Εικόνα που περιέχει κείμενο, στιγμιότυπο οθόνης, γραμματοσειρά, Μπελ ηλεκτρίκ

Περιγραφή που δημιουργήθηκε αυτόματα

Communication Guide for Project Beneficiaries

Interreg (VI-A) IPA Programme

“Greece - North Macedonia 2021-2027”

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# General communication guidance for applicants

All recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received. Ensuring proper visibility of the EU’s financial support provides accountability and transparency on the use of EU funds.

From another perspective, every Interreg Programme seeks to develop valuable projects that have a real impact in their intervention area. For the cross-border Programme “Interreg VI-A IPA Greece- North Macedonia 2021-2027” to attract new people and new projects, it has to be visible. This raises awareness of the Programme’s positive impact on people's lives and emphasizes the benefits of cross-border cooperation in tackling shared challenges.

**Communication activities should be properly planned in all projects from the application phase.** The communication strategy of each project shall guarantee that communication is an integrated part of the project and that it must be implemented throughout the project’s lifecycle. Administrative or procedural milestones are not considered communication activities. The Interreg VI-A IPA Programme “Greece- North Macedonia 2021-2027” has developed its own communication approach, **available in Chapter 5 (page 106) of the Programming document**. Applicants are encouraged to consult it before drafting WP2.

The “Interreg VI-A IPA Greece- North Macedonia 2021-2027” Programme prioritizes communication equally with effective project and financial management.

Therefore, **the Application Form includes a mandatory Work Package (WP2) dedicated to communication and dissemination activities. WP2 assumes up to 15% of the total project budget, without limits at beneficiary level**.

Work Package (WP) 2 should highlight the overall approach to project’s communication and visibility, including clear objectives, target groups, significant promotion activities, communication channels, ways to measure the communication impact and capitalization of results.

Applicants are invited to demonstrate the broad purpose of the project approach to communication, highlighting for instance how they will raise awareness, disseminate knowledge and best practices, showcase impact and benefits, engage with the public, etc. When drafting WP2, projects are expected to develop a mix of actions using different tools, for instance: online communication (website, social media, use of influencers), media relations, public relations (events) and production of materials (printed, digital, audio-visual).

**Communication activities should be appropriate in terms of resources spent and expected impact.** The level of detail should be tailored to the nature, extent and cost of the communication activities envisaged.

In addition, projects should pay attention in identifying clear and relevant **target groups**, meaning those audiences who need to know about the project and its work and ideally be engaged in its communication for it to succeed. Target groups and project activities should be compliant.

Potential target groups could be (list not exhaustive):

* General public
* Local, regional, national, European, but also specialized mass-media, which contributes to the promotion of the project
* European Commission and Members of the European Parliament
* Local, regional and national authorities
* Economic and social partners
* Public road/water/environmental management companies and authorities
* Universities, research institutions, research community, educational organizations
* Chambers and their members, Federations and Associations
* Labour centres
* Development agencies
* NGOs
* Networks

Given the crucial role of communication in project implementation, **it is recommended that the Lead Partner will coordinate WP2**. In this way, the Lead Partner has complete control of communication activities and synchronizes project implementation, achieved results, and their effective and timely promotion. Nevertheless, all partners are expected to contribute to the project communication strategy and develop their own communication initiatives.

# Communication obligations deriving from the EU legislation

In order to ensure a high visibility and harmonised visual identity,  
the regulatory framework for the 2021-2027 period provides a set of simplified instructions for branding communication activities. These are laid down in Articles 46-50 and Annex IX of the Common Provisions Regulation (EU) 1060/2021, as well as in Article 36 of the Interreg Regulation (EU) 1059/2021 and Article 18 of the IPA III Regulation (EU) 2021/1529.

