

# Communication Requirements Interreg EMR V-A Projects

Version 2, December 2018



## Contents

<b>1.</b>	<b>Introduction</b>	<b>3</b>
<b>2.</b>	<b>Types of Communication</b>	<b>4</b>
<b>3.</b>	<b>Logos</b>	<b>4</b>
<b>4.</b>	<b>Websites</b>	<b>6</b>
<b>5.</b>	<b>Social Media</b>	<b>6</b>
<b>6.</b>	<b>Project Posters</b>	<b>7</b>
<b>7.</b>	<b>Project billboard/Plaques</b>	<b>7</b>
<b>8.</b>	<b>Publications</b>	<b>8</b>
<b>9.</b>	<b>Communication Actions and Events</b>	<b>10</b>
<b>10.</b>	<b>Programme communication materials</b>	<b>10</b>
<b>11.</b>	<b>References and Links</b>	<b>11</b>

## **1. Introduction**

Transparency and clear communication are European key values when it comes down to project subsidies from the public resources. In order to secure a successful course of your project, you as project leader are responsible for meeting the European communication requirements for your project. This document will serve as guide document for meeting these requirements set by the European Union.

Communicating the use of European subsidies in your project is mandatory for everyone who wishes to receive European funding. Additionally, you as project leader should take into account the demands of other organisations in case you receive additional funding next to European funding. Non-compliance can lead to sanctioning or even total rejection of claimed costs. Of course we want to avoid this situation at all times. Hence, the creation of the present document.

We advise you to appoint one person within your project who is responsible for communication. Please upload their contact details in the 'supplementary information' section of your project in the eMS.

## 2. Types of Communication

It is of paramount importance to continuously state the support of the EU, the Interreg programme, and its partners in all communication concerning your project. The communication tools usually applied can be:

- online publications
- (newspaper-)articles
- brochures
- various promotion materials
- audio-visual communication

You can also think of:

- event invitations
- interviews
- project presentations

You can, for instance, communicate the support of the Interreg programme by incorporating a quote in your publication. An example can be:

*“The X project, is being carried out within the context of Interreg V-A Euregio Meuse-Rhine, with X euro from the European Regional Development Fund”.*

The use of this exact syntax/quote is not compulsory; however it is mandatory to explicitly state the use of Interreg and EU funding.

## 3. Logos

The Interreg EMR programme uses a common programme visual identity. It is based on the harmonised branding for all Interreg programmes (learn more at <http://www.interact-eu.net/download/file/fid/660> or see video at <http://www.interact-eu.net/library/video-new-interreg-logo>). Common branding is instrumental to the programme communication strategy by consolidating the achievements of Interreg EMR projects in particular, while increasing the visibility of Interreg in general.

The use of the Interreg EMR programme logo, which includes the European Union emblem, the name of the Interreg programme, is compulsory for every communication-activity of the project. This includes publications (brochures, flyers, newsletters), website, equipment, etc.

You can find the logo on the official Interreg EMR website ([www.interregemr.eu](http://www.interregemr.eu)) Please make sure to always use the official Interreg EMR logo available on our

website. This logo is in line with the European standards and requirements set out by the European Union.

Important rules:

- The logo always has to be displayed on a prominent place (e.g. front page, visible without scrolling on electronic devices, etc.)
- The logo has to be displayed on a white background, using the coloured version of the logo. Only in justified cases it is allowed to use the monochrome version of the logo as displayed below.
- Ensure that all elements of the logo are sufficiently readable. Only for small items it is allowed to use the logo without the reference to the European Regional Development Fund.
- The logo (and in particular the EU flag) may never be smaller than other logos that are used.



### Publication form

### What to use

**Small Publications  
(Flyers, invitations, etc.)**

Interreg logo

Large Publications  
(*Brochures 10p.+ , banners, posters*)

Interreg logo & logos co-financers

Website and Social Media

Interreg logo & logos co-financers

PowerPoint

Interreg logo & logos co-financers

Editorial contribution

Reference to Interreg support + EU

Press release

Paragraph on Interreg programme and Interreg support in the text

### *Project logos*

Some projects may decide to develop their own project logos. We recommend to integrate such a logo directly with the programme logo. This way you can ensure more easily the compliance with the publicity requirements.

