

Interreg

Euregio Meuse-Rhine

European Regional Development Fund



EUROPEAN UNION



COMMUNICATION RECOMMENDATIONS AND GUIDELINES

Programme V Manual

ABOUT THESE RECOMMENDATIONS

This document is intended to support the communication regarding Interreg projects from programme V. It is Interreg EMR's clear ambition to further strengthen the communication regarding the projects and to bring it to a certain level. The programme wants to support the lead partner in this as much as possible by providing guidelines and recommendations on the one hand and by making templates available to facilitate the development of the communication products on the other hand. Development of some of the products is mandatory, development of others is optional (see below).

COMMUNICATION IS CONSIDERED AN IMPORTANT PROJECT IMPLEMENTATION TOOL:

- to communicate the existence of the projects;
- to ensure communication with policy makers;
- to provide information on the performance of the programme, projects, and results;
- to increase the transparency of EU funding.

This information is extensive, so we have tried to limit it to the essential by using tried and tested tools that have proved their worth.

If you have any questions about these guidelines and templates, please contact Interreg EMR and the regional antennas at the following e-mail address: communicationEMR@prvlimburg.nl.

We look forward to following your communication activities!

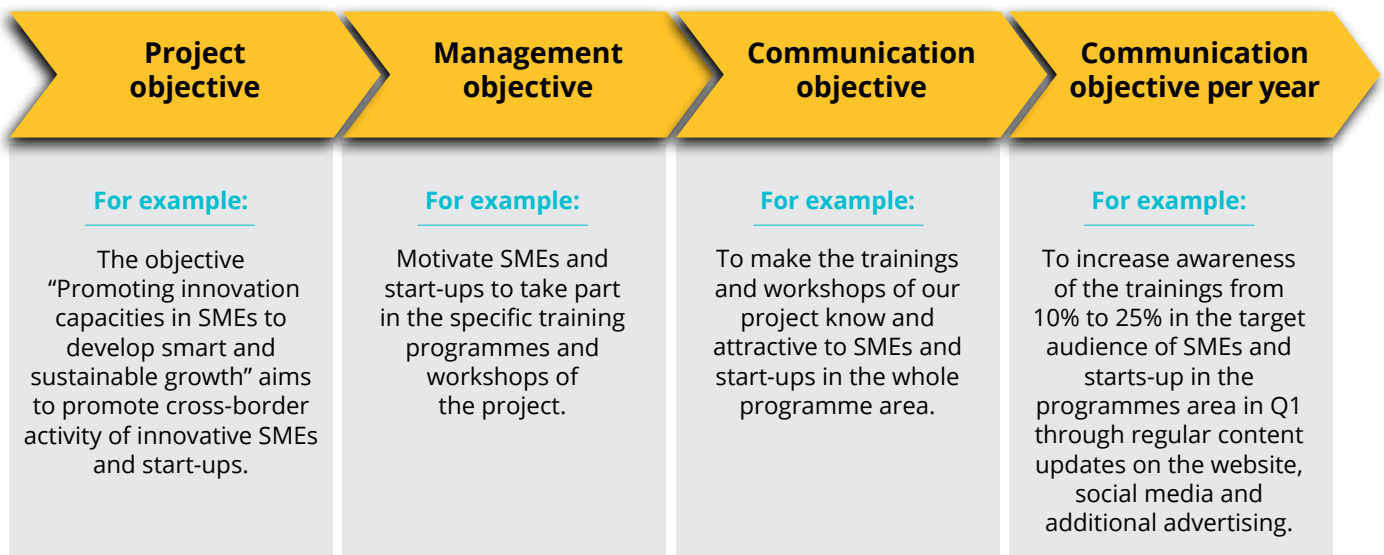
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Each project is unique in its approach and in its effects, including its communication effect and requirements. Interreg EMR has drawn up a number of general strategic communication guidelines.

1 Planning on the basis of clear objectives

The objectives of a project provide direction and are best formulated at different levels based on and in support of the overall objective of the project. Start from the project objective and then translate it into management and communication objectives. After all, communication objectives are never separate from the project objectives, but must help achieve them. The table below illustrates this.



The projects with clear objectives targeted at a limited number of target groups are generally the most successful.

2 Clear (internal and external) communication

Stakeholders, project staff, and the communications managers of each partner in the project must be informed clearly and unambiguously of what the Interreg EMR organisation stands for and what its added value is in implementing the projects. Linking Interreg EMR's key message to the project description highlights the role and value of the project at the European level. In project communication, therefore, there must be ample room and attention for the Interreg EMR programme.

3 Communication is teamwork

A communication consultant alone cannot achieve all communication objectives. It is, therefore, recommended that an approach is developed that involves all colleagues from all project partners and all subject areas to the maximum extent. When colleagues are sufficiently involved in communication, they will automatically support the communication objectives better. Moreover, they are experts in their field and may have out-of-the-box ideas for the communication approach.

4 Focused on results

Always include the concrete end products of the project in the communication. Clearly demonstrate the impact of a project and its benefits to society and/or specific target groups.

5 Communication is an absolute must

The mandatory communication actions are the minimum required. When drawing up the communication matrix, projects should set clear objectives and develop the most efficient communication activities for each target group. This manual and the templates should provide a solution for this and enable stronger communication.

6 Communication does not stop at the border

Projects often limit themselves to communication in their own region and hardly ever communicate across borders, even though the cross-border aspect is the essence of the programme. This should be taken into account as much as possible when developing the communication products and setting up the communication matrix. This means, of course, that communication must be created in several languages. Preferably in the 3 regional languages (German, French, Dutch) and in English. If this is not possible, we recommend using English.

7 Our offer/commitment

The templates should facilitate the projects to create communication products in an easy, unambiguous, and professional way.

8 Sustainability

At the end of a project, more attention should be paid to the project's next steps (project life cycle).

EU regulations also link a number of communication requirements to project funding. Every beneficiary must read the following documents thoroughly:

- [EU Regulation 1303/2013 - art. 115-117 + 'visibility' appendix](#)
- [Implementing regulation 821/2014, art. 3-5 'logo'](#).

We offer a brief overview:

- The Interreg-EMR logo must be displayed on all communication activities so that the EU's contribution is sufficiently clear:
 - The logo may not be smaller than the other logos shown.
 - The logo must be immediately and clearly visible on publications and websites (without scrolling down).
 - Use the EU emblem + refer to the EU and ERDF.



- A brief description of the project must be given on the websites of all beneficiaries.
- An A3 project poster must be displayed by all partners in a location visible to the general public for the duration of the project.
- The poster must contain (at least) the following elements (template on our website):
 - Interreg EMR logo + logos of the co-financiers.
 - Project name.
 - Project objective (key message).
- Each project must also develop a website that meets the following requirements:
 - Clearly mention the support from the EU and Interreg EMR.
 - Clearly display the Interreg EMR logo.
 - Provide a link to the Interreg EMR website.
- Partner websites must also mention the project:
 - Mention the project and its objectives.
 - Mention the support by the EU and Interreg EMR + logo and that of the co-financiers.
 - Information about the project partners.
 - Link to the Interreg EMR website or to the project website.

Compliance with these minimum requirements will be actively monitored by the Interreg EMR team. In addition, it is mandatory to organise a kick-off event and we strongly recommend using social media. We will come back to both elements later in this manual.

1

The Interreg programme and its objectives must be given sufficient visibility

In general, there is a lack of knowledge about the Interreg programme and what it stands for. Not least among the general public and target groups that are currently reached to a lesser extent. The basis for strengthening this brand awareness begins, of course, with the content. That is why a concise key message has been drawn up by the programme:

'Interreg EMR transcends borders by enabling collaboration between regional areas in different countries. We are investing in projects on innovation, the economy, social inclusion and training, and territorial cohesion. By encouraging cross-border collaboration, we strengthen the economic and social fabric in the border region between Belgium, Germany, and the Netherlands.'

In order to increase the visibility and awareness of Interreg EMR, this key message must also be included as much as possible in communications at project level (poster, press communication, banners, etc.). This is not only an obligation (EU Regulation 1303/2013) imposed by the EU, but is also an opportunity to link the project's objectives to the bigger picture of European politics.

2

Visual recognition of the investment priorities

At the project communication level, it is important that the different investment priorities are included and are visually recognisable through the icons and their own colours.

