AIMS OF THIS SESSION

➢ The purpose of implementing the info & publicity measures for projects

➢ Roles in the project-related communication

➢ Overview of the requirements

➢ Reporting

ROLE OF COMMUNICATION IN A PROJECT

➢ Inform about project;

➢ Promote co-financing from the Programme/IPA Fund and the EU;

➢ Support project objectives;

➢ Ensure transparency in the usage of public funds;

➢ Improve visibility and quality of projects.

LEGAL REQUIREMENTS

➢ **Regulation (EU) No 1303/2013 of the European Parliament and the Council:**
  ➢ Annex XII – Information and Communication on Support from the Funds;
  ➢ Article 115(4) of the Regulation (EU) No 1303/2013;

➢ **Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014:**
  ➢ Characteristics of Information and Communication Measures for Operations,
  ➢   Chapter II – Technical;

➢ Programme documents available for download from **www.interreg-ipa-husrb.com**:
➢ *Guidelines for Implementation of Information and Publicity Measures for Projects*
➢ *Visual Identity Manual* **of the Programme**

ROLES IN PROJECT COMMUNICATION ACTIVITIES

BENEFICIARIES

Lead Beneficiary (LB)

➢ The only one communicating with JS;

➢ Ensures balanced involvement of Beneficiaries;

➢ Sends regular reports (e.g on events and announcements)to managers:

  ➢ Project reports to the Programme Manager.

➢ **Beneficiaries (B)**
➢ Work together and implement activities,
  as outlined in the Application Form

LB

B

JOINT SECRETARIAT (JS)

➢ **Communicates directly with projects**
➢   on behalf of the Programme bodies;

➢ **Works together with the JS Antenna;**

➢ **Assists Applicants**

➢ **Supports projects implementation;**

➢ **Reviews and approves Project Reports;**

➢ **Helps project promotion.**

JS

JSA
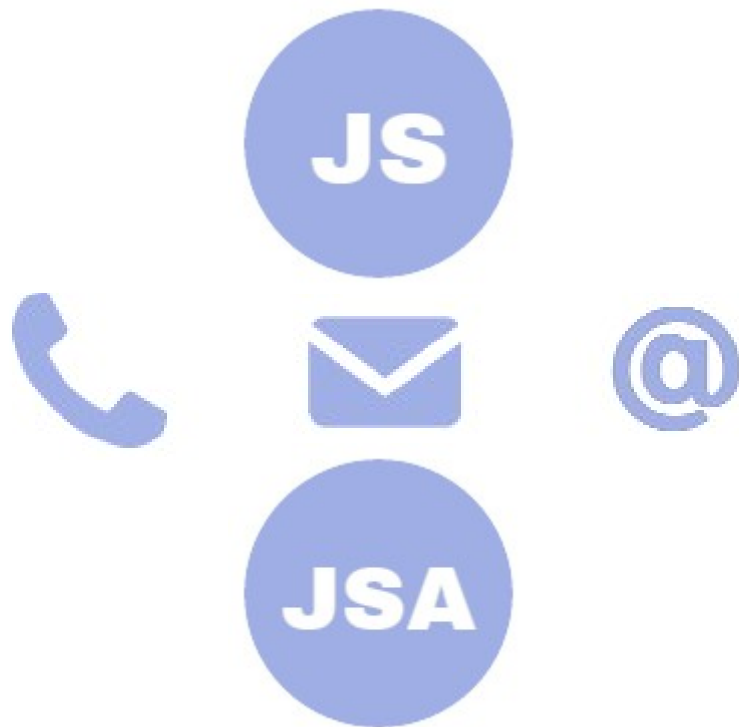
REQUIREMENTS FOR PROJECTS

OBLIGATORY COMMUNICATION ELEMENTS

- ➢ **To be included in all communication tools a project uses:**

- ➢ **Programme logo (EN, HU, SR);**

- ➢ **EU emblem with the obligatory phrase about the project co-financing (EN, HU, SR);**

- ➢ **Disclaimer (EN, HU, SR).**

OBLIGATORY COMMUNICATION TOOLS

➢ **Obligatory poster** – minimum size A3; HU and SR versions;

➢ **Promotional material** – minimum 1 type; HU and SR versions;

➢ **Visibility event** – minimum 1 event;

➢ **Media coverage** – minimum 1 piece of coverage;

➢ **Page on a social media network** – minimum 1 social media page;

➢ **Stickers for all purchased equipment via project**;

➢ **Photography of good quality**.

