



# Promotional materials

Trends, practices & examples from the  
European Commission & Interact

By DG SCIC, DG REGIO & Interact

*4 May 2023*

# Housekeeping to start with..

## How we planned today's training?

- A friendly exchange that works well with coffee, cookies & colleagues sharing their knowledge
- Focus: practical approaches, programme experiences & nice-looking goodies (yours included too)

## What about questions?

- Q&A session after each block
- Feel free to take the floor for questions (as participants joining by webstream will not be able to see questions in the chat).

# Today's agenda

Best practices for promo materials & greening of events - DG SCIC

New trends & examples from Interreg Programmes – Interact

Promotional materials and flagship campaigns – DG REGIO

Who are we?



# Greening of events – best practices for promotional materials



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# Green events in 7 steps

- 1 BOOK A VENUE
- 2 BOOK HOTELS
- 3 ADD A DASH OF GREENERY TO TRAVEL ARRANGEMENTS
- 4 BE SMART AND GREEN ABOUT YOUR CONFERENCE MATERIAL
- 5 GREEN YOUR CATERING
- 6 ORGANISE YOUR SIGNPOSTING
- 7 COMMUNICATION - EXPLAIN WHAT YOU DO

[7 steps for greener events \(europa.eu\)](https://europa.eu)

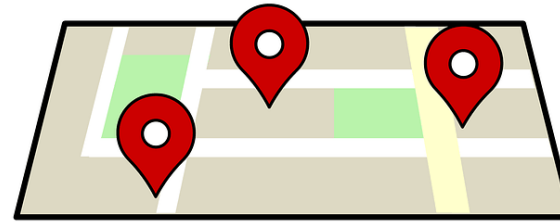
# 1. VENUE

- Book a venue with good public transport links
- Ask about energy efficiency and waste sorting



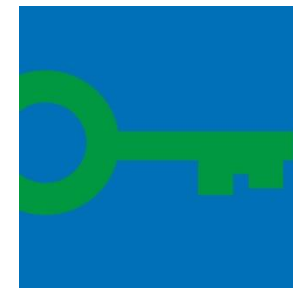
## 2. Accomodation

- Close to the conference venue



- With good public transport links

- Certified environmentally friendly  
(EU ecolabel, Green key, EMAS, ISO 14001)

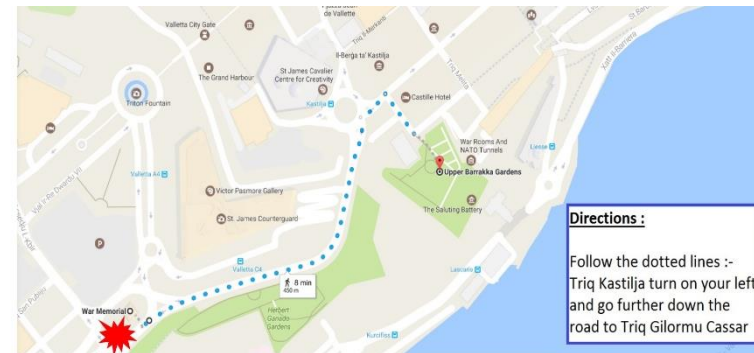




# 3. TRAVEL ARRANGEMENTS

Go for low carbon travel

- Encourage travelling by train, electric vehicle or car sharing
- Public transport passes, clear directions & timetables
- (electric) buses or minibuses
- Offset carbon emissions from intercontinental flights, if any
- Encourage walking



