Introducing a Harmonised Logo and Brand for European Territorial Cooperation Programmes

Annual Meeting with Managing Authorities of European Territorial Cooperation Programmes

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On behalf of the Working Group of Communication Managers of European Territorial Cooperation (ETC) Programmes
Past picture in a few words…

- Different brands were built, Interreg discontinued in 2007 in favour of ETC on EU level but still much used on programme level and recognised by stakeholders

- No common elements were used except for the obligatory EU/ERDF logo

- Short-lived project brands add to a confusing diversity and high costs

- Coordination and cooperation hampered with regard to communication because of limited spill-over effects due to different brands
European Territorial Cooperation Branding 2007-2013

Past picture at a glance...
The result was...

... a rather low visibility of European territorial cooperation programmes on all governance levels. At the same time the principles of harmonisation, simplification, result-orientation and better spending as introduced in the new legislation are hardly met when communicating the programmes.
What now?

Objective

Higher visibility and recognition in 2014-2020 to reach relevant new partners and to communicate achievements

Data: 93% of respondents to an Interact survey in March 2014 said that awareness on Interreg needs to be improved among different stakeholders

Strategy

Introduce a harmonised brand based on a well-known name and a shared logotype to be used by programmes on a voluntary basis

Data: 80% of respondents to an Interact survey in March 2014 agreed that a harmonised brand is a good way to improve awareness
How far did we get by today?

Brand Name

Interreg will be the name of the brand with European Territorial Cooperation remaining as the legal term in 2014-2020

37% of all ETC programmes still carried the name Interreg in 2007-2013.

Interreg works in all languages while ETC changes to ETZ, CTE...

Known but neglected brands are like “cash in the attic” (The Economist, 12 April 2014). They are more authentic and emotional than new brands!

75% of respondents to the Interact survey in March said that changing the name from Interreg to ETC has reduced awareness. They prefer Interreg as a brand name.

A personal story: Stakeholders fondly remember Interreg and do not relate to ETC.
Interreg Branding
2014-2020

In the end Google knows best: A search for ETC...
In the end Google knows best: A search for Interreg...
How far did we get by today?

Logotype

This logotype was chosen by a majority of programmes out of four options. 53 out of 75 programmes participated in the voluntary consultation organised by Interact in April 2014, showing the strong interest in the harmonisation process and at the same time providing a strong mandate to go ahead with this logotype.
How far did we get by today?

Programmes on board

More than 60 percent (green and orange above) of the 53 programmes participating in the consultation will use the logotype to brand their programme. Others plan combinations.
What lies ahead?

**Logo Development**

In the coming weeks, Interact will **finalise the logotype** (design combinations with programme names and project acronyms) and start distributing the variations to those programmes willing to work with this.

**Brand Strategy**

In the coming months, Interact and a group of programme communication managers will focus on further **developing the shared Interreg brand strategy**. The aim is to determine what Interreg and its new logo stand for before the individual programme communication strategies are developed:

- What is the shared Interreg mission?
- What are the shared benefits and features of Interreg?
- What should which of our shared stakeholders think of Interreg?
- What shared qualities do we want them to associate with Interreg?
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