

Interreg

Italy – Croatia



Co-funded by
the European Union



Mediterranean
Multi-Programme
Mechanism

4th Call for Proposals

Basic Rules of Project Communication

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Communication in the Application Form

Where communication sits

There is no separate communication work package. Communication is cross-cutting and should therefore be integrated throughout the project lifecycle. It is embedded in every Work Package, and included in Section C of the Application Form.

A**Project Identification****B****Project Partners****C****Project Description****D****Annexes**

Project communication should be purposeful, measurable, audience-driven



Purposeful

Every communication activity is tied to a defined communication objective and a specific target group.



Measurable

Communication objectives must be clearly defined so that results can be tracked and evaluated.



Audience-Driven

Channels and messages are chosen based on who you need to reach and why.



PROJECT WORK PLAN (C.4)

What is a communication objective?

A clearly defined, measurable goal stating the intended effect of communication on a specific target group, aiming at a change in their behaviour, knowledge or belief.

Of course, a communication objective **should be linked to the Work Package objective** and **include what you want to communicate, why, and to whom**.

There should be **at least one communication objective per project**, but not every WP needs one: you decide where they fit.

EXAMPLE

WP specific objective: *“reduce pollution in an urban area”*

→ **Communication objective 1:** encourage commuters to use public transport (*target: citizens*)

→ **Communication objective 2:** persuade local politicians to cut city-centre traffic (*target: decision-makers*)

PROJECT WORK PLAN (C.4)

What is a communication activity?

A communication activity is any **planned action designed to inform, engage, or raise awareness among defined target audiences** about project activities, milestones and results, or any other content you may deem of interest for your target audiences.

To achieve each communication objective of a Work Package, you should identify specific communication activities. When planning these activities, consider the target audience you intend to reach and select **the most appropriate type of activity accordingly**.

EXAMPLES

Organising an event, running a social media campaign, publishing a newsletter, conducting an awareness raising survey or managing stakeholder engagement, etc.

PROJECT WORK PLAN (C.4)

What are communication deliverables?

Communication activities lead to communication deliverables, which may include:

- Communication management deliverables
- Digital communication products
- Visual and promotional materials
- Media and public relations outputs
- Event-related materials
- Knowledge and outreach products

EXAMPLES

Editorial Plan, communication reports, newsletter issues, press releases, videos, photographs, infographics, brochures, leaflets, posters, interviews, podcast episodes, presentations, webinar recordings, factsheets, policy briefs, publications, success stories, etc.



PROJECT MANAGEMENT (C.7)

Communication Management

A sound communication management is key for the project communication success and therefore for the overall project visibility and outreach.

Therefore, you will be asked to describe:

- how you are going to ensure effective coordination of the project internal communication and external communication
- The communication approach you intend to adopt, explaining what you plan to communicate, which target groups you aim to reach, and which channels and tools you will use to reach them effectively
- what feedback mechanisms and evaluation measures are envisaged for the communication activities.





Your Digital Editorial Plan

Capitalisation projects are treated like small-scale projects: you deliver a **Digital Editorial Plan** — not a full communication strategy.

It's a lighter, practical tool: a planned calendar of what you'll publish, where, and for whom, keeping your communication consistent and purposeful across the project.

What

Content themes & message lines

Where

Channels: website, social, newsletter

When

A realistic publishing calendar

Who

Target audiences per content piece

⚠ Build on what you already do

The editorial plan is meant to enhance your existing communication practice — website, social channels, newsletters — not to add a new burden. Plan it once, follow it through the project.



IMPORTANT COMMUNICATION FEATURE OF THIS CALL FOR PROPOSALS

Mediterranean Multi-Programme Mechanism



As this 4th Call for Proposals is launched in coordination with the Interreg Mediterranean Multi-Programme Mechanism, applicants should ensure that project communication **clearly reflects this MMM perspective**

WHY IT'S A PLUS FOR YOU



Wider reach

Your message travels beyond the IT–HR border, into a Mediterranean audience.



More visibility

Association with the MMM brand adds credibility and institutional weight.



Ready-made network

Other programmes & projects to connect, exchange and amplify with.



Scalable results

Explain why you chose an MMM output and how your project is going to scale it up





IMPORTANT COMMUNICATION FEATURE OF THIS CALL FOR PROPOSALS

Mediterranean Multi-Programme Mechanism Mediterranean Multi-Programme Mechanism

1

Acknowledge the MMM

Reflect the MMM alongside the Interreg Italy-Croatia identity in your narrative and materials.

2

Tell a transfer story

Capitalisation is part of your message: show you build on a Med output, not just paperwork.

3

Connect outward

Plan moments to link with other MMM projects — joint events, shared content, cross-promotion.





BEFORE YOU SUBMIT

Your communication checklist in the AF

- ✓ At least one communication objective
- ✓ Communication objectives tied to specific target groups
- ✓ Communication activities inside the WPs
- ✓ General communication approach summarised in C.7.3
- ✓ Feedback & evaluation mechanisms included
- ✓ Digital Editorial Plan foreseen
- ✓ MMM perspective clearly reflected
- ✗ No separate communication work package

⚠ Visibility obligations (EU Reg. 2021/1060) apply during implementation — see PIM ch. 4 and the Project Brand Manual.

