



Main communication and visibility criteria for ENI CBC Med funded projects

Training for lead beneficiaries – strategic projects
23 February 2021

“

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

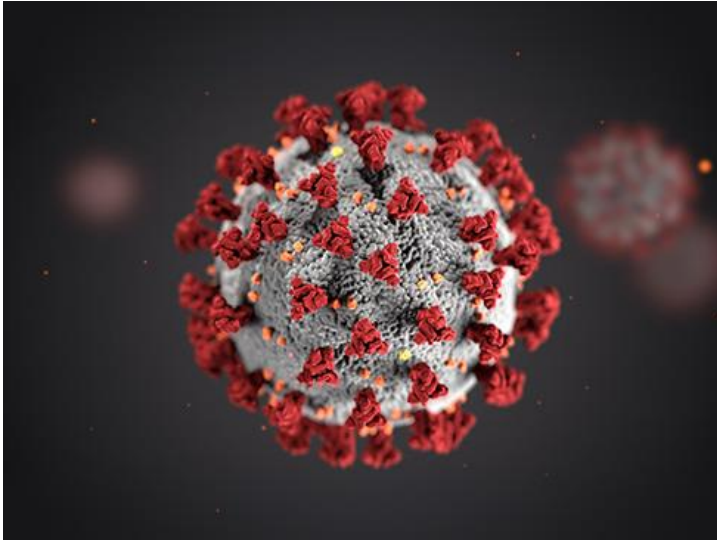


Your mission

“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!)

A new context, many opportunities



How does your project contribute at local/pilot level to broad, global challenges?

The power of communication



Impactful communication brings great rewards to internal cohesion of project partnerships

Communication means emotions

Application form: project language



Impact-based narrative and stories



- Steering committee
- Specific objective
- Expected results
- Outputs
- Outcome

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

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....*

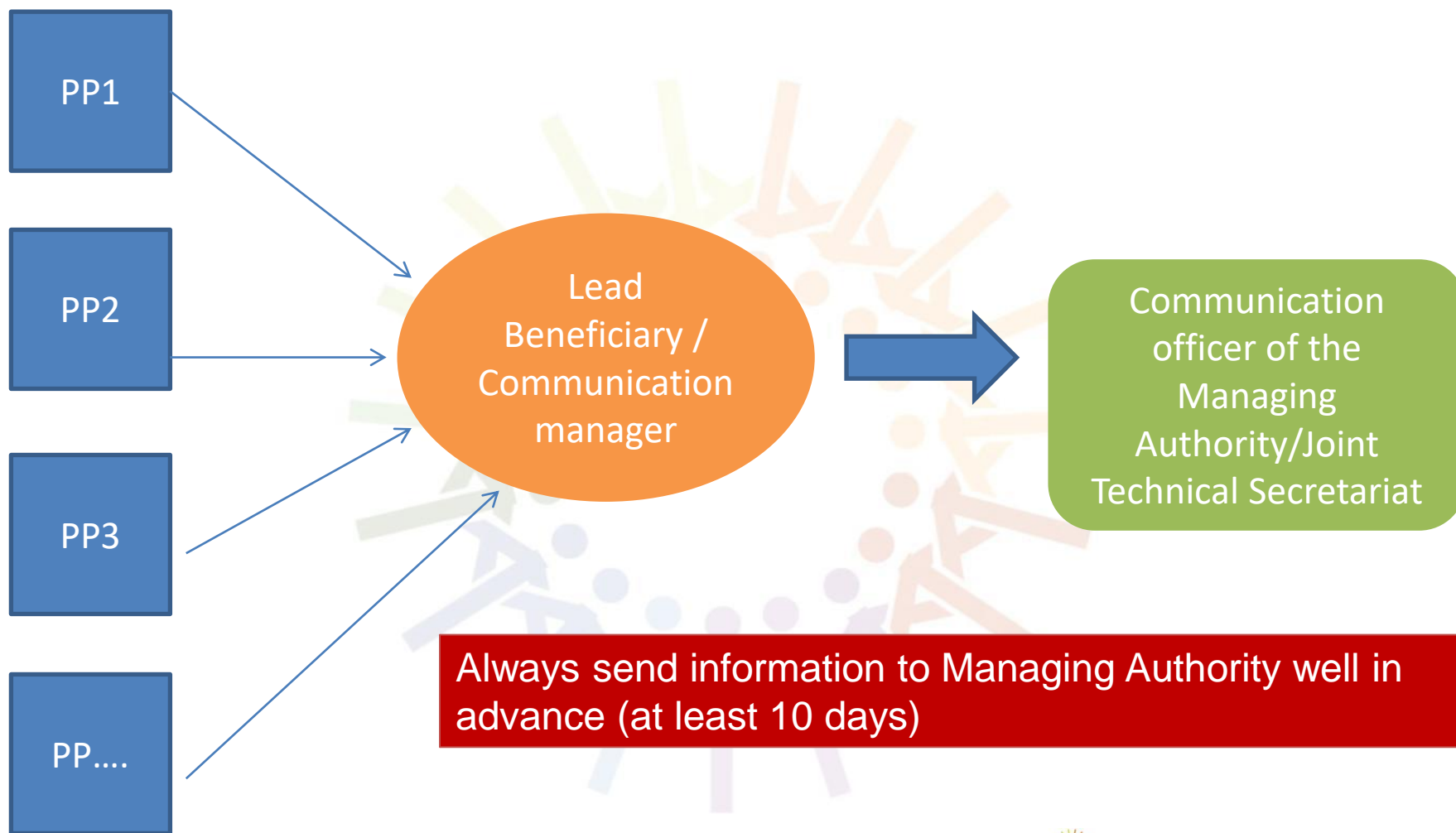
**Practical provisions contained in the
Guidelines for Communication and
Visibility**

