



Vienna, October 2013

Communication Fact Sheets for CENTRAL EUROPE Projects

CENTRAL EUROPE Programme



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



What is it and who is it for?

This communication manual contains a series of fact sheets that cover a broad range of communication issues relevant for projects co-funded by the CENTRAL EUROPE Programme.

The purpose of the manual is to inspire all partners involved in communicating a CENTRAL EUROPE project. Topics range from how to respect the basic publicity requirements of the programme to how to organise better events or work successfully with journalists.

Through the design templates offered, the manual also aims to ensure that CENTRAL EUROPE projects communicate in a more consistent way.

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How to plan communications strategically (1)



Strategic communications

Many communication initiatives succeed in enhancing public awareness but fail to **stimulate sustainable changes in attitudes and practices**. To achieve sustainable changes among individuals and groups on a medium to large scale, communications has to become more strategic, participatory and well planned.

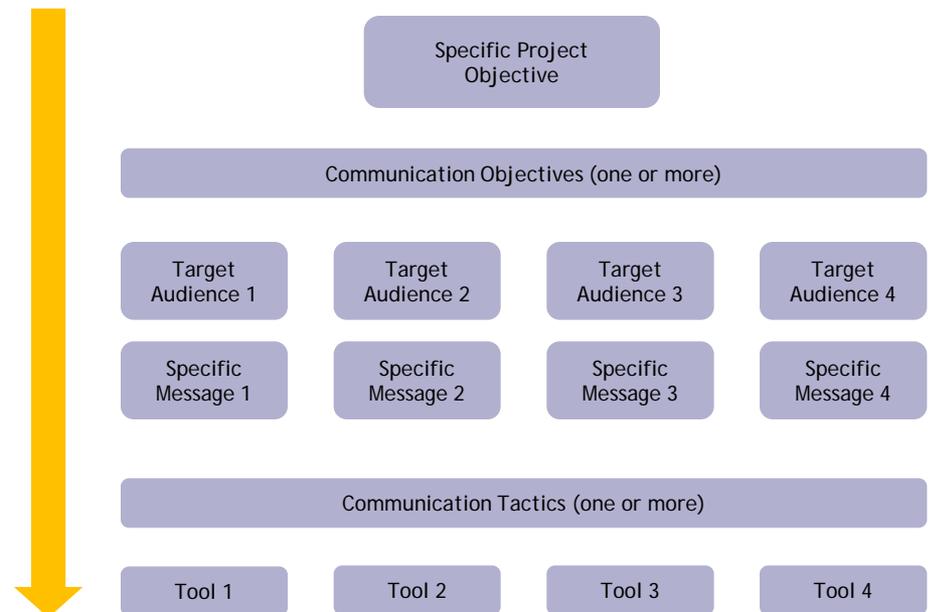
Depending on the nature of a project, **strategic communications can range from marketing to public affairs or public relations**. For projects more focused on achieving policy changes, strategic communications focuses on an orchestrated use of public affairs and public relation channels and tools to move and influence public policy or to promote a political agenda. By comparison, strategic communications in more product-oriented projects is often geared towards the marketing and promotion of these products or pilot investments.

Strategic communications is in any project **an integral part of management with its role going far beyond merely implementing basic communication activities**.

What makes a good communication strategy

Being strategic means planning how to reach a clearly defined objective through communicating a matching message to a specific audience using the right tactics and the right channels and tools. It is the difference between doing 'some communications', and doing the 'right communications'.

“Strategy Tree”: From specific objective to specific tools



How to plan communications strategically (2)



What makes a good communication strategy

To get the best out of communications, one 'strategy tree' for every specific project objective has to be designed - **there is no 'one-strategy-fits-all' approach.**

You will have to start with determining and defining specific communication objectives, target audiences and key messages. On the basis of this, you will then have to decide which tactics and which activities and tools will best help to achieve these objectives.

OBJECTIVES

or: What can communications do to reach a specific project objective?