## 4. CONFERENCE MATERIAL

# 3R







RETHINK

REFUSE

REDUCE

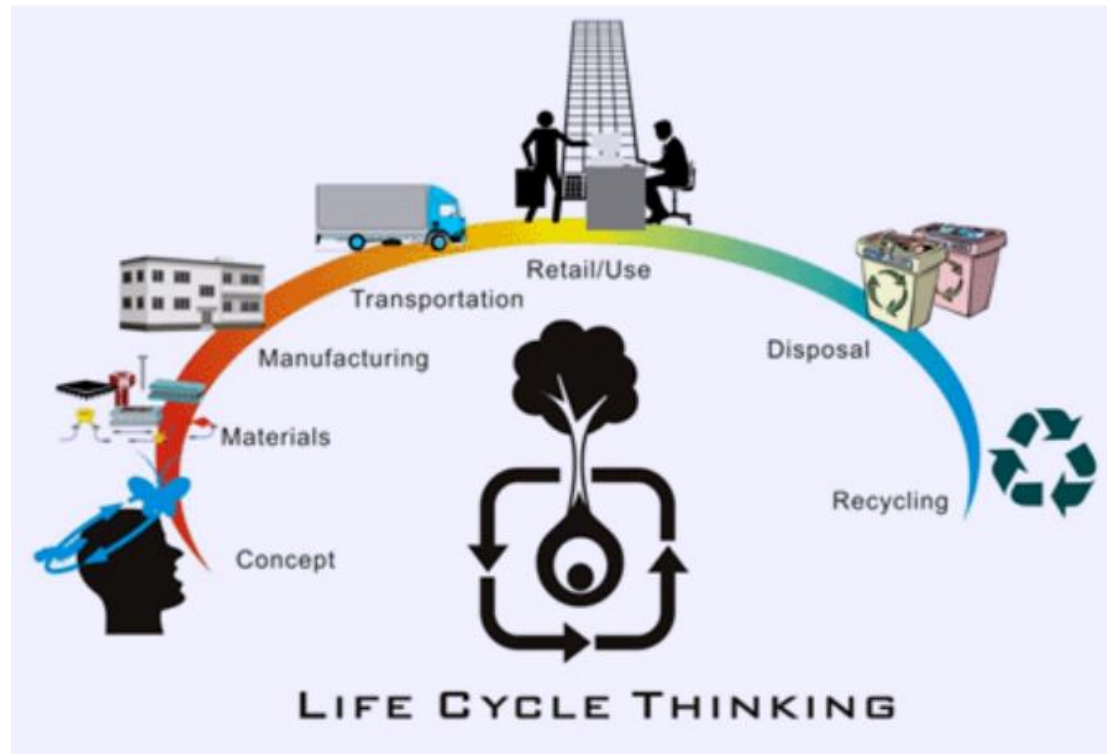
REUSE

RECYCLE

RESPONSIBLE DISPOSAL

# 4. CONFERENCE MATERIAL

- Products shall comply with environment-friendly norms, in their overall production and distribution cycle



# 4. CONFERENCE MATERIAL

- Fair trade / organic label for cotton products (or GOTS label)
- Paper products in recycled paper;
- FSC or PEFC certified wooden products;
- Limit plastic items to the minimum: where necessary, use at least 75% recycled plastic.



# 4. CONFERENCE MATERIAL

 <p>Use of pallet made of recycled material</p>	 <p>Use of recycled carton</p>
 <p>Recycled Hand stretch film (produced with 80% recycled material)</p>	 <p>Use of a tape containing 30% less plastic.</p>

## Packaging and transport

Clear requirements and control mechanisms



# 4. CONFERENCE MATERIAL

## BSCI Code of Conduct



Our enterprise agrees to respect the following labour principles set out in the BSCI Code of Conduct.

### BSCI Principles



#### THE RIGHTS OF FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING

Our enterprise respects the right of workers to form unions or other kinds of worker's associations and to engage in collective bargaining.



#### NO DISCRIMINATION

Our enterprise provides equal opportunities and does not discriminate against workers.



#### FAIR REMUNERATION

Our enterprise respects the right of workers to receive fair remuneration.



#### DECENT WORKING HOURS

Our enterprise observes the law regarding hours of work.



#### OCCUPATIONAL HEALTH AND SAFETY

Our enterprise ensures a healthy and safe working environment, assessing risk and taking all necessary measures to eliminate or reduce it.



#### NO CHILD LABOUR

Our enterprise does not hire any worker below the legal minimum age.



#### SPECIAL PROTECTION FOR YOUNG WORKERS

Our enterprise provides special protection to any workers that are not yet adults.



#### NO PRECARIOUS EMPLOYMENT

Our enterprise hires workers on the basis of documented contracts according to the law.



#### NO BONDED LABOUR

Our enterprise does not engage in any form of forced, servitude, trafficked or non-voluntary labour.



#### PROTECTION OF THE ENVIRONMENT

Our enterprise takes the necessary measures to avoid environmental degradation.



#### ETHICAL BUSINESS BEHAVIOUR

Our enterprise does not tolerate any acts of corruption, extortion, embezzlement or bribery.