3

Drawing up a concise communication matrix

It is strongly recommended to draw up a concise communication matrix every year: what are our objectives per target group, what activities are we going to undertake and when, what resources are needed, and what is the timing?

This is an exercise that the project's communications manager can do together with the other project staff and that can also be done very quickly. The main added value is that it provides the project officer responsible for communication with a guideline and allows the Interreg EMR communication service to follow up on these activities.

Below is a template of such a matrix.

Target group	Objective	Actie	Middelen	Timing
General public	Being informed about the project start, objectives, and deliverables	<ul style="list-style-type: none"> • Press activity for general media (Euroregion) 	<ul style="list-style-type: none"> • Press release • Social media posts • Infographic • Pictures 	25/07/2022

4

Not (only) well-known stakeholders but also the general public as a target group

As we have already mentioned, it is important to provide transparency to the general public on the workings of the EU and on how resources are spent. It is then strongly recommended that the events organised by the project to be open to the general public. This, of course, has its implications for the form and content of the project. The content will have to be made relevant to this target group (also see 'Storytelling'). By reaching broader target groups and going beyond the 'usual suspects', we also make the programme and opportunities known to potential project applicants.

5

Focus on the added value of a project: what is the result and what was the impact?

The starting point for project communication is always the end result: what is the project outcome, what is the added value/impact? How will we achieve this and through which product or service? This approach automatically leads to a strong pitch or core message for a project (also see 'Storytelling').

6

Stronger focus on visual communication

In order to make communication more attractive, we propose to communicate more visually, where possible, through short, so-called 1-minute videos and infographics. Brief coverages can be made of events (grant letter ceremony, look-ahead event) but also of projects (also see 'Project in the Spotlight') and short videos that offer an insight into the staff's professional activities. These videos can be easily shared via the social media channels. Infographics, in turn, allow complex and/or technical information to be communicated in a visual and simple manner.

7 Appointing a communication manager per project

Although not mandatory, it is strongly recommended that a person be appointed who is in charge of following up and implements communications on the basis of this manual, the templates, and the communication matrix. These tools should help to keep the 'workload' minimal and still set up an efficient implementation. In addition, ensuring a good flow of information to each project partner's various communication managers is essential.

8 Setting up own digital channels

From a communications perspective, it is obviously desirable for projects to set up their own dedicated digital communications such as a website and social media. Of course, in addition to setting them up, keeping these channels up-to-date requires time and resources. An alternative is to set up a micro-site that provides the basic information of the project and is 'maintenance friendly'. This can work through a shared content system. The project's communications manager is responsible for entering and updating the content; input comes from the project staff, among others.

The communications manager also keeps Interreg EMR and the regional antennas informed by means of the following e-mail address: communicationEMR@prvlimburg.nl. Interreg EMR can include and disseminate messages and posts if the programme is clearly mentioned. If there are any questions, you can also ask them at this address.

9 Organising events/(virtual) campaigns/workshops/etc.

The Interreg EMR programme requires the organisation of two communication actions at the start and conclusion of the project. These actions can take the form of events: a conference, an information day, an exhibition, a briefing, an excursion, etc. We strongly recommend going beyond the mandatory events whenever possible and maximising the information given to and involvement of stakeholders in your project. Possibilities include short digital sessions with programme updates, co-creation workshops, etc. Later in this document, you will also find some useful tips on organising events.

10 Connecting with (large) activities/campaigns, e.g. from the EU, own activities, local campaigns

Within the EU, several programmes are active, each with its own communication flows and campaigns. In addition, there are several overarching initiatives, such as EU Day or 'Europe in your neighbourhood'. In addition, try to establish contacts with other EU projects in your area to identify possible synergies in terms of communication and campaigns, to achieve efficiency gains.

We have developed a process that enables the projects to have a certain level of professional communication in a quick and accessible way, with the necessary presence and visibility for Interreg EMR.

1

Three different categories of communication products

For the projects, we distinguish **three categories** of communication products:

MANDATORY COMMUNICATION PRODUCTS

For each project, the development of the following products is mandatory. Templates have also been prepared for this (see section 3):

- Interreg EMR logo properly displayed on each communication product
- Core message (pitch text)
- Project poster (A3) for all project partners
- Project sign (if more than €500,000 of public money is invested in your project and your project consists of the realisation of infrastructure or construction works)
- Project information on all web pages of the project partners (if existing)
- Visual final report (infographic)
- At least 2 communication actions (e.g. kick-off event and closing conference)

OPTIONAL COMMUNICATION PRODUCTS

These are products that do not have to be developed but that may provide strong added value to the communication of the project. Templates have also been developed for (some of) these products:

- Stationary: PowerPoint and Word template, e-mail signature
- Press release
- Digital newsletter & banner
- Project video
- Leaflet
- Event
- Roll-up banner
- Project website
- Any additional events

INDIVIDUAL COMMUNICATION PRODUCTS

These are products that can be developed on a project's own initiative. In principle, there are no restrictions here but they must comply with Interreg EMR's corporate identity rules. Examples include **social media channels, advertisements, workshop, newsletter, etc.**

2 Target groups and communication matrix

Of course, different target groups have different communication needs, and the tools used for each target group are also different. Below we give an overview of the possible (clusters of) target groups/stakeholders. This overview is indicative and certainly not exhaustive; additional stakeholders may be relevant for each project.

1. Public opinion and inhabitants of the region
2. Political actors and policy makers (including programme partners)
3. Project stakeholders (end target groups, partners)
4. National and regional authorities
5. EU institutions

Of course, several communication activities are suitable for multiple types of target groups. In the communication matrix on the next page, we give an indication of which tool can be used for which target group.

Sample matrix

	Publiek	Politiek	Belangheb.	Nat. Overh.	EU
Logo	X	X	X	X	X
Banner	X	X	X	X	X
Poster	X	X	X	X	X
Stationary	X	X	X	X	X
Story/tekst	X	X	X	X	X
Website	X	X	X	X	X
Final report	X	X	X	X	X
Press release	X	X	X		
Newsletter		X	X		
Leaflet	X	X	X		X
Folder		X	X		
Event		X	X		
Social media	X	X	X	X	X

1

Logo, banner, poster, stationary (mandatory)**Target group: all**

The Interreg EMR programme logo has been incorporated into the project logos. The project name is in the same colour as the investment priority to which your project belongs. Interreg EMR provides the project logo for every project in colour, in grey scale, and in black and white, and in pdf, png, and jpg format. This project logo is a mandatory element in all of the project's communication activities: publications (brochures, leaflets, newsletters, posters, etc.), website, equipment, etc.

The corporate identity manual (<https://www.interregemr.eu/downloads#1800469>) contains all the details on the use of the logos, as well as the graphic rules that must be observed by the project partners.

In addition to the logo, you will also receive a template for a project poster. You can choose the image for the poster, but it is best to choose a strong and relevant image for your project. Templates are also available for the roll-up banner and stationary (PowerPoint, letterhead, e-mail signature).

2

The content of your story & storytelling**Target group: all**

Write clearly and use simple language so that the general public can understand you more easily. However, it is not always easy to make the projects' activities accessible. The rule of thumb is: if your 15-year-old child understands it, it is usually okay.

Length of sentences

- Formulate sentences of about 15-20 words (no more than 30 words per sentence).
- Alternate long and short sentences. Short sentences can prove to be very effective.
- Only offer one message per sentence.

@ Vocabulary

- Use words that you also use at home or in your daily life.
- Avoid using jargon or acronyms as much as possible, and if there is no other way, include a glossary at the front of your document.

Here are some tips:

Style

- Keep it short (especially when it comes to information for social media). A useful tool you can use is, for example, Resoomer | Automatic online tool for text review (exists in several languages).
- Choose an informal style rather than an academic or overly formal one.
- Do not write in dialect. Your writing style should remain professional and correct, but should also interest the readers without lulling them to sleep.
- Use personal pronouns in the first and second person to refer to your institution and your readers (we and you).

Structure

- Mention the most important elements at the beginning of the text so that your readers can find them easily. Do not add the most important information to be lost somewhere in the middle of the text.
- List a number of key points rather than long paragraphs.

Use an active rather than passive form

- Active form: The European Commission published this document in January.
- Passive form: This document was published by the European Commission in January.

Applying storytelling

Storytelling is a technique or form of communication that is currently often used to share information. Relaying information through a story not only catches the attention of readers, but also makes a bigger impression on them and, therefore, ensures that they remember it better. Storytelling can be used to give the project a more human face. If the aim is to attract the attention of the press, storytelling is the method of choice.

