WATERWISE

Co-designing sustainable management solutions for resilient Alpine headwaters

Communication guidelines

Funders' requirements

- Project poster need to be displayed at each project partner headquarters in a public space
- 1 (one) social media post about the project from each project partner (fill in this file to keep track);
- A link to the Waterwise website on each project partner's website (insert the page link here);

Both the social media post and the website page must report the following information: "the project logo, highlighting the financial support from Interreg, and a short description of the project, including its aims and results, plus the link to the project website"

Optional communication materials

Like this one

- Roll up
- Brochure
- Postcard (digital version that can also be printed)

PPs can get in touch with the CM to customize the file with: their language (German has been done already) and their pilot site picture.

Find the files here

Corporate design manual

This manual contains rules and guidelines for the correct use of Interreg Alpine Space corporate design elements for project communication.

The project logo must be placed **on all material published and on all files/presentations shown to the public.** This includes not only promotional material, but also documents such as invitations, presentations or agendas. Together with the logo, **the reference to the support by an Interreg fund must be visible on all materials and documents** as listed above.

Please note that measures that do not respect these requirements will be considered as ineligible for ERDF co-financing.

Corporate design manual

Official font of the project is: Source Sans pro

Here is how it looks:

Regular

Bold

Italics

Correct use of the logo

To ensure its visibility against coloured backgrounds, the official logo should always be used in a white rectangle

Like this

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the logo should be used. This version should only be used whenever full colour is not available.

All the official logos can be found here   All the customised logo versions are here

In addition to the project logo, a statement highlighting the support from an Interreg fund shall be displayed in a visible manner **on all documents and communication material intended for the general public or for participants to projects events or activities.**

Projects may use for instance the sentence "**This project is co-funded by the European Union through the Interreg Alpine Space programme**" in addition to the Interreg reference included directly in the project logo with the text "Co-funded by the European Union"

Correct use of the logo

How to use the official logo together with the customized one?

- Project logos can never be positioned **above** the Interreg logo.
- The Interreg logo must always be **bigger** (or similar) in size.
- Prefer using the squared version of the official logo

Public communication materials have a specific size requirement for logo use. Please get in touch with me when in doubt!

Brand colours

The Reflex Blue and Light Blue define the Interreg brand's visual identity and should be used as main colours in all communication materials.
The Yellow can be used sparsely as accent colour.

POLICY OBJECTIVE N. 2
A GREENER, LOW-CARBON EUROPE
PRIORITY 1: Climate resilient and green Alpine region
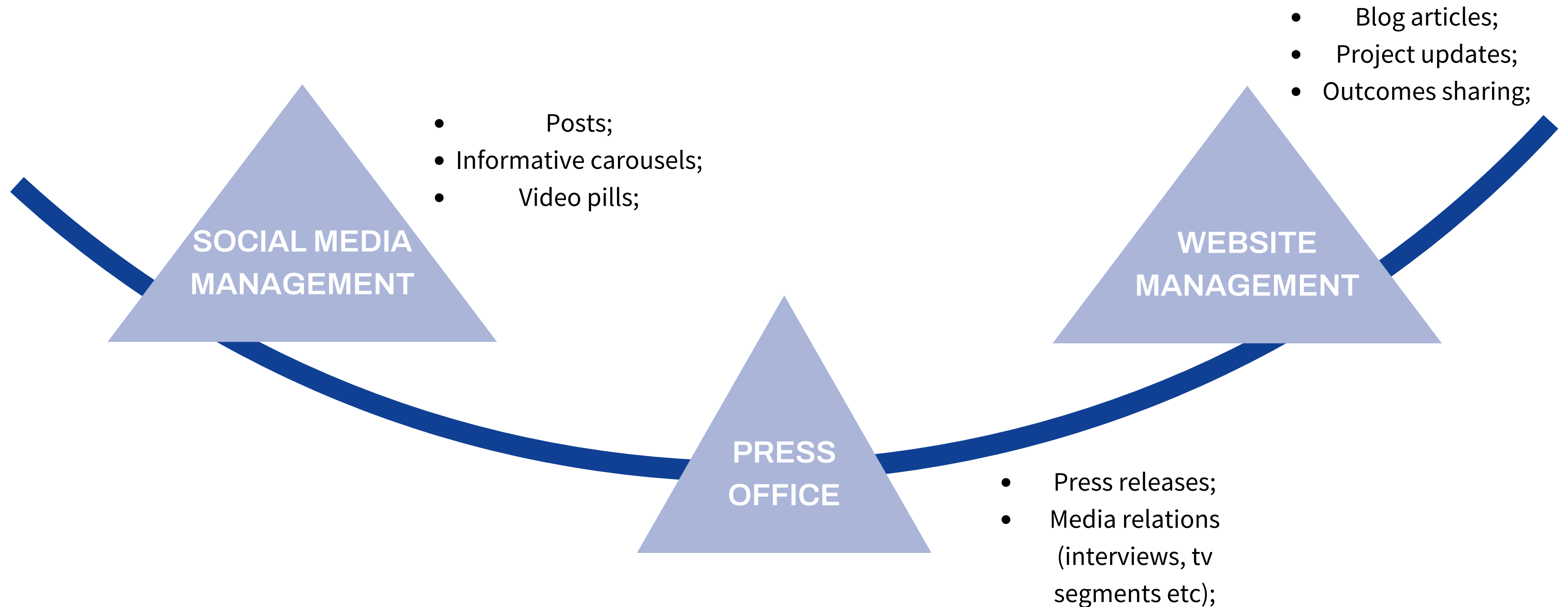PRIORITY 2: Carbon neutral and resource sensitive Alpine region

