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**NEXT MED**



# Effective Communication in Interreg NEXT MED

Branding, Visibility and Outreach Essentials for Funded Projects

#everythingMEDpossible



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DE SARDIGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA



GENERALITAT  
VALENCIANA  
Presidencia



سلطة منطقة  
الاقبلة الاقتصادية الخاصة  
AQABA SPECIAL ECONOMIC ZONE AUTHORITY



# Communication, a core pillar of project success



An indicator of efficient project implementation



Demonstrates accountability and value for money



Raises awareness on importance of Mediterranean cooperation



Enhances potential for replicability and sustainability of results



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# The communication we want



UNIVERSAL



RESULT-ORIENTED



PEOPLE-CENTERED



ENGAGING



CONVINCING



# Available tools



[GUIDELINES FOR COMMUNICATION](#)



[BRAND DESIGN MANUAL](#)



JOINT INTERREG NEXT MED LOGO



[PROJECT WEBSITE HOSTED BY THE PROGRAMME WEBSITE](#)



# The one and only one: don't be creative



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بتمويل مشترك من  
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GREENMEDPORTS



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HorizonCraft

**Display the project logo** on all communication materials (printed, digital, audiovisual), clearly, visibly and prominently (on top, on cover page, at the beginning of video)



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# Key visibility requirements

- Include **clear reference** to the fact that the project is funded by the EU: *"The XXX project is funded by the European Union under the Interreg NEXT MED Programme."*
- **Disclaimer** on press releases, videos, publications : *"The contents of this press release are the sole responsibility of <Lead Partner's OR partner's name> and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures"*.
- Mention total project budget and **EU support in euro and percentage** (*The total of the XXX project is €2.8 million, out of which €2.6 million – 89% - funded by the European Union*)



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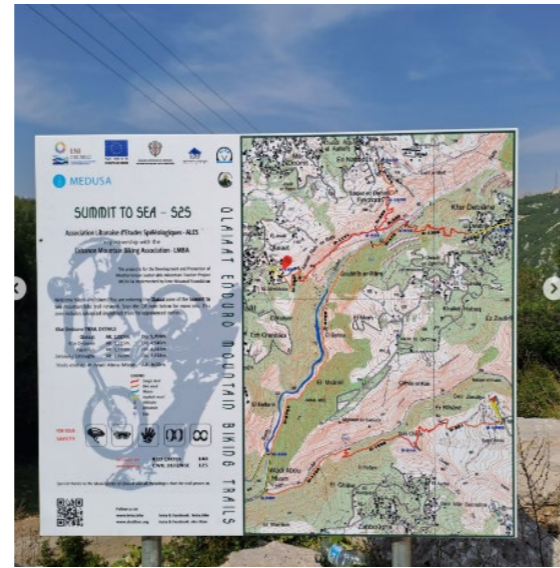


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# Branding infrastructure & equipment



**For infrastructure or equipment over €100,000, install a durable and visible plaque. It must display:**

- Project logo
- Infrastructure/equipment name
- Objective summary
- Short project description (max 400 characters)
- Total budget & EU contribution
- Duration & project website/QR
- Partner logos
- In programme/local language

