



Macro-regional communication

High Level Group meeting

23 April 2012 | Berlin, Germany



INTERACT is co-financed by the European Regional Development Fund (ERDF) | European Territorial Cooperation



Macro-regional communication



Visual identity for the EUSBSR





EUSBSR outputs



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Websites for the EUSBSR and Priority Areas



4



EUSBSR communication activities



Recognisable visual identity.

New media: Websites, e-newsletters, YouTube channel, Twitter account, RSS feed.

Events: Workshops, seminars, stands, roll-ups, posters.

Impending activities: making of brochures, trainings on story telling, distribution of promotional material.

The consultant company DEA Baltika will carry out an analysis of need and gaps of the EUSBSR communication. They will contact NCPs and other stakeholders.

Invitation for Member States in order for them to have a more active role in the Task Force for Communication.

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Communicating the EUSDR 2010-11

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Communicating right from the beginning

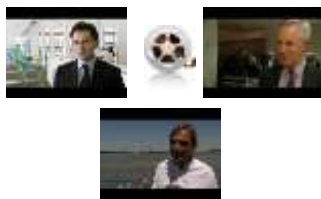
2010	2011	2012
<p><i>Developing the EUSDR:</i></p> <ul style="list-style-type: none"> - Info videos - Newsletter - Info flyers & stand “Territorial Cooperation on board” 	<p><i>Launching the EUSDR:</i></p> <ul style="list-style-type: none"> - Website - Newsletter - Flyers “PACs, Programmes IFIs on board” 	<p><i>Implementing the EUSDR:</i></p> <ul style="list-style-type: none"> - Website - Newsletter - Info stand “PACs, NCPs, programmes, projects on board”

EU STRATEGY FOR THE DANUBE REGION (EUSDR) | www.danube-region.eu



What we developed in cooperation with the Commission

Some tools ...
www.danube-region.eu
 and PA websites,
 PAC Network, etc.



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Who is who

Find out:

- Organisations
- Initiatives
- Labgroup
- PAC Network
- Etc.

Relevant info:

- Website
- Email
- Short description



Internal communication for PACs

DANUBE REGION strategy
PAC Network

Home News Events Central Documentation Database PR Support PACs Assembly

PR Support

INTERACT Root Vienna developed a wide range of communication tools for the EUSDR.

Manager's manual for PA sub-pages on www.danube-region.eu

Manual for EUSDR at PA Competences by INTERACT, version 09/2011.

Logos, templates and maps

Based on a general logo, individualized communication templates as well as office documents and powerpoint presentations for each priority area are now offered. Also, we created a collection of danube region maps for your use.

To see more information and download templates, please select a category below:

- Logo & Visual Identity
- Letter templates
- Agenda templates
- Press release templates
- Powerpoint templates
- Danube Region maps

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