For projects that are not known to the general public, this technique can be very useful to convey a simplified message and increase the awareness of the project.

Structuring your story

Draw up a structure for your story in which you lay down the story development and determine the major sections of content. You will see that this makes the subsequent writing process much easier. The questions below (and their answers) can help you establish this structure:

- Why should your story be told? What is your objective? Which of the following effects do you want to achieve with your communication? Who I am: awareness – announce, explain, introduce.
- You want the local community to know that your project exists! Why I am here: relevance – explain, understand, relate.
- You want people to understand what cross-border collaboration is all about: how it works, what benefits it has already brought to the area, etc. I have a dream: vision – inspire, excite, galvanise.

- You want to inspire people to get involved in your project.
I will show you how: education – demonstrate, teach, describe.
- You are holding an event or competition and you want people to participate.
I know what you are thinking: dealing with the elephant in the room – provoking, challenging, surprising.
- You come from an area that is very Eurosceptic and you want to reassure them that their taxes will bring positive results to their region. Who is the audience for your story? What do they find important? What is their/the problem? How much do they know? Where do they get information?
- What do they need (from you) to take action? Remember: write for them, not for yourself (or your colleagues).
- Where will the story end up? Newspapers, websites, social media platforms, press releases to the media.
- What is the context of the story? What is going on outside our immediate work environment? What is happening in the news? Can these things affect the way our audience hears your message?
- Why is now a good time to tell your story? Is there an event or situation that makes the story more relevant today than next week or next month? Can you link the story to larger (European) activities or stories? Especially for journalists, it is often interesting how a national or international action is translated in the region.

Writing your story

Starting to write your story is often the hardest part.

This 'story template' can be used to help you get past that blank sheet of paper:

- > We believe in a world in which...
(This is the focus of the story expressed as a belief about the world, for example, we believe in a world in which regions work together to solve problems).
- > In that world, we know that...
(This is what you know about the world that brings tension, for example, we know that collaboration is not always easy. There are complicated rules to follow, cultural barriers to overcome, and compromises to be made).
- > So we make sure...
(That is why, for example, we make sure that cross-border projects are helped to develop their activities, to navigate through the project process, and to collaborate better with their partners).
- > That is why we...
(That is why, for example, we support collaboration between different regions within the EU. We believe that the Interreg EMR projects bring the regions closer together to solve common problems).

The text below may not be what you use, but it can be a very useful starting point for the development of your story. You can choose to highlight a character (someone who has benefited from a project) and add facts and figures to support your story. Just make sure you do not overload your audience with information.

« Erik, Belgian, heart attack, Dutch hospital »

Erik, a young Belgian, loves football. In 2009, when he was playing a match near the Dutch-Belgian border, he suddenly suffered a heart attack. Problem: the nearest hospital was in Maastricht, the Netherlands. Is it not ridiculous to risk someone's life for a few kilometres in a neighbouring country?

Thanks to our EMR112 Project, funded by Interreg EMR, Erik could be taken care of by the Dutch Mobile Emergency services without any financial or administrative problems.

This cross-border collaboration project gave precious minutes to Erik's life. Without this initiative, financed with European funds, the organisers of the match would have been obliged to contact the Belgian Mobile Emergency services, which would have taken much longer to arrive on the scene.

3

The project website



Target group: all

The project website is the main communication tool, because it is efficient (in terms of time and resources), effective, can be easily updated with the latest information, and is accessible to all stakeholders at once. Important points to bear in mind when developing a programme website:

- The website is not only a source of information for stakeholders concerned with the project, but also for the wider public. Websites should be regularly updated with news (both on the programme and on projects), information on projects, and the benefits they bring.
- The project website is preferably available in all programme languages (Dutch, German, French) and preferably also in English
- Include a search function for partners.
- Regularly update the FAQ section and group them according to the stage of project implementation.
- Track what your audience is looking at by installing Google analytics: www.google.com/analytics.
- Make the website user-friendly, well-organised, and easy to use. Do not overload your website (especially the homepage) with information. The visual identity of the programme should be prominent and contain images, videos, maps, clear charts, and a good use of colours.

- Put a clear mission statement or your project's key message on the homepage. Here, you can also use the storytelling technique (see earlier).
- Use the '3-click principle' – users should not have to click more than 3 times on average to find the information they are looking for.
- Archive old information in a specific section.
- Make a mobile website version available.
- Use an 'open source' website as this allows for flexibility with service providers.

SEO: Google is still one of the most important tools for users to find your website. It is important to be included in the search results. A web developer usually knows how to go about this, but here are a few points of attention:

- Build the content of the website around your project's keywords.
- Use language that your readers would use.
- Place keywords high on the page.
- Update the content regularly.
- Link your website to your social media accounts, use 'follow' buttons.

4 The final report (mandatory)



Target group: all

The final report is a mandatory document that must be drawn up by the project leaders. It is a synthesis of the project's objectives, deliverables, and key milestones. Based on this report, a visual translation is then made by means of an infographic. A template is available ([link](#)). The infographic can then be distributed via the social media channels. We recommend that you schedule ample time to prepare the final report. Ideally, the final report should be finalised before the closing event takes place. The infographic can then be used, for example, as a teaser for the invitation and announcement of the event (e.g. via social media).

5 Press releases (optional)



Target groups: public, politics, stakeholders

There are no precise written rules on how to communicate with the press. Each organisation and each programme has its own strategy and its own social skills. However, certain factors can have an effect on contact with the press when 'selling' information on the project.

Journalists have little time. They try to bring together all the elements of a story (photos, testimonies, sources) and they move from one subject to another according to current events. This professional routine is hectic and stressful, so it requires a specific effort from the person who wants to send information. It is important to communicate only when there is interesting and relevant information to report.

How?

- The key word is 'simplicity': journalists appreciate clear and understandable information. An article should not be full of complicated jargon and acronyms that only EU officials, scientists or experts know or use.
- Accessible terminology: words such as 'QRM', 'valorisation', 'digital twins' or jargon such as 'Steering Group' or 'Work Package' are unlikely to be understood by the general public.

The technical concepts must be explained in a more accessible way.

- Identification of the press and public with the information: if the aim is to attract the attention of the local press, a local event should be proposed. The inhabitants may be directly affected by, for example, a project that aims to get people to behave in a more environmentally friendly way.
- Be concise and get straight to the point: no long digressions or superfluous peripheral information.

Professional courtesy: both the sender of the information and the receiver must show mutual respect. This is only possible if each party really takes into account the obligations involved in the other's role.

Tips for writing a press release:

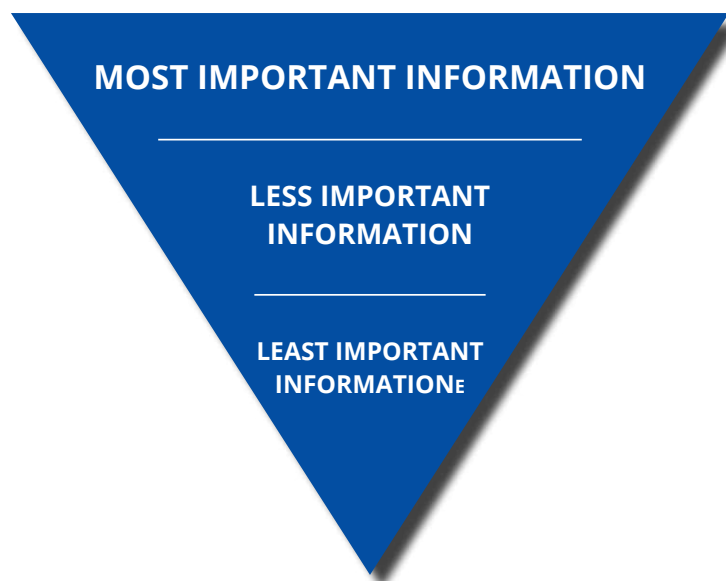
At a number of key moments, it may be appropriate to send out a press release from the project:

- **At the launch or kick-off event of the project.**
- **In case of important developments or deliverables.**
- **At the completion of the project.**

Here are a few tips on how to format a press release:

The inverted pyramid

The inverted pyramid is a model for drafting a news item, an article or information. Essentially, the most important information is at the top, at the beginning, and additional information follows at the end of the article. This allows someone who does not read the article in its entirety to still have received the most important information, i.e. the message that is being tried to emphasise. As the reader reads from top to bottom, the information in the article should move from extremely important to less important.