Your first step is to determine what you would like to achieve. A general objective of 'raising awareness' is insufficient as you will need to define a specific end-result that can be defined and measured (e.g. majority of relevant decision makers supporting your case).

AUDIENCES

or: Who has to be reached in view of the communication objective?

Although this may sound obvious, after your project has been approved it is worth refreshing your list of target audiences to ensure that all the people you want to address are included and whether all are appropriate. Understanding who you want to communicate with will help you define how you go about it, and which tools to use. Different audiences (SMEs, NGOs, local communities, municipalities, policymakers) respond to different approaches. Messages, communication channels and tools must be adapted and targeted accordingly.

What makes a good communication strategy

MESSAGES

or: Which information should the audiences get? What should they know?

Messages are an overview of the key elements of the contents of your communication efforts. You should focus on (if possible) a maximum of three key messages per audience. To find these all you have to do is think about the most important points you want your audiences to know about in view of your objective and what you think may interest them. Make sure that your key messages are easy to understand by reading them aloud and check that they sound like everyday communication.

TACTICS

or: How do I reach the communication objective in view of a specific audience? Which channels /approaches am I going to use with what audience?

Tactics require a closer look at your target audiences' habits, environments, attitudes, etc. The aim is to identify the best way(s) of how to get your messages across to them. Do you want to cooperate closely with them or rather put pressure on them? Should they hear or rather feel the message?

TOOLS AND ACTIVITIES

or: With which concrete tools and activities can I implement which tactic?

Make sure that you do not start the strategic process with a set of measures in mind already. Activities and tools come at the very end of the strategic process. Think creatively about specific kinds of events, digital measures or any other communication activity that helps you to implement the tactics you defined.

How to respect the CENTRAL EUROPE publicity obligations (1)

Publicity obligations

Council Regulation (EC) No 1083/2006 of 11 July 2006 - laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund - obliges Member States and the Managing Authority to publically provide information about the programme and its projects.

Commission Regulation (EC) No 1828/2006 of 8 December 2006, which specifies rules for the implementation of Council Regulation 1083/2006, sets out a number of **specific publicity obligations for you as beneficiaries of the programme.**

Based on these two legal documents and the CENTRAL EUROPE [implementation manual](#), both programme bodies and beneficiaries are required to follow a few publicity obligations that we have summarised on the following pages.

Please note: Non-compliance with publicity obligations risks the ineligibility of related expenses. It is important to consider in this context that compliance with publicity obligations is not only subject to scrutiny by programme bodies, but will also be closely checked by the independent controllers and during second-level audits.

Use of programme and fund logos

» All communication measures shall include the CENTRAL EUROPE Programme logo as available for download on www.central2013.eu. Please use the version that includes the programme slogan "COOPERATING FOR SUCCESS".

» The programme logo needs to be placed on the first page (or equally prominent place such as the front of a conference bag, exhibition display or power point presentation). The size of the programme logo should not be smaller than the size of other logos displayed on the same page or surface (e.g. project logo, logo of the lead partner institution) and the text "CENTRAL EUROPE" and "COOPERATING FOR SUCCESS" should be clearly readable.

» All communication measures shall also include the EU emblem with the references "European Union" and "European Regional Development Fund" in the form available on the CENTRAL EUROPE website. The exact location and size of the EU emblem is left to good judgment. However, the text "European Union" and "European Regional Development Fund" should be readable.

» In addition, any document, including attendance sheets or certificates, concerning an approved project within the CENTRAL EUROPE Programme shall include the statement: "This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF."

