Interreg

Slovenia – Hungary
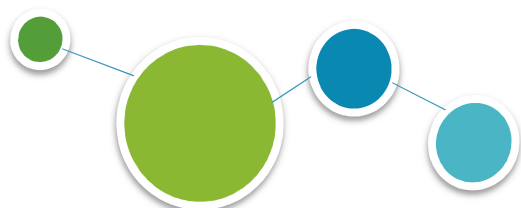
Co-funded by the European Union

MANUAL FOR BENEFICIARIES FOR STANDARD PROJECTS

PART 6 – COMMUNICATION AND VISIBILITY

21/27

Manual for Beneficiaries
for standard projects

PART 6:
COMMUNICATION AND VISIBILITY

CONTENT OF PART 6:

1 INTRODUCTION

Improving the visibility of EU funds has become a major priority in recent years. Every year EU funding supports thousands of projects across Europe, embodying the most tangible manifestation of the EU on the ground. Effective communication of these interventions helps boost further awareness of the benefits of the EU to people's lives.

Effective and efficient communication is increasingly important in Interreg programmes and projects, too. It is not enough to carry out a project or an activity of good quality. The selected target groups, the general public and the programme organizations providing financial support must be properly informed as well. Well-designed and implemented communication helps to ensure the utilization of project results as well as raise awareness of EU funding and cross-border cooperation benefits. Already in the previous programme period, the European Commission (EC) placed more emphasis on communicating results. In the period 2021-2027, the unique Interreg brand1 was further developed. The new Interreg brand is designed to provide a widely recognizable common identity that favours an easy combination with other logos. The programme's branding is based on the harmonized approach for all Interreg programmes. This branding is vital for consolidating the achievements of all IP SI-HU projects and, at the same time, for increasing the visibility of Interreg (as a brand).

The purpose of the Communication and Visibility part of the Manual is to inform (potential) beneficiaries about the requirements of the European Union (EU) and the IP SI-HU Programme concerning the information, communication and visibility measures to be carried out. These guidelines present a basis for each applicant and beneficiary (Lead/Project partner). The tasks of the beneficiary are to inform the public about the ERDF support received by the programme as well as about the results and impacts of the co-financing in the frame of the project in order to ensure the transparency of the use of EU funds.

2 GENERAL REQUIREMENTS

The most important legal requirements and rules related to information, communication and visibility for the period 2021-2027 are laid down in:

- Common provisions regulation or CPR (Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021 laying down common provisions on the European Regional Development Fund, the European Social Fund Plus, the Cohesion Fund, the Just Transition Fund and the European Maritime, Fisheries and Aquaculture Fund and financial rules for those and for

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[1] See *https://www.interact-eu.net/library/interreg-brand-design-manual-2021-2027/pageflip or its later valid version*

the Asylum, Migration and Integration Fund, the Internal Security Fund and the Instrument for Financial Support for Border Management and Visa Policy).[2]

- Interreg regulation (Regulation (EU) 2021/1059 of the European Parliament and of the Council of 24 June 2021 on specific provisions for the European territorial cooperation goal (Interreg) supported by the European Regional Development Fund and external financing instruments).[3]

Responsibilities of the PPs concerning visibility, transparency and communication activities are laid down in Articles 47 and 50 of the CPR. The responsibilities of PPs with regard to transparency and communication are laid down in Article 36 of the Interreg Regulation. The use and technical characteristics of the emblem of the Union are laid down in Annex IX of the CPR.

2.1 INTELLECTUAL PROPERTY RIGHTS

Upon request, all Project Partners are obliged to provide the IP SI-HU as well as EU institutions, bodies, offices or agencies with any communication materials produced in the project. All Project Partners are obliged to offer them under a royalty-free, nonexclusive and irrevocable licence and without significant additional costs or administrative burden. This license on intellectual property rights grants to the EU and the IP SI-HU the following rights:

- internal use (right to reproduce, copy and make available the communication and visibility materials to EU and EU Member States' institutions and agencies and their employees),
- reproduction of the communication and visibility materials by any means and in any form, in whole or in part,
- distribution to the public of the communication and visibility materials (or copies thereof) in any and all forms,
- storage and archiving of the communication and visibility materials.

3 PROGRAMME REQUIREMENTS

3.1 CONTENT-RELATED REQUIREMENTS

Communication is not important for the pure sake of communicating. Communication is a part of all project activities, and it requires careful planning and implementation to make the project succeed. Therefore, it is important to define the approach to communication and visibility of the project, based on what is expected to be achieved to ensure the project's success.

