

**Interreg**






Co-funded by  
the European Union

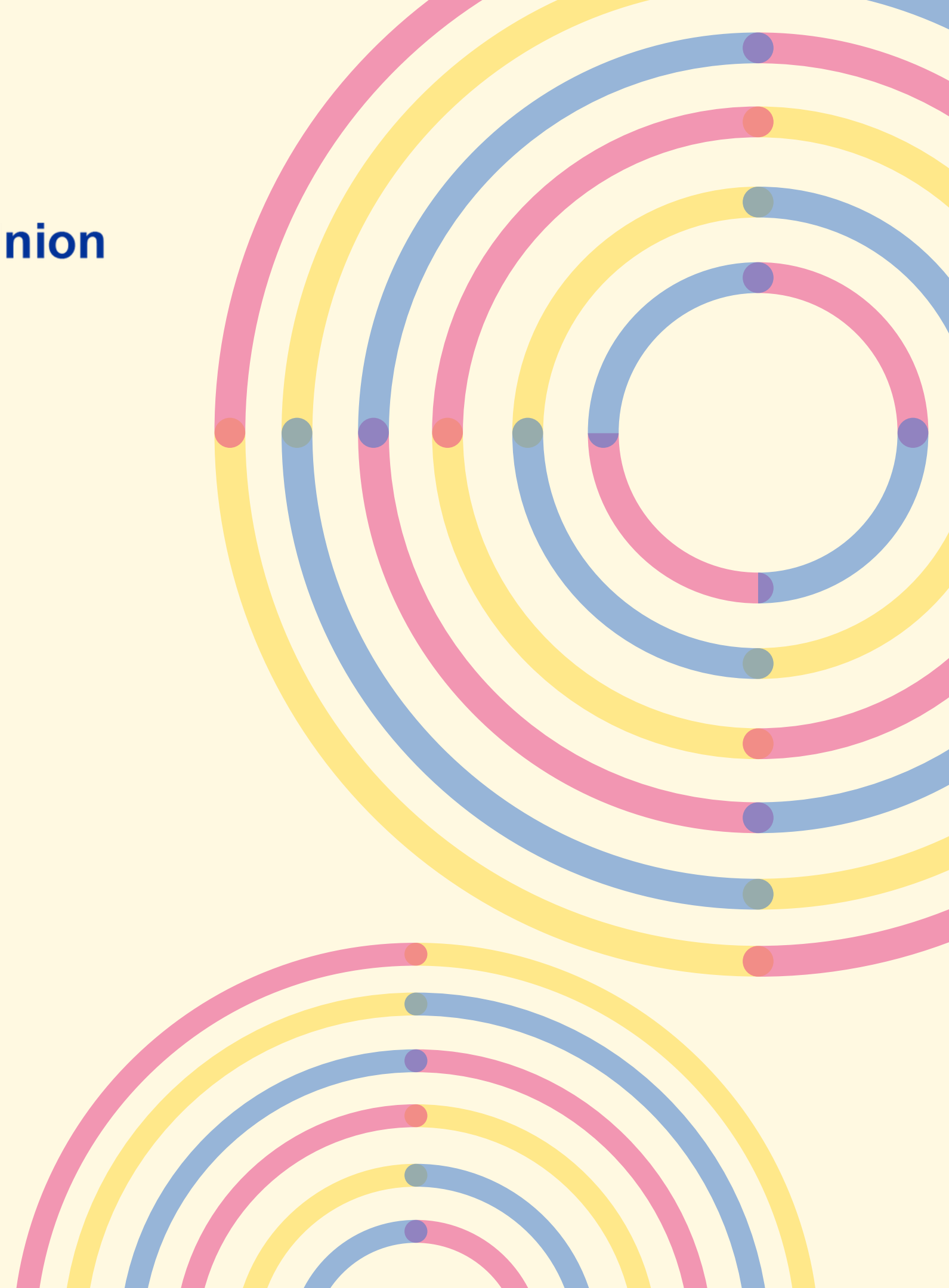
**Greece – Bulgaria**

# Project Communication & Dissemination

**FIRST CALL FOR COMMON  
PROJECTS PROPOSALS**

2nd INFO DAY, 27/2/2024,  
BLAGOEVGRAD

   [www.greece-bulgaria.eu/](http://www.greece-bulgaria.eu/)