» Definition of the CENTRAL EUROPE blue:

CMYK	100 C • 83 M • 22 K
RGB	13 R • 33 G • 108 B
Pantone	280 C
Web	#15347b

How to respect the CENTRAL EUROPE publicity obligations (2)

Obligatory logos

All logos are available for download on the programme website at <http://www.central2013.eu/document-center/visuals-maps-and-logos>



Programme logo



ERDF logo

In case both logos are placed close to each other on the same page/space it is recommended to use the following option that includes both logos in one file as well as the necessary references. This file is also available on the programme website as "combined logo option":



For very small spaces with an available print size smaller than 1 cm in height such as on pens or lanyards, where due to the lack of size the fonts would be too small to be readable, the following solution can be exceptionally (only for small spaces!) used. This file is also available on the programme website as "small surface logo":



Further obligations

» For project websites the programme logo and the EU emblem (incl. the before-mentioned references to the EU and ERDF) have to be placed on your homepage, i.e. the first page of the project website. You also have to place a hyperlink from the programme logo to our programme homepage www.central2013.eu and from the EU emblem to the homepage of DG REGIO using either both logos separately or the combined logo option.

» In addition to displaying the appropriate logos, all promotion and publicity measures of beneficiaries shall also mention the project name and website address or the contact details of the Lead Partner (name, phone number and e-mail).

» In line with Article 8 of Regulation 1828/2006, in case your project's total public contribution to an investment exceeds 500.000 Euro (investments include the construction or rehabilitation of infrastructure or small-scale infrastructure), a billboard/plaque needs to be placed on site of each of these infrastructure-related measures, regardless of the cost of this measure (please see also Fact Sheet on "How to design plaques/billboards").

How to organise public events

Events

Organise events that your target audiences will find interesting to attend. When planning, consider not only what you would like to communicate - i.e. your messages - but also what your target audience would like to learn and take from the event.

Events can range from a closing or launching event for your project, conferences or workshops, to a public open day or press visit to projects to see how they are working in practice.

Keep in mind that **journalists and decision makers love to see, visit and talk to people**. A trip to a project to see what exactly is going on and to see the people it is making an impact on will help tremendously in attracting attention. Go beyond merely doing presentations and panel discussions in your event and find ways to get your audiences involved and to exchange.

If your project involves visual improvements to a building you may want to invite local residents to come on a **guided tour or host an event at your premises**. If your project results are less tangible, such as research findings or enhanced skills among public employees, you could opt for a **workshop** or a **seminar** to share your new expertise or initiate a debate on the topic through an information campaign. Projects could also consider '**roadshows**' of presentations or information events to reach a wider audience.

Important: Please remember to follow our publicity obligations when branding your event.

What makes a good public event

STRATEGY

- » Define your specific event objective(s)! These should be concrete. Presenting project results is not an objective but a tactic for achieving something (see also the fact sheet on strategic communications). So, what do you really want to achieve?
- » Define who you need to invite to reach the objective(s), who are the target audiences and what messages do you want to bring across?
- » Work out how the event programme will contribute to reaching the event objective(s). What is the event tactics in order to reach the event objective?
- » Consider with which activities and tools could make your event more attractive for the audience.
- » Think about documentation and evaluation from the beginning.

PRACTICALITIES

- » Draft a checklist for the build-up phase of the event including clear deadlines and an assignment of responsibilities
- » Draft a script for the day of the event including an exact timing, an assignment of responsibilities, and a directory of contact details of staff and speakers etc.
- » Only produce promotional products that fit with your project objective. Many of them have little or no practical value. Remember they will not do your communications for you (see also fact sheet on promotional materials).

How to do a project website



Websites

Peoples' habits are changing. Many are now exclusively looking online for information - at the same time making a website has become fairly easy.

A good website has **good content**, is **regularly updated**, **intuitive**, and easy to use - also on mobile devices. You do not have to spend fortune on web design. It is relatively cheap and easy to configure and publish a simple website using inexpensive off-the-shelf software. Most web publishing programmes include a range of generic website templates that can be personalised easily.

Suggestion: One way of ensuring a long-term online presence and access to your results after project end is by securing your domain name for a longer term. Another alternative is to transfer the results to the partners' institutional websites.

Important: Please remember to follow our publicity obligations when designing a project website.

What makes a good website

BASICS

- » Use the following URL for your project website www.projectacronym.eu
- » Use an analytics tools to study user behaviour
- » Link the project website to institutional websites of partners (and the other way round) to secure higher traffic

TEXT

- » Keep your visitor in mind. Good and frequently updated content builds interest and visitors are more likely to revisit the website
- » Avoid long texts that require users to scroll down
- » Avoid information overload and stay away from jargon (WP2, PR1 etc.)