**Stickers** on purchased items: must show project logo + “Provided by the EU - Interreg NEXT MED Programme” (EN/FR/AR).

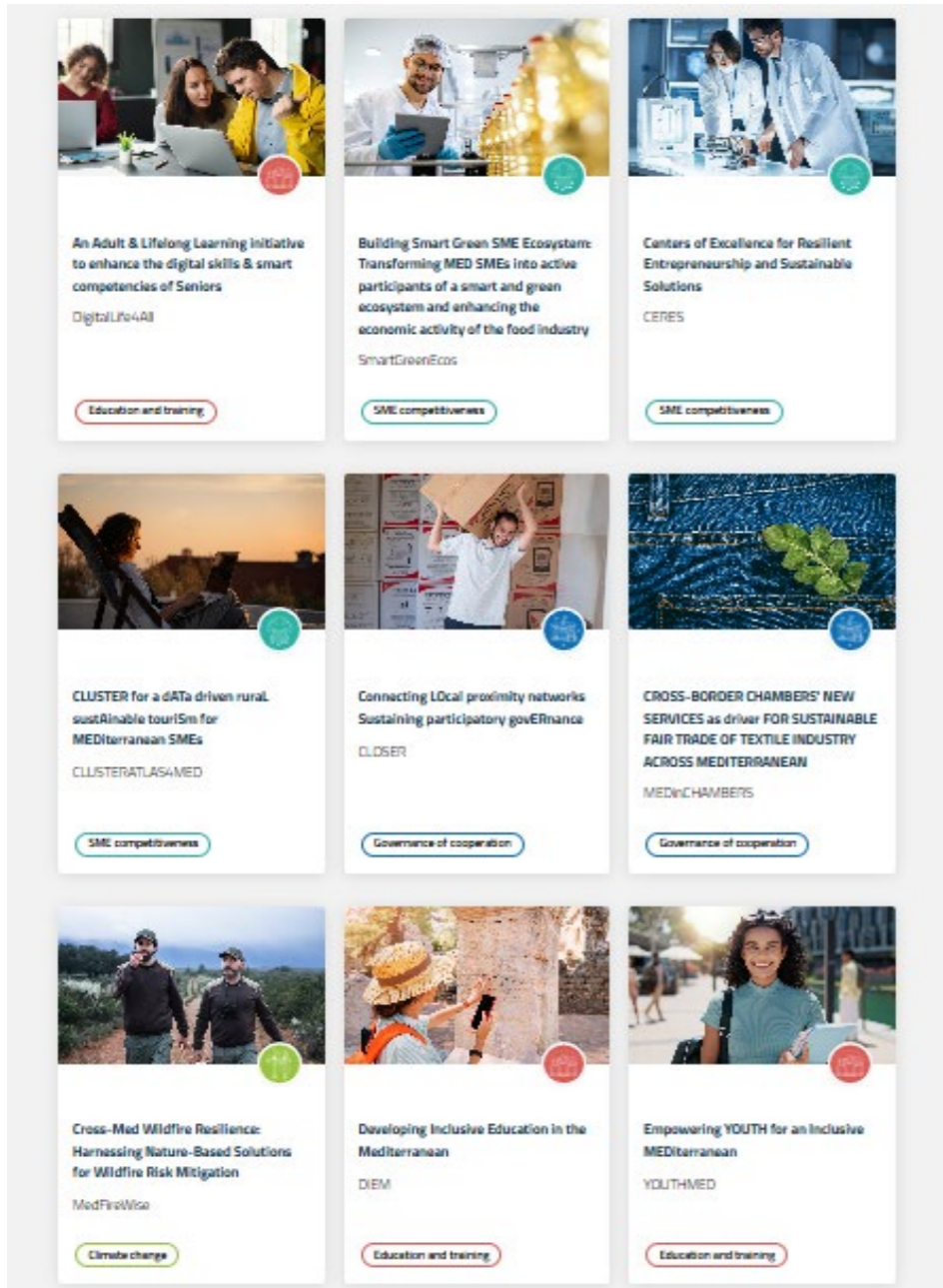


# Key commitments – within 3 months from receiving the communication guidelines

TYPE OF TOOL	REQUIREMENT
1. Websites	Reference to the project on partners' institutional websites highlighting its objectives, results, and EU financial support
2. Social Media	Posts on social media of partners' institutional accounts - Tag <b>@Interregnextmed</b> , use <b>#MADE4MED</b>
3. Poster/Display	A3 poster or digital screen in visible public areas of partners' premises
4. Press Release	Disseminate press releases in the project and local languages
5. Intro Video	Max 3 min video on project goals/value



# Project websites: <https://www.interregnextmed.eu/projects/>



Each project is provided with a standardized webpage hosted on the Programme portal:

- Key project information (description, goals, budget, partnership, expected results)
- Post News, Events, Media (video, pictures, etc.)