# THE REGULATORY FRAMEWORK



Regulation  
(EU) 2021/1059:  
**Interreg Regulation**  
**Article 36**

Responsibilities of managing  
authorities and partners  
with regard to transparency  
and communication

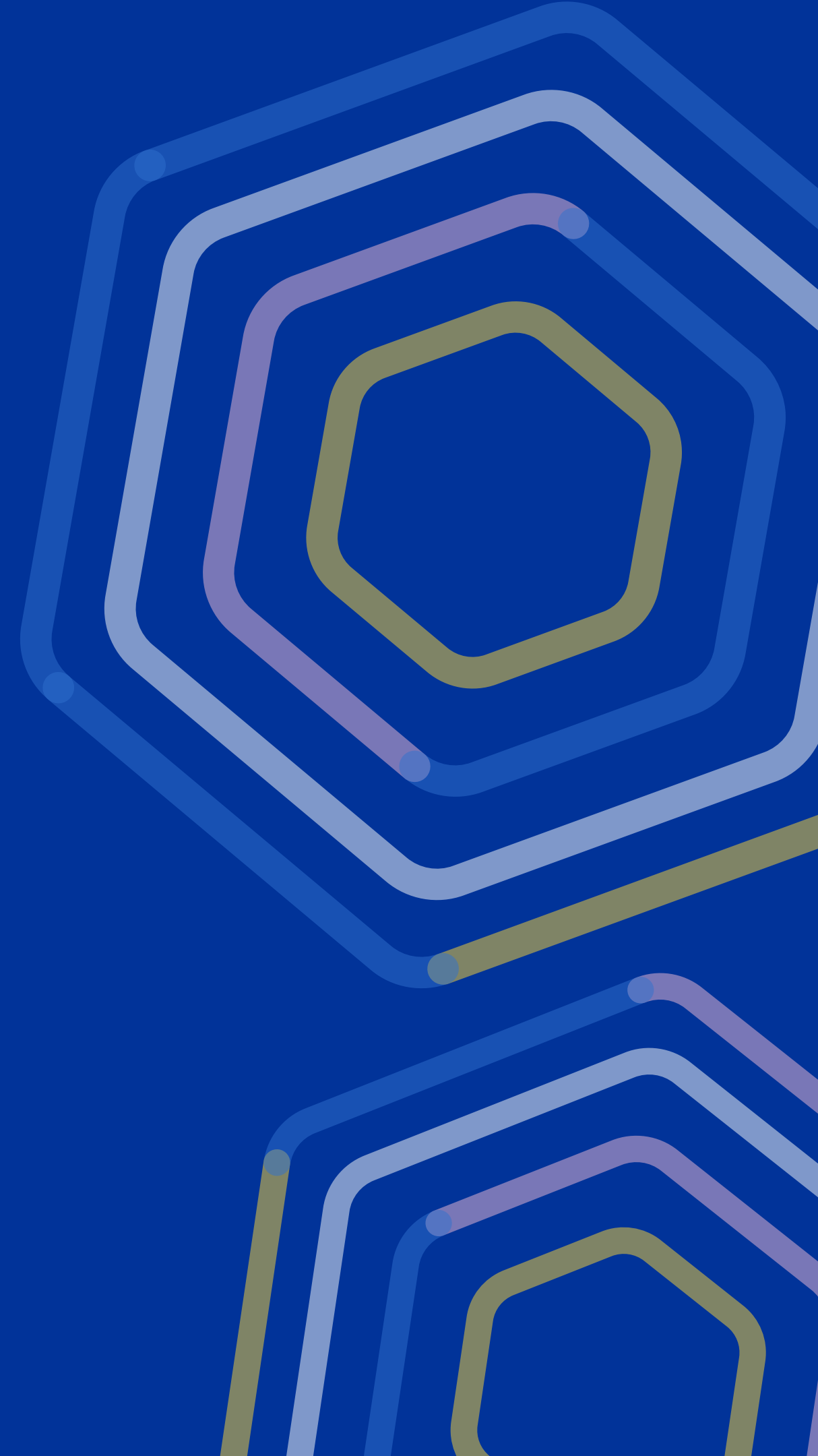
Regulation  
(EU) 021/1060:  
**Common Provisions**  
**Regulation**

