



GUIDANCE ON COMMUNICATION FOR POWER SUB-PROJECTS

Introduction



These guidelines set out how to 'jointly brand' the POWER projects, achieving mutual benefits for your project, the POWER programme and the INTERREG IVC programme, and demonstrating parity in all promotional materials in a manner which is consistent and professional.

The aim is to create an image which will raise awareness of your project, the POWER programme and INTERREG IVC and the collective benefits they will bring.

The **Programme Level Communications Strategy** will be regularly reviewed by the Programme Steering Committee. Sub Projects are also asked to form a communications plan which directly links to outputs to be detailed in the application form.



Communication Guidance for Sub Project Partners

Corporate identity

The proposed corporate identity of the POWER programme to ensure a common branding right across partner regions is:

Use of logos

As a minimum, there are 3 logos to be used on any material and communication related to the POWER Programme. These are:



POWER programme



EU EMBLEM



INTERREG IVC



Pantone colours POWER logo: Blue = 072 Yellow =123

Please do not:

1. Rotate the logos
2. Stretch the logos
3. Allow the background to swamp and hide the logos. Any background colour should contrast with the logos strongly enough for its shape and definition to be maintained
4. Change the logo's colourways

All material relating to our INTERREG IVC POWER project – stationery, leaflets, posters, newsletters, websites etc **must contain these THREE logos in the following order:**

- POWER logo
- EU emblem (European Union, European Regional Development Fund)
- INTERREG IVC

These logos can be downloaded from the POWER website:

http://www.powerprogramme.eu/useful_docs.php

Compliance Requirements

PUBLICATIONS e.g. Brochures, Leaflets, press releases, good practices guide, etc

(Project logo), POWER logo, EU (with wording European Union, European Regional Development Fund) and INTERREG IVC logos on the front cover of the materials

E-Newsletter, AUDIO-VISUAL MATERIAL YOUR ORGANISATION WEBSITES

Same as the above plus:
The three logos and hyperlinks must appear at least on the home page of the website, on the first slide of any electronic presentation, on electronic newsletters, and be placed in a prominent position.

Clickable Logos in electronic versions to the following websites are preferable but if you are not able to implement a “clickable” logo for each of the above, as a minimum compliance requirement, you must include the following hyperlinks:

- Hyperlink to POWER website:
<http://www.powerprogramme.eu/>
- Hyperlink to INTERREG IVC website:
<http://www.interreg4c.eu>
- Hyperlink to DG Regio website:
http://ec.europa.eu/regional_policy/index_en.htm

On websites, please include a short description of INTERREG IVC programme.

CONFERENCES, EVENTS, EXHIBITIONS

EU flag displayed in meeting rooms, at conferences and exhibitions.

(Project logo), POWER logo, EU (with wording European Union, European Regional Development Fund) and INTERREG IVC logos on all supports and documents

POWER Banner Stand:

The POWER Secretariat and the network of RegionalCorrespondents are making the POWER banner stands (in English and other languages from the partnership) available to the sub-projects. Please contact the POWER Secretariat or your Regional Correspondent to reserve them.

Dissemination of your project

The main aim of dissemination is

- **To raise awareness:** telling others about your project, perhaps to stimulate discussion about the project, seeking other experts to provide input or people to contribute to surveys or other work. This is likely to be most useful early on in your work;
- **Understanding and change:** encouraging individuals or departments to take up the results of your project, or to participate in discussion or other activities. This is likely to be most useful once the project is well under way.
- **Legacy:** exploring ways to prolong the results beyond the funding period of the programme/project



Planning of dissemination

When project partners are thinking of disseminating the results of their project, they should take account of the context in which they are operating, not only as a collective but also as individuals in their daily activities. Each project partner has to adapt the dissemination strategy to his/her own context.

- **Place the dissemination activities adequately in the context**

Having properly reflected on the context of dissemination, project partners can generate a structure or a plan of dissemination activities to be carried out.

