

Media Info Kit

BE-READI ALPS

Program Priority: SO1.1 - Improve the framework conditions for innovation in the Alpine Space

Work Package: C - Communication

Activity: A.C.2 – Promotional activities

Deliverable: D.C.2.4 – Media Info Kit



Introduction

The purpose of this document is to provide some useful guidelines on how each partner should handle their communication activities. This document is not intended to substitute the Dissemination Strategy, but should rather be complementary to it and provide additional suggestions to the partners when they organize events and workshops related to BE-READI ALPS or when they disseminate its results through other channels.

This document is divided into two sections: the first one deals with the Alpine Space corporate image, that is, all those requirements that must be met in order to acknowledge the financing of the INTERREG Alpine Space programme; the second one lists and explains those templates and contents prepared from WPC Leader (and stored in a specific folder of the project's intranet) that constitute **Deliverable D.C.2.4 Media Info Kit**: collection of contents ready to be used by PPs to facilitate their promotional activity toward media (project presentation and fact sheets and local contacts to further follow up).

Must Do

These guidelines should be taken into consideration by all partners, when engaged in external communication activities.

Below are summarized the most important bullet points to consider: please notice that more information is contained on the project's intranet at the following [LINK](#).

I. **Never without a Logo**

The project logo must be featured **on all promotional material**, presentations, print material, or any other communication activity that the project organizes. If other logos are displayed in addition to the project logo, the European Union emblem (i.e. the flag in the Interreg logo) shall have at least the same size, measured in height or width, as the biggest of the other logos.

II. **We got our project co-financed and we show it**

In addition to the project logo, **all communication materials** and products must display **a statement acknowledging the European Regional Development Fund (ERDF) as a**



co-financing source. Projects must make sure to insert the reference to the ERDF in all documents and products. They may either use the sentence *“This project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme” (cf. SC article 7)* or include the ERDF reference directly in the project logo with the text “EUROPEAN REGIONAL DEVELOPMENT FUND”. The height of this line (height of the capital letters) is the same as for “European Union” under the flag. The ERDF claim must be visible, readable, and (if not included in the logo) written in a bigger font size than 7,5.

III. Project information on project partners’ websites

Every project partner must display on their organization’s website the following information about the project:

- a. The project logo
- b. A short project description including its aims and results
- c. The financial support (amount and ERDF claim)
- d. A link to the project website (<https://www.alpine-space.eu/projects/be-readi-alps/>).

An example of a possible text to publish on your website is contained in the Media Info Kit, following the instructions of the Alpine Space Programme. The text can be changed/shortened as each partner prefers, but it is absolutely important that the points from III a) to d) are respected.

IV. Project Poster

Each project must print a poster (minimum size A3) with information about the project, the project logo and information about the ERDF co-funding of the project.

This poster must be displayed at each project participant’s premises, at a location readily visible to the public, such as the entrance area of a building.

A ready to be printed version will be provided by WPC leader.

V. We’re online most of the time

Always provide indication of the project’s social media and website in your communication. Interact with the contents both through your organization’s website and social media and through your private profile!

In particular, LinkedIn is a useful platform to address our messages toward representatives of SMEs and export managers, innovation and digital managers, etc., so it would



be useful for partners and organizations to use this social media taking this into consideration.

VI. Promotional materials

Promotional materials are branded items which are distributed to raise awareness of stakeholders on a particular project, whereas communication products are either not distributed (roll-ups or banners) or include content information on the project (e.g. a brochure or a flyer).

Promotional materials may be produced **only if they appear to be strictly necessary to project communication activities** and if they clearly serve the objectives of the project communication strategy. They should respect **greening principles** (see factsheet “Project greening”). Their cost and the quantity produced should be reasonable and justified. **All promotional material** must be **branded with the project logo** and the **ERDF claim** and defined together with WPC Leader and LP.

VII. Last but not least, spread the news!

The best way to communicate project purpose and achievements to a targeted and/or a broader audience is to **address the media and use social media**. Many activities can be organized to attract the media: from the writing and dissemination of a press release to press conferences and press field trips, etc. **All documents and materials produced for the media must include the project logo and ERDF claim**. The social media are a very good channel specially to reach project stakeholders and create a community around the project’s objectives and results.

BE-READI ALPS has a LinkedIn and Twitter profile and will soon also dispose of a YouTube Profile. You will find information about the social media in the Intranet.

LinkedIn: [BE-READI ALPS](#)

YouTube: *available soon*

Twitter: *available soon*

Website: *available soon*

Use of hashtag

Mandatory: #BEREADIALPS

Optional: #LAUNCHYOURSECONDLIFE #MADEWITHINTERREG #GETREADI #AL-PINECHAMPION #OPENINNOVATION



READI CONTENTS FOR YOU TO USE

- ✚ **Templates:** *available [here](#)*
 - ✚ Powerpoint
 - ✚ Word
 - ✚ Poster
 - ✚ Roll-up
 - ✚ Leaflet
 - ✚ Font
- ✚ **Project (Powerpoint) Presentation**
 - ✚ Workplan and general overview of the activities
 - ✚ What is BE-READI ALPS? How can we help you?
- ✚ **Project (Word) presentation**
 - ✚ Long version: *available [here](#)*
 - ✚ Short version
- ✚ **Fact sheets**
 - ✚ About the project
 - ✚ About the partners
 - ✚ About the target groups
- ✚ **Press Releases**
 - ✚ Reminders and short news to send to the press
- ✚ **Local contacts to further follow up**
 - ✚ Local press and magazines to inform: *available [here](#)*
- ✚ **Infographics**
 - ✚ BE-READI Beneficiary Identity Card
 - ✚ BE-READI Process with Companies
 - ✚ BE-READI Stakeholders and Targets
- ✚ **Informative posters and other graphic material**
 - ✚ Call to action for SMEs
 - ✚ ...