ANNEX IX  
Communication & visibility  
Articles 47, 49 and 50

# Partners' Responsibilities with regard to transparency & communication (1)

Each partner of an Interreg operation or each body implementing a financing instrument shall acknowledge support from an Interreg fund, including resources reused for financial instruments in accordance with Article 62 of Regulation (EU) 2021/1060, to the Interreg operation by:

- providing **on the partner's official website or social media sites**, where such sites exist, a **short description of the Interreg operation**, proportionate to the level of support provided by an Interreg fund, including its aims and results, and highlighting the financial support from the Interreg fund
- providing a **statement highlighting the support from an Interreg fund** in a visible manner on **documents and communication material** relating to the implementation of the Interreg operation, intended for the general public or for participants



# Partners' Responsibilities with regard to transparency & communication (2)

- displaying **durable plaques or billboards** clearly visible to the public, presenting the **Union emblem** in accordance with the technical characteristics laid down in Annex IX of Regulation (EU) 2021/1060, as soon as the physical implementation of an Interreg operation involving physical investment or the purchase of equipment starts or purchased equipment is installed, with regard to operations supported by an Interreg fund, the **total cost of which exceeds EUR 100 000**
- for Interreg operations not falling under point (c), publicly displaying at least **one poster of a minimum size A3 or equivalent electronic display** with information about the Interreg operation highlighting the support from an Interreg fund, **except** where the beneficiary is a natural person;







# Partners' Responsibilities with regard to transparency & communication (3)

NOT APPLICABLE FOR THIS CALL

- for **operations of strategic importance and operations whose total cost exceed EUR 5 000 000** organising a **communication event and involving the Commission and the responsible Managing Authority in a timely manner**
- for **small project funds and financial instruments**, the beneficiary shall ensure by means of the contractual terms that final recipients comply with the requirements to communicate publicly on the Interreg operation.
- for **financial instruments**, the final recipient shall acknowledge the origin and ensure the visibility of the Union funding, in particular when promoting the actions and their results, by providing coherent, effective and targeted information to multiple audiences, including the media and the public

