Advertising kit

Interreg Caraïbes

2014-2020

ERREUR ! SIGNET NON DEFINI.

I.   Introduction

This fact sheet is dedicated to the specific role of communication as a key pillar in the successful implementation and delivery of your project. Project communication in the framework of INTERREG programmes has significantly gained importance over the last decades. It has become one of the key elements to contribute to sustainable and transferable project results and therefore to support the value for money of European funding. Communication thus is not limited to a standalone communication work package. Your projects will induce changes at different scales for people, economic environment and the way we work together. It is also strongly tied in with ensuring durability and transferability of outputs and results establishing the link with target groups and ensuring co-creation for your project and for the viability of the programme. With your projects, you are the ambassadors of European action within territories of the Caribbean zone.

Projects are reflections of the programme. They are manifestations of the European action and in consequence, examples for potential beneficiaries. Within the Operational Programme, your actions will be taken into account and will help to promote the programme.

Moreover, a good communication plan will help the project development and ensure its viability and durability of its results. Capitalization of the projects'results is an important phase for the promotion of the programme.

In order to ensure cohesion in communication process and to facilitate comprehension for beneficiaries, some rules, requirements and indications must be taken into account.

II.   Project brandings and visibility rules

Communication activities are mandatory to all INTERREG Caraïbes projects and that are linked to the project identity and branding:

-    The EU logo with reference to the EU
-    Programme logo + reference to the ERDF
-    Project logo
-    Project poster
-    Temporary billboard and permanent plaques
-    Link to the institutions' websites.

To ensure the viability of your project, communication should not be considered as something secondary; also the managing authority will be cautious regarding communication expenses. It is mandatory to give, in addition with expenditure report, evidence of the advertising and communication actions already done.

<u>NB</u> : Non-compliance with publicity obligations risks the ineligibility of related expenses and consequently, a contraction of the subvention. In case of a direct visit, it would imply a recovery of the funds unduly paid.

A. Requirements concerning the logos

1. European logo (mandatory)

UNION EUROPEENNE

The EU logo with its reference to the EU should be used on all communication toolkit with the INTERREG Caraïbes programme. Details about the implementation will be given at the following chapters of this document. The reference « European union » is in Arial font as described in article 4 § 4 of the Commission under Regulation (EU) No 821 / 2014.

The colours of the EU logo must not be changed.

	Colour	Pantone	CMYK	HEX	RGB
	Reflex Blue	Reflex Blue	100/80/0/0	003399	0/51/153
	Light Blue	2716	41/30/0/0	9FAEE5	159/174/229
	Yellow	Yellow	0/0/100/0	FFCC00	255/204/0

Download the vectorized logo at the following website :
https://europa.eu/european-union/about-eu/symbols/flag_fr

2. Programme logo (mandatory)

Along with the majority of ETC programmes, INTERREG Caraïbes decided to promote the common branding strategy, proposed by INTERACT. This resulted in a new programme logo that is in line with the common branding.

The INTERREG Caraïbes programme logo already takes into account two of these three requirements, namely the EU emblem and the reference to the European Union. As such, all communication tools developed by INTERREG Caraïbes projects need to display the programme logo and add a reference to the European Regional Development Fund. This ERDF reference can be integrated in the text (for example in press articles, brochures...), added below the programme logo. The ERDF reference should be made following this example :

"The project [indicate your project's name] is cofinanced by the INTERREG Caraïbes programme in respect of the European Regional Development Fund". Make sure to use the font Montserrat, when adding the ERDF reference to the programme logo. This font can be downloaded for free via : http://www.fontsquirrel.com/fonts/montserrat.

Projects have to display the programme logo on their communication activities.

Nota bene : The reference to the ERDF is recommended and not mandatory under the logo of the programme. If you choose this option, in this case the size of the police should not be less than 7.5 point and must be readable and visible.

- **Size :**

Respect a minimal width of 38.1mm. No maximal size is set.