The introduction

The introductory paragraph is the first paragraph to an article and, therefore, the most important. This introductory paragraph must meet certain characteristics:

- Provide the elements that are essential for the story.
- Motivate readers to read the rest of the article.
- Summarise the entire article.

In general, the introductory paragraph should not exceed 50-60 words because readers want to know quickly what the article is about. In your introductory paragraph, the journalists will look for the answers to six basic questions: who, what, where, when, how, why.

Additional tips for the text:

- Choose a clear and concise title that indicates what the reader will learn when reading your article.
- Determine your target group and choose the appropriate style and form (serious or funny, specific or general).
- To catch the attention of your readers, you can ask a question in the first sentence of the article. For example: 'Ever imagined that fibreglass recycling could be fun'.
- Use correct grammar and proofread your article before you send it in to avoid mistakes.
- Include high-resolution photos or infographics that illustrate your article.

Important: make sure you have a good press list so that you reach the journalists who are following the subject of your project. As strong as your press release may be, if it does not reach the right journalists it will not be published.

6

Newsletter



Target groups: politics, stakeholders, EU

Electronic newsletters and news updates are an effective tool for communicating with project stakeholders.

The general rule is:

- Newsletters are produced about two to four times a year and provide an update on project progress, project examples, and project news.
- The mailing list includes programme authorities, project beneficiaries, and local, regional, national, and European stakeholders.
- The newsletter is published on the website.
- Electronic mailings, such as newsflashes, bulletins, etc. are produced more frequently and consist of 1-2 pages maximum. Brief, up-to-date information on upcoming events and the latest project news is provided.

When a project starts a newsletter, it is important that it is sent out regularly. Therefore, choose a realistic frequency at the start. The frequency can always be increased if the development of the project makes it appropriate.

7 Projectvideo (Optional)



Target groups: all

Communication has become increasingly visual and fast in recent years. The strong rise of social media and changing communication needs are at the root of these trends. Developing a project video that shows the project objective, the process, the deliverables, and the project milestones is an excellent means of communicating the project in a concise and visually appealing manner. For this, a template was developed that combines animation and image, supported by a voice-over that provides the necessary explanation. The images and input for the scenario must be provided by the project leader. This can also be outsourced in its entirety to an external, specialised party, but it then falls into the category of 'individual communication actions'.

8 Leaflet (optional)



Target groups: politics, stakeholder

A project leaflet is basically the printed version of the project video and can, for example, be handed out at events or sent to important stakeholders. A template for this is also available. The procedure is similar to that of the project video where the content and images must be provided by the project leader.

9 Events (mandatory)



Target groups: politics, stakeholders, EU

Obligations

The Interreg EMR programme requires the organisation of two communication actions at the start and conclusion of the project. These actions can take the form of events: a conference, an information day, an exhibition, a briefing, an excursion, etc. It is important that it is tailored to the target audience and also looks beyond the 'inner circle' of the usual stakeholders. For example, the events must be accessible and relevant to the general public.

In the context of a cross-border event, emphasis should be placed on:

- The cross-border nature of the project, for example, by inviting speakers from both sides of the border.
- The cross-border results of the project and their impact on the border area (concrete examples, testimonies, etc.).
- Multilingual organisation is encouraged when the partnership or target group of the project calls for it.

In some cases it may be interesting for different projects working on the same topic, especially in the project portfolios, to organise an event together.

useful tips

No matter what kind of event a project partner wishes to organise, it must be organised with a precise objective in mind. Ask yourself the following questions:

- a) What objective do I want to achieve?
- b) Which target group do I want to appeal to?
- c) Which tool is the most efficient to appeal to the target group?

The success of an event depends heavily on the initial definition of the event's purpose, the identification of the target group, and the tools used to reach them, as well as on a coherent plan of action.

We recommend planning an event that is not only of interest to experts, but is also made accessible by presenting the project in an interesting way and making it 'tangible'. For example, if the topic is environmental, the kick-off event can be held in a relevant context. A context that illustrates the environmental challenge and where the solution of the project can be explained. Also think about storytelling here. An event is a great opportunity to illustrate the story.

Put together a team to manage the event and draw up a detailed plan. Appoint the local contact persons and distribute the roles among the members of your team. Brief them regularly, for example, by organising meetings.

Draw up a document with all the information about the event (agenda, organisation of the day, contact person for the event venue, information about possible speakers, etc.) so that each member of your organising team has all the essential information if needed.

Target groups:

To identify your target group, you can ask yourself the following questions:

- Who would be interested in my event?
- Which people could possibly help me achieve my project and communication objectives if I can reach them through my event?
- Who is already involved in the project but could become an active and useful partner if I get in touch with them?
- How can I ensure that my event appeals to them?

Budget

Your budget will have a major impact on certain aspects of your event (venue, number of participants, quality of media, etc.). It is therefore important to include a budget section in your plan.

When organising an event, it is best to draw up a budget and appoint someone in the team to follow up on the costs. Spread your budget out over the different stages of the event and provide a reserve for unexpected budget items.

Theme of the event

The title of an event defines its identity and is, therefore, an important factor that will make your guests want to participate or not. The theme should include the communication objectives and communication strategy.

Planning

Make the event interactive by including discussions and workshops in the sessions. Always allow time for questions and debate.

- Also remember to take regular breaks to promote networking.
- Allow for flexibility in your planning should a presentation not end at the scheduled time.
- Provide enough time for breaks and lunch (1h - 1h30).
- For online events: remember that these events should be shorter because, on average, the attention span of people in an online environment is shorter.

Spreker

It is a must to have interesting and competent speakers. By asking people who have a certain name recognition or who work for well-known organisations, you will attract your target audience. If the people in charge of supervising the groups and seminars are dynamic and pleasant, this will add value to your event.

When inviting speakers to your event, provide them in advance with a detailed plan of the day/evening programme with the names of the other speakers and describe what you expect from them that day.

To the extent possible, make sure that you are always in contact with the speakers themselves: do not assume that people will receive and read your invitation and sign up for your event, or that they will respond to you.

Moderator

One of the most important ingredients in creating a very good event is a good moderator. Make sure you have someone who is able to manage the event, lead discussions, and make the event interesting and relevant for your participants. Many journalists are also good moderators. Ask your media contacts if they have the contact details of someone who can provide this service.

Location

Before you start looking for a venue for your event, you should consider the number of people who will be attending, the number of rooms you need, and what kind of catering you want to offer.

- Also make sure that the venue is accessible for the people you want to invite.
- Ask for quotes from different venues and see which one seems most interesting to you based on what is included in the price (catering, technical equipment).

Practice session

Plan a practice session the day before the event: go over the most important presentations and anticipate the questions that may be asked.

Do not forget to bring the following items: badges, name cards for the speakers' seats, the list of registrations, paper and ballpoint pens, the list of suppliers' contact details, mobile phones with a maximum charge, and small EU flags.

In the appendices, we have added a handy checklist that you can use when organising your event.