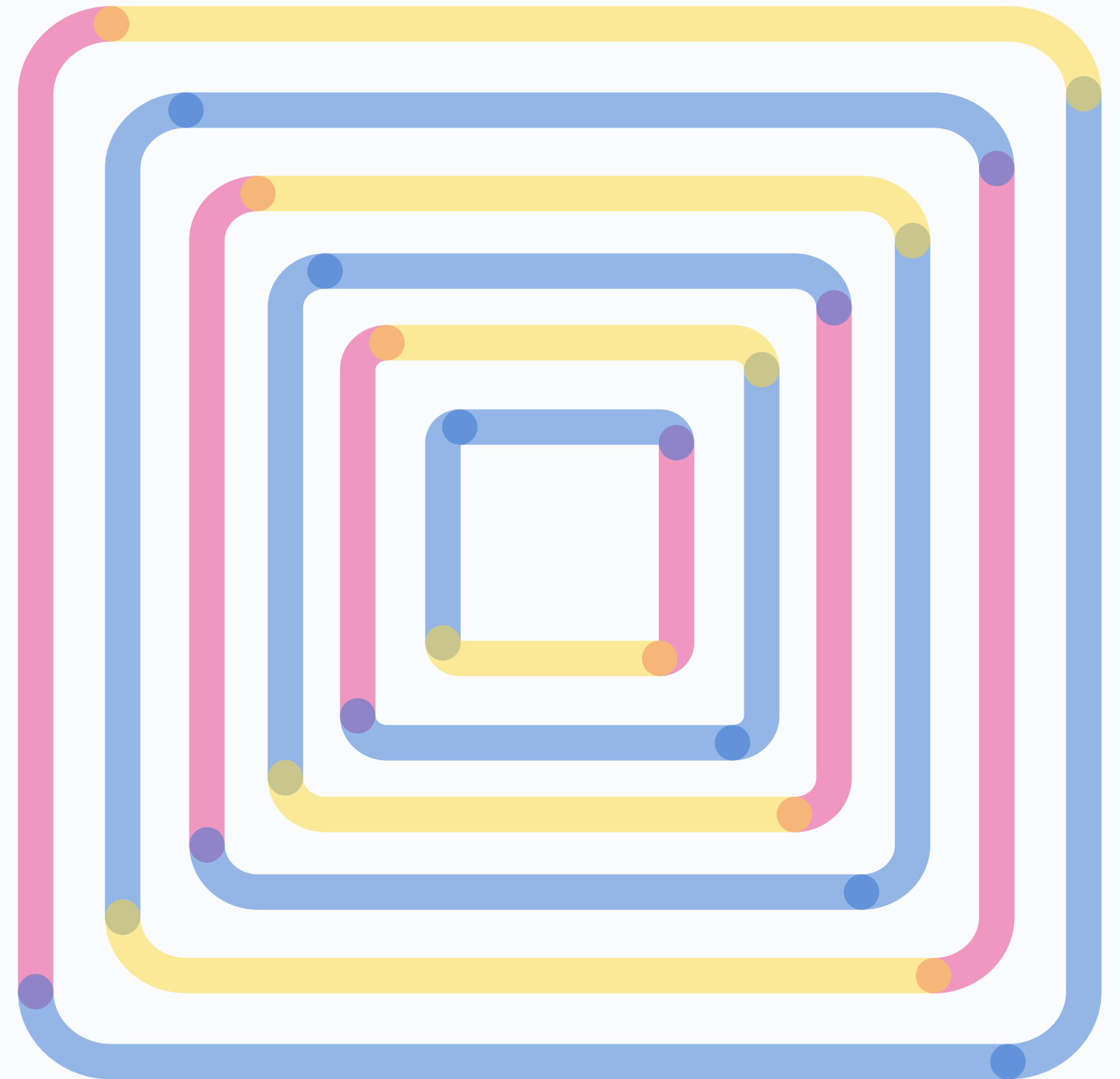
# ANNEX IX

## Communication and visibility

### Articles 47, 49 and 50

Rules concerning the **use and technical characteristics of the emblem of the Union**

**License on intellectual property rights** referred to in Article 49(6) shall **grant to the Union** at least the **rights** for **internal use** to Union's institutions and agencies, Member States' authorities, and their employees, **reproduction** by any means and in any form, in whole or in part, **communication and distribution to the public, storage and archiving** of the communication and visibility materials and **sub-licensing of the rights** on the communication and visibility materials **to third parties**.





# FINANCIAL PENALTY FOR NON - COMPLIANCE



Where remedial actions have not been put into place, the Managing Authority shall apply measures, taking into account the principle of proportionality, by **cancelling up to 2 % of the support from the funds** to:

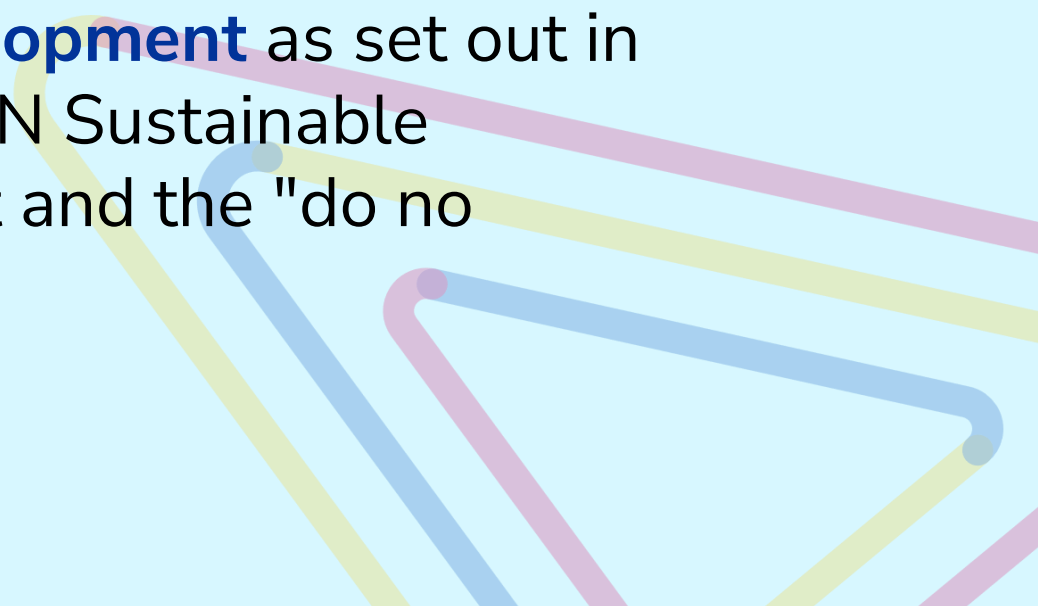
(a) the beneficiary concerned who does not comply with its obligations falling under Article 47 of Regulation (EU) 2021/1060 or paragraphs 4 and 5 of this Article; or

(b) the final recipient concerned who does not comply with the requirements set out in paragraph 5



# EU Horizontal principles

ARTICLE 9 OF THE  
REGULATION (EU) 2021/1060

- **Respect for fundamental rights and compliance with the Charter of Fundamental Rights of the European Union in the implementation of the Funds.**
  - **equality between men and women, gender mainstreaming and the integration of a gender perspective** are taken into account and promoted throughout the preparation, implementation, monitoring, reporting and evaluation of programmes/projects
  - **prevent any discrimination based on gender, racial or ethnic origin, religion or belief, disability, age or sexual orientation** during the preparation, implementation, monitoring, reporting and evaluation of programmes/projects. In particular, **accessibility for persons with disabilities shall be taken into account** throughout the preparation and implementation of programmes/projects.
  - **The objectives of the Funds shall be pursued in line with the objective of promoting sustainable development** as set out in Article 11 TFEU, taking into account the UN Sustainable Development Goals, the Paris Agreement and the "do no significant harm" principle.
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# Programme Requirements

CALL & IMPLEMENTATION MANUAL


- Communication costs should be included **only in WP2** of the Application Form and describe the actions for carrying out the **external communication of the project efforts and outputs, dissemination of results, etc.**
- Communication costs (**WP2 costs**) **cannot exceed 8% of the total project budget** and **no more than 100.000€**, **without limits at beneficiary level (applies under this call).**
- **English** is the **official Programme language**. Additionally, the national languages of the participating countries can also be considered as working languages.
- Deliverables produced within the projects should be in **English**, unless specifically oriented towards a targeted audience, where only Greek /Bulgarian can be used (EN abstract is mandatory)
- ~~WP2 budget cannot exceed the 15% of the total project budget, without limits at beneficiary level (implementation manual DOES NOT apply under this call).~~





# Communication Strategy

ITS IMPLEMENTATION STARTS  
AS SOON AS THE PROJECT IS  
APPROVED

- **Communication Guide for Project Beneficiaries:** provided upon projects' approval to help PBs comply with EU Regulations & Guidelines
  - **LB** undertakes the obligation to send a **copy of any material produced to the MA/JS** in digital, paper and/or other formats, according to the specific deliverables upon request.
  - All **communication responsibilities** deriving from Regulations (EU) 2021/1059 & (EU) 2021/1060 should be kept & **copies of materials should be available** as stipulated in Art.82 /Regulation (EU) 2021/1060
  - **Any reference, statement or publication** made in the context of the project, in any form and media, including the Internet, should **be in line with the Regulations** and there should be a **statement** that it reflects the author's views and that the MA bears no responsibility for any use of the information contained therein.
  - **Any information, Media appearance, or other communication activity** in the context of the project shall be **communicated to the MA/JS** and should **be in line with the Regulatory framework.**
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# Programme Logo



# Project Logo



## Project name



Project name should always use the colour of the matching thematic objective.