STRUCTURE

- » Use easy navigation. On average, visitors spend 2-3 minutes on a website. In this time they want to find information quick and easily. A navigation menu that is simple and friendly to use is therefore a must.

DESIGN

- » Keep the design minimal and professional. The web design should support your website's overall goal and help underline the website structure
- » Leave enough empty space, use contrast and good hierarchy to make the content easy for the visitor's eyes

How to develop publications (1)

Publications

You may ask yourself why still prepare printed publications in the first place? Despite the internet boom, print still influences people's thinking today. Printed publications play a complementary role to digital content, giving a more permanent record of your messages and results, precisely as you wish to present them.

Taking the print versus digital debate aside, the focus should always be on content and not on the platform. As with all your communication, **keep it simple**, have a **clear purpose** in mind and **know your readers**.

For printed material, **distribution should be considered from the start**. Do you have an up-to-date distribution list? Where do you want to distribute the publication to whom?

In general, all material produced on paper should also be made available digitally. How to **take publications from print to digital** has to be taken into account from the very beginning - it determines also which format is best to use.

Important: No matter whether it is a printed or digital publication remember to follow our publicity obligations and to add copyright information.

What makes a good publication

BASICS

- » Determine the purpose of your publication - what should it accomplish?
- » Write for your readers - who is your audience?
- » Remember our publicity obligations and copyright information
- » Prepare a good mailing list, as there is no point in making all that effort if the publication does not end up in the right hands

TEXT

- » Structure the publication before you start writing
- » Length matters. Cover your topic, then quit. Remember to keep the balance between too much and too little detail
- » Make appropriate conclusions
- » Let the text be reviewed and revised by a fresh reader

DESIGN

- » Appearance matters. Make the publication visually appealing
- » Determine the layout according to you readers' preferences
- » Consider infographics to portray complex data
- » Use real photos from the project (good quality)
- » Keep digital usage in mind from the very beginning

How to develop publications (2)



Leaflet

No matter how great your project is, if no one knows about it, you will never get very far. General project leaflets convey a rounded impression of your project in a way designed to draw attention and create interest. If your leaflet is destined for a use pay lot of attention towards the quality of the content.

-
- Use relatively simple design, both eye-catching and relevant to your subject matter
 - Be realistic about how much information can be conveyed in the space available
 - Imagine how people will read the leaflet. Not many of them are likely to sit down and give it their full concentration, so be clear and concise
 - Always double check the spelling
 - Remember to include your contact details
 - Readable font size is essential: no less than 10pt
 - Respect the publicity obligations

Report

Reports are among most common core outputs of the projects. Knowing your subject, however, does not guarantee well written reports. A report is written with a clear purpose and to a particular audience. A key thing to keep in mind through your report writing process is that a report is published to be read - by someone else but you.

-
- Gather, evaluate and analyse relevant information
 - A report should be informative and fact-based
 - Include an 'Executive Summary'. Even though this is the first thing your audience will read, you should write this section last
 - Structure your material in a logical and coherent order
 - Length is not an issue. Structure on the other hand is really important
 - Make appropriate conclusions that are supported by the evidence and analysis of the report
 - Make thoughtful and practical recommendations where required
 - Acknowledge and reference all sources used
 - Review and redraft if needed
 - Respect the publicity obligations

How to develop publications (3)



Electronic Newsletter

A newsletter is one of the most common communication tools used to keep the interested reader informed about developments within your project. Written for a group of people with a joint interest, a good newsletter can be a foundation for building a steady readership base. However, there is a prerequisite. A good newsletter has to be well designed and have a great copy (i.e. professionally written text). It is not something that is put together at the last minute. Being a periodical, fresh content is a key to a newsletter's sustainability.