We care about communication



- Ensure transparency
- Demonstrate value for money
- Raise interest of media, institutions, the general public
- Showcase the magnitude of Euro-Mediterranean cooperation

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 the Managing Authority/Joint Technical Secretariat officers for **advice** and **approval**

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 1/4



Integrating project logo on communication material – examples 2/4



Integrating project logo on communication material – examples 3/4



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)



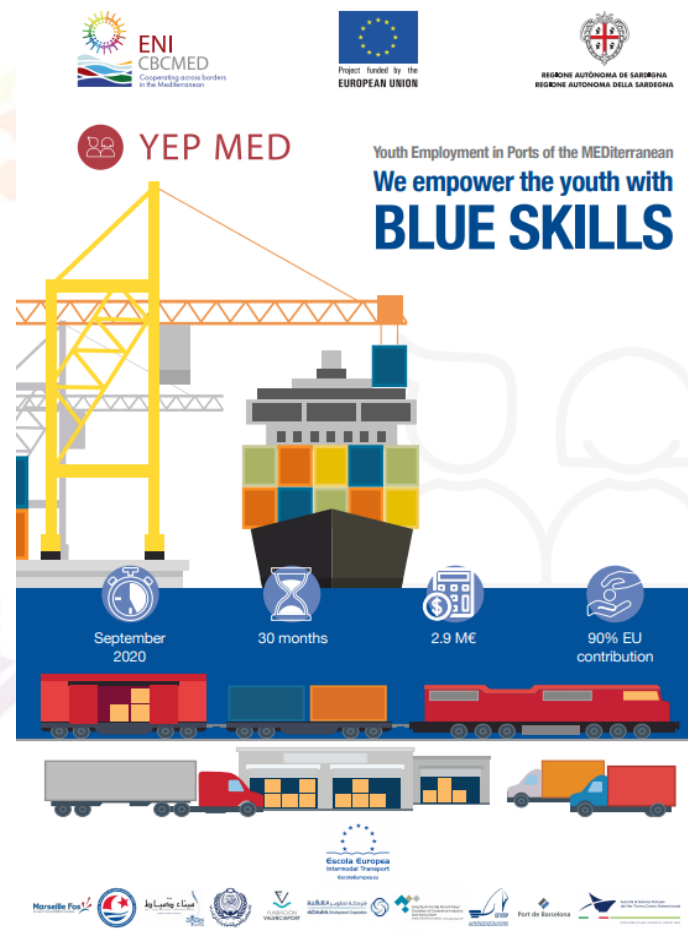
Via Zoom Webinar



Available
languages

English-Arabic
Italian-Spanish

Integrating project logo on communication material – examples 4/4





Your best investment



**A creative graphic
designer**

Engaging partner organisations

TWO MONTHS AFTER SENDING OF GUIDELINES FOR VISIBILITY
(**DEADLINE: 30/01/2021**)



