Interreg NPA Project Communication Checklist & Feedback

This is a checklist designed to assist project communication managers in keeping track of the progress towards the Interreg NPA communication requirements.
At the same time, it is an opportunity for the programme to collect your feedback and suggestions about the communication guidance and templates so far prepared.

The checklist will help you have an overview on your project progress in communication. Your feedback will help us improve and simplify the work of the future project communication managers!

Please complete one checklist per project, for this reason your answers will not be anonymous. You will have to complete the from in one go, it should take approximately 10 minutes. You can download a pdf of the questions here.

We kindly ask you to submit your finished checklist at the latest with the 1st project report.

Thank you very much for your help!
The JS team

PS. If you like to have the Programme Manual chapter about Communication open in a separate tab, just right-click here.

Interreg NPA Project Communication Checklist & Feedback
General information

About the project

* 1. Project Acronym

2. Project number e.g. NPA01000123

About the project communication manager

* 3. Name and surname of the project communication manager

[   ]

* 4. Name of the Partner Organisation

[   ]

5. Is this the Lead Partner organisation?

○ Yes

○ No

* 6. Have you hired/Do you plan to hire an external expert for coordinating the project communication?

○ Yes

○ No

Please briefly describe the outsourced tasks and, if relevant, a time line.

[   ]

About the partners

* 7. Have all project partners appointed a person who will carry out and contribute to the communication and promotional tasks of the project?

○ Yes

○ No

Comment

[   ]

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Interreg NPA Project Communication Checklist & Feedback
European requirements

All projects that receive European funding must comply with the publicity requirements stipulated in the European regulations. This applies to all types of projects supported by the Interreg NPA: Main, Preparatory, Clustering or other Small-scale types of projects.

The requirements apply to all project partners who are responsible for informing the public about the EU funding received from the Interreg NPA. Publicity requirements apply to all printed and digital material/products, websites, social media, activities and events.

* 8. For each of the mandatory European visibility requirements below, indicate the level of awareness/implementation in the partnership

	The LP only is aware	Some partners are aware	All partners are aware	Done by the LP	Done by some partners	Done by all partners
The project-programme logo is used on all materials	☐	☐	☐	☐	☐	☐
The project-programme logo is CORRECTLY used on all materials i.e. prominently featured, surrounded by free space, proportionate if next to other logos.	☐	☐	☐	☐	☐	☐
Information about the project is published on the website of the partners containing: a short description, aims and the financial support.	☐	☐	☐	☐	☐	☐
The project poster has been created and is on display.	☐	☐	☐	☐	☐	☐
All project products must be publicly available.	☐	☐	☐	☐	☐	☐
All materials will be: royalty-free, non-exclusive and with irrevocable license to use.	☐	☐	☐	☐	☐	☐

Comment

[ ]

9. Is any or all of the above not making sense to you? Should we get in touch?

○ Yes, please. Email me and let's arrange a meeting.

○ Maybe. I will read the Manual first and get in touch if I have questions.

○ Nope, all clear!

○ Other (please specify)

[text box]

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Interreg NPA Project Communication Checklist & Feedback
Interreg NPA requirements

In addition to the mandatory EU requirements, all Main projects are expected to develop a set of communication products.

Maintaining and updating the project information online

* 10. The Interreg NPA programme offers a project mini-website for each of the approved Main projects. Each project is responsible to add content to the website and keep it up to date. The project communication mangers receive the login details from the Joint Secretariat. Please contact the Communication manager if you have not received access to your project's mini-site.

[text box]

Produce at least 2 media products outlining the project's vision and achieved results

* 11. For each of the products below, please choose the option that corresponds to the level of achievement.

	Not planned	Planned	Done	Done in several languages
Communication product outlining the project vision and objectives	○	○	○	○
Project main messages	○	○	○	○
Social media project account(s)	○	○	○	○
Project story using storytelling techniques	○	○	○	○

Please specify what your project developed. If possible add a link or send the file to michela.gaifami@interreg-npa.eu

12. Please share with us the links to relevant social media accounts through which your project is going to be promoted e.g. account name, handles, hashtags.