OBLIGATORY TOOLS FOR ROJECTS WITH WORK COMPONENT EXCEEDING 500,000 EUR

In addition to the Obligatory communication tools:

➢ **Temporary Billboard** – during the implementation of an operation;

➢ **Permanent Plaque or Billboard** – no later than 3 months after the completion of the operation.

Good neighbours
creating
common future

A USEFUL RULE OF THUMB

➢ Produce/implement elements exactly as stated in the Application Form!

➢ Rely on the *Guidelines* and the *Visual Identity Manual*!

➢ Include the obligatory communication elements!

➢ Use the templates (if applicable)!

➢ **If other logos used, they must <u>not</u> be bigger than the EU emblem in height and width (if on the same page/side)!**

➢ Include your project logo (if applicable – not obligatory)!

➢ Must own the rights of usage for photos/images used!

A USEFUL RULE OF THUMB

In written publications, also make sure to:

➢ Use the name of the Programme properly;

➢ State that the project is co-financed by the EU through the
 Interreg-IPA CBC Hungary-Serbia Programme;

➢ Mention the amount of the IPA funding (and the total project's budget).

TEMPLATES FOR PROJECTS

Programme provides the Lead Beneficiaries with templates for:

➢ **Poster**;

➢ **Roll-up banner**;

➢ **Brochure – cover pages**;

➢ **PowerPoint presentation**;

➢ **Press release**;

➢ **Temporary billboard**;

➢ **Permanent plaque**;

READY-TO-USE TOOLS

Programme provides the Lead Beneficiaries with:

➢ **Stickers for purchased equipment** – up to 100 stickers per project;

➢ **Website banners** – for projects with a website

RECOMMENDED FOR PROJECTS

RECOMMENDED COMMUNICATION ELEMENTS

➢ **Description of the Programme –HU, SR, EN**

➢ **Programme's slogan – HU, SR, EN**

➢ **Reference to the Programme website (link or a website banner)**

RECOMMENDED COMMUNICATION TOOLS

- ➤ **Website**

- ➤ **Newsletter**

- ➤ **Promotional video/film**

- ➤ **Infographics**

- ➤ **Survey/poll**

- ➤ **Blog**

KEEPING THE RECORD

➢ Record of documented communication activities – kept for **at least 5 years after the project closure**;

➢ Project social media pages and website must be accessible

➢ Samples of produced material should be submitted with the Final report to Programme Managers.

REFERENCE MATERIALS

GUIDELINES FOR IMPLEMENTATION OF INFO AND PUBLICITY MEASURES FOR PROJECTS

➢ **Intended for Lead Beneficiaries and Beneficiaries**;

➢ **Outlines the requirements**;

➢ **Explains usage of each obligatory and recommended elements and tools**;

➢ **Explains the reporting and archiving process**.

VISUAL IDENTITY MANUAL

➢ **Chapter 2 is intended for projects**;

➢ **Chapter 1** – explains the usage of Programme's communication elements (e.g. logo);

➢ **Explains the rules of usage of each obligatory element**;

➢ **Illustrates the templates for projects**.

**USEFUL PROGRAMME TOOLS
AND COMMUNICATION CHANNELS**

Good neighbours
creating
common future

WWW.INTERREG-IPA-HUSRB.COM

➤ **All Programme-related information and documents**

➤ **The latest news and announcements**

➤ **List of contracted projects, including the amount of granted funding**

➤ **Back Office access for the Lead Beneficiaries**

Good neighbours
creating
common future