

Communicating CEF projects

WHY?

- ✓ Raise awareness & visibility
- ✓ Focus on results
- ✓ Engagement of citizens/stakeholders
- ✓ Explain how EU/your money is spent
- ✓ Promote your activities
- ✓ Legal obligation (EU + national)



Visibility of Union funding (Article II.7 of the CEF Grant Agreement)

Unless the Agency requests or agrees otherwise, any communication or publication related to the action, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), **shall indicate that the action has received funding from the Union and shall display the European Union emblem**. When displayed in association with another logo, the European Union emblem must have appropriate prominence.



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Connecting Europe Facility

HOW?

Once you know who your audience is, think about the tools to reach it, bearing in mind that not all tools are good for all audiences and that some can be very resource intensive (i.e. social media). Below are some examples, but you can come up with new ideas as long as they fit the scope!

- ✓ Publications
- ✓ Website(s)
- ✓ Publicity
- ✓ Events
- ✓ Campaigns
- ✓ Social media
- + anything else which fits your needs, but make sure to have a communication plan!



Advantages of Joint Communication Action

- ✓ Better visibility
- ✓ Larger & more varied audience
- ✓ EU scope for local projects
- ✓ Exchange of best practices
- ✓ Visibility within EU institutions (Commission, Parliament)
- ✓ Different tools
- ✓ EU “success stories”

7 Golden Rules for collaboration success

1. Always keep INEA in the loop!

Keep us informed of all your communication activities, whether they are already underway or only in the planning stage. If we know what you intend to do we can offer assistance and try to coordinate joint media actions. Don't forget to send us as many photographs of your project as you can: we can never have enough and we will use them in our publications.

2. Agency can act as multiplier

We can help your communication activities reach wider and different audiences through our special communication channels.

3. Dissemination to/through Commission services

We will make the Commission aware of all project communications activities and ensure we can also use their tools to disseminate the information.

4. EU Media visibility for local projects

Through the Agency you have access to a wealth of communication tools as well as to the Spokesperson's service of the Commissioners: why miss out on a chance to give your local project a truly European dimension?

5. Joint press releases/announcements

If you keep us informed of important milestones we can coordinate joint press releases which are then guaranteed to have a bigger impact than if we undertook separate individual actions.

6. Participation in inaugurations/events

Keep INEA in the loop regarding events linked with your project so that we can coordinate participation and communication actions. At the same time the Agency will try and involve as many projects as possible in key events linked to the Programme.

7. Promote successes

Everyone loves a success story, whether it is a several million Euro project or a simple study! The Agency pushes hard to promote the successes of the programmes it manages via all available communication channels and we might get in contact with you to help us promote your project's achievements.

When in doubt, contact us!

INEA-COMMUNICATION@ec.europa.eu + put your INEA project manager in copy



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