The basic **legal references** **that project applicants should take into consideration regarding communication obligations** are presented in detail in the end of this document and they are as follows:

* [Regulation (EU) 2021/1059: Interreg Regulation; Article 36](https://eur-lex.europa.eu/eli/reg/2021/1059)
* [Regulation (EU) 2021/1060: Common Provisions Regulation](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32021R1060); Articles 47 and Annex IX
* [Regulation (EU) 2021/1529: IPA III Regulation](https://eur-lex.europa.eu/eli/reg/2021/1529); Article 18

The **EU emblem** is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. All recipients of EU funding must therefore use the EU emblem in their communication to acknowledge the support received and contribute to the visibility of the EU on the ground. The EU emblem should be accompanied by a funding statement mentioning the EU’s support. The funding statement **‘Co-funded by the European Union’** shall always be spelled out in full in the operational language of the Programme (ie. English) and be placed next to the emblem. Moreover, for actions financed under **Interreg and IPA III**, the acknowledgement of the fund and the mechanism’s support should be evident.

**The requirement for the aforementioned major obligations is met by using the Programme/project logo in every project activity and output**. A central element of the Interreg VI- A IPA Greece- North Macedonia 2021-2027 Programme’s visual identity is the use of the joint Interreg branding. The Programme logo includes the following elements:



* European Union emblem (EU flag)
* Statement “Co-funded by the European Union”
* Name of funding strand (Interreg)
* Name of funding mechanism (IPA)
* Programme name (Greece - North Macedonia)

Following their approval, projects shall be able to download the Programme logo and *template project logo* in different formats and high resolution and they will be required **to customize the *template project logo* with their project acronym underneath**. In consequence, **projects are** **under no circumstance allowed to develop their own project logo and no cost for *designing* project logos will be eligible nor shall be included in the budget**, while costs for developing project communication supports (headed paper, PPT template, business cards, roll-up, etc.) are eligible.

**Projects must acknowledge the support from the EU by placing the project logo prominently on all communication materials used for internal or public purposes**, such as printed or digital products, websites, social media channels as well as promotional items. The size of the project logo should be always reasonable, recognizable and readable.

**Other key communication obligations deriving from the EU regulatory framework**, in particular Αrticle 36 par. 4 of Regulation (EU) 2021/1059, foresee that each partner of an Interreg project must:

* provide 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[[1]](#footnote-2)
* place a **poster of a minimum A3 size** or equivalent electronic display with  
  information about the project including the financial support from the Union and the project logo at a location clearly visible to the public, such as an entrance area of a building. Therefore, all project partners must place this poster and send photographic evidence of its display to the Joint Secretariat.
* display **durable plaques or billboards** clearly visible to the public, presenting the emblem of the Union 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 project 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 100 000 euros.

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| **NOTA BENE:** Beneficiaries will be able to create simple, step-by-step, print-ready PDF files for billboards, plaques, and posters for their project using an **Online Generator developed by the Managing Authority Interreg 2021-2027.** Therefore, **applicants should include only the production and installation costs for posters/plaques/billboards in their budget, excluding design costs. Especially for infrastructure investments, the relevant costs of supply and installation are usually foreseen in the tender notice.** |

# Communication obligations deriving from the Programme

The Programme requires **five essential communication activities/ deliverables for each project**, foreseeing dedicated financial resources in the budget for these. Firstly, a monolingual (English) project website and accompanying social media (LinkedIn) account must be created to serve as the primary online presence and engagement tool. Secondly, a Project Presentation Video and a Project Results Video are required to visually present the project's objectives, outcomes and achievements. Thirdly, a comprehensive publication detailing the project’s results must be produced to provide an in-depth overview. A public event must be organized to present the project's final results and engage with stakeholders and the community. Finally, there is an obligation for provision of 5 high-quality photos related to the project.

1. **Project website and social media account**

**Websites**

Websites and social media are most likely the main sources of information about the project by the beneficiaries for the specific target audiences as well as for the general public.

*Project website in EN*

The Project’s monolingual website shall use **only** the **Programme’s official language**[[2]](#footnote-3) and shall provide information about the Project, partners, news and events, deliverables and results and highlight the financial support from the Union.

