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**THE MARKETING IMPORTANCE OF  
EUROPEAN FUNDED PROJECT**



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***Abstract:** New communication techniques offer, to all stakeholders of an European project, instant information about the launch, implementation, results etc. All successful international projects are connected through a good communication between team members, team and funding organization, project (project manager) and public. The marketing techniques should be used in all stages of the project development: call for projects, designing, proposing, negotiation, implementation, finalization and results. We will focus on the importance and benefits of the recommended forms of marketing used at the launch of an European project in order to increase the visibility of the financing organization and its aims. The most important used tools are: press releases, leaflets, brochures, newsletters, reports, personalized papers, visit cards, banners, posters, web-sites, public presentations, events, etc. The paper will be focused on the manner of the above mentioned techniques selection according to the targeted applicants. In our opinion, the marketing importance of European funding projects is very high at this moment due to the fact that Romania has to access large amounts of funds as an European Union new member state. The government plays an important role in dissemination of information to all potential project beneficiaries.*

***Key words:** marketing, projects, techniques, performances, funding*

**1. INTRODUCTION**

The process of European integration Romania is going over nowadays brought into the attention of experts new aspects of the project management. This is facing a stronger extension as a consequence of two stimulative factors, namely:

- The existence of a large range of national or international funded programs meant to solve socio-economic issues, general interest ones and those in support of the adjusting to the European requirements and standards;
- Taking over the management of the projects and its putting in life by different kinds of organizations, an attitude determined by their efficiency in addressing the aims and the resources management.

Alongside with other elements, the projects and their outcomes promotion is a theme of interest for the project managers at the same time for the other involved parts – funding providers, end-users, civil society etc.

The achievement of a promotion program for a company can be a project for its team to manage so that to get the proposed effects on the targeted markets. The IT&C endowment, by its special facilities, is an important tool for achieving a more client targeted promotion.

## **2. INTERACTIVE PROMOTION**

Owing to the technologic changes, the consumers have in hand a large range of information on the market and competition, and this makes them really powerful. Besides the power they get by information, the consumers are better educated and this gives them a special place against the advertising makers. As a result of this fact, new concepts of the marketing theory have arrived. At first, the „Permission Marketing” – the marketing with the consumers acceptance. This one is based on three principles:

1. The process is under the consumers or receivers control;
2. They agree to get the messages;
3. They willingly sign up.

“*Participation Marketing*” – the marketing where the consumers are effective participants, is a concept brought in by Alan Rosenspan, a direct marketing expert. This is based on five principles:

1. The consumers are well known;
2. The company gets a feedback at any time;
3. The actual and potential consumers are involved as much as possible ;
4. The marketing program takes into account the customers life schedule not the company one;
5. The consumers are made to consider themselves as part of the company success.

In a market economy the consumer is sovereign: he chooses the supplier, taking into account certain criteria, some of them quite peculiar, but better to be taken into consideration. The consumer chooses what he likes or it suits him from the point of view of quality, price, bank investment safety, his liking, desires. To make a choice, and also feel rewarded for their choices, the consumers inquire for information. The information is more carefully searched and analysed as the choises’s risk is bigger.

These concepts are applicable to the project marketing, both from the finance providers point of view and the applicants (funds receivers) one.

## **3. INTERNET PROMOTION**

This kind of advertising, from the prospect of marketing of European funded projects, represents the easiest way taking into consideration the following: it does not cost very much money, it is available for a large number of users, the amount of information sent by this way is unlimited, the information convey is instant, the geographic area is very large.

Among the existing internet promotion in the project marketing the most used ones are : world wide webs, banners, e-mails, networks, on-line databases.

*The advantages of Internet advertising:* The message is personally targeted, adapted to the demographic target making the consumers to believe that the message was created especially for them; the cost is profitable both for designing of a web, an announcement and for maintaining a database; High flexibility; Interaction.

*The disadvantages of Internet promotion:* It is at the beginning; the agglomeration of webs; number of computers in use and the access to Internet – low audience; relatively low impact, efficiency; the display is controlled by the receiving consumer not by the transmitter.

