Interreg

Co-funded by the European Union

Greece – Bulgaria

Information & Publicity issues

1st Monitoring Committee Meeting
2nd February 2023
Thessaloniki - Greece

WHAT'S NEW IN THE 2021-2027 REGULATION

2014-2020	2021-2027
COMMUNICATION STRATEGY	
The communication strategy is a separate document from the programme and is not subject to formal assessment by the EC.	Managing Authorities shall spell out the planned approach to communication in a dedicated section of the programme. (√ *chapter 5 of Programme document*)
RESPONSIBILITIES OF MEMBER STATES *(Article 46)*	
	Member States shall ensure specific visibility to operations of strategic importance
EU EMBLEM	
The EU emblem shall be accompanied by the name "European Union", spelled out in full, and a reference to the specific fund.	The emblem of the EU shall be prominently featured on all communication materials alongside the statement **"(Co-)funded by the European Union"** spelled out in full. The statement does not make reference to the specific fund. Apart from the EU emblem, no other visual identity or logo must be used to highlight the support from the EU.

2014-2020	2021-2027
COMMUNICATION OFFICERS AND NETWORKS *(Article 48)*	
Member States can designate a national communication officer for each of the funds individually. The Commission can set up different networks, for instance by fund, with national and programmes' communication officers to ensure exchange of information.	Member States shall appoint a single national communication coordinator for all funds. The role of the communication coordinator in coordinating the visibility measures across the programmes is explicitly recognised. The Commission shall maintain a single network for all funds comprising communication coordinators and programme communication officers.
RESPONSIBILITIES OF MANAGING AUTHORITIES *(Article 49)*	
The regulation features only an implicit obligation for programmes to have a website. List of operations must be updated every six months	Managing Authorities shall set up a website with information about the programme, within **six** months of its approval. Managing Authorities are responsible for ensuring the publishing on the programme website, or on the single national website portal, a timetable of the planned and published calls for proposals. The timetable should be updated at least three times a year. List of operations must be updated every **four** months

2014-2020	2021-2027
RESPONSIBILITIES OF BENEFICIARIES *(Article 50)*	
	For operations of strategic importance or above €10m, beneficiaries shall organise a communication event or activity involving the Commission and the managing authority. Beneficiaries not complying with visibility obligations will face financial corrections of up to 3% of the support received. Where several operations are taking place at the same location one plaque or billboard shall be displayed.
REPORTING OBLIGATIONS	
The annual implementation reports submitted in 2017 and 2019 shall provide information on the results of the information and publicity measures of the Funds carried out under the communication strategy.	Annual implementation reports are discontinued. However, Member States shall provide to the Commission information on the implementation of communication and visibility actions of programmes for the preparation of the annual review meeting.
MONITORING COMMITTEES (MC)	
MC "shall examine the communication strategy for the operational programme	MC "shall examine the implementation of communication and visibility actions" (Role of the MC in supervising the performance of programme, including on communication, is

Programme Logo

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INTERREG BRANDING

- Programme logo produced by Interact
- Template approved by the European Commission
- Regulation requirements for Interreg:
  Interreg + EU emblem + co-funding statement
- EC recommendation: **not** to create/use project logos
  BUT possibility to use partner logos.

*INTERREG Brand Design Manual (Interact – Link)

Project Logo*

- How to use a project name in combination with the Interreg brand (*examples*)

1

2

3

- Project names should always use the colour of the matching thematic objective

PROGRAMME'S POLICY OBJECTIVES

A greener, low-carbon Europe
PO 2

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

A more connected Europe – mobility and regional ICT connectivity
PO 3

CMYK 0 / 56 / 77 / 0
HEX #F68A42
RGB 246 / 138 / 66

A more social Europe – implementing the European Pillar of Social Rights
PO 4

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

PROGRAMME WEBSITE

Demo / website to be published in March 2023
(6 months after Programme's approval 13/9/2022)

- List of the MC members *(Art. 29 §2 /EU 2021/1059)*
- List of operations & project partners (KEEP)
- Calendar of Events & Calendar of Calls
- Library of project results (deliverables) ➔ Capitalisation & KEEP
- Forums per Specific Objective: Project Idea/ Partners Search
- Forum for MC members ➔ written procedures
- Compliance with W3C standards for accessibility

PROGRAMME - SOCIAL MEDIA

Facebook page
(Programmme)

YouTube channel
(Interreg)

Twitter
(Interreg)

CAPITALISATION in 2021-2027

Programme's **objective**:

increase the range of the programme's impact in the territory, taking the best of the available knowledge and outputs as well as taking advantage of the reinforced synergies between the different players involved in the programme and the decision-makers.

CAPITALISATION in 2021-2027

Interact Capitalisation Tailored Support
(May – November 2021)

Capitalisation Strategy (Plan & Methodology)
(to be reviewed and sent to the MC for approval)

Main Capitalisation Actions for 2021-2027:

- Capitalisation Strategy
- Capitalisation Calls for Cap. Projects
- Capitalisation events

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Thank you for your attention!

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