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- Make sure that news are not outdated
 - Have a strong lead in to your news. This first sentence or two of your news should immediately draw in the reader. Then link to your website for more information
 - Be consistent in the newsletter structure - include a variety of topics and sections to keep the reader interested
 - Include an editorial and use it to talk to your reader
 - Do not repeat yourself
 - Prepare and regularly update your mailing list
 - Use photos and illustrations
 - Ask and encourage response and feedback
 - Use existing platforms like Mail Chimp or Campaign Monitor

Final Brochure

The old saying "publish or perish" should not be ignored. It is essential to share your project outcomes, learnings and experiences. A final publication is a presentation of your results. The important question to be answered is: To whom do we want to present our results with this publication? Much effort is spent on achieving project results and if the final publication - no matter whether printed or digital - fails to attract readers, you run the risk that your work will not be properly visible or valued.

-
- Include an 'Executive Summary'. Even though this is the first thing your audience will read, you should write this section last
 - Have your readers in mind, you want them to (re)act
 - Remember that you are presenting your results, concentrate on these rather than on the journey how you did get there
 - Keep the balance between too much and too little detail
 - Remember that quantity does not guarantee quality. It is conciseness and clarity that makes a good publication
 - Include information about all your pilot actions
 - Include lessons learnt and make appropriate conclusions
 - Include contact details also for after the project end
 - Respect our publicity obligations and any potential copyrights
 - Prepare targeted mailing lists and cover letters to send it out

How to use social media (1)



Social media

Social media, such as Facebook, Twitter, LinkedIn or YouTube, are **free and easy-to-use** tools that provide a great platform for you to share photos, updates and stories about your project. Using social media also enables you to share information with people who are not regular visitors to your website and it provides a valuable 'multiplier effect'. When done well, social media can generate a dialogue, attract new partners, and spread the word about your project. The key is connection and collaboration.

Remember that you do not need to do it all. Social media are free of charge **but a lot of effort is needed to keep them fresh and updated** with interesting posts. Select the tools that will help you to reach your project objective, and make them part of the way you work.

Tips on using social media

GENERAL

- » If you use social media, provide a link to these from your website. When you set up a new Facebook page or a Twitter account, you should also send an email to people you think may find it interesting to get your regular updates
- » Always be transparent: make sure people understand who you represent. Be clear about your role
- » Be sure you read and understand the terms and conditions of social media sites and their policy on content ownership and what information you are prepared to make public
- » Social media can take on a life of its own: monitor your social media activities closely and often and react if necessary
- » Be useful, tell stories, answer questions, give glimpses behind the scenes
- » Build a community. Social media are platforms for dialogue, so ask and answer questions, listen to feedback
- » Build trust by showing you know what you're talking about
- » Share links to new content (and highlight the best bits in the archives)
- » Tell us about your blog, Facebook page, YouTube video, photos posted on Flickr, etc. and connect with the CENTRAL EUROPE channels

How to use social media (2)



Facebook

It is easy to set up a Facebook page, where you can share updates on your project, link to news items on your website and draw in content from other sources. It is also the realm of real people, so remember to keep your updates conversational and entertaining. Remember to make your page a follower of the CENTRAL EUROPE Programme Facebook page at www.facebook.com/CentralEuropeProgramme.

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- Be ready to respond. Show that you are open and available for comments
 - Focus on engaging people not on counting your likes
 - Think before you post. Keep it short, re-read your post and double check the spelling
 - Don't post too often or too seldom
 - Connect with people and share information. For example allow people to share their best ideas on how to approach a potential project partner, how to work together in a partnership project, share project stories or even share innovative ideas on communication activities
 - Engage those involved in your project by asking them to share videos or photos

Twitter

In recent years Twitter has become a popular way of micro-blogging, or publishing short posts. Twitter is about interaction and to keep it going you have to keep it regularly updated. But that is the golden rule of any social media. If you have succeeded gaining some popularity with your twitter account you will see how viral tweeting can be. Remember to become a follower of our Twitter account [@CEProgramme](https://twitter.com/CEProgramme).