The website should display the **project logo** in a prominent place of the project’s homepage, inside the viewing area of digital devices, without requiring the user to scroll down the page.

The website shall include a **short description of the Programme**. The following text is suggested:

*The Interreg VI-A IPA Programme “Greece - North Macedonia 2021 – 2027” is a cross-border cooperation Programme co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA III). This joint Programme empowers public authorities, private non-profit organizations and other institutions to work together on common challenges and problems, seeking for smarter solutions in the areas of Thessaloniki, Kilkis, Pella, Serres, Florina, Kozani and Vardar, Pelagonia, Southeast and Southwest. The strategy statement of the Programme is “to enhance territorial cohesion by improving living standards and employment opportunities holding respect to the environment and by using the natural resources for tourism”. The total budget of the Programme for the period 2021-2027 is 33.3 million €.*

There is also a need for a **disclaimer** on the bottom of the homepage. This disclaimer should include the following: *“This webpage has been produced with the financial assistance of the European Union. The contents of the webpage are the sole responsibility of <Beneficiary’s name> and can in no way be taken to reflect the views of the European Union, the participating countries and the Managing Authority”*.

The beneficiaries need to make available at least the links to the following websites:

* the Programme’s website: <http://www.greece-northmacedonia.eu>
* the Managing Authority’s website: <http://www.interreg.gr>
* the website dedicated to EU Regional Policy:

<https://ec.europa.eu/regional_policy/home_en>

* the institutional websites of the partners (if applicable).

It is strongly suggested that projects develop their own websites using a distinct domain name. Therefore, it shall run under its own Project domain ([www.projectname.eu](http://www.projectname.eu)). It should be linked to the beneficiaries’ institutional websites.

Finally, beneficiaries shall make sure that the project website follows best practice in accessibility for disabled users.

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| **NOTA BENE:** The project’s website shall be developed and functional within the first six (6) months after the Subsidy Contract is signed and shall be kept online at least two years after the project closure. |

**Social Media account**

For social media project profiles, it is recommended to utilize the banner option provided by platforms, such as LinkedIn, for integrating the project logo. This space allows for effective branding and ensures the profile remains intact even if the platform crops the image.

It is **highly advisable that projects align with LinkedIn**, where the Programme maintains a presence at [linkedin.com/in/greece-northmacedonia](https://www.linkedin.com/in/greece-northmacedonia?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base_contact_details%3B7Yo5vhvkRfSUWj89%2FAWghg%3D%3D), to maximize impact within the INTERREG and Programme communities and beyond. Incorporating hashtags like #GreeceNorthMacedonia, #interregIPA, #interreg, #EUproject, as well as the relevant hashtag corresponding to the Specific Objective the project falls under (#PrespaFocus, #LowCarbonTransition, #HealthSocialUpgrade, #Governance4Cooperation) enhances engagement. Also, tagging the Programme and partners ensures consistent communication of project goals and outcomes.

The LinkedIn page should prominently feature the project logo and include a comprehensive description outlining objectives, partners, and the project’s role in advancing cross-border cooperation between Greece and North Macedonia under EU support. Regular updates should include project news and specific results with a direct link to the project website provided for detailed information and ongoing updates.

There is also a need for a **disclaimer** including the following: *“This account has been produced with the financial assistance of the European Union. Its contents are the sole responsibility of <Beneficiary’s name> and can in no way be taken to reflect the views of the European Union, the participating countries and the Managing Authority”*.

1. **Two Project Videos**

The Programme places a strong emphasis on the production of project promotional videos to showcase the concrete benefits brought to the cross-border region.

Each project is required to produce one **Project Presentation Video** at the project's inception to introduce objectives, partnership details, and opportunities for stakeholder involvement. Emphasizing potential benefits for target groups is crucial for effective engagement.

Additionally, projects should also create one **Project Results Video** presenting the project’s achievements towards its end. Quantification and illustration of results in an appropriate manner in the video (eg. with the use of infographics) is recommended to underscore impact.

Ideally, both video types must be short (not exceeding 4 minutes), of a reasonable budget, and the script be shared with all partners to integrate their inputs.