10 Social media

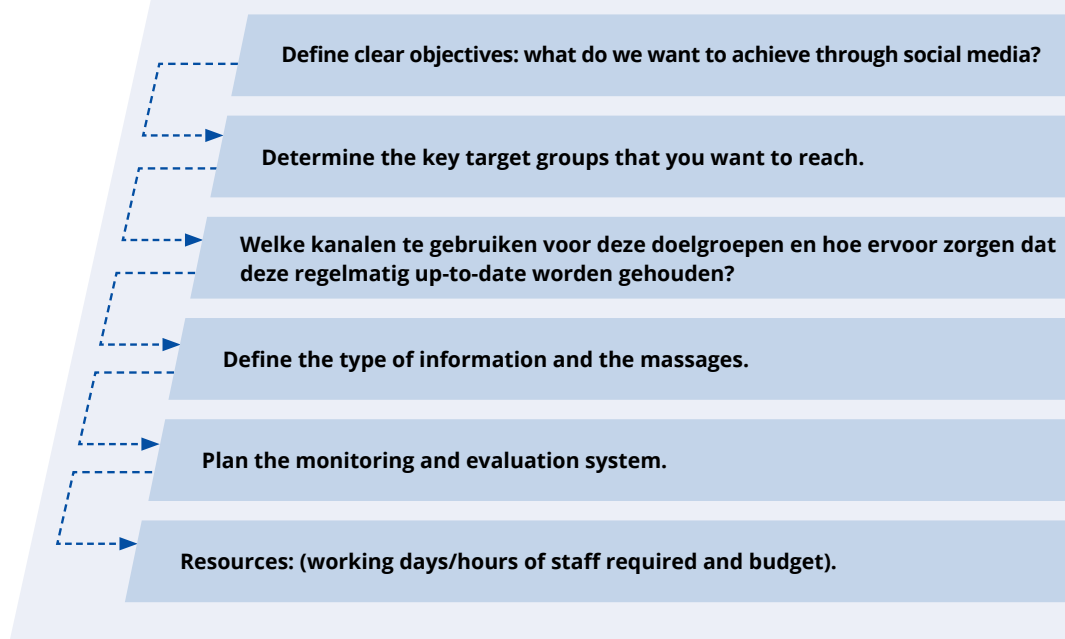


Target groups: alle

Social media have experienced explosive growth in recent years and are now an integral part of any communication strategy. The main reason that social media have become an efficient communication tool lies in their interactivity. Users are able to generate content because they have become active online members. Now, users not only read information, but also create their own by giving their opinion and sharing information with a potentially large audience.

Social media offer your project a cheap communication tool with which to communicate with your target groups in real time and to give and receive information in real time. This can increase the amount of traffic to your website and some posts or videos may even go viral. The basis is a good strategy.

THE BACKBONE OF ANY SOCIAL MEDIA STRATEGY IS REPRESENTED BY THE DIAGRAM BELOW:



Any specific communication campaigns will require a separate, smaller social media strategy to generate concentrated interest over a period of time.

Which social media channels to use?

The vast majority of European cross-border programmes now use social media. The most popular channels are Facebook, Twitter, LinkedIn, YouTube, Vimeo, Flickr, and Instagram. As mentioned above, your project must decide which channels are appropriate. Below is a brief explanation of the most commonly used channels. We also briefly list the pros and cons per channel and offer tips on building a community of followers..

Facebook

Now the largest online community, with more than 2.8 billion active users every month.

PROS



- Largest community of users.
- Good channel for reaching the general public and also older target groups.
- Good visibility of posts, photos, and videos.

CONS



- Still not considered the go-to tool for professional purposes.

TIPS FOR BUILDING A COMMUNITY

- Invite all your programme's stakeholders and friends to like your page or send friend or follower requests if you have a Facebook profile instead of a page.
- Then ask all your project staff and partners (and friends) to do the same.
- Make your page publicly searchable.
- Be recognisable: Facebook is an informal space so use the right tone of voice and simple language, keep it short!
- Use project staff to give your page/profile a personal touch. Tag people to encourage interactivity and spread visibility.
- Be visual: regularly post photos, videos, and news about the programme/project.

The Interreg EMR programme has its own Facebook page: Interreg Euregio Meuse-Rhine. We are eager to share your posts to make you (even) better known – tag us!

The European Commission also has two Facebook pages on regional policy and Interreg programmes in particular:

- **EU Regio Interreg:** [EU REGIO Interreg | Facebook](#)
- **EuropeinmyRegion:** [Europe in my region | Facebook](#)

For posts about project results, we recommend tagging these pages. Make sure to mention that the project is funded by Interreg EMR and the EU..

Twitter

Twitter is a real-time networking site for social media. Twitter allows information to be shared in 280-character 'tweets'. Photos and videos can also be shared. Twitter currently has more than 200 million active users (2021). The main features of Twitter consist of 'following' people (similar to friending or liking people on Facebook), mentioning fellow Twitterers using the @ symbol (similar to tagging people on Facebook), and using the # symbol to share and search for information on certain topics.

PRO'S



- Very active community.
- Used by many professionals, opinion makers, and journalists – good for reaching stakeholders (also in the EU bubble).
- Ideal to quickly inform and be informed.
- Building a community of followers is relatively quick.

CON'S



- Very limited writing space, you must be very concise. But this is actually a good exercise in reducing your messages to the essentials!
- The information is in real time, so the maximum exposure time is short.

TIPS FOR BUILDING A COMMUNITY

- Create a user-friendly Twitter ID, i.e. a short name, your project name or an abbreviation thereof. Add an attractive photo or visual. Your project bio should be short and concise (again, space is limited, so long programme descriptions are not possible). Remember to include an emoji and reference to Interreg EMR in the text.
- Look for programmes/projects/stakeholders/opinion makers/politicians/individuals etc. to follow.
- Keep track of who answers '@' you.
- Reach out and share information, programme news, and interesting links.
- Read the bios of those who follow you: know your audience and send relevant/interesting links to identified followers. Engage with your followers!
- Promote others.
- Remember that, to maximise the potential impact of Twitter, your project account should be public. Never post private or confidential information and do not forget to thank new followers!

LEARN THE LANGUAGE OF TWITTER

- DM = direct message
- @ = used to reply and always include the relevant Twitter ID after the @ symbol
- RT = retweet
- Tweet = to send a message on Twitter
- Also include the Interreg-EMR Twitter account here?

The European Commission also has two Twitter profiles on regional policy and especially Interreg projects:

- **EU Regio Interreg:** EU Regio Interreg (@RegioInterreg) / Twitter

- **EUinmyRegion:** EUinmyRegion (@EUinmyRegion) / Twitter

For posts about your results, we recommend tagging these pages. In that case, make sure you mention that your project is supported by Interreg EMR and that you clearly mention the EU funding.

LinkedIn

LinkedIn is a social network for professionals, intended for professional networking – finding a job and finding professional contacts and partners. Groups can be created on LinkedIn and some projects use them as online platforms for stakeholders and for building partnerships.

The Interreg EMR programme also has its own LinkedIn page:

<https://www.linkedin.com/company/interreg-emr/>.

We are eager to share your posts to make you (even) better known – tag us!

YouTube

With 800 million unique visitors per month, YouTube is the best known platform for publishing videos of programmes or projects, and specific channels can be set up to share all your project videos in one list.

If you send us an email with the link to the video, we will of course be happy to share your video via our social media and/or via our webpage.

Vimeo

Vimeo is another video sharing platform. With approximately 70 million unique visitors per month, this platform is not as widely used as YouTube. However, there are a few advantages to this platform, such as fewer ads, a cleaner layout, and fewer 'nonsensical' videos being uploaded. If you send us an email with the link to the video, we will of course be happy to share your video via our social media and/or via our webpage.

Instagram and Tiktok

Instagram and TikTok are highly visual media and hugely popular with younger generations. It is a very efficient channel for marketing purposes and B2C companies and organisations; a number of Interreg programmes are already active on Instagram. For the time being, we recommend only activating Instagram if you already have a solid foundation on LinkedIn and Twitter.

Managing multiple social media accounts

There are various tools available for managing your social media accounts (to save time and resources), including scheduling posts and getting some analysis of your reach. Two of the most popular and free (for a limited number of social media accounts) are Hootsuite and Buffer.

Hootsuite: <https://hootsuite.com/>

With this tool, you can manage communications across multiple social media networks from a single online dashboard, track conversations, and measure the results of campaigns. It also offers a built-in analysis system and the ability to schedule posts on all social media channels.

Buffer: <https://bufferapp.com/>

This tool allows you to share content and schedule posts via Twitter, Facebook, LinkedIn, and Google. The content can be spread throughout the day so that the social media feeds are consistently updated. There are also analyses on the engagement and reach of your messages. Buffer is arguably easier to use than Hootsuite, although the latter offers more detailed analysis.