Reflex blue
#003399

Light blue
#9FAEE5

Yellow
#FFCC00

POLICY OBJECTIVE N.2
#9ACA3C

PRIORITY 1
#429C69

What is project communication?

Blog articles;
Project updates;
Outcomes sharing;

Posts;
Informative carousels;
Video pills;

SOCIAL MEDIA MANAGEMENT

WEBSITE MANAGEMENT

PRESS OFFICE

Press releases;
Media relations (interviews, tv segments etc);

Glossary

Post — A short text description of project goals, pilot area, project activities etc. generally posted with a graphic card, a picture or a short video

Carousel — A group of graphic cards that explains a topic using data, graphics, quotes with a simple, effective language.

Video pills — Very short videos (not longer than 2 minutes) on a specific topic.

Blog post — A short text (not longer than a Word page) that goes deeper into a topic or presents a project activity in a more detailed way. It goes online with 1/2 pictures.
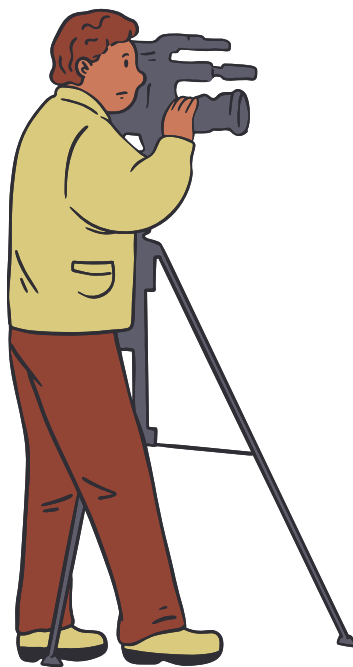
Press release — An official statement issued to newspapers giving information on a particular matter.
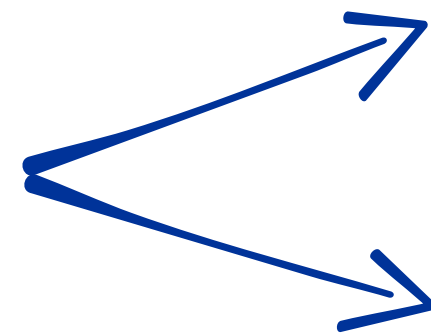
Press review — A compilation of recent articles and items from various press products, such as newspapers, magazines and, online publications.