They should adhere to technical specifications, including MP4 format, with a minimum resolution of 1280 x 720 HD (720p), ideally 1920 x 1080 Full HD (1080p), and recommended aspect ratios of 16:9 or 4:3. Language requirements stipulate the use of the Programme's official language (English), with optional subtitles in one of the two national languages of the Programme countries.

Additionally, each video must conclude with a 5-second outro featuring essential visibility elements like the project logo with optional provision for partners’ logos.

Finally, videos must include a standard **disclaimer**: *“This video/recording was co-funded by the European Union. Its contents are the sole responsibility of <Beneficiary’s name> and do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”*.

1. **Project’s Results publication**

A **booklet or brochure showcasing project results** is mandated for publication, with a **requirement for English language** inclusion. The cover page must prominently display the project logo. Additionally, a **disclaimer** stating *“The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”* must be included. This printed material serves as a complementary version of the project results video, suitable for distribution at events or to key stakeholders. **Infographics** are recommended for effective communication of complex information, ensuring the content is both accessible and visually engaging. The overall presentation should maintain a coherent and formal style.

1. **Public final event**

It is mandatory for all projects to organize one final public event towards the project's conclusion, featuring keynote speakers from both countries and targeting a wide audience and media. The Managing Authority/Joint Secretariat should be informed well in advance on the date of the event. Ideally, the event should involve participation from all project partners. During this event, projects are expected to present a comprehensive summary of their work and results achieved throughout the duration of the project. It is crucial to actively engage end beneficiaries and stakeholders in discussions regarding the project's outcomes. Furthermore, the event should serve as a platform to solicit suggestions and strategies for effectively capitalizing on the project's results, ensuring sustained impact and future sustainability beyond the project's completion. Again, **the project logo and disclaimers should appear on all documents, publications, presentations, or other materials made available during the event**.

1. **Five high quality photos**

Each project must provide the Programme with **at least five high-quality photos** to illustrate the project’s theme and achievements.

It is strongly advised that beneficiaries hire a professional photographer to produce images for their project. In this case, beneficiaries shall ensure that they obtain a royalty-free, non-exclusive and irrevocable license for the images, and that any pre-existing rights attached to it must be granted to the Union and made available upon request to its institutions, bodies, offices or agencies.

# Optional communication activities

Different stages of the project cycle may require different communication activities, and there is no one-size-fits-all model. Communication activities must always be designed to fit the objectives and target audiences as outlined above, based on the project they relate to. Below there is an indicative list:

* public events (other than the final): info days, open days, conferences, exhibitions, round-table discussions, briefings with policymakers, or awareness-raising campaigns;
* publications (other than the results’ publication): booklets, leaflets, newsletters by favoring digital means of communication whenever possible and reducing the production of print publications to the absolute minimum
* digital activities: digital ads, blogs;
* media relations: press releases, press trips, press kit for journalists;
* participation in multiplier events;
* TV interviews, radio spots, press conferences;
* promotional materials: mugs, pens, bags, USB sticks, notepads, folders, T-shirts, hats etc., specifically required for reaching one of the defined target groups and objectives may be produced.

# Operations of strategic importance

*“Operation of strategic importance”* means a project which provides a significant contribution to the achievement of the objectives of a Programme and which is subject to particular monitoring and communication measures.

* The operations of strategic importance are the most representative projects of the Programme and those that express its main objectives.
* Ideally, the main event concerning a project of strategic importance will be its inauguration.
* The Managing Authority/ Joint Secretariat of the Programme and the European Commission should be informed in time (i.e., at least three months in advance), so that they have the possibility to participate.
* Media, journalists and possibly those benefiting from the project can be invited, so that they are informed on the new project in time.

