



Programme funded by the  
**EUROPEAN UNION**



**REGIONE AUTÒNOMA DE SARDIGNA**  
**REGIONE AUTONOMA DELLA SARDEGNA**

# **Tips for designing impactful communication activities and main visibility criteria for ENI CBC Med funded projects**

Communication training  
Online, 27 April 2022

# Communication beyond 'WP2'



- Ensure **transparency and accountability** on the use of EU funds to taxpayers and the citizens of partner countries
- Demonstrate value for money
- **Highlight your work and results achieved (limited audience will read project reports) with multiple audiences** (media, institutions, the general public)
- **Raise the visibility of the organisations and people involved**
- Showcase the magnitude of Euro-Mediterranean cooperation
- Contribute to **internal cohesion** of partnerships

# Static vs dynamic, rich-in content communication



***What happened over the project implementation? What was achieved?***



# Legal aspects

- Article 79 of Commission Implementing Regulation (EU) No 897/2014: *The Managing Authority and the beneficiaries shall ensure **adequate visibility of the Union contribution** to programmes and projects in order to strengthen **public awareness of the Union** action and create a **consistent image** of the **Union support** in all participating countries.*
- Article 21 of the Grant Contract: *“the Beneficiary must take all necessary steps to **publicise the fact that the European Union has financed or cofinanced the project**. Such measures must comply with the Programme rules for visibility....*

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

## General checklist for communication material

1. Project logo (appearing on top of material, at the beginning of video)
2. Clear reference that the project is funded by the EU under the ENI CBC Med Programme
3. Short description of the project + how the publication (study, research, guidelines, etc.) is integrated in the overall context of the project
4. Total budget of the project as well as the amount of the contribution received (in figure + percentage)
5. Disclaimer (for long publications and/or when opinions are expressed)
6. Statements about the EU and the Programme (for long publications)
7. Link to project website

# Branding infrastructures and equipment

- Pilot plants or valorization of a specific site: highly visible permanent display panels/plaques in place **5 years after the payment of final balance**
- People can understand the nature of the project
- Temporary billboards during construction works
- Stickers on equipment with 'Provided by the EU' and project logo

Check design with your communication officer to be on the safe side



# Branding infrastructures and equipment

## Permanent plaque for pilot plants and sites



### Nature Based Solutions for Domestic Water Reuse in Mediterranean Countries

This **living green wall to treat greywater** was built through "Nature Based Solutions for Domestic Water Reuse in Mediterranean Countries" (NAWAMED), a project funded by the European Union under the ENI CBC Med Programme.

#### Budget

**€ 3.2 million total budget**  
90% EU contribution

#### Duration

**36 months:**  
10/09/2019 – 09/09/2022

#### Website

[www.enicbmed.eu/projects/nawamed](http://www.enicbmed.eu/projects/nawamed)

#### partners



# Project visual identity





# Don't be creative



# Ensure consistent use of logo



# Integrating project logo on communication material – examples 1/2



# Integrating project logo on communication material – examples 2/2



LIVE WEBINAR

## Disruption in the agri-food sector

sustainable scenarios after covid-19 in the Med Region

Women empowerment & employability

16th  
June  
2020

11:00 AM  
01:00 PM  
(CEST)



Via Zoom Webinar



Available  
languages

English-Arabic  
Italian-Spanish



# The importance of professional pictures





Your best investment



Creative and  
professional graphic  
designers,  
photographers and  
video-makers



# People at the core of communication



# Don't speak...let others do it for you

Who can best tell the impact of your project than those benefitting from it?

- **People relate to other people**
- Look for testimonials: Start-uppers, students, researchers, young people, trainees, **final beneficiaries** (women, farmers, SMEs managers, etc.), **local elected**, bloggers, influencers, etc.
- Organise interviews, collect statements, engage them in your communication

# The story of Hafiz Jreij, salt producer of Lebanon

(click on picture to watch video)



# Things we love





# Engaging the public - 1



## Engaging the public - 2



**Make people 'feel and touch' the results of your project**





## 'Strategic' gadgets



Design of COMMON t-shirt  
created by **Italian cartoonist**  
Giuseppe Palumbo  
Teaser video viewed by 15k+

# Press, high-level visits and fam trips





# Thematic campaigns/events

Projects at the core of the Programme communication strategy



# Art, contests, exhibitions, initiatives for schools





# Influencers

(click on picture to watch video)



**Be creative, be disruptive**

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