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[2] *See Article 47, Article 50 and Annex IX of the CPR Regulation.*

[3] *See Article 36 of Interreg Regulation.*

The project communication plan/activities are part of the project work plan. When preparing the project communication plan, communication activities should be planned that are adapted to the thematic content and activities of the project and that contribute to the achievement of the project's main goal/specific objectives. Applicants can define more than one project specific objective in the application form. Each project-specific objective shall have a work package. This means that the project will have as many work packages as defined specific objectives. Communication activities do not have a separate work package, since only thematic work packages will be established. Each work package should also have at least one communication objective relevant to the objective and content of the particular work package, and should define the target audiences as well in order to achieve the project main goal/specific objectives. This means that communication objectives and activities are embedded in the thematic work packages. Please refer to the Manual for Beneficiaries: Part 2: Project development, and Part 3: Application and assessment, for more information on how to prepare the project work plan.

When defining communication activities keep in mind that successful and efficient activities

- are planned carefully,
- are revised, if needed,
- are well tailored to the targeted people,
- pay attention to multipliers' (e.g. journalists, bloggers, vloggers),
- use the partners' and the programme's channels for greater reach,
- are documented for reporting,
- are evaluated.

One Project Partner should be appointed as the main responsible partner for coordinating the communication work in the project. Communication is a common responsibility of all Project Partners, who must ensure that active and effective communication will be maintained throughout the whole project life cycle. It is crucial that the Project Partners stay in close contact with each other for spreading information about project events, activities and achievements. **Please note that project communication should be about the project as a whole, not just about the activities carried out and results achieved by individual Project Partners.**

As per the Article 47 of CPR, Project Partners are required to use the EU emblem[4] and the statement "Co-funded by the European union" in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground. In order to make Interreg programmes recognizable as a brand towards citizens among other EU programmes, the Interreg Regulation requires in Article 36 that the term "Interreg" should be written next to the EU emblem. The unique Interreg branding also highlights the unique spatial cross-border nature of the projects and programmes. Therefore, the visibility requirements will apply to all communication materials, i.e. co-funded printed or digital products, including brochures, publications, websites or any kind of items and products, such as online, offline and

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[4] The EU emblem is also known as the EU flag.

on-site activities and events. In addition, sanctions are foreseen by the Regulation in case the branding is not adequately displayed (see point 3.6 of this manual).

Remember to always check also the other co-financers' requirements, if such requirements exist, for communication activities and follow the relevant rules on those issues as well.

The Managing Authority/Joint Secretariat (MA/JS) supports projects in fulfilling the visibility requirements by providing trainings, templates, guidance and feedback. Besides the programme logo and project logo (programme logo with added project acronym), the templates for project posters and project plaques/billboards are provided (see Point 3.5.1 and 3.5.2. of this manual).

3.2   TECHNICAL REQUIREMENTS

The Lead and Project Partners of the IP SI-HU shall follow the programme's communication and visibility requirements for all co-funded visibility, transparency and communication activities. In this way, the Project Partners properly acknowledge the support from Interreg[5], and communicate the role and achievements of Interreg. Specific regulations apply to the physical investments and purchase of equipment of the Project Partners.

In order to properly follow the visibility requirements, the Project Partners shall acknowledge support from the IP SI-HU fund by using the term „Interreg" next to the emblem of the Union[6] and fulfil these requirements:

1) **include the project logo**, which consists of four elements:
    a. the emblem of the European Union
    b. the statement 'Co-funded by the European Union' written in full and placed next to the emblem of the European Union;
    c. the programme name 'Interreg Slovenia-Hungary' placed next to the emblem of the Union;
    d. the project acronym (short title of the project) placed, in standard form beneath the above three elements. Alternatively, the horizontal placement of the acronym to the left or to the right side of the programme logo is possible.
2) **include a statement** on the Interreg support
    a. include a statement that highlights the support from Interreg in all documents and communication materials for the general public and for participants;
    b. include on the partner's official website and social media sites, if such exist, a short description of the project, proportionate to the level of support, including its aims and results, and highlighting the financial support from Interreg.
3) **display durable plaques or billboards** clearly visible to the public for physical investments or purchase of equipment the total costs of which exceed EUR 100 000 that:

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[5] *In accordance with Article 50 of CPR.*

[6] *In accordance with Article 47 of CPR.*

a. present the project logo or at least the name of the IP SI-HU, the emblem of the EU, together with the statement 'Co-funded by the European Union' written in full and placed next to the emblem of the European Union;

b. present the installed permanent plaques or billboards no later than three months after completion of such outputs,

4) **publicly display at least one poster** of a minimum size A3 or equivalent electronic display (at Project Partner locations) to highlight the support from Interreg.