#### 4. VISUAL IDENTITY IN PROJECTS

The handbook of Visual Identity is part of the contracts concluded within the European funded programs. The Third Party has to stipulate the budget resources for the IT&C activities and products.

The aim of the handbook is to show: the elements to be used by the Third Party in view of promoting the visual identity of the European Union, including graphic examples; the rules of using this elements; the conditions when exception from these rules are permitted.



There are brands and stamps that have to be put on the advertising stuffs and/or the outcome stuffs of the project. These may be:

**A. The European Union Brand** – it is a rectangular blue flag with a length that is one and a half its height. The twelve yellow stars, equally placed, form an imaginary circle with its center at the crossing of the rectangle diagonals ( the stars are standing clock like ) The radius of this circle is equal to a third of the flag's height. Each star has five points sticking out an imaginary circle with a radius equal to 1/18 of the flag height. All stars are placed with one point sticking upright and other two points standing in line at a right angle with the flags' pole.

##### **B. Romanian Government Arms**

Romanian Government represents the implementation authority for the most programs funded by the European Union in Romania, consequently, its Arms will be placed on the communication items of these programs.



##### **C. EU- Romania stamp**

This is an item of the Delegation of the European Commission in Romania, meant to pinpoint the co-



operation between Romania and the European Union. This item can be used as an additional graphic element, together with the symbol of the European Union, or it can replace the European Union symbol on the printed multi-colored stuff (liflets, pamphlets, press releases, posters, video articles). The stamp will be used as such, on white background, or on colored one that suits to its chromatic. When the background is colored, the stamp will have a white edge of a width of 1/25 the vertical size of the European Union flag in the same article.

## 5. CONCLUSIONS – TEN GENERAL RULES

The projects co-financed by the European Union have the obligation – stipulated in the Terms of reference of each contract – to refer to the fact that the funding is provided by the EU, and to inform on the activities that benefit from that financing. These rules of visual identification are established to help the Third Party to fulfill this obligation.

- When using the **rules of visual identity**, both the Delegation of the European Commission in Romania and the Third Party have to act in the spirit of mutual partnership and co-operation.
- **The visual hierarchy** promotes, with priority, the European Union image and secondly the financial assistance tools ( PHARE, ISPA, SAPARD, or Community programs ) .
- **The European Union Brand** will be accompanied by the following lines: “the EUROPEAN UNION – Program/Project financed by PHARE/ISPA/SAPARD/Community program “. In the case that the program or the project does not benefit anymore of the financing, the lines that accompany the brand will contain, in addition, the period of financing. When the space is limited there will be used the text: “Project financed by the EUROPEAN UNION”.
- **The EU-Romania stamp** can be used on printed multicolor stuff together/or instead of the European Union symbol. In the case of replacement of the European Union symbol, the stamp will be accompanied by the text: ”Project financed by the European Union” .
- **The European Union brand** (and/or the EU-Romanian stamp in the case of multicolor stuff) the UE-Romanian stamp will be used **on all items dedicated to the public**, together with the symbol of the Third Party.
- As a general rule, **no other signs are accepted**, with the exception of the cases mentioned in the articles.
- The European Union symbol will use **capital letters for the name of the financing institution:** the EUROPEAN UNION, and **title letters for the financing tools:** PHARE, ISPA, SAPARD, Community Program.
- The whole name of the institution will be used** (the European Union, the European Commission etc.); the acronyms (for instance EU, EC etc.) are accepted only if the name of those institutions are mentioned in the text for several times or /and their whole name was used at least once.
- **The advertisements for companies are not allowed** on the stuffs produced under an European Union financed program and dedicated to the public.
- **The approval** of the communication stuff by the Delegation is considered to be granted ex officio, in the case that the Third Party does not receive a reaction from the Delegation to the stuffs submitted for approval under the term specified in this handbook for each item .As a

general rule, the Third Party will send 5 working days in advance all materials that need the prior approval of the Delegation.

## **6. REFERENCES**

<http://www.welcomeurope.com>

<http://europa.eu/> or [http://europa.eu/index\\_ro.htm](http://europa.eu/index_ro.htm)

<http://cordis.europa.eu/>