## 4. Websites

### *Project website*

Most projects will create a website or web-portal/page specifically for their project. This website must always clearly state the EU support through the Interreg EMR programme and display the programme logo. A link to the Interreg EMR programme website must also be provided (e.g. clickable logo).

Whenever the Interreg logo and the reference to the Interreg EMR programme are displayed on the website, they should be immediately visible on any given digital device. The user should not have to scroll down to see the logo.

Each project is also displayed on our programme website <https://www.interregemr.eu/projects/>. If you have updates for this page, please inform your project manager at the joint secretariat and the communication manager of the programme.

### *Organisational websites/project partner websites*

All project partners that have an institutional website of their own, must also place information about the project on this website. The information must be placed in a stable position (e.g. a news item is not sufficient).

At least the following elements should be included:

- Programme logo (+ co-financers)
- Name of the project
- Main aim/objective of the project
- Information about project partners
- Interreg & EU support
- Link to website (e.g. project website on the Interreg EMR page, [https://www.interregemr.eu/projects/\[projectname\]](https://www.interregemr.eu/projects/[projectname]) or own project website )

## 5. Social Media

We also ask you to be active on social media such as Facebook, Twitter or LinkedIn. These media platforms can be very useful to providing up-to-date information about relevant project developments. This can be done through:

- The creation, and maintenance of a project Facebook, Twitter or LinkedIn page
- Regular posts on project events and developments
- Photos and videos of the project “in action” (min. 600 dpi)
- Project videos of max. 1.5 minute

When posting on social media, we strongly encourage you to link to the programme's social media accounts and use relevant hashtags.

- Twitter: [@InterregEMR](https://twitter.com/InterregEMR)
- LinkedIn: <https://www.linkedin.com/company/interreg-emr/>
- Facebook: <https://www.facebook.com/InterregEMR>

To connect to the wider Interreg community, you can also link to the following accounts: [https://twitter.com/Interreg\\_eu](https://twitter.com/Interreg_eu), <https://twitter.com/RegioInterreg> and <https://twitter.com/EUinmyRegion>

## 6. Project Posters

According to the EU-regulations (*1303/2013, annex X11, art. 2.2.2b*), every project partner will have to display at least one project poster (min. A3 format) containing information over the project, in a prominent position in their organisation. This can be for instance in the entrance area of a building.

At least the following elements should be included:

- Programme logo (+ co-financers)
- Name of the project
- Main aim/objective of the project.

In addition we recommend to include the following elements:

- Information about project partners (e.g. logos of participating organisations)
- Website and/or contact (e.g. [https://www.interregemr.eu/projects/\[projectname\]](https://www.interregemr.eu/projects/[projectname]))

You are free to design the poster according to your own wishes as long as it complies with the minimum communication standards of the programme.

## 7. Project billboard/Plaques

Are you planning to construct/build something during your project? In that case you will have to take into account article 9.5 of the EU-regulation (*1303/2013, annex X11*): any projects that include the construction of infrastructure-, and construction plans supported by European subsidies have to install a large temporary sign for each project on a prominent place.

If more than EUR 500,000 of public funding is invested in your project and your project consists of creating infrastructure or construction work, you must place a temporary billboard of considerable size in a prominent place.

No later than three month after completion of the works, you must replace the billboard by a permanent plaque of a significant size at a location that is easily visible to the public. The billboard or sign must include the project name, objective and the programme logo with the EU flag. These elements will have to cover at the minimum 25% of the sign.

## **8. Publications**

Furthermore, we would like to ask you to incorporate Interreg in your publications in the media. There are multiple ways of referring to our programme. You can, for instance, include a paragraph from Interreg (see box below). If you prefer to use a quote of your own, please take the following into account:

### *Mentioning aim Interreg EMR programme*

Interreg should not solely be referred to as a subsidy provider, the position and ambitions as stated in the example paragraph should be mentioned too. Our suggestion is to use this example paragraph, as an opening paragraph that introduces the programme. It should therefore communicate the broader framework, and illustrate the impact of the programme (financially and regionally). This way you can add some extra weight to your own project.

It goes without saying that we will share your publications via our communication channels too. Through social media, but also through news articles on our website. Additionally, we are willing to help you in your events or press contacts.