-
- Old news is no news. Keep it live with good quality content and people will follow you
 - Think before you tweet. Keep it short, re-read your tweet and double check the spelling. Use hash tags and other features to spread your tweet.
 - You are limited to 140 characters, think of Twitter as a dialogue platform to react and comment
 - Follow the right people, but also know who follows you
 - Engage people. Share pictures, show glimpses from behind the scene
 - Less is more. Don't fall into a trap of constant tweeting, it is about the quality of your tweets rather than its quantity



LinkedIn

LinkedIn is the world's largest professional network and still growing. Maybe its not as much fun as Facebook or Twitter but that is not its purpose. Most LinkedIn users are looking for resources that can help them grow as professionals or help them grow their business and having a LinkedIn profile provides a good opportunity to connect with like-minded people. Remember to connect with the [JTS CENTRAL EUROPE](#) on LinkedIn.

-
- Start with creating a complete and informative profile
 - Focus on what you want to discuss rather than on photos or videos
 - Create a group for your project. It will help you to initiate discussions (either public or in a closed group)
 - Connect with other professionals you know
 - Keep posts professional but interesting
 - Join groups that give you the opportunity to network and discuss different topics
 - Initiating and joining lively discussions on LinkedIn will get you noticed for the right reasons

Other social media to consider

PROFESSIONAL NETWORKING

- » Regio Network on Yammer (networking platform of DG Regio)
- » Xing (LinkedIn-like platform for German speakers)

PRESENTATION SHARING

- » Slideshare
- » Prezi

VIDEO SHARING

- » You Tube
- » Vimeo

PICTURE SHARING

- » Flickr
- » Instagram
- » Pinterest



Media

With a small publicity budget, you might aim at gaining media attention. If done well, working with the media garners free publicity and helps you to transmit your message to the heart of your target audience. But be cautious - getting bad press might also work against you.

Journalists and reporters basically ask three questions when evaluating news potential: *Why now?* Is it interesting? Who cares? Or, more precisely, they take into consideration so-called news values.

- **Proximity:** Make use of local examples
A local angle on a national news story is news to media in your own community, and it might even go national. To get into national media is very difficult for regional projects - and European media even hardly exist (exceptions are the Economist and European Voice).
- **Personality:** Put a (prominent) face on the story, use quotes
Compelling human-interest angles of any kind are news because journalists are always looking to put a human face on their stories.
- **Visualisation:** Hold high quality pictures ready
Newspapers and magazines love photos, and television reporters have to bring in visuals to get a story on the air.
- **Accountability:** Use numbers to drive interest
Facts give journalists the foundations that they need to generate a credible story. Data displayed in attractive "infographics" is interesting for media.
- **Exclusivity:** Understand the media market mechanism
An exclusive story pitched to only one or few (influential) media is likely to be more efficient than spreading news widely.

Tips for media work

General

- » A journalist uses the news angle to tell readers why they should care, and different readers of different media care about different things:
 - Regional media tend to look at events from a local angle
 - International media may be more interested in the bigger picture
 - Don't just push your agenda: adapt it to what a media outlet wants
- » A news story typically revolves around a small number of messages - rarely more than three fundamental ideas, because otherwise the story would be too complex to be easily understood. Work with your key messages.

Press releases and conferences

- » Sending press releases will most often not be sufficient to be covered in the media. You have to follow-up with phone calls and talk to journalists after sending a press release. Even better: establish permanent contacts with journalists, meet with them and use the opportunity to pitch a story in a more casual way.
- » Press conferences are not as important as they used to be. It is often better to take journalists to something that you achieved: a new bicycle lane, a revitalised playground etc. Consider also to organise more informal briefings for selected journalists to pass the message in a more convenient setting.

Advertorials and advertisement

- » In the CENTRAL EUROPE Programme we basically do not support to pay for articles in newspapers and magazines. Scientific journals might be different though.

How to choose relevant promotion material



Promotional materials

Practical giveaways and promotional articles can be important carriers of your main message(s) if you get them right.