1. **Define appropriate target groups:**
Who do you want to reach? The target group to be addressed
2. **Define your message (across all languages/cultures):**
What do you want to say? Three simple and consistent messages are sufficient
3. **Dissemination Channels:**
Which ones might best be used. Take into account the context of dissemination, e.g. accounting for country specific peculiarities
4. **Define instruments of promotion:**
Newsletter, Promotional, Information Manual, Presentations etc...
5. **The responsibilities:**
Whether dissemination is to be seen as the responsibility of the entire project group or alternatively is delegated to a specific partner
6. **The schedule:**
The time at which dissemination should take place. When are we going to implement it?
7. **The costs:** How much money has been allocated in the budget proposal for dissemination purposes?
8. **Measure impact/evaluate:**

Did it work? Shall we use this method again?

Target groups of dissemination

To disseminate the results of your projects properly and successfully, it is extremely important to clearly consider the target group or groups that should be addressed. These target groups have to be taken into account when the materials that have to be disseminated are planned and also when a choice has to be made on which dissemination channels can best be used.

Aspects of the target groups relevant for planning dissemination materials

- the interest they have or might have in the project results
- the kind of contribution they might make to a further distribution of what has been developed
- the level at which they can incorporate information (are they experts in the field of concern or not?)

- the ways in which they are usually addressed by other similar groups who ask for their attention (one can decide to apply the same approach or deliberately choose another one)
- specific limitations that could prevent the information from having the desired impact
- the language in which the materials have to be presented (only native tongue when national target groups are at stake or in other languages in order to reach target groups in other countries or groups which operate internationally)

The multiplier effect. Because it is very labour and time consuming to address many people in the target group(s) directly, the project partners should pay particular attention to the multiplier effects that can be achieved by addressing persons or groups of people who have the capacity to influence other persons/groups for which the project results can have added value. Another multiplier effect could be brought about by generating and disseminating materials in such a way that more target groups can be reached.



In order to choose suitable dissemination channel(s) for different actors, the target groups have to be taken into account with regard to questions such as:

The target group(s) relevant for choosing dissemination channels

- how big is the target group, how many persons are to be addressed?
- how interested are the target groups in the project results? (if the motivation for getting acquainted with the materials developed is high, less effort has to be put in, than when motivation is relatively low)
- what are the dissemination channels by which the target groups are regularly approached?
- are the target groups often faced with information overload?
- what are the technical possibilities the target groups have at their disposal? (internet facilities, access to magazines, time and resources to visit conferences, exhibitions, etc.)
- what are the main barriers to transferring information to the target group(s) via apparently suitable dissemination channels?
- how could these barriers be removed?

Questions that need consideration when a project group wants to directly address policymakers

- for what purpose does the group want to directly address the policymakers?
- which policymakers can best be contacted?
- is it possible to have a face-to-face contact with relevant policymakers or must other approaches be used?
- can a more continuous lobbying process improve the chances of achieving the aim or does such a process seem counterproductive?
- are the chances of gaining political influence enlarged by activating other groups or field players as well?
- if yes, what other groups or field players can best be activated for this purpose?
- What are the alternatives?

Define your message

Keep in mind

► An effective message should be

- Positive
- Clear
- Brief
- Focused: one idea per message
- Free from jargon
- Capable of being adapted to different target audiences
- Believable
- Simple to be understood by everybody
- Backed up by evidence or supporting statements



► All messages should support the project's main goals

- Messages must have strong content.
- Information is the added value of messages. Slogans, impact on emotions
- Do not change messages frequently. To make them more effective they must be repeated over and over again
- Messages can be customised for specific audiences, while still remaining consistent

- Messages must be simple. They must be explained in a sentence or two, not more than a paragraph
- Messages take time to be created. Do not rush the process

Dissemination Channels / Instruments

Reminder: *Define...*

- The subject of dissemination
- The context of dissemination
- The target group(s) one wants to reach
- Additional measures to attract the attention of the target group(s)
- The scope and degree of penetration of the dissemination channels
- The attractiveness of the dissemination channels for the target group(s)
- External experts one has to consult, for instance, for making a good video or for organising a symposium
- The cost of the dissemination channels

Example of dissemination channels: The POWER Programme places emphasis on electronic communications, whilst not excluding printed material and face to face contacts, please consider teleconferences and e-communication where appropriate.