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   38,1mm min

- **Proportion :**

Maintain the exact spatial relationship above when scaling the logo electronically. Do not stretch or squeeze the logo.

- **Protected area :**

Keep a protected area, equivalent to the width of the letter "e" in the programme logo, around all versions of the logo. No text or others visuals should appear within this area.

The protected area also precludes the addition of any additional type, graphics, or images in such a way that the effect is to create a distinct combined logo.

3. Project logo

a) *Standardized project logo*

To create your own logo, you will add the project name below as the following example. The font size should not exceed the size of the name of the programme "INTERREG Caraïbes". The colour of font must be the one of the programme priority axis of your project.

b)   Specific project logo

Depending on the project's objective a proper project logo might or might not provide added value.

Additionally to this logo, if a project partnership decides to develop a specific logo for its project, it needs to follow these rules:

- **Size**

If the project logo has a portrait shape, the project logo needs to have a maximum width of the EU logo.

If the project logo has a landscape shape, the project logo should not be higher than the EU logo (this is the maximum height, the project logo may be lesser). Furthermore, the project logo must not be larger than the name INTERREG of the programme logo.

- **Typography**

When using text in their logo, projects are encouraged to choose "Montserrat" as the typography. In this way, consistency is maintained with the common INTERREG branding. This font can be downloaded for free via http://www.fontsquirrel.com/fonts/montserrat.

- **Colour**

The colour of the project logo has to relate to the colour of the programme priority axis. The same colour has to be used for the mandatory project poster.

		CMYK	RGB	PANTONE
Employment & Innovation		C 0 M 20 Y 100 K 0	R 255 G 204 B 0	Pantone + Solid Coated 116 C
Natural Hazards		C 0 M 100 Y 100 K 0	R 227 G 6 B 19	Pantone + Solid Coated Red 032 C
Natural & Cultural Environment		C 35 M 0 Y 100 K 0	R 188 G 207 B 0	Pantone + Solid Coated 382 C
Public Heath		C 100 M 35 Y 0 K 0	R 0 G 123 B 196	Pantone + Solid Coated 3005 C
Renewable energies		C 90 M 0 Y 100 K 0	R 0 G 158 B 61	Pantone + Solid Coated 354 C
Human Capital		C 0 M 70 Y 100 K 0	R 236 G 102 B 8	Pantone + Solid Coated 1505 C

These icons can be downloaded for free via www.interreg-caraibes.fr or given by email by the Joint Secretary on request.

4. **Partners logos**

According to the common branding strategy, the European Union logo should be the greatest logo on any page. The project partners logos cannot oversized the European logo, either in width or in height.

Or again :

In the case that the INTERREG Caraibes logo could not appear with partners' logos, the reference remains the European Union logo. This flag must appear alongside these partners' logos. Same rules for proportions apply.

B. Requirements and rules concerning specific communication tools

1. Public poster

According to EU regulation all approved project partners should place a poster at a central location of their premises, accessible to the public. The poster needs to display information on the project as well as a reference to the European Regional Development Fund (ERDE) and the European Development Fund (EDF) if it is applied. The project logo used on this poster is a standardized version. This applies to all INTERREG Caraïbes projects, also to those with a specific project logo. It is highly recommended for projects to produce and put up the poster within 6 months after project approval.

To support projects in respecting this mandatory requirement, templates as well are available on the programme website or on request at the Joint Secretary. Note that there is one template (icon and image) per programme priority axis. Projects should select the corresponding template and follow the rules as indicated in the guidance document. However, instead of the priority axis image, your project photo can be used, respecting the same proportions.

The creation of this poster must be completed by a professional designer. Projects can rely on internal resources as well as on external services to do so.

2.   Temporary billboards and permanent plaques

Infrastructure and construction sites financed by INTERREG Caraïbes must be branded during and after the completion of works. This obligation applies to projects with a total public contribution (including the ERDF funds received from INTERREG) of more than €500,000. Moreover, to ensure transparency, the INTERREG Caraïbes programme strongly encourages projects with a public contribution of less than €500,000 to apply the same rules.

