



# Development of Regional Joint Master Program in Maritime Environmental Protection and Management - MEP&M -

## Project visual identity

### Kick-off Meeting

University of Montenegro, Faculty of Maritime Studies Kotor  
23 February 2021

mr Radmila Gagić, team member

### Virtual meeting via Zoom application

This project has been funded with support from the European Commission. This presentation reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project no. 619239-EPP-1-2020-1-ME-EPPKA2-CBHE-JP





## Project logo

- Our brand, trademark, aiming to make an impact accross EU and worldwide.
  - Project Coordinator will propose several versions of the logo to the Project Management Board (PMB) which will vote for the appropriate one during the Kick-off Meeting.
  - Logo should be presented on each project related document, publication, promotional material, etc.





## Project logo

- Voting results on Google forms
  - Version 1 –
  - Version 2 –
  - Version 3 –
  - Version 4 –
  - Version 5 –
- Official logo is ...





## Another important logo - EACEA

- Besides MEP&M logo we are obliged to use visual information of EACEA on all materials and information officially published (equipment, dissemination materials, official publications and studies, web page and social media accounts).
  - EACEA logo – adequate logo format, name displayed in full, min height 1cm.  
[http://ec.europa.eu/research/pdf/eu\\_emblem\\_rules\\_2012.pdf](http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf)
  - Disclaimer
  - If any of them are missing we could face up to 20% reduction of the grant!
  - All necessary instructions and information regarding EACEA visual identity are available at  
[https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en)



## Erasmus+ project results platform

- The platform is developed for ensuring transparency and visibility of EU funding.
  - Basic information about the project have been already published online.
  - We are obliged to further enrich MEP&M project space/webpage on the Erasmus+ Project Results Platform with additional relevant information (website, logo, project results) during the project lifetime.
  - The Coordinator will be the most responsible for information published on the Platform but all the beneficiaries should provide all the results to the Coordinator.





## Basic steps

- To make a plan (prepare and implement dissemination & exploitation strategy)
- To create a content (prepare promotional products and materials – leaflet, banner, stickers, poster, roll up, bags, pencils, etc.)
- To send a message to the stakeholders and wider public (establish web site of the project and social media accounts, agree on roles and responsibilities, involve all project participants, publish all project information even through existing channels of the institution)
- To communicate and interact (organize dissemination and exploitation events, arrange media coverage, write some articles, inter project coaching)
- To evaluate (measure project impacts, use SMART indicators, assess and improve).





## Project website and social network accounts

- Attractive, dynamic, accessible
- Fast creation, personalized experience, mobile -friendly
- Easy to find information and data
- With integrated beneficiaries management dashboard
- Aiming to protect data & copyrights
- Agree upon the socials channels (Twitter, Instagram, Facebook, etc.)
- Keep them up with the implementation
- Measure the project impacts
- Use the hashtags and don't forget to tag @EUerasmusplus.



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**THANK YOU!**

**Kick-off Meeting**

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