
ChIMERA PLUS

Project co-financed by the European Regional Development Fund

Kick-off meeting 26/7/2021

WP 3.2

Communication Activities



WHO IS RESPONSIBLE FOR PROJECTS'S COMMUNICATION?

PP1 - Puglia Creativa will be responsible, all PPs must cooperate

What PP1 is going to do for reach project's communication goals?

- Administrate social network profiles (PP1)
- Prepare a template for collecting PPs data and their communication manager data to enable as editor in social network
- Prepare a form that PPs should fill every reporting period to manage the communication report



To reach Project's communication goals

Disseminate Project's activities and results on PPs and Project communication tools

When?

- Workshops
- Meetings
- Events
- Launching a new step of CHIMERA PLUS project's activity
- Disseminating deliverables

Where?

- Website: Chimera Plus official website and PPs website
- Social network / platforms
- Communication channels: newsletter, press releases,...

What we are going to prepare to facilitate communications?

- Templates: word, excel, ppt
- Project Image
- Layout for e-invite, news, communications
- Poster Layout starting from Programme layout
- Cover for social network

- **Publicity rules - Annex XII of the EU Regulation No 1303/2013**
- **Project communication rules on the Interreg Mediterranean Website:
<http://interreg-med.eu>**
- **Puglia Creativa will send you the project's logo and all the layout of communication materials as soon as JS will send us**



When to use project logos & ERDF reference?

- On all communication materials!
 - PPs has to explicitly mention the contribution from the Programme & the EU co-financing
- «Project co-financed by the European Regional Development Fund»



- Each partner has to place a poster about the project:
 - Short description: aims, results support from the EU - size: minimum A3 - at a “location readily visible to the public”
- Puglia Creativa will send you a project form based on Programme’s layout



- Puglia Creativa will implement the project website <https://chimera.interreg-med.eu/> but needs your cooperation.

Project's Partners

Each partner should periodically provide a photo and a text about its project's activities to cooperate in implementing official project's website

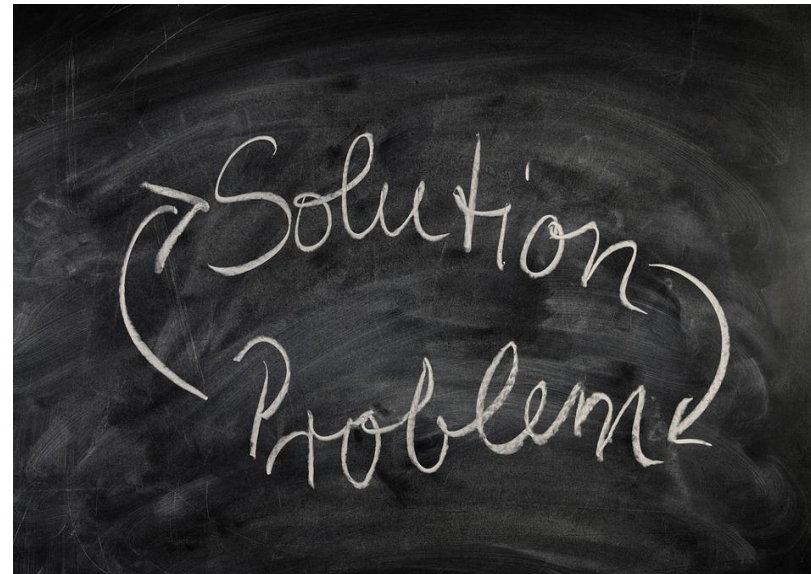


What each partner has to do?

- To share and disseminate communications about project's activities
- Short description of the project, objective, aims
- Reference to EU co-financing
- Logo + ERDF reference set in visible place
- Link to project and programme's websites



**Remember
The
Context**



Chimera Plus Project has already the following social profiles:



Facebook page: @ProjectChIMERACulturalCreativeCluster
<https://www.facebook.com/ProjectChIMERACulturalCreativeCluster/>



Twitter: @ChIMERA_med https://twitter.com/ChIMERA_med



Linkedin: <https://www.linkedin.com/groups/8585410>



Youtube:
<https://www.youtube.com/channel/UC1ZewsFPDiWfKsnPGVLubdg>



Puglia Creativa is going to open two more profiles on following communication platforms:



Programme



@InterregMED



@MEDProgramme



#MadeinMED
#Interreg
#CohesionPolicy

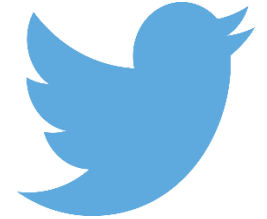


Project tags & hashtags Suggested

@ChimeraPlus



#ChimeraPlus
#ProjectChimeraPlus
#ChIMERA4UrbanSustainability
#ChimeraPlusEvent



NOTE: Puglia Creativa will be administrator of ChIMERA PLUS Social Platforms and will give each partner rights as editor so that weekly each can publish or share news.

We can share a calendar to organize the work!



- Follow project's social platforms
- Follow our thematic community
- Post appropriate contents (visual and less technical)
- Share contents about project activities
- Disseminate results
- Regularly update social media accounts
- Use appropriate vocabulary, tell a story
- Use the # created
- Tag partners, project and Programme
- Take photos during events/workshops/meetings to share on social networks – but before ask consent!





- The **project LOGO should be visible**, as well as the **reference to the EU co-financing**
- **USE** on agendas, list of participants, related publications, promotion materials and presentations.
- Place the project poster or a project banner in a readily visible place
- ***For GDPR***: Use the **registration format** on Programme Website – Before using this methodology it is necessary to test it Puglia Creative will send you more info in the next weeks.



Publications

All project publications, including brochures, newsletters, studies, articles and others **must include the project logo and the reference to the EU co-financing.**



- **Short videos (max 3')**
- **Mother tongue** is strongly recommended but **English subtitles must be added**
- *Try professional journalists to present and a good videographic design to increase impact.*



Focus on testimonies: short interviews and users stories



Each partner should provide

- Communication Managers' data (PPs, name surname, mob, email and link to fb social profile of partner's communication manager, link to PPs social profiles, website) – *Puglia Creativa will send a form to fill in next days.*
- Official logo
- Create a Webpage on its website with logo, aims, objective and link to project website and programme website (to send a screenshot as proof) **after** activation of Chimera Plus official website by Puglia Creativa

PPs Communication Manager

- Send news and image about project implementation' activity (for project website);
- Implement the social platforms publishing posts about its project activity (news for launching, recall, photos during activities, videos);
- Tag Partnership & Programme;
- Use hashtag;
- Share on PPs social networks posts of CHIMERA PLUS social platforms.



ChIMERA PLUS
ChIMERA for Urban Sustainability

THANK YOU!

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