While works are ongoing, the beneficiaries must put up a temporary billboard for each project consisting in the financing of infrastructure or construction works for which the total public support to the operation exceeds €500,000. This temporary billboard must be replaced by a permanent plaque no later than 3 months after completion of the works.

The billboards and plaques must be of significant size (minimum of 1x1 m) and displayed at a location readily visible to the public.

To support projects in respecting this mandatory requirement, a template is available on the programme website or on request at the Joint Secretary. Note that this template complies with the technical characteristics laid down in Art. 5 Commission Implementing Regulation (EU) No 821/2014. Projects should only replace their name, specific objective and text according to their project.

3.   Facilities

The European Union and the INTERREG Caraïbes logos must appear on the equipment and facilities bought from European funds within the project using stickers.

4.   Partners institutional website

In case project partners have a website for their organization, they should provide, according to EU regulation, a short description of the project, including its aims and results, and highlighting the financial support from the Union. They should as such include the EU emblem, together with reference to the European Union and to the INTERREG Caraïbes programme. They should also include the INTERREG Caraïbes programme website link (www.interreg-caraïbes.fr). This can be done on a dedicated page within the website. If no such page exists, the reference should be made on the homepage. In every case, the reference should be visible without scrolling down the page.

5.   Project website

Each project must develop a separate webpage to valorize their tools or products in order to involve their stakeholders during the project and especially to leave a long term legacy that goes beyond the project. The development of such a separate website should be included in the communication work package of the Application Form and the corresponding budget should be foreseen by the partners. The project could as well create its own website for the project. Please keep in mind that it is not mandatory to create a project website. In case a separate website is developed or a webpage, the project will be required to include the programme logo and the Union emblem with a reference to the European Union and the European Regional Development Fund. The Union emblem with the reference to the Union and to the INTERREG Caraïbes programme must be visible when accessing the homepage of the website, without requiring the visitor to scroll down the page.

6. Projects events

The programme logo, as well as a clear reference to ERDF and the European Union has to be used on any agendas, list of participants, related hand-outs and presentations. (Regulation (EU) No 1303/2013).

During the events, projects are encouraged to place the EU flag and the project poster or a project banner in a readily visible place (e.g. the front of the meeting room) ensuring visibility of the EU and the programme.

7. Project publications

All project publications, including brochures, newsletters, studies, articles and other, must include the programme logo. Projects should also mention the contribution from the European Regional Development Fund.

There are no specific templates to be used so the main requirements regarding the programme logo applies for project publications.

For scientific articles, conference proceedings or other publications where usage of the programme logo is impossible, projects should explicitly mention the contribution from the European Regional Development Fund. The following sentence (or any similar sentence with the same content) may be used :

"The project [indicate the project name] has received funding from the INTERREG Caraïbes programme 2014-2020 co-funded by the European Regional Development Fund"

III. Points for attention

A. Communicate your project

1. Project communication plan

The project communication plan should be delivered to the managing authority **within the 6 months period following convention.**

This plan must describe both publicity actions corresponding to European requirements and communication activities undertaken to vizibilize the project and its activities. This is why actions which aim to publicize your project and to highlight your realizations should appear in this plan and be detailed.

Along with the description of your action, indicators easily measurable must be defined. These indicators have to appear in your communication plan. In this provisional state, you should establish target values which can be used in order to compare with realized values. Target values must be respected; otherwise the managing authority can impose financial penalties.

This is the structure that should be respected :

- **Communicate on project context**
- Project introduction
- Partnership
- Target groups

- **Communicate on project highlights:**
  - Agreement announcement
  - Project starting
  - Meetings and committees
  - Realizations and results
  - Project closure

Media coverage concerning these events should appear (press conference, press report, social Medias).