APPENDIX 2

VISIBILITY CHECK INTERREG EMR

LEAD PARTNER

Visibility Check Interreg EMR, Programme Period V						
Name of the Partner	URL	Visibility Requirement	Visibility Check 1, XX.XX.202X	Visibility Check 2, XX.XX.202X	Visibility Check 3, XX.XX.202X	Comment
LEAD PARTNER						
		Project partners must also place information about the project on their websites				
		The information must be placed in a stable position (e.g. a news item is not sufficient)				
		Names the project				
		Display the Interreg EMR logo				
		Interreg EMR logo in the right size (If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size as the biggest of the other logos.)				
		Display the co-financers logo's (if applicable)				
		Mentions main aim/objective of the project				
		Provides information about project partners				
		Mentions Interreg & EU support				
		Link to website (e.g. project website on the Interreg EMR page or own project website)				

PROJECT PARTNERS

Visibility Check Interreg EMR, Programme Period V						
Name of the Partner	URL	Visibility Requirement	Visibility Check 1, XX.XX.202X	Visibility Check 2, XX.XX.202X	Visibility Check 3, XX.XX.202X	Comment
PROJECT PARTNER						
		Project partners must also place information about the project on their websites				
		The information must be placed in a stable position (e.g. a news item is not sufficient)				
		Names the project				
		Display the Interreg EMR logo				
		Interreg EMR logo in the right size (If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size as the biggest of the other logos.)				
		Display the co-financers logo's (if applicable)				
		Mentions main aim/objective of the project				
		Provides information about project partners				
		Mentions Interreg & EU support				
		Link to website (e.g. project website on the Interreg EMR page or own project website)				

PROJECT WEBSITE

URL	Visibility Requirement	Visibility Check 1, XX.XX.202X	Visibility Check 2, XX.XX.202X	Visibility Check 3, XX.XX.202X	Comment
	Clearly state the EU support through the Interreg EMR programme				
	Display the programme logo (that is Interreg EMR logo with the reference to the ERDF fund in colour on white background. Everything is readable, it is not smaller than any other logo)				
	A link to the Interreg EMR programme website must also be provided (e.g. clickable logo)				
	Interreg logo and the reference to the Interreg EMR programme are immediately visible on any given digital device				

Interreg

Euregio Meuse-Rhine

European Regional Development Fund



EUROPEAN UNION

CORPORATE IDENTITY MANUAL

GENERAL KEY MESSAGE

Interreg Euregio Meuse-Rhine

'Interreg EMR transcends borders by enabling collaboration between regional areas in different countries. We are investing in projects on innovation, the economy, social inclusion and training, and territorial cohesion. By encouraging cross-border collaboration, we strengthen the economic and social fabric in the border region between Belgium, Germany, and the Netherlands.'

PROGRAMME V KEY MESSAGE

At Interreg Euregio Meuse-Rhine, we finance projects in which partners collaborate across borders. In 2014-2020, we invested 96 million euros from the European Regional Development Fund in our region.

We are a collaboration between 13 regions from Belgium, Germany, and the Netherlands. Together, we develop joint solutions to common challenges. This gives Interreg its own distinctive spirit of collaboration: across regions and borders.

INTERREG LOGO

Logo for Interreg Euregio Meuse-Rhine

All elements in the logo represent a fixed image that should be used unchanged. They are not displayed separately. The composition of the various elements is fixed and may not be changed.



Space around the logo

We use the letter 'e' in the logo as a valuation for the composition of the logo. There must always be a minimum amount of empty space around the logo. No other graphic elements may be placed within this space. The letter 'e' also defines the free space. This space is the minimum space. We recommend increasing this free space where possible.



- EU Regulation 1303/2013 – art. 115-117 + bijlage “visibility”
- Implementing regulation 821/2014, art. 3-5 “logo”.




The Interreg-EMR logo must be displayed on all communication activities so that the EU’s contribution is sufficiently clear:

- The logo may not be smaller than the other logos shown.
- The logo must be immediately and clearly visible on publications and websites (without scrolling down).
- Use the EU emblem + refer to the EU and ERDF.

USE OF COLOUR

Main colours





The blue colours are used in the logo. These must never deviate from the values that have been set. These are also the main colours used throughout Interreg communication tools and help define the brand identity.

	Colour	Pantone	CMYK	HEX	RGB
	Reflex Blue	Reflex Blue	100/80/0/0	003399	0/51/153
	Light Blue	2716	41/30/0/0	9FAEE5	159/174/229
	Yellow	Yellow	0/0/100/0	FFCC00	255/204/0

Project colours

All projects are divided into different categories. A colour is defined for each category.

INTERREG V

	Innovation: C 0 - M 24 - Y 93 - K 0
	Economie: C 71 - M 0 - Y 19 - K 0
	Social inclusion and training: C 43 - M 70 - Y 12 - K 0
	Territorial development: C 87 - M 32 - Y 35 - K 16

USE OF THE LOGO

Standard logo

The standard logo is the colour version. Wherever possible, this logo should be used. The logo is preferably used on a white background. If not otherwise possible, the logo may be used on a coloured background, provided it is a light background and the contrast with the logo is still clear.



Grey scale logo

If only one colour can be used, we use the logo in greyscale. This may only be used when the colour version is not possible.



Black and white logo

If the logo in greyscale is not possible, we use the logo in black and white.



Correct use of the logo

These options are allowed but not recommended. If possible, the logo is always placed on a white background.



Standard logo on a very light background. There is sufficient contrast here.



Standard logo on a very light photo. There is sufficient contrast here.



White logo on a dark background. There is sufficient contrast here.

Important! According to European regulations, the European flag must always have a white border when it is on a coloured background. The white border should be 1/25 of the height of the flag.

USE OF FONTS

Programme and project logos

For the programme and project names and the references to the European Regional Development Fund, we use 'Montserrat' as the font. This is visually similar to the Interreg logo.

Montserrat Regular

General font

For all other communication, the font 'Open Sans' is used. It looks neutral and friendly and is very useful for all details. The font has many variations (bold, italic,...), which offers many options. It is optimised for print, web, and mobile applications.

Open Sans Bold

Open Sans Semibold

Open Sans Regular

Open Sans Italic

Alternative font

As an alternative to Open Sans, 'Vollkorn' has been chosen.

Vollkorn Bold

Vollkorn Regular

Vollkorn Italic

The fonts can be downloaded here: Montserrat:

Montserrat: <http://www.fontsquirrel.com/fonts/montserrat>

Open sans: <http://www.fontsquirrel.com/fonts/open-sans>

Vollkorn: <http://www.fontsquirrel.com/fonts/vollkorn>

PROJECT LOGOS



PROJECT POSTERS

We provide a template for the posters of the various projects so that the visual identity is maintained.



Project colour

Project logo in white panel with slanted edge

Theme image

Explanation of the project

Interreg EMR website

Key message Interreg EMR

Partner logos



PROJECT SIGN

If more than €500,000 of public money is invested in your project and your project consists of the realisation of infrastructure or construction works, project signs should be provided.



Project colour

Project logo in white panel with slanted edge

Explanation of the project

Theme image

Practical explanation of the project

Key message Interreg EMR

Interreg EMR website

Partner logos



INFOGRAPHICS

Project logo in white panel with slanted edge

Project colour

Topic of the infographic

Chapters in slated panels

Icons in the shape of line drawings in the blue main colour to illustrate the infographic

Partner logos

Important! The templates of these infographics are also available as Word-templates.

CLOSING REPORT EMRaDi (2014-2020)

"IMPROVING INTEGRATED CARE FOR RARE DISEASE PATIENTS WITHIN THE EUREGION MEUSE RHINE"

START PROJECT 2016 | END PROJECT 2020

1 INTRO

Approximately 6,000 to 8,000 distinct rare diseases (RD) | 27 to 36 million EU-citizens are affected, 300,000 (often children) in the Euregio Meuse-Rhine (EMR)

Still difficulties in giving or getting the correct diagnosis, treatment, care, financial and administrative support | Expertise is geographically scattered

Ambitions of EMRaDi:

- Develop solutions for optimized RD patient pathways
- Make the provision of relevant information more effective
- Improve networking and training related to rare disease care

To make substantive improvements in integrated care for rare disease patients, University Hospitals, health insurance funds, patient organizations and a University within the EMR have joined forces, resulting in EMRaDi.

