

Tips to increase the impact of communication on the website

Training for lead beneficiaries – strategic projects
24 February 2021

Draft attention-grabber headlines

Write for others not for yourself

Headlines should contain enough information so that a person who has little/no knowledge of the project can easily understand what the news is about:

- reference to the **broad topic of the project** (use **keywords** - water management, environment, social inclusion, business creation, sustainable tourism, innovation)
- Picture yourself picking up a **newspaper or a magazine**. Listening to the news headlines on TV or radio, or even visiting a website... or even **telling the project to a friend, relative**, etc.
- Focus on **issues interest for the outer world** and not what is of interest to those involved in your project.
- Insist on **impact/results/conclusions: positive benefits for people**
- Make headlines dynamic: **add a verb**

Draft attention-grabber headlines

Examples - 1

Original title: XXX project second meeting of technical subgroup on mapping and training

QUESTION: *what was the main topic discussed during the meeting? What is the most relevant outcome?*

Updated title: XXX project **launches** workgroup for the **mapping** of **Mediterranean** entrepreneurship ecosystems in the **green, blue and creative** economic sectors

News outlet: XXX project **maps** **green**, **blue** and **innovative** entrepreneurship in Tunisia

Draft attention-grabber headlines

Examples - 2

Original title: XXX project: Our #3 Newsletter is out!

QUESTION: what is the leading, most unique content of your newsletter?

Updated title: XXX project third newsletter
highlights Mediterranean cross-border strategy for
organic agriculture

Draft attention-grabber headlines

Examples - 3

Original title: The 2nd Steering Committee Meeting of XXX has been celebrated with the participation of all the partners of the project

QUESTION: which decisions were taken during the meeting?

Updated title: XXX project to launch a capacity-building programme to increase innovation in Mediterranean SMEs

Draft attention-grabber headlines

Examples - 4

Original title: 1st XXX Project Conference

***QUESTION: what the conference is about?
Which topics will be highlighted?***

Updated title: XXX project conference to discuss the role of creative industries in driving circular economy in Mediterranean cities

Show something is happening

X EU Neighbours Alerts (D...  

SOUTH

EU-funded AQUACYCLE to organize seminar on wastewater treatment and reuse in Lebanon

The Lebanese University invites all water stakeholders to join the second National Seminar on Wastewater Treatment and Reuse which will take place on 15 February at the Faculty of Public Health of the Lebanese University, in the framework of the EU-funded AQUACYCLE project. The objective of the seminar is to promote sustainable practices in the circular economy context, with a focus o...

[Read more](#)



SOUTH

The EU implements the project "European Solidarity Response to Covid-19 in Algeria"

The Algerian Ministry of Health, Population and Hospital Reform, the EU Delegation to Algeria and the United Nations Development Programme are implementing the €43 million financing agreement signed in December and aimed at supporting the Algerian government's efforts to stop and mitigate the spread of the Covid-19 pandemic in the country. The project "European Solidarity Response to ...

[Read more](#)



SOUTH

EU-funded MED GAIMS releases online adventure game to promote touristic sites across the Mediterranean

In an effort to promote the concept of gamification in tourism, MED GAIMS is releasing an online mini game, in which the project promotes the 40 games being developed in Spain, Italy, Lebanon and Jordan. The simple adventure game takes you through key touristic sites of the MED GAIMS project all across the Mediterranean in the quest to find the missing pieces of an ancient stone table...

[Read more](#)



SOUTH

EU-funded ARTOLIO project launched to support small olive oil producers across the Mediterranean

A new EU-funded project called "ARTOLIO" was launched with the aim of contributing to the establishment of a new level of superior quality for extra virgin olive oil, in addition to focusing on process improvement, sustainability and energy efficiency. The project seeks to improve the local economy of the participating countries (Israel, ...



Start with what matters most

**Identify the most important
information – usually the
conclusions – and put it at the
beginning**

A story in 270 characters

Making the most of the fields 'Short title' and 'Short body'



Project news

02 February 2021

INTECMED to link research findings with the industrial sector through incubators

The project aims to develop cross-border incubators to pursue innovation, know-how transfer and the commercialization of research results in the Mediterranean region.

[Innovation](#) [Projects](#)



Project news

29 January 2021

MedTOWN supports community agroforestry project in Portugal

Thanks to MedTOWN, neighbours got together to transform wasted wood in benches that allow children to have learning sessions outdoors, or seniors to breakout the home isolation and meet outside safely.

