedgrape/>

<https://www.facebook.com/CoEvolve4BG/>

<https://twitter.com/EUinIsrael/status/1174373383355674624>

<https://twitter.com/CIHEAMBari/status/117677881966925414>

4

<https://twitter.com/CEOMED1>

[https://twitter.com/MEDUSA\\_Tourism](https://twitter.com/MEDUSA_Tourism)

# Engaging media

- Mandatory to disseminate a **press release** and organize a **press conference/briefing** on the occasion of kick-off meeting/closure meeting

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

# Organising successful events

Not a sum of PowerPoint presentations but a learning experience.

Importance of:

- Location (museums, open-air, universities, pilots, etc.)
  - Speakers (active moderators, final beneficiaries, etc.)
  - Messages / interactivity / experience (food, music, videos, etc.)
- Always inform the Managing Authority
  - Importance of inviting National Contact Points and EU delegations in Mediterranean Partner Countries. Please check with Managing Authority



# Branding premises, 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.
- Within three months after the signing of the Grant Contract: A3 poster or roll-up poster at premises of LB and partners

Check design with Managing Authority to be on the safe side





Improving the Environmental Sustainability of Irrigated Agricultural Production in Lebanon and Jordan

**ICU** ENSIAP PROJECT

**National Center for Agricultural Research and Extension (NCARE)**  
DEIR ALLA STATION – JORDAN VALLEY

**EXPERIMENTAL PLOTS**

مشروع ممول من الاتحاد الأوروبي







LINEAR FRESNEL SOLAR ENERGY SYSTEM  
of  
The Cyprus Institute  
inaugurated by  
the Honourable Minister of Finance  
**Mr. HARRIS GEORGIADES**  
on 11<sup>th</sup> April 2016, in the presence of

Prof. Dan-Olof Riska chairing the CREF Board of Trustees  
Dr. Andreas Pittas chairing the Executive Committee of the CREF Board of Trustees  
Prof. Costas N. Papanicolas presiding The Cyprus Institute



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Provided by the European Union ENPI CBC MED Program  
Πρόγραμμα Χρηματοδότησης και της Ευρωπαϊκής Ένωσης  
- Πρόγραμμα Διασυνοριακής Συνεργασίας ENPI Med

# Reporting on communication activities

Specific indicators included in reporting template:

- Estimated audience of press, radio, TV features about the project
- Number of visitors/unique visitors of project description on partners websites
- Social media: followers, likes, engagements, impressions

Keep records of project media coverage  
Consult social media analytics on a regular basis



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

## Look for testimonials

- Start-uppers, students, researchers, young people, final beneficiaries (women, farmers, SMEs managers, etc.) bloggers, influencers, etc.
- Organise interviews, collect statements, give them tools to communicate (camera for vlogging).

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

I THINK A PROGRAMME OF  
**COOPERATION** AMONG  
THE COUNTRIES OF THE  
**MEDITERRANEAN** REGION  
LIKE **ENPI CBC MED** CAN  
MAKE A **DIFFERENCE** FOR  
THE **YOUNG GENERATION**.