Communication flow

TOP - DOWN

BOTTOM - UP

ARCHIVE ON TEAMS
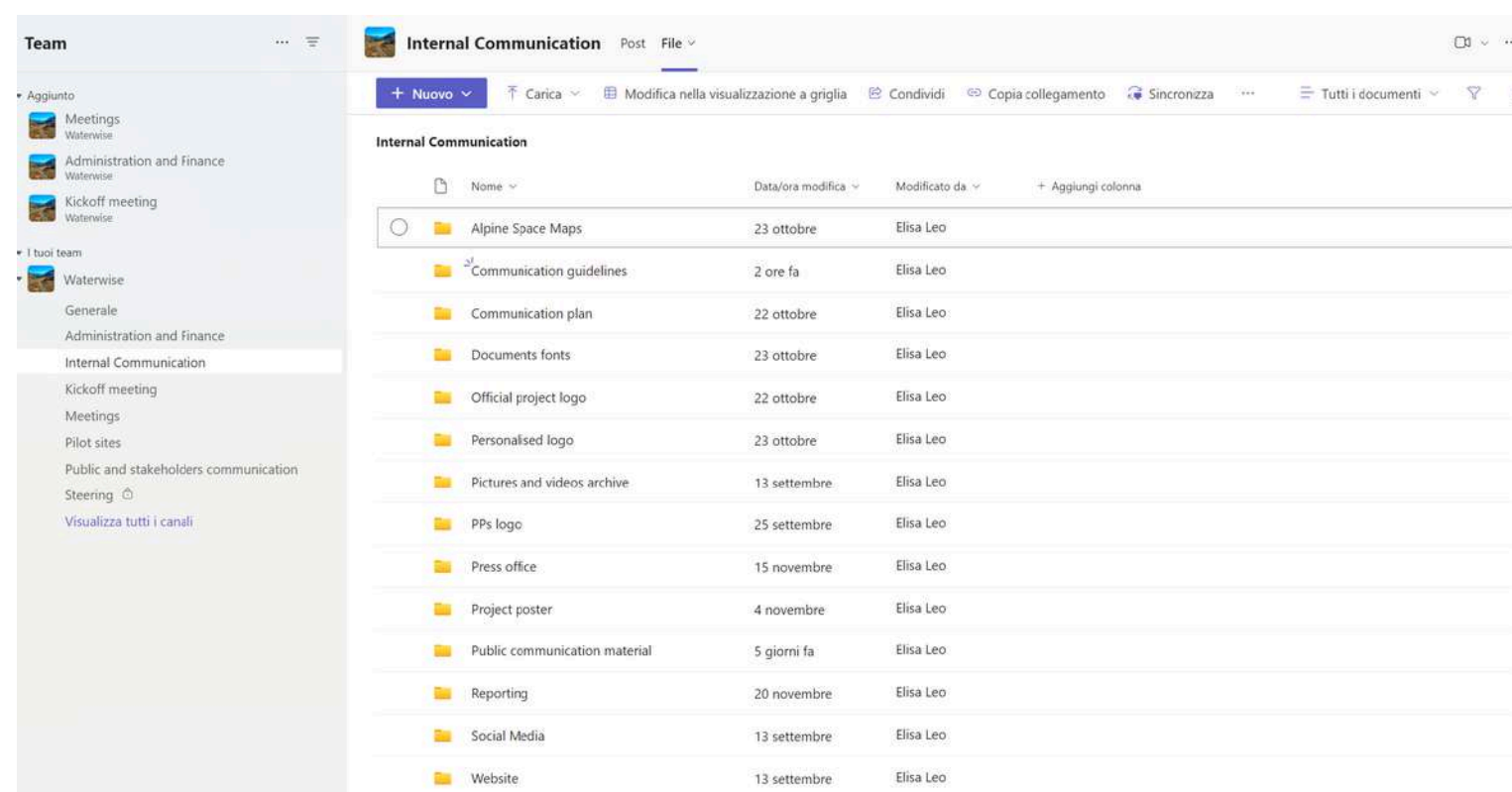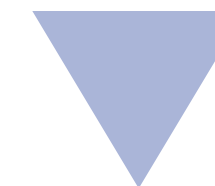
WHATSAPP GROUP

In order to facilitate communications from the field, we will use a Whatsapp group to share pictures and short information on project activities. Click here to join

If you haven't, please add your (or your referent's) phone number here (don't forget the international code)

Communication flow

TOP - DOWN
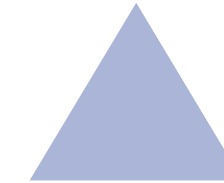
CM will get in touch with each PP to gather information and pictures/videos to write the planned content

CM will finalise the product and check with the PP if it's good to go

Social media/website

CM will put the content online and each PP can decide wheter to repost

Press releases

CM will share the ENG version and take care of the dissemination of the Italian version. Each PP can translate the document and share it with their media list

Communication flow
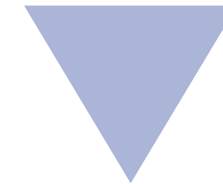
PPs can work on social posts or press releases individually and share them on their social accounts/with their media list

Once it's done, they can notify the CM that will proceed to

Social media

Press releases

Consider reposting the content on the project accounts (with a short translation if needed)

If the PP is Italian, consider sharing the press release with LPVDA media lista

If the PP is not Italian, ask the PP to report on the press review in the following days

Planning

An editorial calendar like <u>this one</u> is essential to properly plan the project communication.

It will be updated regularly by the CM and will help PPs to understand when the next communication materials (press releases, social posts) will be shared.