- Projects shall update their webpage with at least **3 content monthly**.
- Highly recommended to post **project vacancies, tenders and other opportunities (trainings, mentoring, etc.)**



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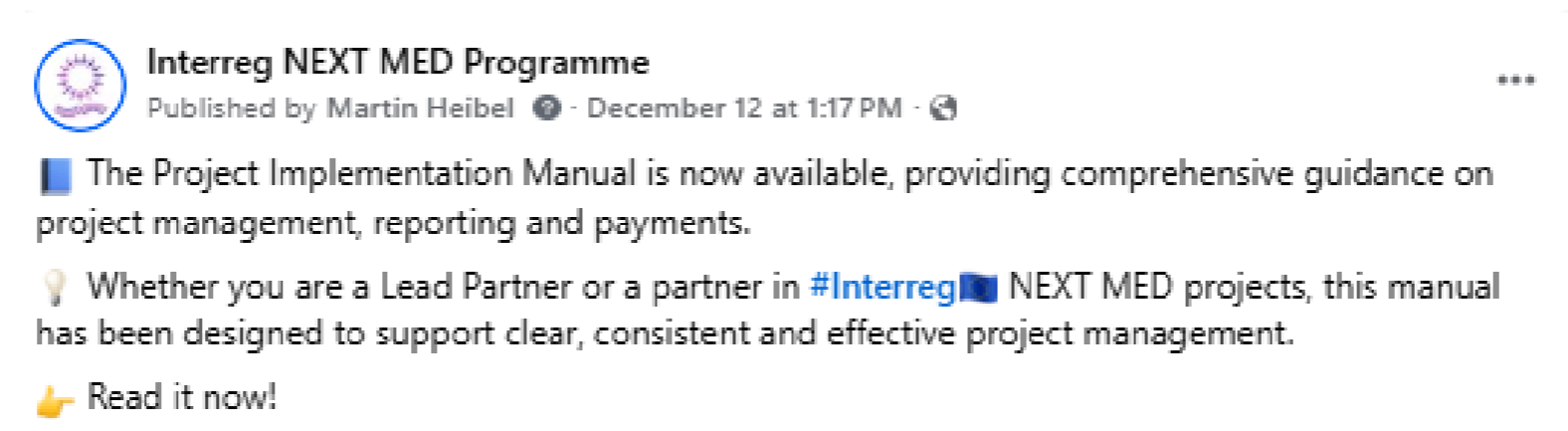
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# Tips for communication

- Use the correct programme name: Interreg NEXT MED (not INTERREG Next Med or Interreg NEXT-Med)
- Use the project acronyms and titles in the same form they were approved (CERES, REST4Green, WISEMED)
- **Mention/tag @interregnextmed** and use hashtag #MADE4MED #Interreg with EU emoticon



- Mention the full organization partner name, not the acronym.



# The power of pictures

YES



BUT



# What to communicate about EU-funded projects?

Examples:

MedFireWise will start its activities on the 5th November in Athens.

MedFireWise will increase prevention measures against wildfires in Mediterranean forests.



# What to communicate about EU-funded projects?

Examples:

RESWATER to use Non-Conventional Water Resources for Resilient Urban Water Management

RESWATER plans to increase available water to face increasing demand in coastal areas



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# Creating an impact-based narrative

GOVMED to implement Mission Ocean in Mediterranean countries to achieve SDG goals

OR

GOVMED to install artificial reef in Oran, Algeria to restore aquatic habitat and allow youth familiarisation with the ocean life



# Creating an impact-based narrative

ENERGYSHARE promotes Energy Sharing Solutions in Mediterranean historic city centres

ENERGYSHARE promotes sharing the excess energy produced by solar panels with neighbours, friends or family

## RESULTS & PEOPLE at the center of your narrative



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# The crucial contribution of partners to project communication

- **Links with local communities** (students, citizens, farmers, SMEs, elected officials, schools)
- **Local events**, showcases, competitions, exhibitions
- **Media relations** (press conferences, press releases, **press visits** to pilot sites to showcase tangible achievements and engage local beneficiaries, **media kit, interviews with beneficiaries**)
- **Propose content for project website**