Organising activities, events and any other relevant initiatives to ensure the engagement of relevant target groups across all participating countries and partners

13. Please indicate at what stage is your project in relation to stakeholders engagement.

	True for the LP	True for some partners	True for all partners	Not yet started	Not planned
We are analysing what are the relevant target groups for the project	○	○	○	○	○
We have clearly identified the target groups	○	○	○	○	○
We have contacted the target groups	○	○	○	○	○
We have met with the target	○	○	○	○	○

groups					
We are working with our target groups	○	○	○	○	○
We are collecting feedback from our target groups	○	○	○	○	○
We are analysing the feedback received	○	○	○	○	○
We have engaged further with our target groups	○	○	○	○	○
We are planning together with the target groups how they could implement what we jointly developed	○	○	○	○	○
The target groups is trying what we have jointly developed	○	○	○	○	○
We are gathering feedback about the impact of using what we jointly developed	○	○	○	○	○

Comment

14. Is the Interreg NPA programme among your target groups?

○ Yes

○ No

The Interreg NPA programme should be among your target groups. Please include your Desk Officer and Communication Manager in your distribution lists and share with them progress, news, links, events, SoMe and really anything that you judge it is worth knowing about your project!

The email of the Communication Manager is michela.gaifami@interreg-npa.eu , now you know it :-)

Interreg NPA Project Communication Checklist & Feedback
Feedback about the communication guidance and templates

To support project communication mangers and the partners, we have described communication aspects in the Programme Manual, as well as prepared some guidance and templates. Please, let us know what you think of these support materials.

* 15. Have you read the communication chapters in the Programme Manual?

◯ Yes

◯ No

◯ Selectively

◯ Other (please specify)

16. For each of the chapters below, please select the answer that better corresponds to your opinion.

	No idea what you are talking about	Too long, I got confused	Somewhat useful	Useful and helpful	We follow these instructions
The general information about communication at the stage of project development (Programme Manual Chapter 2.5.1 and 2.5.2) is...	○	○	○	○	○
Chapter 2.5.3 about how to develop communication objectives is...	○	○	○	○	○
Chapter 2.5.4 about planning resources for communication is...	○	○	○	○	○
Chapter 4.6.1 detailing the EU requirements is...	○	○	○	○	○
Chapter 4.6.2 detailing the NPA requirements	○	○	○	○	○
Chapter 4.6.3 about reporting	○	○	○	○	○
Download centre - Communication guidance and templates	○	○	○	○	○

Other (please specify)

17. For each of the templates/assets below, indicate your level of satisfaction.

	Not useful	Somewhat useful	Useful	Very useful	N/A
Project design guide	○	○	○	○	○
Programme-project logo	○	○	○	○	○
Project poster	○	○	○	○	○
Power Point	○	○	○	○	○
Roll-up	○	○	○	○	○
Programme area map	○	○	○	○	○
Priority icons	○	○	○	○	○
Colour schemes	○	○	○	○	○

Comments and suggestions

Interreg NPA Project Communication Checklist & Feedback
Communication dedicated event

Communication is one topic on the agenda of the Lead Partner seminars. Often the people attending those events are not the ones in charge of communication in the project.
We would like to know if you think we should organise dedicated events for communication, and which topics you would like to put on the agenda.

* 18. Would you be interested in an event dedicated to communication topics?

○ Yes

○ No

○ Other (please specify)

[   ]

19. If yes, which format would you prefer?

○ Online

○ In person

Comment

[   ]

20. Please select the topics you would like to be on the agenda of a communication event.

☐ A dedicated event about project communication, European and Interreg NPA requirements

☐ Peer-to-peer exchange about how to successfully coordinate communication in transnational projects

☐ How to define a project audience

☐ Meet and network with other project communication manager

☐ How to build on project results, increase uptake and promotion, aka "capitalisation".

☐ Other (please specify)

[   ]

21. If we were to organise this event jointly with another Interreg programme, which one should we contact?

☐ Interreg Aurora

☐ Interreg Central Baltic

☐ Interreg Baltic Sea Region

☐ Interreg SE-NO

☐ Other (please specify)

[   ]

Congratulations!

You have reached the end of this checklist/feedback form.
Thank you very much for your contribution!

Please click on DONE to submit your answers.