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| **NOTA BENE:** Potential applicants of strategic projects are strongly recommended to consult the [***Communicating operations of strategic importance in 2021-2027: a practical toolbox***](https://ec.europa.eu/regional_policy/information-sources/publications/guides/2024/communicating-operations-of-strategic-importance-in-2021-2027-a-practical-toolbox_en), prepared by the Commission services. |

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| Critical highlights  * Τhe success of communication depends on the substantial commitment, professionalism and experience of project beneficiaries. In other words, communication should not be treated as a bureaucratic task, but should be a key priority for each individual project. * In the case that a beneficiary decides to take communication measures for an activity that may not have been explicitly mentioned in this Guide, these measures should ensure the reference to the EU contribution. * In case a beneficiary decides to carry out communication activities related to co-financed operations (projects), even if they are covered by the beneficiary's own funding, they must comply with EU co-financing requirements. |

# Disclaimers - Citations

**Disclaimers**

The EU and the Programme managing bodies are not responsible for the contents of communication materials related to co-funded actions prepared by implementing partners, all of which must include a standard disclaimer, translated into (the) local language(s) where appropriate.

For publications in print or electronic format:

*This publication is co-funded by the European Union. Its contents are the sole responsibility of <Beneficiary’s name> and do not necessarily reflect the views of the European Union, the partner countries and the Managing Authority.*

For websites and social media accounts:

*This website/account is co-funded by the European Union. Its contents are the sole responsibility of <Beneficiary’s name> and do not necessarily reflect the views of the European Union, the partner countries and the Managing Authority.*

For videos and other audio-visual material:

*This video/film/recording is co-funded by the European Union. Its contents are the sole responsibility of <Beneficiary’s name> and do not necessarily reflect the views of the European Union, the partner countries and the Managing Authority.*

**Citations**

Citations of a project in academic publications must refer to the co-funding by the European Union and the Programme. In addition, partners are encouraged to add the project acronym in the citation.

Below is an example of a citation, which is in line with this requirement:

*This research was supported as part of [ACRONYM], an Interreg VI-A IPA “Greece-North Macedonia 2021-2027” project co-funded by the European Union.*

# Legal and contractual

**The EU’s right to use communication material**

In accordance with Regulation (EU) 2021/1060 (Chapter III, Section II, Article 49.6 and the Annex IX), the communication and visibility material, including at the level of project partners, must be made available upon request to the European Union’s institutions, bodies, offices, or agencies Union and subsequently to the Programme itself. A royalty-free, non-exclusive, and irrevocable license to use such material and any pre-existing rights attached to it must be granted to the Union (and subsequently to the Programme). This should not require significant additional costs or a significant administrative burden for the project.

The implementing partner remains the owner of the communication and visibility material and is fully responsible for the clearance of all the necessary licenses and authorizations to this end. The license covers the right to use non-sensitive information relating to the action and material and documents received from partners for information, communication and publicity purposes during the action or afterwards.

**Non- compliance**

Strict adherence to visibility rules is vital for securing Programme funding for communication activities and avoiding ineligible expenses by not following EU and Programme communication guidelines. **Where remedial actions have not been put into place and in accordance with section 6 of Article 36 of Regulation (EU) 2021/1059, the Managing Authority shall apply measures by cancelling up to 2% of the support from the funds awarded to any beneficiary who fails to comply with their transparency and communication obligations, taking into account the principle of proportionality.**

# Horizontal principles

Horizontal issues have become increasingly important in the period 2021-2027.

Projects implemented under the Interreg VI-A IPA “Greece- North Macedonia 2021-2027” Programme must comply with the EU Charter of Fundamental Rights as well as with the horizontal principles of sustainable development, equal opportunities and non-discrimination, and equality between men and women, as stipulated in point 6 of the preamble and Article 9 of the Common Provisions Regulation

(EU) 2021/106.

All projects must respect fundamental rights and freedoms, while taking into account values of solidarity and justice. The fundamental rights described in the EU Charter are viewed as integral and foundational for the other 3 horizontal principles of gender equality, non-discrimination (including accessibility) and sustainable development.

As far as communication is concerned, there is a need to embed all the above horizontal principles in developing an inclusive communication strategy.