JAFAR ALBADARNEH, JORDAN





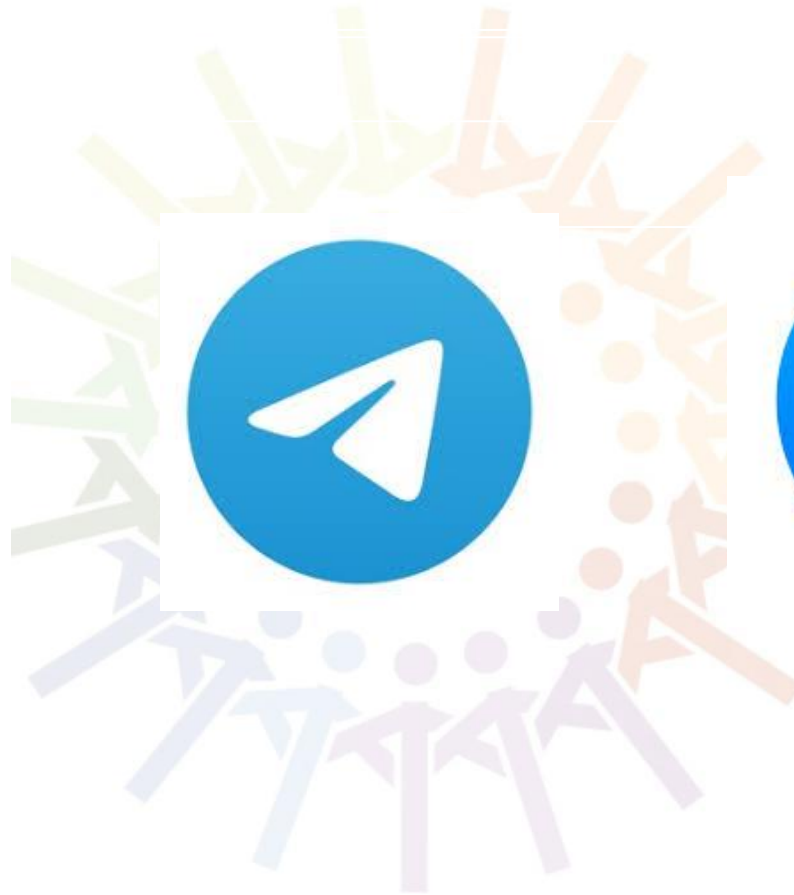
# Engaging citizens



# Social media takeover



# Direct marketing



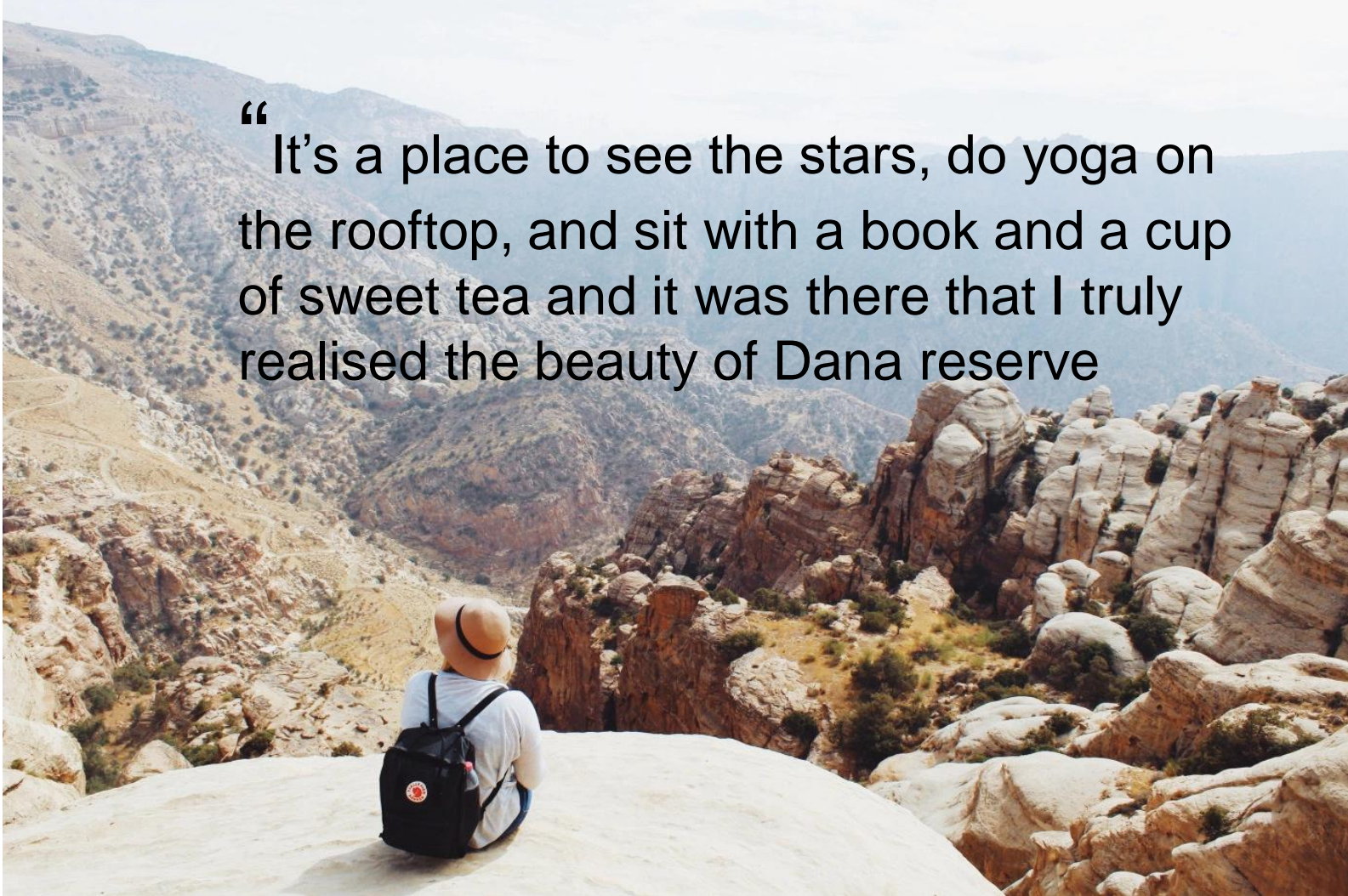


# Press visits



# 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/>