A greener,  
low-carbon Europe  
PO 2

**Programme Priority 1**

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

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

**Programme Priority 3**

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

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

**Programme Priority 2**

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



# Visual Elements

## Billboards & Plaques

For operations with physical investment and/or equipment

Placed on the operation site, as soon as the physical implementation or the purchase of equipment starts, made of durable material that enables long-lasting display.



## Poster or Electronic Display

For all operations

Obligated to publicly display at least one poster or electronic display of a **minimum size A3** with information about the operation highlighting the support from the Funds.

## Stickers

Cannot replace billboards, plaques or posters.

They are more flexible and can be effortlessly placed in multiple locations. When printing them remember to take into consideration the placement of the sticker to **define the right quality and strength, size of the sticker**, as well as the sticky side (front or back).





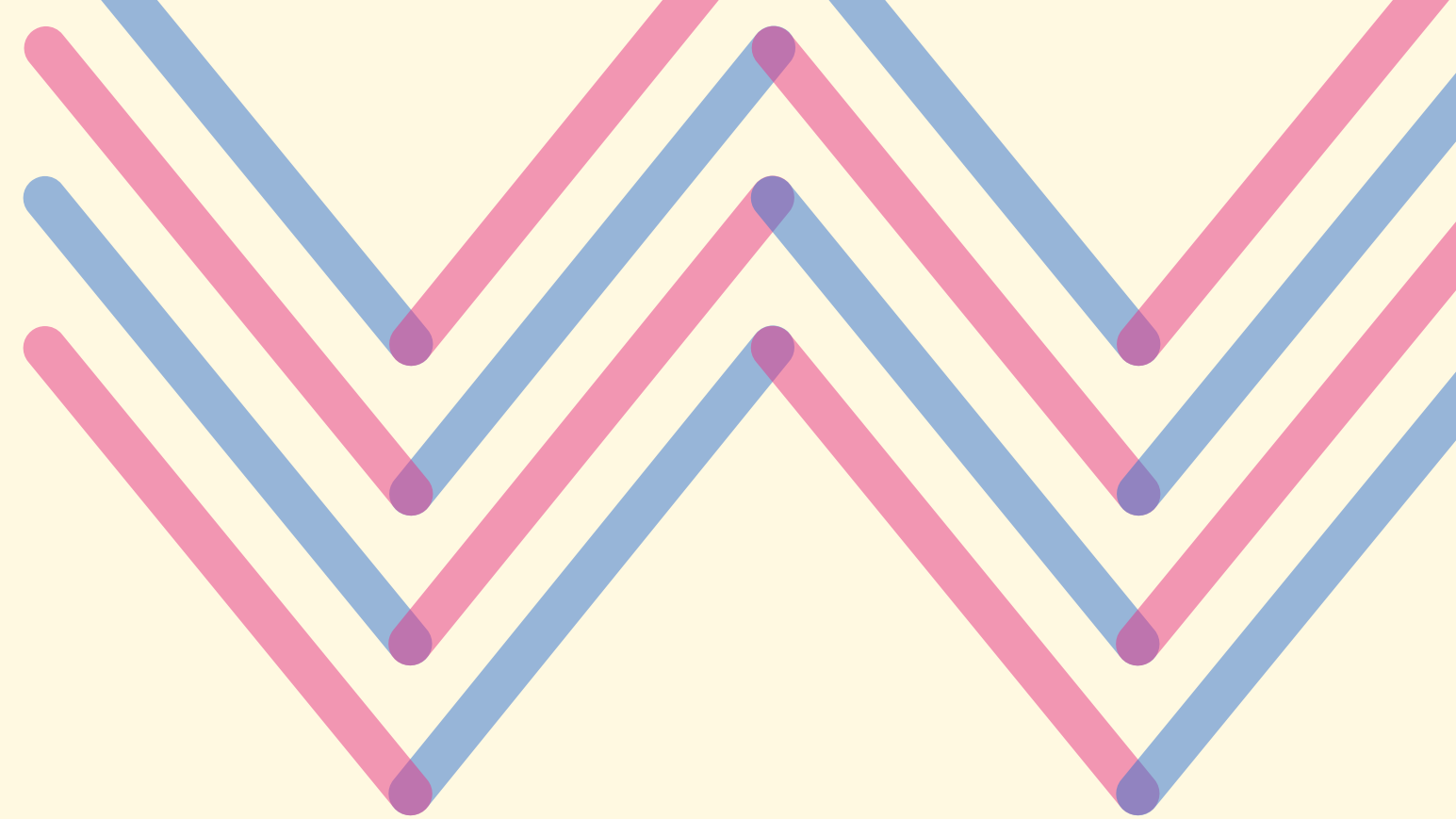
# NO ~~Project Website~~

Page dedicated to the project on:

- the Programme Website and
- the official websites of the Project Beneficiaries

**Project deliverables** once completed should be sent to the JS for check and upload on the project's page on the programme website (in English language or with an English abstract).

**Press Releases & Announcements** about project **events** and **activities** should be sent to the JS for check and publication on the programme website **at least two weeks in advance**. (An English version should exist or bilingual).





# Mandatory Communication Activities

## Social Media



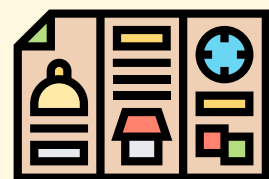
- Preferably Facebook
- hashtags: #greecebulgaria #interreg #EUproject
- tag the Project Beneficiaries
- add content (in English) and keep it updated

## Project Video



- one at the beginning to present the project and its objectives
- one at the **end** to present the results / achievements
- storytelling approach / interviews / testimonials / plain language
- in English or with English subtitles & accessible
- professional and high quality

## (e) Booklet with Project Results



- presenting the main project outputs/ achievements and their impact to the cross border territory
- illustrated (infographics and/or photos), professional and of high quality, using the storytelling approach and plain language
- an English version is mandatory

## 1 Joint Final Public Event



- high visibility event to disseminate the project results to the public