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)

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

Remember to send related links to the Managing Authority/Joint Technical Secretariat communication managers (one single email)



Social media

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

BUT BE SURE TO

1. Invest enough **time and human resources** (it's a serious business)
2. Post **frequently** (at least once a week), use visuals, emoticons, GIFS, share contents from others related to your work
3. **Strategically choose** relevant social media, adapt content
4. Make most use of **partner organizations existing accounts**
5. Tag the Programme (@ENICBCMed) so we can share and use the official hashtag **#GOMED**
6. To comply with Programme **visibility rules**: https://twitter.com/CROSSDEV_Social / https://twitter.com/Nawamed_Enicbc / https://twitter.com/nex_labs



Consider paid ads



Engaging media from the beginning of the project

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

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

Lanciato progetto Ue Re-Med, strade da rifiuti costruzione

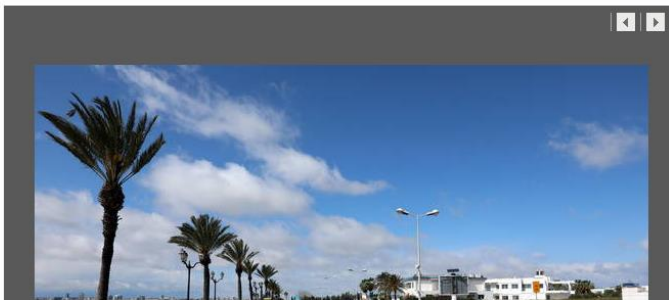
Coinvolti Tunisia, Italia, Francia, Libano

28 OTTOBRE, 11:07

🐦 Tweet

👍 Consiglia

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



Establish cooperation with the press office of your organisation

A growing visibility

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



**L'Orient
LE JOUR**

**CORRIERE
DELLA SERA**

- Updated press review: <http://www.enicbcmmed.eu/info-center/press-review>
- Links with EU delegations in Partner Countries, EU Commission, Union for the Mediterranean: always looking for great projects to be showcased
- Euronews coverage: <http://www.enicbcmmed.eu/index.php/euro-news-report-about-bestmedgrape>



Publications

Main elements to be included in publications:

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
6. Statements about the EU and the Programme
7. Link to project website
8. Contact person

Organising successful (online) events

- Not a sum of PowerPoint presentations but a learning experience
 - Importance of interaction: explore possibilities offered by online tools (vibrant visuals, videos, polls, Q&A, quiz, etc.)
 - Promotion strategy to secure consistent participation
 - Speakers (active moderators, final beneficiaries, etc.)
- Always inform the Managing Authority/Joint Technical Secretariat
 - 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 Lead Beneficiary and partners


Check design with Managing Authority to be on the safe side


Branding premises, infrastructures and equipment


Permanent plaque for pilot plant



 **ENI CBCMED**
Cooperating across borders
in the Mediterranean

 Project funded by the
EUROPEAN UNION

 REGIONE AUTONOMA DI SARDEGNA
REGIONE AUTONOMA DELLA SARDEGNA

 **NAWAMED**

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.enicbcmmed.eu/projects/nawamed


partners _____


 Provincia di
LATINA

 IRIDRA

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 AUB

 THE ENERGY & WATER
AGENCY

 CERTE

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).

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



**Who are your best
ambassadors?**

Engaging citizens



Storytelling

CNN health Food Fitness Wellness Parenting Vital Signs

'Sleep well Rosetta'

Rosetta lander system engineer Laurence O'Rourke paid his own emotional tribute to the project, telling CNN it had been and "exceptional" mission.

"Sleep well Rosetta. You leave a legacy of science for generations to come," he said.