Video, teleconferences
 E-newsletters, PDF
 Internet, Internet conferencing,
 Multi-media, CD-Rom, Interactive DVD, Video, Film
 Articles in magazine or TV programme
 Photographs
 Networks of experts, round tables
 Case studies
 Seminars, conferences, meetings, symposia, workshops, exhibitions
 Manuals, readers, reports, publications, papers, documents, handbooks, books, newsletters



Tools of information and publicity

The POWER programme has a target of **90% paperless communication** and we encourage sub-projects to minimise their use of resources where practical.

News

Communication among experts is different from that with the public. Communication among experts requires the readers' complete attention, since they are already interested in the information because they need it. On the contrary, non expert-readers (or listeners, viewers, visitors, etc.) usually do not have any particular reason to pay attention to what is being said. They do not have to listen. Their attention must be won, otherwise any effort becomes useless.

In writing news, for example, some rules should be kept in mind:

- Is it news? (it must be new: not known before)
- Fascination or surprise (can your topic make the imagination fly?)
- The size of the potential public (how many people are potentially interested in the subject?)
- Directly important to the audience (how pertinent is it to every day life?)
- Importance (why do people need it?)
- Expectations (and what happens now?)
- Format (can it be easily understood?)
- Service (which service can be offered to the public?)



Newsletters

A newsletter is a very useful communication tool. It can be monthly, quarterly or annually. The strength of a regular newsletter is that it can develop a new theme for every issue and focus on a number of articles on this theme.

The newsletter also allows the project team to write about their project, update the readers on new initiatives, activities, events and highlight interesting case studies. It is also a way to record all the initiatives which are being implemented during the programming period.

All logos should be displayed. On E-Newsletters, please ensure that the following clickable logos (POWER, EU Emblem and INTERREG IVC) are linked to the appropriate website.

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Publications All logos should appear.

Posters and leaflets: publicity from the use of posters and leaflets is the cheapest and most immediate communication tool.

Brochures: have to be succinct in language and eye-catching in design. Compared to a flyer or a brochure usually uses higher-quality paper, more colour, and is folded. Brochures contain more information than leaflets, and are designed for potential beneficiaries, and all other stakeholders to be targeted in the communication programme.

Audiovisual tools

The most common audiovisual tools which are:

TV spot: which can be used for publicising public initiatives. It offers a lot of PR opportunities among the different TV programmes. The audience depends on the type and time of the show. You must explain your project is part of the POWER Programme, part financed by the European Regional Development Fund and made possible by INTERREG IVC.

Radio spot: In the broadcasting of the spots, particular attention should be devoted to regional media. This of course depends on the character of the project target groups, if they are located at regional level or at national level. You must explain your project is part of the POWER Programme, part financed by the European Regional Development Fund and made possible by INTERREG IVC.

Promotional items

Please consider your ecological footprint very carefully as to how useful promotional items might be, *or will they contribute to the waste pile?* In some instances, items such as reusable water bottles, USBs, cups, and conference bags can be produced as promotional items to be distributed during events where deemed useful. All the items must display the 3 logos as defined in the first section.