Consider the relevance of your promotional materials: Will they convey your project messages? How will they help you to promote the project? Is there a creative angle to the products to make them memorable? Are the products useful for the ones that receive them?

Promotional materials that are badly done can harm your reputation. Think about how the promotional materials will correspond to your overall reputation: Are they 'green' enough in case you are an environment project? Will they actually work and continue to work throughout the project lifetime?

Important: No matter what you will produce, remember to follow our publicity obligations.

Recommended promotional materials

Recommended giveaways

- » *Pens and pencils*
- » *Post-its*
- » *Notepads*
- » *USB sticks*
- » *Lanyards*
- » *Bags* - simple canvas or cloth conference bags that are well branded (see also comment on conference folders) are really useful to people after the event now that more and more supermarkets charge for carrier bags
- » *Conference folders* - can be used for years after the event if branded in a more neutral way, not mentioning the event but only the project and other information you are obliged to include
- » *Umbrellas* - a sturdy good quality umbrella will be used for a long time and will continue to show off the name and brand of the project

Additional good practices of promotional materials

- » *Fluorescent bicycle clips* in a bicycle transport project - they are easy to brand and really relevant. They are useful too!
- » *Reusable drinking bottles* in an environment project - they are a striking giveaway for promoting responsible use of water or waste management
- » *Special pens designed for elderly* in a demographic change project - they are without a tight grip that will keep elderly persons writing without cramps

How to make an interesting video



Videos

More than one billion unique users visit YouTube each month and more than 100 hours of video content is uploaded every minute.

Web video is seeing massive growth these days as people prefer watching videos to simply reading texts. It is a faster and easier way to digest and especially remember the information and therefore a very useful tool if your project (and what you do) requires explanation.

Video with a good script also evoke emotions and people often base their decision on an emotional response. And because people actively choose to watch a video, it's less pushy, than for example direct mailings.

But remember: there is lot of videos out there and video production can be very time-consuming and, needless to say, expensive. It is important to **start with a good script** and thorough planning of your objectives, target audiences, messages and how you will go about it.

Important: Please remember to follow our publicity obligations when producing your video.

What makes a good video

TIPS

- » Clearly define your objectives in advance and then follow with a script. A well written script is key to a successful video
- » The first seconds of your video are essential in capturing viewers attention. Think of them in your script
- » The shorter the better. The longer your video is, the less people will pay full attention to it. Videos should be a hook to learn and find out more. Keep the length to maximum 2-3 minutes
- » Keep it simple. Tell a story. You don't want to confuse your viewers but capture their attention
- » Make it look professional. Last thing you want is poor sound and visual quality
- » Be creative. You want your viewers to remember your video. Evoke emotion, make them laugh, think and act
- » Promote it online. And not only on your website. Use social media to share it. Create a channel on YouTube, place it on Vimeo. Email the link to the people who might be interested in watching it
- » Limit the production of hard copies. Noone will take your video home to watch it in the evening

How to write and design billboards



Billboards

In case your project receives a public contribution exceeding 500.000 Euro that includes the construction or rehabilitation of infrastructure, a **billboard needs to be placed on site** of each of these infrastructure-related measures, regardless of the cost of this measure.

Reference to your project (project title), your project logo and both **CENTRAL EUROPE Programme** and **ERDF logos** must be displayed. The size of the two latter logos shall take up at least **25% of the billboard**.

We recommend to also include

- concise information on work/investment carried out
- completion date
- name of the project partner's institution involved in the investment (preferably also contact email and phone)
- the grant support (amount corresponding with the amount provided in the respective progress report, preferably in national currency)
- use national language

The billboard shall be placed at a visible spot and remain there at least until the end of the project.

After the end of the project, the billboard shall be replaced by a permanent explanatory plaque. Where it is not possible to place a permanent explanatory plaque on a physical object, other appropriate measure shall be taken in order to publicise the contribution of the **CENTRAL EUROPE Programme** and the **ERDF**.