**Equal opportunities and non-discrimination**

Certain projects may implement solutions that advance equal opportunities and non-discrimination, such as developing transport options for geographically isolated or less accessible regions, providing inclusive business support to underrepresented or vulnerable groups, or creating innovative social services or products for the elderly. **Additionally, projects should adhere to these principles at the operational level.** This entails ensuring that no discriminatory actions occur within the project or towards third parties (e.g., contractors, suppliers etc.)

Moreover, an inclusive communication policy that clearly sets out a commitment to inclusion has to be built. The length and complexity of this policy will be determined by many factors, ie. nature of project, profile of main target groups, size of partnership, scope of partner institutions, budget resources, human resources, etc.

*Examples of promoting accessible and inclusive communication at project level:*

Accessibility of venues: Make sure that any conference/seminar/meeting rooms or other venues are accessible and reachable.

Accessibility of information material: Some audiences may need alternate formats in order to benefit from the information to be shared, such as larger print, tactile or oral formats for people who are blind or visually impaired. Others may need a modification of the content in order to make use of the information. People with cognitive and developmental disabilities present a widely varied audience whose individual members may benefit from modified content, as well as alternate formats.

Accessibility of information on the Web: Beneficiaries need to keep the project website and social media accounts simple and clear. Texts, images, forms, sounds, etc. should be accessible and understandable by as many people as possible without discrimination. It is advised that the project website follows the [Web Content Accessibility Guidelines](http://www.w3.org/TR/WCAG20/) (WCAG) (version 2.0), level AA, issued by the [World Wide Web Consortium](http://www.w3.org/) (W3C).

**Gender equality**

Projects are expected to uphold the principle of gender equality at the operational level. For example, when establishing project decision-making structures, efforts should be made to ensure equal representation and participation of both men and women. Additionally, the project should guarantee equal pay for all staff involved.

**Sustainable development**

When seeking funding under the Programme, applicants should evaluate the project's economic, ecological, and social impacts on the targeted region. They should prioritize sustainable development in their approach and the solutions and outputs they create. This involves considering environmental impacts when making investment decisions and selecting locations. Projects must adhere to relevant environmental and sustainable development regulations, ensuring their investments do not cause negative environmental effects.

Meeting partners, talking to each other, and exchange knowledge and experience is at the heart of cooperation across borders. Yet, travelling, in particular flying has a substantial carbon footprint. For the operational level of projects, the Programme encourages all project partners to carefully make their choices in everyday work life – be it avoid meeting face-to-face when an online meeting would suffice, buying green office equipment or supplies etc.

**New European Bauhaus Initiative**

The New European Bauhaus (NEB), a very high political priority for the EU, is a policy and funding initiative launched by the European Commission in 2021 that fosters sustainable solutions for transforming the built environment and lifestyles under the green transition. It is looking for solutions that are not only sustainable, but also inclusive and beautiful, while respecting the diversity of places, traditions, and cultures in Europe and beyond.

Its three complementary core values are:

* Sustainability – foster climate goals, circularity, zero pollution, and biodiversity
* Aesthetics – increase the quality of experience and style beyond functionality
* Inclusion – promote valuing diversity, accessibility and affordability

Applicants can find more at the [NEB's website](https://new-european-bauhaus.europa.eu/index_en?prefLang=el) and use the [Compass](https://new-european-bauhaus.europa.eu/get-involved/use-compass_en) which is a guiding framework for decision and project-makers wishing to apply the NEB principles and criteria to their activities.