"To have seen the signal lost was a sad moment for all of us on the project and yet to have ended it in such an extraordinary way has made that moment also very special for us too.



Press visits

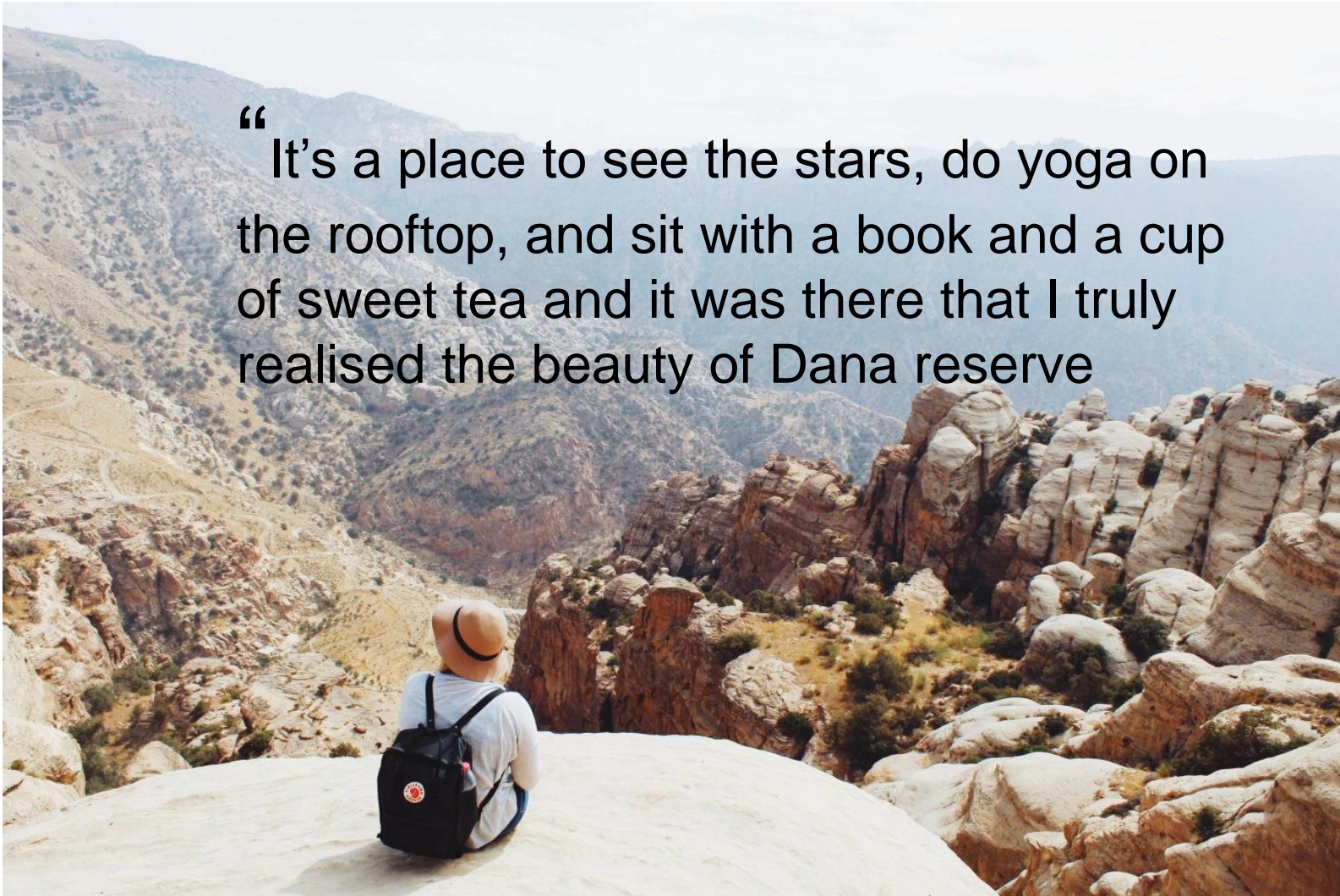


Contests and competitions



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/>

Be creative, be disruptive

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