Example



TITLE OF PROJECT

Name of the investment

This investment is supported by the CENTRAL EUROPE Programme
funded under the European Regional Development Fund (ERDF)

Short description of conducted works (in a few sentences or bullet points)

ERDF Investment: € (or national currency) Realised: 201X

Name of project (or lead) partner institution & contact details

RELEVANT PARTNER LOGOS

How to write and design press releases



Press releases

Plan your press release in line with the overall communications strategy.

Think about the **aim** of the press release, your ultimate **audience**, the **message** you want to deliver and actions you want to influence.

Determine **which media** your target audiences read and sell your press release to them also in a personal phone call. Watch and listen to, and customise your press release to the news values of these media.

Use an **appropriate style, tone and content** for your chosen media outlet - most likely it will be factual. Spelling and grammar must be perfect.

Create and use a **standard layout template for your project** based on the template to the right and follow it.

Make the headline catchy and not too long - avoid too technical headings and mention your project name

It is not a rule but it is better to keep your press release to one page where possible. If you can't, then use "-more-" to indicate that another page exists.

Template

[Here: CENTRAL EUROPE and ERDF logos]

[Here: PROJECT logo]

PRESS RELEASE

Place, Date

Headline

Lead-in paragraph - should contain key information on who, what, when, where, why something happened. It should not be longer than five lines.

Body text - should include additional, relevant information about your news mentioned in the lead-in. Be sure to include benefits and a true news angle that a journalist can pick up on, his/her 'hook'. For example, "because of this new finding, citizens of Warsaw will be able to test the water quality coming directly from the tap".

Also include quotes, indicated by using text in italics and quotation marks. Attribute them to your manager or someone involved in the news (e.g. industry expert or project researcher).

If your press release exceeds one page use --MORE-- at the end of the page Use -ENDS- at the bottom of the body text as the standard international way to denote the end of the main text of the press release.

Background information - insert one short paragraph about the project. Insert a sentence on the support from the CENTRAL EUROPE Programme and the European Regional Development Fund (ERDF)!

For further information, please contact:

Contact person
Company name
Telephone number and email address
Website address and Social Media contacts

How to use correct CENTRAL EUROPE spelling



Style guide

Consistency in spelling is essential for all written communication to ensure that the programme is communicated in a coherent way.

Having a style guide for your project can also be very beneficial as it will help creating and defining standards for all your documents. It will help to reduce spelling mistakes and increase consistency. It can also help to improve your partners' confidence level especially when English is not their mother tongue. It shows your professionalism and implicitly indicates that you are taking your project communication seriously.

What to include in your style guide:

- Typography
- Basic spelling and grammar issues
- Abbreviations and capitalisation (starting with your project acronym)
- Use of logos

Please refer also to our fact sheet on publicity obligations.

Specific CENTRAL EUROPE terminology

The **CENTRAL EUROPE Programme** is co-financed by the ERDF.
Programme name of CENTRAL EUROPE is spelt in capitals, 'Programme' in connection with the programme name with a capital -P

In **central Europe** innovation is key.

When the geographical area and not the programme is referred to, only 'Europe' is capitalised

The **programme** funds projects in six themes.

When the word programme is mentioned without CENTRAL EUROPE, the word is not capitalised. The same holds true for the word project

The CENTRAL EUROPE Programme is made up of eight EU **Member States**.
Capitalising 'member states' has become common when meaning 'EU Member States'

All **project partners** together with the **lead partner** attended this meeting.

Words like "Lead Partner" are capitalised only when used specifically as personal titles, but not when referring to the lead partner institution in general



CENTRAL EUROPE logos, maps and visuals can be all downloaded from our website
<http://www.central2013.eu/document-center/visuals-maps-and-logos/>

For all relevant programme reference documents follow this link
<http://www.central2013.eu/document-center/programme-documents/>

For logos and maps of European regional policy follow this link
http://ec.europa.eu/regional_policy/information/logos/index_en.cfm

In case of any questions please contact the Communication Unit on info@central2013.eu or on following telephone number +43 8908 088 2412.