# JOIN US AND BE PART OF THE STORY!



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"If you can't explain it simply, you don't understand it well enough"  
 (attributed to) **Albert Einstein**

$$M = \frac{m_0}{(1 - \frac{v^2}{c^2})^{1/2}} = \gamma m_0, \quad F = \frac{dP}{dt} = \frac{d}{dt}(Mv) = \frac{d}{dt}(\gamma m_0 v) = m_0 \frac{d}{dt}(\gamma v) = m_0 \left[ \gamma \frac{dv}{dt} + v \frac{d\gamma}{dt} \right]$$

$$\frac{d\gamma}{dt} = \frac{d\gamma}{dv} \cdot \frac{dv}{dt} = \frac{d\gamma}{dv} \cdot a, \quad \frac{d\gamma}{dv} = \frac{d}{dv} \left( \frac{1}{(1 - \frac{v^2}{c^2})^{1/2}} \right) = \frac{d\gamma}{d\beta} \cdot \frac{d\beta}{dv} \text{ where } \beta = \frac{v}{c}, \quad \frac{d\gamma}{d\beta} = \frac{d}{d\beta} \left( \frac{1}{(1 - \beta^2)^{1/2}} \right)$$

$$\frac{d\gamma}{d\beta} = \frac{1}{2} (-2\beta) (1 - \beta^2)^{-3/2} = \beta (1 - \beta^2)^{-3/2}$$

$$\frac{d\beta}{dv} = \frac{d}{dv} \left( \frac{v}{c} \right) = \frac{1}{c}$$

$$\rightarrow \frac{d\gamma}{dv} = \frac{\beta (1 - \beta^2)^{-3/2}}{c} = \frac{v}{c^2} \left( 1 - \frac{v^2}{c^2} \right)^{-3/2}$$

$$\therefore F = m_0 \left[ \gamma \frac{dv}{dt} + v \frac{d\gamma}{dt} \right] = m_0 \left[ \gamma \frac{dv}{dt} + v \frac{v}{c^2} \left( 1 - \frac{v^2}{c^2} \right)^{-3/2} \cdot a \right] = m_0 \left[ \gamma a + \frac{v^2}{c^2} \left( 1 - \frac{v^2}{c^2} \right)^{-3/2} a \right]$$

$$= m_0 a \left[ \frac{1}{(1 - \frac{v^2}{c^2})^{1/2}} + \frac{v^2}{c^2} \cdot \frac{1}{(1 - \frac{v^2}{c^2})^{3/2}} \right], \quad \alpha = 1 - \frac{v^2}{c^2} \Rightarrow F = m_0 a \left[ \frac{1}{\alpha^{1/2}} + \frac{v^2}{c^2} \cdot \frac{1}{\alpha^{3/2}} \right] = m_0 a \left[ \frac{1}{\alpha^{3/2}} + \frac{(1 - \alpha)}{\alpha^{3/2}} \right] = m_0 a \left[ \frac{1}{\alpha^{3/2}} \right]$$

$$\therefore F = m_0 a \left[ \frac{1}{(1 - \frac{v^2}{c^2})^{3/2}} \right], \quad W = \int F dx = \int \frac{m_0 a}{(1 - \frac{v^2}{c^2})^{3/2}} dx = m_0 \int \frac{1}{(1 - \frac{v^2}{c^2})^{3/2}} \cdot \frac{dv}{dt} dx = m_0 \int \frac{v}{(1 - \frac{v^2}{c^2})^{3/2}} dv$$

$$u = 1 - \frac{v^2}{c^2} \Rightarrow W = m_0 \left[ \frac{c^2}{-2} \int \frac{du}{u^{3/2}} \right] = m_0 \left[ \frac{-c^2}{2} \left[ \frac{-u^{-1/2}}{-1/2} \right] \right] = m_0 \left[ \frac{c^2}{u^{1/2}} \right] = m_0 \left[ \frac{c^2}{(1 - \frac{v^2}{c^2})^{1/2}} \right] + C$$

$$W=0 \Rightarrow v=0 \Rightarrow C = -m_0 c^2, \quad W = \frac{m_0 c^2}{(1 - \frac{v^2}{c^2})^{1/2}} - m_0 c^2 \Rightarrow W + m_0 c^2 = \frac{m_0 c^2}{(1 - \frac{v^2}{c^2})^{1/2}}$$


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Total Energy =  $W + m_0 c^2 = M c^2$  or  $E = M c^2$

Moving  $\nearrow$  not moving  $\nearrow$



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**Thank you**

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