- **Communicate on your participation for European and Caribbean events**

  - **February :** Rendez-vous compte (Europ'Act)[1] Photos and videos contest projects
  - **March :** Regio Stars (EC)[2] Contest of innovative projects
  - **May :** Le Joli mois de l'Europe « Pretty month of Europe »
  - **June :** Europe in My Region (CE) Photos contest

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[1] Europ'Act: National programme for interfunds technical assistance
[2] EC: European Commission

- ***September :*** European Cooperation Day (Interact)[3] valorization, capitalization of projects.
  And other Caribbean or European events

- **Tools**
- Create a Specific webpage or website
- Photos and Videos of 1 to 3 min to describe your project and its development. Highlight the cooperation aspect
- Evidence of INTERREG programme visibility on every specific tools visuals, audio and written.

- **Choice of Languages**

Every actions should be realized in the OR (Outermost Region) and in the Caribbean, thus they are dedicated to all beneficiaries within the cooperation area. The programme langages are English and French.

- **Budget**

All actions of communication must be taken into consideration in the provisional budget

- **Indicators**

Indicators for projects should be at minimum:

- Number of webpage or website created
- Amount of visitors on project websites
- Amount of publications in media
- Amount of realized publications (brochures, newsletters, guides, messages, etc.)
- Amount of realized communication events (seminaries, forums, exhibitions…)
- Amount of participants in these communication events
- Amount of territories which received the information
- Participation at European events (joli mois de l'Europe, Europe in my Region, Regio Stars, etc.).

This list is not comprehensive. The indicators must be suitable to the project.

2. Communicating with the programme authorities

All actions and activities concerning communication within the project must be reported to the Joint Secretary and to the Territorial Facilitators. Communicating about highlights concerning the lifecycle of your project, such as official start, meeting between partners, project closure event is also mandatory.

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[3] Interact: programme support for Interreg programmes

The Joint Secretary and the Managing Authority can ask you to participate into actions of communication concerning the programme, notably European Cooperation Day, Regio Stars, "Joli Moi de Mai", meetings with project leaders and other leaders.

B. Tools for an effective communication

In the purpose of a better visibility and a better action, some elements should be taken into account. Your project is specific, thus some information relays may be more useful than others. Identification of the relevant partners and important relays is a decisive step. You should consider the best options to highlight your project.

1. Target groups

Your project being unique, target groups must be identified (a target group is a clearly identified audience that has an interest in the project, either directly or indirectly). They either should know about the project's activities, as-they might benefit from the project outputs and results or their involvement might even be necessary to ensure the durability of the project outputs and results. A project can target multiple target groups that will each require a different approach, tools and frequency of communication activities. Thus, tools of communication must adapt to these different groups. For example, considering a scientific project, academic articles and scientific publications could be pertinent; for an artistic project, communicate with videos and events can be interesting.

2. Language

A clear and plain language can improve the effectiveness of your actions of communication. Sentence length is to be taken into account. An average length of 15-20 words is enough. Saying only thing per sentence, using active sentences are effective tools. The reader needs to be engaged while reading and to understand what is written. Indeed, a simple vocabulary easily understandable rather than a professional jargon, a conversational tone rather than an academic can be very effective. However, it is important to take into account your interlocutor.

You need to think about a structure: Who? What? When? Where? Why?
This structure is a frame that makes easier for the reader to understand your way of thinking.

IV.   Support from the programme authorities

A.   Programme website

The main source of information is the programme website. This platform features all relevant documents that could be of interest to projects in term of communication activities. Not only information on the programme itself, but also useful and concrete guidance is provided for beneficiaries.

B.   Programme presence on social media and newsletter

A news feed concerning the programme is available on Facebook page and in a future newsletter. Feedback for your projects can also be visible on these platforms.

C.   Technical assistance

During the project development stage, applicants are advised to carefully read the programme guidance on communication in the form of the current Factsheet communication. The team of Territorial Facilitators is available to assist with the development of your Communication Work Package and to answer any specific questions applicants may have regarding project communication.

You can find the contact details for the Territorial Facilitator in your area in the contact section of the programme website.

During the implementation stage, projects can contact the Communication officer at the programme's Joint Secretariat. Contact details can also be found on the programme website.