PPs can also add on the calendar events, dates, and so on to let the CM know about a possible digital collaboration with their institution/organization

Date	Occasion (World day/event/etc)	Facebook	LinkedIn	Website	Press release	Tag/Mention (in addition to the pps)	Hashtag (in addition to the usual ones)	Picture/Video (specifics)	Status	Link to the folder	Notes
1											
2											
3											
4	Press release			X	X						
5	Carousel with infos from press release	X	X								
6											
7											
8											
9	Promo: Legambiente report on Glaciers	X	X	X		Legambiente Alpi + Legambiente	carovanadei ghiacciai	Std	Draft		
10											
11	International mountains day	X	X								
12										Draft		
13										Submitted for appro		
14										Published		
15												
16	Waterwise project goals	X	X								
17												
18												
19	Waterwise consortium (general)	X	X								
20												
21												
22												
23	Waterwise pilot area 1 – Réchy	X	X	X							
24												
25												
26												
27	Waterwise PP 1- UniNE	X	X	X							
28												
29												
30												

"Show, don't tell"

A narrative technique that we can also adopt for our project communication style

Media

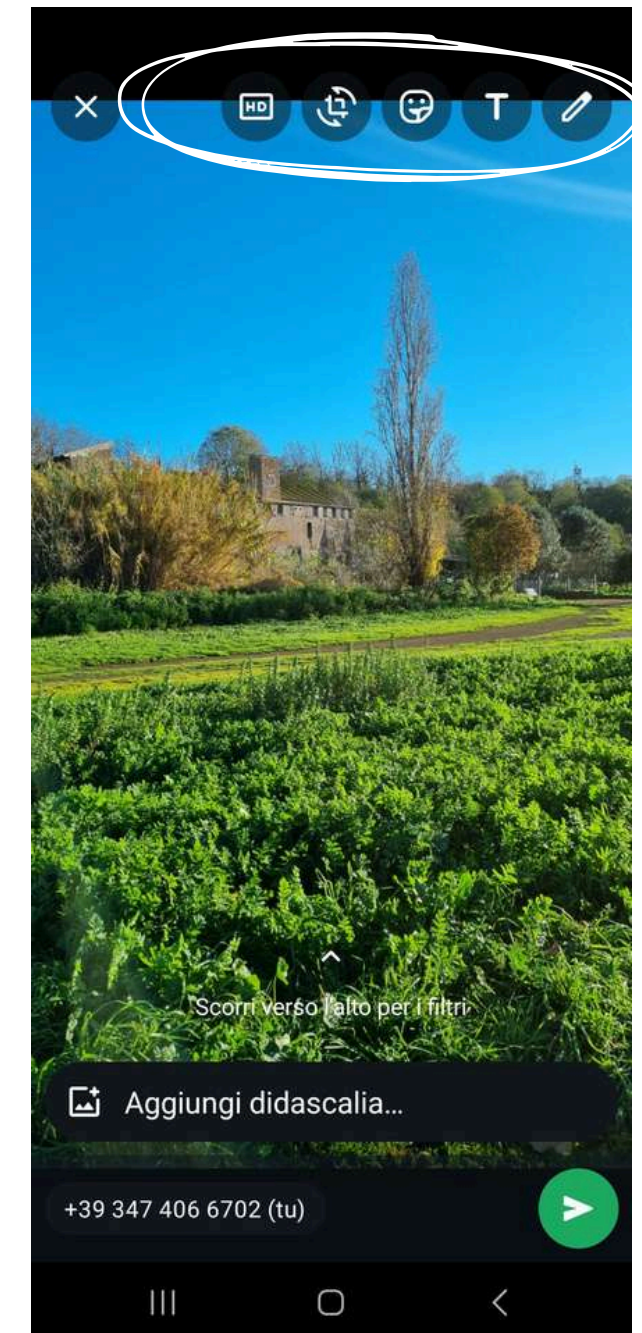## Pictures tell us stories

Technical information

Pictures

Horizontal (16:9; 4:3)

Make sure your phone camera is on high resolution mode

When you send them via WhatsApp, make sure to mark the **"High Quality"** option

Subjects can be: landscapes, project activities, people working, animals, flora etc.

Technical information

- Turn on the camera grid or picture it in your mind;
- Focal point always in the centre of the grid;
- Movement can be shown transitioning from one side of the grid to the other;
- Context is important and part of the picture;

Technical information
Videos

Horizontal (16:9; 4:3)

When talking, keep it short (1-2 minutes max)

If you are taking a landscape shot, don't move your phone: pick a focus point and let movement (the wind, birds, people...) come in and out of the frame

When you send them via WhatsApp, make sure to mark the **"High Quality"** option

Technical information

Tips for video pills

- Only one person talks;
- Use a simple, direct, non-technical language;
- Provide data to support what you are saying;
- If you shoot in your language, provide a translated transcript for subtitles;
- Topics must be not too complex in order to be presented in less than 2 minutes;
- Look in the camera, speak confidently and without stopping;

Contact person

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