# Capitalization of project results

Capitalization **from a project implementation perspective** involves several key aspects:

* **Sustainability and Durability:** It focuses on ensuring that the project's results and impacts continue to benefit stakeholders beyond the initial funding period. This includes maintaining and building upon the project's outcomes to ensure long-term sustainability.
* **Knowledge Management:** Capitalization is not only about preserving and leveraging the project's results but also about capturing and disseminating the knowledge gained throughout the project. This knowledge can be used to inform future projects and strategies.
* **Securing Additional Resources:** It provides a mechanism for projects to secure further resources or funding beyond the initial financing, helping to sustain and expand the project's benefits.
* **Marketing and Communication:** It involves a strategic approach to communicating and promoting the project's results to relevant audiences. This "marketing" process helps in highlighting the project's successes and attracting additional support or interest.
* **Coordination and Synergies:** Capitalization aims to enhance coordination among projects and identify potential synergies. By linking different projects, it can create a more cohesive approach and maximize the impact of each initiative.
* **Integration with Policies:** It supports the promotion and integration of project results into national and local policies. This ensures that the project's outcomes are aligned with broader policy goals and contribute to the implementation of relevant policy measures.

The communication tools for disseminating projects’ results can be; exchanges events, good practices publication/event, videos & interviews using the storytelling method, political briefings etc.

# Legal references

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

[Article 36](https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32021R1059#d1e3138-94-1)

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

4. 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:

(a) 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;

(b) 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;

(c) displaying durable plaques or billboards clearly visible to the public, presenting the emblem of the Union 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;

(d) 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;

(e) 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.

The term ‘Interreg’ shall be used next to the emblem of the Union in accordance with Article 47 of Regulation (EU) 2021/1060.

5. 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.

[**Regulation (EU) 2021/1060: Common Provisions Regulation**](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32021R1060)

[Article 47](https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32021R1060" \l "d1e5544-159-1)

*Emblem of the Union*

Member States, managing authorities and beneficiaries shall use the emblem of the Union in accordance with Annex IX when carrying out visibility, transparency and communication activities.

[Annex IX](https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32021R1060#d1e37-479-1)

*Communication and visibility – Articles 47, 49 and 50*

1.   The use and technical characteristics of the emblem of the Union (‘the emblem’)

1.1.   The emblem shall be prominently featured on all communication materials such as printed or digital products, websites and their mobile views relating to the implementation of an operation, used for the public or for participants.

1.2.   The statement ‘Funded by the European Union’ or ‘Co-funded by the European Union’ shall be written in full and placed next to the emblem.

1.3.   The typeface to be used in conjunction with the emblem may be any of the following fonts: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana or Ubuntu. Italic, underlined variations or font effects shall not be used.

1.4.   The positioning of the text in relation to the emblem shall not interfere with the emblem in any way.

1.5.   The font size used shall be proportionate to the size of the emblem.

1.6.   The colour of the font shall be reflex blue, black or white depending on the background.

1.7.   The emblem shall not be modified or merged with any other graphic elements or texts. If other logos are displayed in addition to the emblem, the emblem shall have at least the same size, measured in height or width, as the biggest of the other logos. Apart from the emblem, no other visual identity or logo must be used to highlight the support from the Union.

1.8.   Where several operations are taking place at the same location, supported by the same or different funding instruments, or where further funding is provided for the same operation at a later date, at least one plaque or billboard shall be displayed.

1.9.   Graphic standards for the emblem and the definition of standard colours:

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| (A) | SYMBOLIC DESCRIPTION  Against a background of blue sky, twelve golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity. |

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| (B) | HERALDIC DESCRIPTION  On an azure field a circle of twelve golden mullets, their points not touching. |

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| (C) | GEOMETRIC DESCRIPTION  C:\Users\evotsari\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\6F75D4C7.tmp  The emblem has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable. |

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| (D) | REGULATION COLOURS  The emblem is in the following colours: PANTONE REFLEX BLUE for the surface of the rectangle; PANTONE YELLOW for the stars |