## Green Public Procurement (GPP)

[About GPP - Environment - European Commission \(europa.eu\)](https://ec.europa.eu/euipo/gpp/)

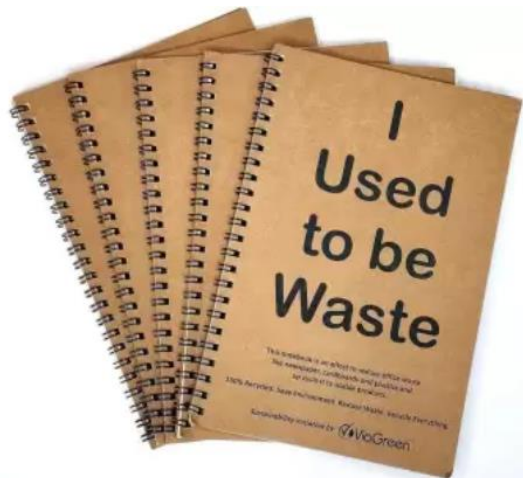
... for a better environment



# 4. CONFERENCE MATERIAL

Green choices are available from classic products :

- Bags
- T-shirts
- Notepads
- Pens
- Cups and bottles
- ...



# 4. CONFERENCE MATERIAL



product name	Cardboard pen
reference	11.21
description	Pen made of recycled cardboard and biodegradable plastic parts (ie. corn starch).
size	L14 x ø1 cm
material	Recycled cardboard and biodegradable plastic
colours	5 colours
printing zone	7 x 55 mm
printing technique	Padprinting
product weight	8 gr



## 4. CONFERENCE MATERIAL

- Don't exaggerate. One good gift (or even none) is better than a whole collection of junk.
- Make your items generic. No indication of time / place / title of the event, just your organisation or policy so that you can re-use the leftovers for future events.
- Choose something meaningful, that conveys a message (e.g. a seed-impregnated postcard for economic growth, a bag made from recycled plastic bottles for circular economy, etc. - check with your communication unit).



# 4. CONFERENCE MATERIAL

## Award trophies



- produced from a fallen tree
- levelled, planned and sanded manually
- inclusive company employing disabled workers
- every trip made during production process done by bike

# 5. CATERING



# 5. CATERING



# 6. SIGNPOSTING

- digital signposting
- use existing, local, reusable signposting



# 6. SIGNPOSTING

- Go generic for easy re-use





# 7. COMMUNICATION



# 7. COMMUNICATION



What was original with this project is that they choose to plant trees in Romania and picture used for the cardboard was taken by the satellite. Picture of the region where the trees will be planted.

# 7. COMMUNICATION

- products that represent solutions for mitigating and/or offsetting environmental impacts of human activity



# The checklist



# Promotional materials: Lessons learned, new trends and Best Practices

Nebojsa Nikolic & Rosa Escamilla / Interact office Valencia / 04.05.2023

Erasmus+ project



Erasmus+ by  
the European Union

# Past trends

2007-2013

- Tons of paper materials
- Tons of ballpoint pens
- Large variety of materials
- Branding all over the place
- Leftovers lingering in storages
- **Common items:** leaflets, brochures, coffee mugs (porcelain), pens, caps, t-shirts, conference bags, hard-cover notebooks



# Past trends

2014-2020

- Shift away from paper materials
- Less variety and less money
- Some electronics – power banks, speakers
- Pandemic impact: face masks, disinfectant gel
- Leftovers STILL lingering in storage
- **Common items:** t-shirts, plastic water bottles, small capacity USBs, biodegradable pens, small notebooks, magnets, textile shopping bags



# Lessons General

- Promo materials still important – Brands sell them
- GOOD DESIGN can turn plain item into a HIT
- QUALITY over quantity and variety
- Be careful about electronics – see point above
- Gamification of promo material distribution
- Save a set of materials for audit and know-how
- Don't hoard your materials – give them away





# Lessons Branding

- Regulations and EU flag rules
- Branding sometimes costs more than the item
- Use appropriate colour codes: RGB vs CMYK
- EXPLORE [imprint options](#):
  - Screen printing
  - Laser engraving
  - Pad printing – tampography
  - Heat transfer – thermal printing
  - Emboss and deboss
  - Embroidery