2 3 MAIN OBJECTIVES AND 5 WORK PACKAGES TO ACHIEVE THEM

1 Increase transparency of needs and availability of services in the field of rare diseases

2 Develop EMR models of RD patient pathways in order to elaborate patient-oriented recommendations in synergy with national and European developments

3 Improve the network of healthcare providers, health insurance providers and patient organizations, and raise (public) awareness for rare diseases

3 RECOMMENDATIONS AND SUPPORTING MATERIALS

3 main recommendations:

- Holistic care:** Organising the care to take into account all the needs of people living with a RD
- Telemedicine:** Developing reimbursement of telemedicine for RDs
- European Solidarity:** Structuring the coordination and the solidarity for RDs at EU level

Supporting materials for raising awareness and provision of information

- Factsheet for relatives and patients
- Factsheet voor first line practitioners

4 KEY MILESTONES

- 18/01/19 EMR Health Health Forum:** networking and policy event for Hospitals, health insurance funds, universities and patient organizations; The first recommendations on the pilot projects of EMRaDi were presented and discussed.
- 28/02/2019 EMR Rare Disease Day:** presentation of the first results and debate on how to improve the healthcare and quality of life of RD patients.
- 05/12/2019: EU Political Event:** presentation of our recommendations and factsheet which form the basis for future cooperation.
- 17/02/2020: Closure event:** signing of the declaration of intent for future cooperation and presentation of results and recommendations

PROJECT PARTNERS

LEAD PARTNER: PARTNERS:

PARTNERS' WEBSITE

Project logo in white panel with slanted

Project colour

Practical explanation of the project

The screenshot shows the DigitSME website with the following elements:

- Header:** Interreg logo, Euro Region Meuse-Rhine, DigitSME logo, and a 'Contact' link.
- Main Content:**
 - DigitSME:** Small and medium-sized enterprises (SMEs) need an international and digital mindset. DigitSME will strengthen SMEs in these fields. The project will first train their digital and international levels. Then, in cross-border clusters and with the help from experts, the companies will improve their digital and international competences. Finally, the entrepreneurs will receive coaching to shift towards digital marketing and successfully enter markets abroad.
 - Internationalisation through Digitalisation „DigitSME“:** The digital concepts and the international activities of a company are operative important for a successful business. We will help you to check your status quo and find out which kind of tools you need, to get stronger and be prepared for the new situation in our market. Start with us a short scan and deepen the topic and results afterwards in our interactive live-interviews. We are going to support you with our expertise in digital tools and rules of internationalisation. Increase your competitiveness is our most important focus! What we can offer to you is excellent expertise in digital tools from our strong partner Zuyd Hogeschool and more extensive knowledge in international rules from us and our partners Euregio Chambers, Agence du Numérique and Basse-Meuse Développement.
 - TAKE YOUR CHANCE NOW AND BOOST YOUR PROPOSAL:**
 1. Scan
 2. Interviews and Workshops
 3. Coaching
 - PLEASE FOLLOW THE MATCHING LINK TO START THE SCAN:**
 - Germany (DE)
 - Netherlands (NL)
 - Belgium (BE)
 - Belgium (FR)
 - Belgium (DE)
 - Partner Logos:**
 - Industrie- und Handelskammer Aachen (IHK Aachen)
 - Industrie- und Handelskammer Epen - Malmédy - St. Vith Vog (IHK Epen)
 - Voka - Kamer van Koophandel Limburg (Voka)
 - Zuyd Hogeschool (Zuyd Hogeschool)
 - Basse-Meuse Développement (Basse-Meuse Développement)
 - Agence du Numérique (Agence du Numérique)
 - Footer:**
 - Interreg Euroregion Meuse-Rhine logo.
 - Text: "At Interreg Euroregion Meuse-Rhine, we fund projects where partners work together across borders. In 2014-2020, we invest EUR 86 million from the European Regional Development Fund in our region. We are a collaboration between 13 regions from Belgium, Germany and The Netherlands. Together, we develop shared solutions to common challenges. This gives Interreg its own, distinct spirit of cooperation: across regions and across borders."
 - Logos for: Région de Wallonie, Provincie Limburg, Wallonie, Agence du Numérique, and other partners.

Key message
Interreg EMR

Partner logos

ROLL-UP



Project colour

Project logo in white panel with slanted edge

Theme image

Practical explanation of the project

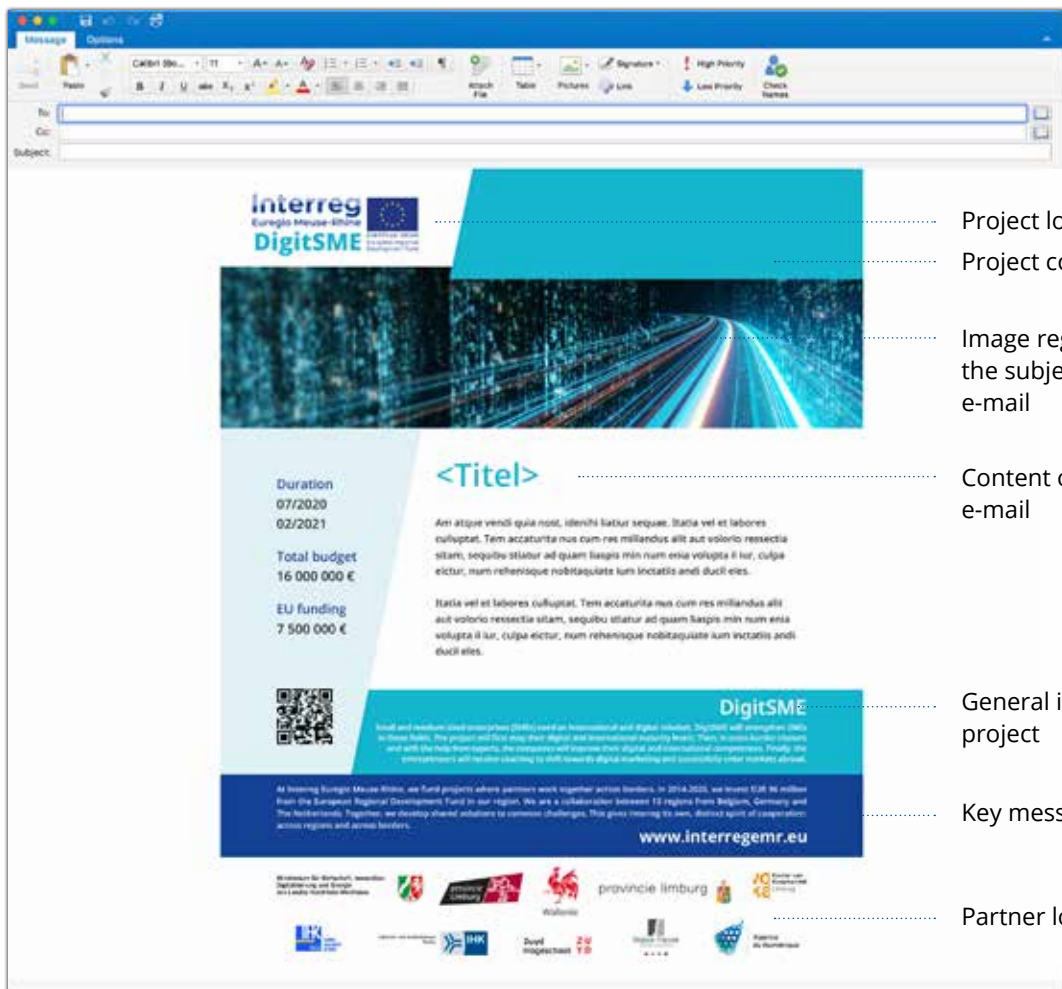
Explanation of the project

Key message Interreg

EMR Interreg website

Partner logos

DIGITAL NEWSLETTER



Project logos

Project colour

Image regarding the subject of the e-mail

Content of the e-mail

General info on the project

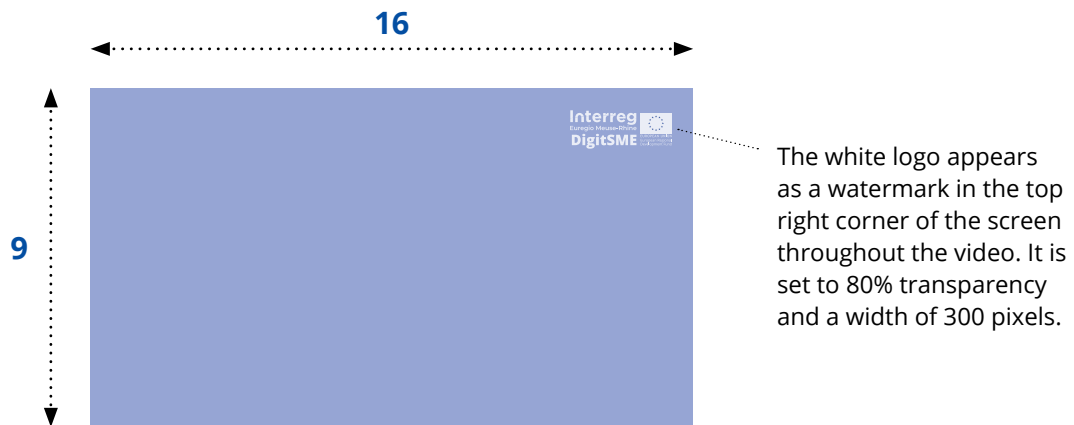
Key message Interreg

Partner logos

VIDEOS

General

Videos are always shot in a 16:9 format. We use Interreg's main colours complemented by a project colour.



