



Project co-financed by the European  
Regional Development Fund



A project labelled by the UfM



Union for the Mediterranean  
Union pour la Méditerranée  
الإتحاد من أجل المتوسط

# THE MED GREEN GROWTH COMMUNICATION KIT

December 2020

# Introduction

The Green Growth Community (GGC) Communication Kit is meant to help project partners and Community members to convey common and consistent **messages** and **visual identity** across all communication channels.

In this document we collect:

- Community logo with **branding guidelines** as defined by the Joint Secretariat of the Interreg MED Programme
- **Project description** for publication in project partners' websites
- Green Growth **Community Communication Channels**:
  - Social Media
  - Newsletter
  - Websites: Capitalisation Platform & Repository
- GG Community Communication Materials:
  - Presentation template
  - Letterhead
  - Brochure
  - Outputs
  - Infographics
  - Modular Project Factsheets
- **Social Media** Pack - Twitter
- **Stories** from the Green Growth Community
- **Events**
- **In the Press**
- **Contact**

## 1. Community logo and branding guidelines

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Please refer to the **Visual Identity guidelines** for correct use of **logo**, fonts, primary colour codes and other graphic elements.

## 2. Project description

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We suggest a **golden paragraph** to describe the Green Growth Community. This text can be used freely by the partners, modular projects partners and other media representatives to describe the Green Growth Community:

*Within the framework of the **Interreg MED Programme**, Green Growth is a thematic community promoting green and circular economy in the Mediterranean by enhancing cross-sectoral innovation practices through an integrated and territorially-based cooperation approach.*

*The community consists of 14 projects connecting 165 partners from 13 countries in the Mediterranean, with a total budget of around €30M.*

*These projects tackle topics from food systems, eco-innovation, smart cities to waste management.*

*The community supports projects in their communication and capitalisation efforts, thus increasing their impact at the policy level and ensuring their potential transfer and replication of results to other territories.*

*The Union for the Mediterranean labelled the Green Growth Community in October 2019, thereby acknowledging its potential to advance cooperation in the transition to a green, circular and inclusive economy and to deliver concrete benefits to the citizens of the Mediterranean region.*



### 3. Communication and Dissemination Channels

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#### Social Media

Follow the Green Growth Community on our growing [Twitter](#), [Facebook](#), [LinkedIn](#) and [Youtube](#) channels.

#### Newsletter

Our biannual newsletter offers updates on our progress in promoting circular economy and green growth in the Mediterranean. Explore the Green Growth Community's newsletter and sign up for future news. Sign up for the Green growth newsletter [here](#).

- April 2020
- October 2020

#### Websites

The Green Growth Community uses two websites:

- **The Capitalisation Platform**, where stakeholders can find more details on the GGC focus areas and results from the 14 modular projects, as well as access our resources such as Circular Economy policy recommendations and white papers, Green Growth indexes, and more.
- **The Repository**, where users can find all relevant information on what we do within the Interreg MED Programme, recent news, stories events, and view and share our videos.

### 4. Green Growth Community Communication Materials

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- [PowerPoint presentation](#)
- [Template Letterhead](#)
- [Brochure](#)
- [Infographics](#)
- [Outputs](#)
- [Modular Projects Factsheets](#)

### 5. Social Media Pack

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You can find a set of prepared posts with its corresponding shareable in Trello, a user-friendly campaigns platform. In order to give an overview of the Green Growth Community's

structure, its four focus areas, its key outputs, and useful hashtags and handles. View and share our campaigns [here](#).

### 6. Stories from the Green Growth Community

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Discover synthesised content from the best sources and the most reliable experts on the topics of **Circular Economy** and **Green Economy** in the Mediterranean at the Green Growth news & stories page and help us to get the word out there! Discover all news [here](#).

- Euro-Mediterranean **Resource Efficiency** for the EU Green Deal
- Repurposing **Livestock Waste**: Q & A with the Green Growth Community RE-LIVE WASTE
- The Green Growth Community spurs **sustainable cooperation**
- GRASPINNO project finalizes its efforts to promote **energy efficiency** and **green public procurement** in the Med area
- Smart & Green **public services** in Euro-Mediterranean cities
- **Circle The Med** hosted the first online Green Growth Business Forum
- The Green Growth Community highlights the importance of cooperation at **ECOMONDO 2020**



## 7. Events

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The Green Growth Community hosts and participated on multiple events. To keep track of all of our events, see [here!](#)

## 8. In the Press

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Green Growth Community is getting more and more attraction in the news and we aim to support its dissemination through specialised articles, interviews and features that continue to appear in local, regional and global media outlets. Below is a selection of coverage from different outlets in different languages. If you would like to discover more about our community and write a story, please contact us today!

- **Podcast: Mobility and data in smart cities.**
- **Circular Economy Stakeholders Platform Networking Village.**
  - Make more with less
  - Promoting Green and Smart Public Services within Mediterranean Municipalities
  - Zero waste: problems become opportunities in Waste Prevention & Management
  - Fit for a circular future: Competitiveness & Innovation
  - Synergies for Green Growth
  - Policy recommendations
- **Euro-mediterranean resource efficiency for the EU Green Deal**

## 9. Videos

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The Green Growth Community produced some relevant videos over the course of 2020.

Check them out [here](#) and feel free to share across your network.

## 10. Contact

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### Partners



REVOLVE