Photos from eu-parliamentshop.eu

# Lessons

## Helping projects

- Guide projects in selection of materials
- Consider producing branding stickers
- A3 posters for the projects
- Professional templates
- Train the beneficiaries
- Control and support



# Lessons Summary

- Continue saving paper
- Continue avoiding single-use plastics
- **Prioritize purpose** and **real-life use**
- Consider items that would help projects
- Consider the **BRANDING**: size, method, cost
- Avoid hoarding materials
- Think twice about making: pens, caps, textile bags, t-shirts, low-capacity USBs
- Keep searching for new ideas





# New Trends

Rosa Escamilla, Interact



# Public Perception

A long history that  
began in the

## 1700's

Promo materials have been used effectively to raise public awareness in campaigns, initiatives, social movements...



...But the key to  
success today is

## Quality

People keep what is useful and valuable and they will remember it for a long time



The magic formula to  
improve acceptance

## Green

People like to feel part of the process: All together we comply with PO2 "a greener Europe"





# Sustainable Promo Materials

A green product designed to reduce waste and maximize resource efficiency



# Benefits



**Less energy in its production**



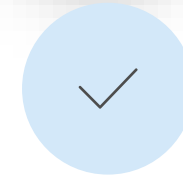
**Easily available**



**Long lasting products**



**They are cool**



**Positive Public Image**



**We lead by example**

# Five common Categories

**Tech  
Gadgets**

**Natural,  
biodegradable  
and recycled  
materials**

**Giveback  
products**

**Waste  
reduction  
products**

**Children's  
products**



# Five common categories

## Tech Gadgets

The combination of technology with sustainability in terms of manufacturing and design is growing exponentially



Meteorological Station



Sound Amplifier



Multifunctional penholder



Key locator



Speaker



Mouse



USB



Cell phone stand+charger



Portable Solar Charger

# Five common categories

Natural, biodegradable and recycled materials

Hemp, cork, bamboo, wood, cotton and wheat straw



Hat



Umbrella



Notebook



Sunglasses



Calendar



Balloons



Soap

# Five common categories

## Giveback products

Items that support sustainable causes



Vegetable garden kit



Pot



Seed envelope



Recycled lanyard



Plantable pencil

# Five common categories

## Waste reduction products

Single-use plastic products are now all reusable and help reduce the use of plastics



Straws



Bags



Fabric pennants



Bottles/Mugs



Bamboo tupper

# Five common categories

## Children's products

With practical and educational use



Tennis rackets



Pencil case



Games: Mikado



Custom Comic



Money Box



Maps

# Positive impact

## Eco-friendly promo materials

- Effective and cost-effective way to raise the awareness about a social cause
- Generate and increase the attention of the target audience
- Help to produce a desirable impression of Programmes brand
- Open the door to new conversation and synergies
- Allow for an extended propagation and exposure of the EU



# Floor is open for discussion



# Cooperation works

All materials will be available on:

**Interact website and InformEU Teams**



# REGIO promotional materials

A look into the treasure chest of goodies & give aways



# European Week of Regions & Cities

- Focus on materials that can be re-used a number of times, that offer good visibility when being used and have an appealing design.
- All promo materials = made in Europe.



# European Week of Regions & Cities



# European Week of Regions & Cities

PANTONE  
REFLEX  
BLUE C



# European Week of Regions & Cities





# Interreg Annual Event

- Greening and digital focus in the spotlight, i.e. no specific promo materials
- Almost exclusively social media and digital activities to promote and communicate

# Interreg Annual Event



<https://interreg-annual-event.wmhproject.events/en/photobooth-gallery>



# Open days of EU in BXL

- A look into EU institutions around the anniversary of the Schuman Declaration / 9 May
- 2022 edition: a focus on youth & green topics, including NEB