We make the corporate identity dynamic by using the slanted panels that move through the frame. For this we use the main colours complemented by a project colour.



Between two subjects.



When we subtitle the video, we use a white band at the bottom of the frame.

VIDEOS



The logo is always displayed on a slanted panel with a white background. This panel can slide into the screen from all sides.

The following sentence should be added to the screen with the logo: 'Supported by the Interreg Euregio Meuse-Rhine programme'.



We always end with the partner logos sliding into the picture within a white frame.

Important! OPTIMISE YOUR VIDEO MATERIAL (VIDEO SEO)

Title: Integrate your most important keyword in the title of the video with a clear call to action.

- **Descriptions:** Provide good copy that describes what the user can expect and add a clear call to action to convince them to click. If the expectation is not met, the user will lose interest.
- **Annotations:** huseful to use in the video itself to indicate the point at which you start talking about a particular subject in your video. This gives you the opportunity to use additional keywords,
- **Transcript:** often overlooked but very useful. The transcript offers the possibility of integrating the full text of the video.
- **Tags:** it is recommended to use a maximum of 10 tags that are representative for the content.

Interreg EMR obligations:

- The following sentence should be added to the screen with the logo:
Supported by the Interreg Euregio Meuse-Rhine programme.
- When uploading, the following disclaimer must always be placed in the description of the video: *The XXX project is supported by the European Union and in particular by the Interreg EMR programme. This does not mean that this video reflects the opinion of the Interreg EMR programme or of the European Commission.*

SCREENS

General

For the screens, we provide a loop of the various messages. These screens rotate at a pace so that everything is clearly legible.



Project logo in white panel with slanted edge

Explanation of the project

project colour

Theme image



Practical explanation of the project



Key message Interreg

EMR Interreg website

POWERPOINT

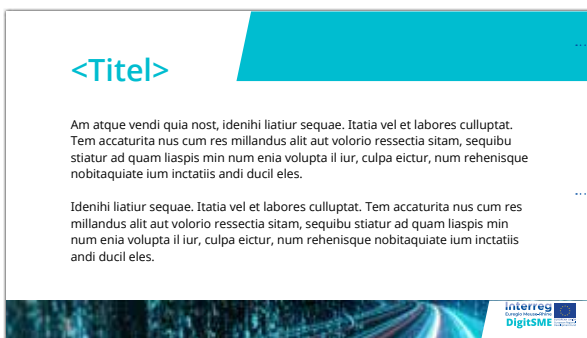


Image regarding the subject of the PowerPoint

Project logo

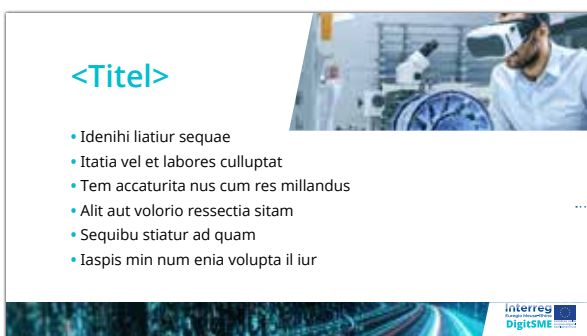


Images in slanted panels



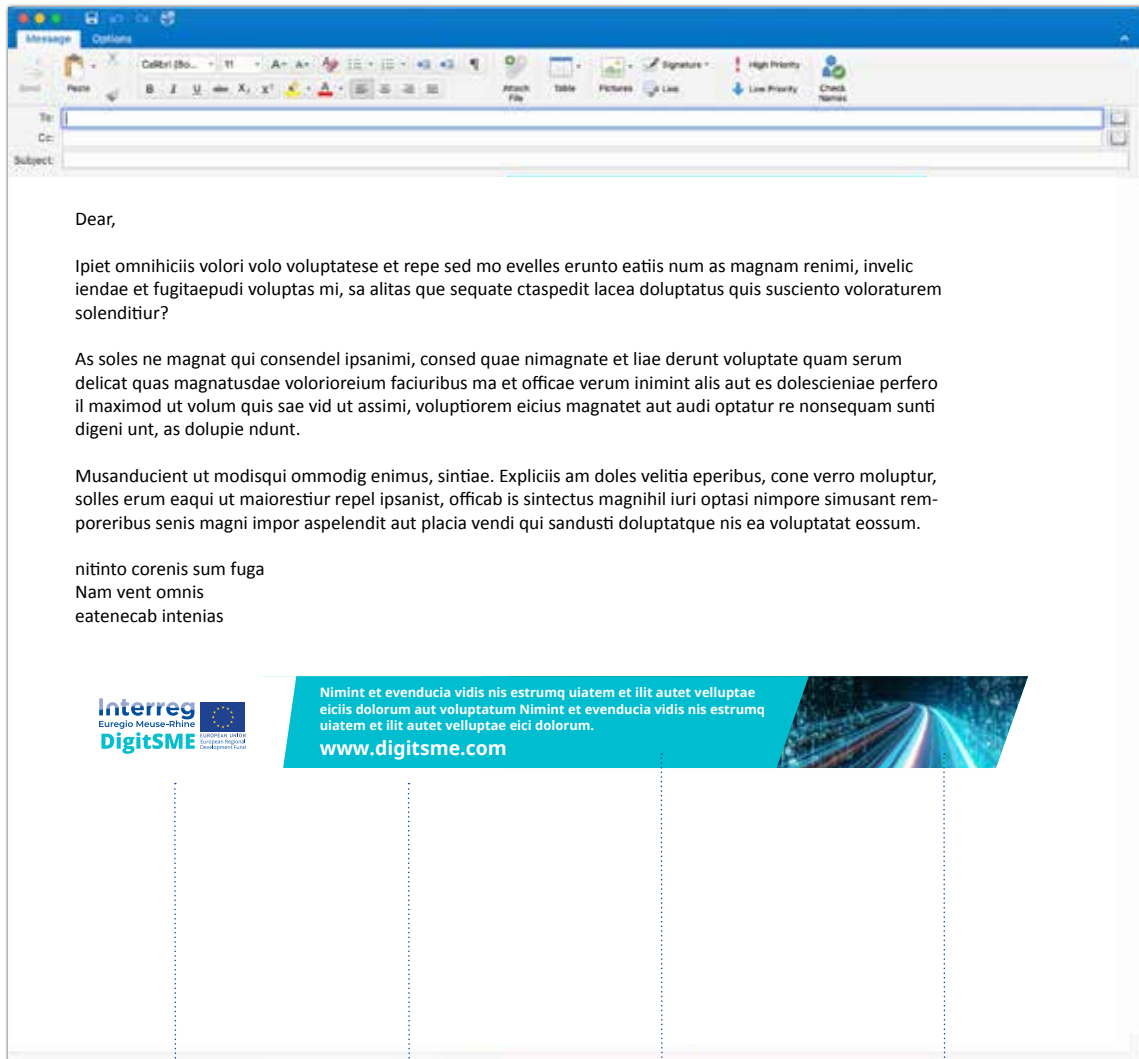
Project colour

Text page



Page with bullets

EMAIL BANNER



Project logo

Explana-tion of the project

Project colour

Image regarding the subject of the e-mail

FOLDER

American format

Below is a template for a leaflet American format triptych.

Closed: 99 mm x 210 mm

Open: 297 mm x 210 mm



Cover

Theme image

Project logo in white panel with slanted edge

Interior 1



Slanted panels as graphic elements



Interior 2

We also always place photos in a frame with 1 slanted edge

FLYER

American format

Below is a template for a flyer American size (99mm x 210mm).

Recto



Projectlogo

Project colour

Explanation of the project

Image regarding the subject of the PowerPoint

Verso



Project colour

Partner logos

The templates can be requested via the following e-mail address:

communicationEMR@prvlimburg.nl.

If you have any questions about these guidelines and templates,
you can also contact Interreg EMR and the regional antennas at
the following e-mail address:

communicationEMR@prvlimburg.nl.