- involvement of all PBs and participation of stakeholders
- the MA/JS should be invited in time to participate



# JOIN THE EU CAMPAIGNS

- **INTERREG PROJECT SLAM**  
Competition where the best stories of projects compete to win:
    - the "best social media video" award and
    - a trip to Brussels to show their story on stage in front of politicians, professionals of EU funding and policymakers.
  - **INTERREG VOLUNTEER YOUTH - IVY**  
Project beneficiaries host Interreg Project Partners to support them in the implementation of the project. Each PB can host a volunteer for 2 to 6 months, for multiple times.
  - **REGIOSTARS AWARDS**  
Organised annually by DG REGIO, is Europe's label of excellence for EU-funded projects that demonstrate the impact and inclusiveness of regional development.
  - **INTERREG COOPERATION DAY**  
Celebrated annually on September 21st with events organised by the Programme; the projects or jointly to celebrate the benefits of cooperation.
  - **EU in my Region & EU in my School**  
Together with partner Regions and EU-funded projects, EC creates tools and opportunities to engage with citizens & pupils and show what is made possible near them thanks to co-funding efforts between EU and their Regions.
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# Project Idea / Partners Search

## AVAILABLE TOOLS

[2021-2027 Programme Website](#) (registration required)

submit your project idea and interact with other potential applicants using the forums created per Specific Objective

[2014-2020 Programme Website](#)

database of all Project Beneficiaries of 2014-2020 period

[KEEP Database](#) (video tutorial)

partner search using various filters: country, region, experience etc.

[Kohesio Database](#)

partner search using filters: Programme, country, region, funds.

[Programme events / Networking](#)



# Useful Tips

- Develop a clear and easy to monitor Com. Strategy; using indicators to measure the communication performance.
- Assign a Communication manager, responsible for the project's com. activities (for all PBs)
- Procure WP2 as soon as the project implementation starts (SC)
- Use plain language and the story telling approach
- Always use the project logo (covers all EU requirements for visibility)
- Always inform the JS **in time** about project com. activities and send material for check and publication on the programme website
- Develop your projects on past experience - capitalising project results of previous reporting periods; different programmes and territories
- **It is quality rather than quantity that matters!**



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**Thank you! Good luck!**

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