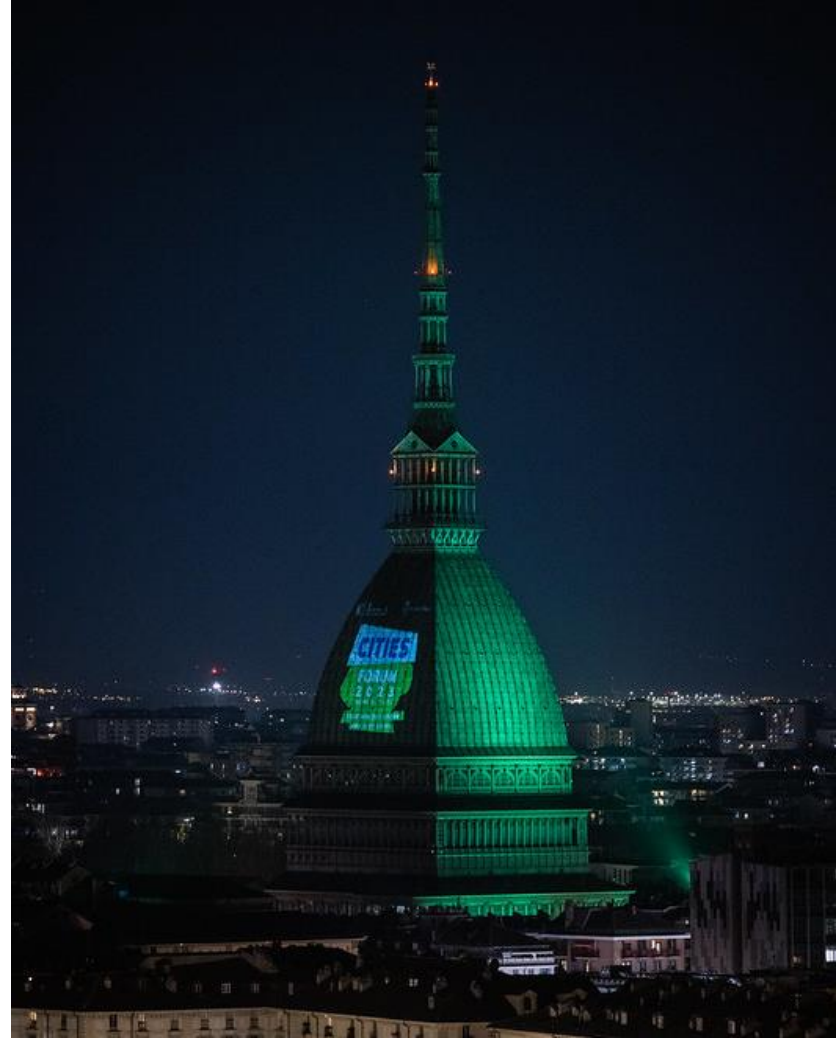
# Open days of EU institutions in BXL





# Cities Forum 2023

- A paperless event
- Gently discouraging flyers or brochures
- Aim: make the forum as green as possible





### Madeira: O nosso jardim de histórias

Os feitos das nossas antepassadas, as histórias que elas nos contam e a herança que deixaram no património da nossa região formam o solo fértil que faz de nós madeirenses. O momento veio restaurado da nossa Catedral, a recuperação do Vicente's - um dos mais antigos ateliers de fotografia da Europa - e criação do Museu e a transformação do nosso Parque Temático em Santana, todos dizem muito sobre a história e cultura da nossa Ilha, e sobre fazer dos nossos artefactos e o talento dos nossos artistas. Com o apoio da Madeira e da União Europeia, continuamos a cultivar este nosso jardim de histórias para as futuras gerações.

Ilustração por Roberto Almeida Alves, especialmente concebida para o iniciativa "Europa na minha região" na Madeira.



# EU in my region & EU in my school

- REGIO's flagship campaign, implemented with partner regions, managing authorities & projects
- Key-words: co-creation, ultra-local communication & partnering up



# EU in my school



...and you always have the **EU flag** as an option...



# Not Cohesion policy, but does the trick

Some examples from other funding instruments

# Standing strong with the Solidarity corps



Promo materials & matching slogans:

- *Making a change means standing strong >>> windbreaker & raincoat*
- *Making a change brings fresh opportunities >>> mints*



# Give away by DG Sante



An apple a day  
makes a citizen interested in EU funds,  
policies & projects, achievements too

# Intelligent Energy Europe programme

A project example



When NGOs do give aways:  
breakfasts for cyclists



# Giving away... experiences?

An example by you, for you

# Interreg Croatia-Bosnia & Herzegovina-Montenegro



[EC Day celebration in Bosnia and Herzegovina, 2019](#), including:

- An interactive exhibition
- A project fair
- **A cycle cinema**

# Q&A



# Thank you!



@EUinmyRegion

DG SCIC conference services:  
Making conferences easier and better

**Let's co-create greener events. Every action counts.**

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