[Projects](#) [Social inclusion](#)



Project news

24 January 2021

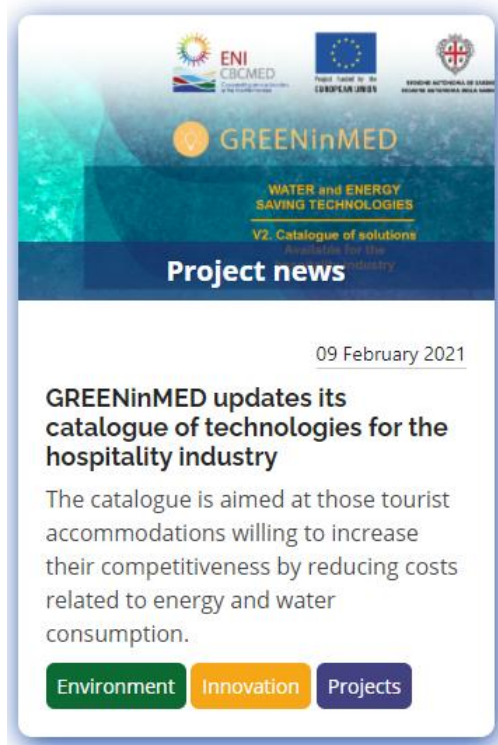
Jordan: the ancient city of Gadara is blooming again with MED GAIMS project

Gamification is exhibiting potential revolution in historic tourism. MED GAIMS is bringing this revolution to the ancient city of Gadara, Jordan.

[Business](#) [Innovation](#) [Projects](#)

A story in 270 characters

Making the most of the fields 'Short title' and 'Short body'



Project news

09 February 2021

GREENinMED updates its catalogue of technologies for the hospitality industry

The catalogue is aimed at those tourist accommodations willing to increase their competitiveness by reducing costs related to energy and water consumption.

Environment Innovation Projects

Logos: ENI CBCMED, European Union, Regione Autonoma della Sardegna



Project news

26 January 2021

GIMED: 20 entrepreneurs on a journey to turn their solutions into successful green startups in Lebanon

GIMED will build the capacities of the selected researchers and innovators throughout a 10-month program.

Business Innovation Projects

Logos: ENI CBCMED, European Union, Regione Autonoma della Sardegna



Project news

18 January 2021

iHERITAGE project: experience UNESCO cultural heritage like never before

iHERITAGE utilizes AR, VR and MR to create innovation-driven growth process in Mediterranean UNESCO cultural heritage sites.

Innovation Projects

Logos: ENI CBCMED, European Union, Regione Autonoma della Sardegna

Locate where you work - 1

XXX Pilot Area 6: Area of **Batroun**

XXX project launched from **Kilkis**

As part of the XXX project, the municipality of **Kfar Saba** is organising

Organic waste: XX project to implement community composting in the municipality of **Anabta**

The archeological site of **Gadara**

During the last months, COVID restrictions became the new reality all over the world and **Campolide** is no exception

Locate where you work - 2

XXX Pilot Area 6: Area of Batroun, **Lebanon**

XXX project launched from Kilkis, **Greece**

As part of the XXX project, the municipality of Kfar Saba (**Israel**) is organising

Organic waste: XXX project to implement community composting in the municipality of Anabta, **Palestine**

The archeological site of Gadara, **Jordan**

During the last months, COVID restrictions became the new reality all over the world and **Campolide, Portugal** is no exception

Explain your concepts

- The project will implement the **Quadruple-Helix** approach
- The project is developing the concept of **Public Procurement of Innovation**
- The project will create **6 living labs**
- The project **framework, model**

What is obvious to you **might not be the case for the outer world** – explain, give more details to engage readers



Avoid acronyms

- What do RWDS, ETIS, MoA, EE, RE, NoRKEC, EBM-ICZM, APOC, PP, WP, OMMP, SSE, DIH, EIP-SCC, CCIs mean to you? **More than likely, nothing!**
- Acronyms are **relevant only** to those involved...but not to the average person
- Make an effort to explain the acronyms if you are going to use them in an article

Social and Solidarity Economy (SSE)

Ministry of Agriculture (MoA)

Cultural and Creative Industries (CCIs)



Give proof and showcase results



Among other relevant insights the reader will learn which are the markets concluded to be the most interesting demand markets for Slow Tourism in the Mediterranean region after elaboration from Tourism statistics concerning the countries conforming the Med Pearls project, but also applicable in general terms to the Mediterranean region as a whole.

Read the full CHAPTER 1 here: [1. Conceptualization and trends on Sustainable and Slow Tourism](#)



Relevant document is attached and available for consultation to any interested person

Importance of studies, guidelines, papers, guides, policy briefs, stakeholders analysis, publications produced under the project to **share generated knowledge**



Some conventions

- Name of the Programme: ENI CBC Med Programme / Programme IEV CTF Med
- Avoid 'useless' capital letters: **W**ebinar, **C**onference, **P**roject, **P**artner, **C**ountries, etc.
- No titles entirely in capital letters
- Write your project acronym using the exact same syntax it was approved: BESTMEDGRAPE not BEST MED GRAPE, or Bestmedgrape, etc.
- **DO PROOF-READ**