Press office activities

Press Releases: a news release, press release or press statement is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value. Typically, it is mailed, faxed, or e-mailed to

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assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. Sometimes, news releases are sent for the purpose of announcing press conferences;

If the press release is sent on headed paper with a project logo then the EU and INTERREG IVC logos must be included too (logos can be downloaded from the POWER website (http://www.powerprogramme.eu/useful_docs.php))

If the press release is sent in a text only version with no logos, it must contain a statement 'Funded by the European Regional Development Fund and made possible by the INTERREG IVC Programme'

News Article: a news article is a compilation of facts developed by journalists published in the news media, whereas a news release is designed to be sent to journalists in order to encourage them to develop articles on the subject. A news release is generally biased towards the objectives of the author;

Media List: it's the management of fixed contacts with communication tools which are external to the organisation. A database of contact persons with the different media should be created and constantly updated. It would be used to distribute information to the media in the quickest and most efficient possible way;

Press Survey: a check of facts and events which are relevant to your Project;

Press Conference: is a media event where newsmakers invite journalists to hear them speak and, more often, ask questions. There are two major reasons for holding a press conference. One is that a newsmaker who receives many questions from reporters can answer them all at once rather than answering dozens of phone calls. The second is so someone can try to attract news coverage for something that was not of interest to journalists before. Don't forget to display the EU flag and to book the POWER banner stand in advance.

Interviews: *question* and answer sessions with policy makers and thematic experts to discuss your project and field of activity. You must include a statement to explain your project is part of the POWER Programme, part financed by the European Regional Development Fund and made possible by INTERREG IVC.

Information events

The events can be divided into:

Info-days: info-days are organised to publicise and generate interest among the stakeholders.

Conferences: a conference can be described as any meeting of people that "confer" about a certain topic and is organised for the

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purpose of networking education or discussing a topic with a selection of speakers;

Seminars: are generally a form of academic instruction. These have the function of bringing together small groups for recurring meetings, focusing each time on some particular subject, where everyone present is requested to actively participate. It is essentially a place where assigned readings are discussed, questions can be raised and debates conducted. The project team might plan to divide the seminars according to the specific target groups identified (like regional and local administrations, NGOs, etc.). In such cases the information delivered differs according to the target group involved.

Workshops: these are also training sessions, which may be several days in length. They emphasize problem solving, hands-on interventions and require the involvement of the participants.

The organisers of information events such as conferences, seminars, fairs and exhibitions in connection within the implementation of operations part-financed by the Structural Funds must make the Community contribution to these assistance packages explicit by displaying the European flag in meeting rooms and using the POWER, EU and INTERREG IVC logos on all documents for the public domain.

Website

The POWER secretariat will host one page per subproject under the POWER website www.powerproject.eu . No funding will be available for subprojects to develop their own website. However, we do ask you to feature the POWER programme and your project on your own organisation's website.

Clickable Logos in electronic versions to the following websites are preferable but if you are not able to implement a "clickable" logo for each of the above, as a minimum compliance requirement, you must include the following hyperlinks:

Hyperlink to POWER website: <http://www.powerprogramme.eu/>

Hyperlink to INTERREG IVC website: <http://www.interreg4c.eu>

Hyperlink to DG Regio website: http://ec.europa.eu/regional_policy/index_en.htm

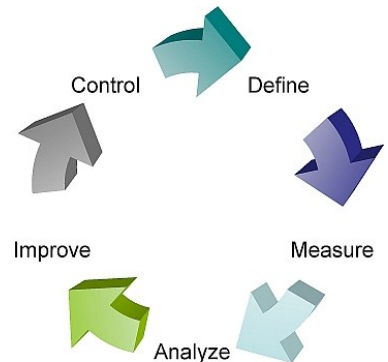
On websites, please include a short description of INTERREG IVC Programme.