## Example Quote Paragraph

### **Paragraph 01**

*The Interreg V-A Euregio Meuse-Rhine (EMR) programme invests almost EUR 100 million in the development of the region until 2020.*

#### Top region

*This area stretches out from Leuven in the west to the borders of Cologne in the east, and runs from Eindhoven in the north all the way down to the border of Luxemburg. Over 5.5 million people live in this cross-border region, where the best of three countries merges into a truly European culture.*

*With the investment of EU funds in Interreg projects, the European Union directly invests in the economic development, innovation, territorial development and social inclusion and education of this region.*

#### Strength

*Combining the strengths of regions like North Rhine-Westphalia, Rhineland-Palatinate, the provinces of Liege, Flanders, Belgian and Netherlands Limburg and south-eastern North-Brabant in one strong Euregional co-operation makes this a top region in Europe. A region strong in innovation and education, with 265,000 students, 9 universities and 20 universities of applied sciences and over 400,000 companies.*

*At the same time one of the best areas for recreation and leisure, with an impressive proposition on culture. A region positioned truly in the heart of Europe. In a geographical sense but also positioned at its foundations and interwoven with its beliefs.*

### **Paragraph 02**

*The Interreg V-A Euregio Meuse-Rhine (EMR) programme invests almost EUR 100 million in the development of the Interreg-region until 2020. This area stretches out from Leuven in the west to the borders of Cologne in the east, and runs from Eindhoven in the north all the way down to the border of Luxemburg. Over 5.5 million people live in this cross-border region, where the best of three countries merges into a truly European culture.*

*With the investment of EU funds in Interreg projects, the European Union directly invests in the economic development, innovation, territorial development and social inclusion and education of this region.*

## **9. Communication Actions and Events**

We ask you as project leader to organise at least 2 communication actions for your project. It would be advisable to organise an event prior to, or at the start of your project, as well as the end of your project. The main goal of these events is to inform the general public about your project and the contribution of the Interreg programme. It is possible to organise additional events in order to highlight the important phases of the project. During such events, ensure the visibility of the Interreg programme logo and the European flag. We strongly recommend the use of banners. You can find a template for such banners on our website under 'downloads'. In case you wish to adjust these templates, we recommend using the programme "Adobe Indesign". Please keep in mind that you will have to conform to the communication requirements laid down in the executive regulation [821/2014 Chapter II, Art. 4](#).

*Friendly Reminder:* all documents distributed at such events have to comply with the requirements set out by the European Union. You will have to keep at least one copy of the distributed documents as proof of compliance (photos, press releases, invitations, brochures, etc.). These documents are required for the approval of the costs as well as for additional checks. Furthermore we advise you to take pictures during events, so you can always demonstrate that you fulfilled the requirements.

## **10. Programme communication materials**

The Interreg EMR programme has a number of programme communication materials available (e.g. Interreg EMR banners, maps, posters, beach flag) that

you may use during your own events. To borrow any of these from our offices, contact the programme offices or your regional antenna.

## 11. References and Links

### *Legal basis*

The information and communication rules are laid down in the following legislation:

- REGULATION (EU) No 1303/2013: You can find the provisions relating to communication and information in article 115 and annex XII. <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32013R1303&from=EN>
- The Commission Implementing Regulation (EU) No 821 2014, particularly lays out the rules for the EU flag, how to display the emblem and how to create permanent plaques or (temporary) billboards. <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32014R0821&from=EN>

### *Other documents*

- The Interact programme provides several documents that are mostly focussed on the communication of Interreg programmes, but also provide valuable information for Interreg financed projects.  
[http://www.interact-eu.net/library?title=&field\\_fields\\_of\\_expertise\\_tid=19&=Filter](http://www.interact-eu.net/library?title=&field_fields_of_expertise_tid=19&=Filter)  
(including information on video productions, social media, event organisation)  
and  
[http://www.interact-eu.net/library?title=&field\\_fields\\_of\\_expertise\\_tid=37&=Filter](http://www.interact-eu.net/library?title=&field_fields_of_expertise_tid=37&=Filter)  
(Interreg brand manual)
- The Interreg Danube programme has compiled a communication manual that provides valuable tips also for projects under other programmes <http://www.interreg-danube.eu/relevant-documents/documents-for-project-implementation>, scroll down to communication toolkit (<http://www.interreg-danube.eu/uploads/media/default/0001/20/3166aef9c63343babc768e70f3480d6d5802114.pdf>) (including practical advice on text writing, presentations, communication strategies).