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| (E) | FOUR-COLOUR PROCESS  If the four-colour process is used, recreate the two standard colours by using the four colours of the four-colour process.  PANTONE YELLOW is obtained by using 100 % ‘Process Yellow’.  PANTONE REFLEX BLUE is obtained by mixing 100 % ‘Process Cyan’ and 80 % ‘Process Magenta’.  INTERNET  PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and PANTONE YELLOW corresponds in the web-palette colour RGB: 255/204/0 (hexadecimal: FFCC00).  MONOCHROME REPRODUCTION PROCESS  Using black, outline the rectangle in black and print the stars in black on white.  C:\Users\evotsari\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\59E2616D.tmp  Using blue (Reflex Blue), use 100 % with the stars reproduced in negative white.  C:\Users\evotsari\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\CC66E303.tmp  REPRODUCTION ON A COLOURED BACKGROUND  If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle.  C:\Users\evotsari\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\D7425709.tmp  The principles of the use of the Union emblem by third parties are set out in the Administrative agreement with the Council of Europe regarding the use of the European emblem by third parties [(1)](https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32021R1060#ntr1-L_2021231EN.01047901-E0001). |

2.   The licence on intellectual property rights referred to in Article 49(6) shall grant to the Union at least the following rights:

2.1.   internal use i.e. right to reproduce, copy and make available the communication and visibility materials to Union’s institutions and agencies, Member States' authorities, and their employees;

2.2.   reproduction of the communication and visibility materials by any means and in any form, in whole or in part;

2.3.   communication to the public of the communication and visibility materials by using any and all means of communication;

2.4.   distribution to the public of the communication and visibility materials (or copies thereof) in any and all forms;

2.5.   storage and archiving of the communication and visibility materials;

2.6.   sub-licensing of the rights on the communication and visibility materials to third parties.

1. [(1)](https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32021R1060#ntc1-L_2021231EN.01047901-E0001)   [OJ C 271, 8.9.2012, p. 5](https://eur-lex.europa.eu/legal-content/EN/AUTO/?uri=OJ:C:2012:271:TOC).

**Regulation (EU) 2021/1529: IPA III Regulation**

Article 18

*Information, communication and visibility*

1. The recipients of Union funding under IPA III shall acknowledge the origin of, and ensure the visibility of, the Union funding, in particular when promoting and reporting on the actions and their results, by highlighting the support received from the Union and its benefits for people in a visible manner in communication materials related to the actions supported under this Regulation and by providing coherent, effective and proportionate targeted information to multiple audiences in a strategic manner, including to the media and the public.

Agreements concluded with recipients of Union funding under IPA III shall contain obligations in that respect.

Agreements concluded with beneficiaries listed in Annex I shall include the principles to be followed in visibility and communication activities and the objectives of those activities, and a clear obligation to actively publicise information about programmes and actions under IPA III.

In order to improve the results of communication activities for cross-border cooperation programmes between the beneficiaries listed in Annex I, specific joint communication activities shall be planned.

Actions under IPA III shall be carried out in accordance with communication and visibility requirements in Union-financed external actions and in other relevant guidelines.

1. The Commission shall carry out information and communication actions relating to IPA III and its actions and results, in particular at local and regional level, in order to ensure the visibility of the Union’s financial assistance. Financial resources allocated under IPA III shall also contribute to the corporate communication of, and reporting on, the political priorities of the Union, as far as these priorities are directly related to the objectives referred to in Article 3.
2. IPA III shall support strategic communication and public diplomacy, including the fight against disinformation, with a view to communicating the Union’s values as well as the added value of, and results achieved by the Union’s actions.
3. The Commission shall make publicly available relevant information on all actions financed under this Regulation in accordance with Article 38 of the Financial Regulation, including as appropriate through a comprehensive single website.
4. Where security issues or political sensitivities may make it preferable or necessary to limit communication and visibility activities in certain countries or areas or during certain periods, the target audience and the visibility tools, products and channels to be used in promoting a given action shall be determined on a case-by-case basis, in consultation with and in agreement with the Union. Any such exceptions shall be duly justified and their scope shall be specified and limited in each case. Where rapid intervention is required in response to a sudden crisis, it shall not be necessary to produce a full communication and visibility plan immediately. In such situations, however, the Union’s support shall nevertheless be appropriately indicated from the start.

1. This must be fulfilled regardless of the Programme's requirement for a separate project website [↑](#footnote-ref-2)
2. The official language of the Programme is English. [↑](#footnote-ref-3)