Planning of activities

Choosing activities means that for each initiative it is necessary to specify:

- Who will be responsible for implementing each activity
- When the activity must be implemented
- What are the costs associated with each activity



Key points

- ▶ Setting up a schedule of tasks and timelines enables complex programs to be implemented with maximum effectiveness and minimal risk of omission, confusion and disagreement
- ▶ An effective task/timeline schedule is accurate, comprehensive and agreed to in advance by all participants
- ▶ Include a full list of all the relevant communications activities, developed into a working project plan with deadlines and responsibilities. Keep it flexible but avoid being vague
- ▶ Keep it manageable and don't underestimate the time involved in communication. Include key deadlines, milestones and review points

Evaluation of the Dissemination strategy

To evaluate means to measure. For this purpose, specific *indicators* must be identified and used:

- **Output indicators** measure the direct outcome of information and communication activities, such as newsletters or number of meetings taking place;
- **Result indicators** measure the immediate effects of outputs on those receiving or benefiting from them (e.g. number of people receiving newsletters or attending meetings);
- **Impact indicators** measure the eventual direct or indirect consequences of information and communication activities, such as the awareness of, and attitude to, the programme by different audiences.



The Role of the POWER secretariat

- Provide advice on the application of various elements.
- Responsible for the branding and communication of the POWER Programme.



Items to be published (press releases, manuals, guides, PDF etc) should be sent to the POWER secretariat at SEEDA (pascalewaschnig@seeda.co.uk) for review. Where possible a response will be given within four working days. We are a small team and do not wish to delay your publication schedules, therefore if you have not received a response within the four days – please go ahead and release your communication. The POWER Secretariat is authorised to use materials you submit in order to promote the programme. From time to time, you may be asked if you have newsworthy results or items of interest for the POWER Programme newsletter, website/blog.

Who to Contact for Help and Advice?

If you need help and advice on these guidelines, please contact the POWER Secretariat or your Regional Correspondent.

What we need from You – Key Dates

2010-2011	Contribution to POWER Policy Forum, disseminate your outputs online (<i>on-going</i>) and/or any updates for the website
September 2010	Advise POWER secretariat of date of your events and final closure event
14/15 Oct 2010	Policy event: Sustainable transport “Road to Electric mobility”, Oxford, UK
03/04 Nov 2010	Policy event: Behaviour change, “Delivering Low Carbon Behaviours”, Bologna, Italy
16/17 Feb 2011	Energy efficiency and Renewable energy, Spain, “Low Carbon Economies, European Strategy for 2020: A regional approach on resource and energy
31 Mar & 1 Apr 2011	Policy event: Eco-Innovation, The Netherlands, “Inspiration for the future of Environmental Technologies and Eco Innovation
05 Sept 2011	Send your final reports to power@seeda.co.uk marked with your project name, Evidence final (for inclusion on the ‘new look’ POWER website to be re-launched at the final event.

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20 Sept 2011	<i>Briefing session for <u>speakers & facilitators only</u> in preparation for public event on 21 – notification will go out summer 2011</i>
21 Sept 2011	Programme Closure Event in Brussels (the public – all welcome)
March 2012	POWER Programme end date



THE POWER POLICY FORUM

www.powerprogramme.eu

The **free-to-join online POWER Policy Forum** is designed to enable those responsible for minimising carbon emissions from corporations and public sector organisations to share best practice with their counterparts within the POWER partner regions. This is the perfect forum to discuss the challenges of delivering low carbon economies at regional level.

Why sign up?

- **Form enduring connections by inviting trusted contacts to join the POWER POLICY FORUM**
- **Find and be introduced to potential national and international partners, policy makers and subject experts**
- **Create and collaborate on projects, gather data, share best practices and solve problems**
- **Find new business opportunities, Promote your project to a wider audience**
- **Gain new insights on Low Carbon Economy from discussions with likeminded professionals**

Get started?

Create your profile: Tell us more about your professional expertise and your organisation. Add your biography, research, project documents, and useful links to other websites. Change your settings to receive notification emails if and when you want it!

Invite your colleagues: consolidate and expand your professional network. Make new connections!

Launch a discussion on the forum: Introduce yourself, discuss forthcoming legislation, challenges faced by your region and exchange best practice.



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