In addition, PPs are obliged to take the following information and communication measures:

1. to ensure that all project participants have been informed of the IP SI-HU funding (issue certificates (e.g. attendance lists) and any other documents relating to the implementation of the project including a statement to the effect that the project was supported by the IP SI-HU),

2. for each project consisting of the financing of infrastructure or construction projects with a total public support exceeding EUR 100 000, the PPs shall put up, at a location readily visible to the public, a **temporary billboard** of a significant size as soon as the project with planned physical investments starts, the purchase of equipment starts or purchased equipment is installed.

The compliance with the visibility rules will be checked throughout the project implementation.

The project logo shall be used by Project Partners during the whole project implementation, needs to be in all documents, on the website (if applicable), in all communication materials connected to the project, in public procurement procedures (where possible, in order to ensure a reference to the respective project), at events, on publications, etc.

The detailed rules about the correct use of the programme and project logos can be found in 3.3 and 3.4 point of this manual.

Since the IP SI-HU is a cross-border cooperation programme, the activities concerning information and communication with the public will, concerning the use of the language, be adapted to the cross-border setting. Guidance for use of language variants for the logo are explained in the next section.

Despite the requirement that the language of the information and communication materials shall be selected according to the language of the target audience, it is strongly recommended for Project Partners to prepare the project-specific communication/information materials used in the project area in the language understood by the majority of the participants.

Technical specification:

The brand colours are derived from the main EU corporate colours and shall not be changed.

The Reflex Blue and Light Blue define the Interreg brand's visual identity and shall be used as main colours in all communication materials. The Yellow can be used sparsely as accent colour.

Figure 1: The main EU corporate colours.

Colour Reflex Blue **Pantone** Reflex Blue **CMYK** 100 / 80 / 0 / 0 **HEX** 003399 **RGB** 0 / 51 / 153	**Colour** Light Blue **Pantone** 2716 **CMYK** 41 / 30 / 0 / 0 **HEX** 9FAEE5 **RGB** 159 / 174 / 229
Colour Yellow **Pantone** Yellow **CMYK** 0 / 0 / 100 / 0 **HEX** FFCC00 **RGB** 255 / 204 / 0	**Colour** Black **Pantone** Black **CMYK** 0 / 0 / 0 / 100 **HEX** 000000 **RGB** 0 / 0 / 0
	Colour White **Pantone** / **CMYK** 0 / 0 / 0 / 0 **HEX** fffff **RGB** 255 / 255 / 255

According to the rules, the basic unit (u) used for the definition of the brand composition must be calculated with reference to half the height of the EU emblem (flag). Since **the minimum height of the EU emblem must be 1 cm,** the minimum height of the basic unit (u) must be 0,5 cm. The height of the programme name is equivalent to 1 „e" placed at a distance of „u" below the flag. The programme name must always start on the left line and expand no further than the end of the area which matches the right border of the flag.

In case of programme name, always use left-aligned font Montserrat Bold. Only the first letter is capitalised and only project acronyms can be written in all capital letters. The programme name must always be written in Reflex Blue, using the exact same colour codes as the EU emblem and statement.

Regarding the space between the Interreg logotype and the EU emblem, there is one unit of space („u"), while there is half a unit of space (½ „u") between the EU emblem and the co-financing statement.

3.3 THE PROGRAMME LOGO

The logo is the most important visual identity element of the IP SI-HU. It shall ensure that the elementary requirements set out in the CPR are met.

The programme logo consists of the Interreg logotype with the coloured arch inside, the EU emblem (=EU flag), the co-financing statement (a reference to the EU) and the programme name. The programme logo can be downloaded from the webpage of the programme (www.si-hu.eu).

3.3.1   Language variants of the logo

The logo exists in two language versions: the bilingual (Slovene and Hungarian) and the English version. As the language of the information and communication materials shall be selected according to the language of the target audience, also the proper language version of the programme/project logo has to be chosen.

Figure 2: Bilingual version.

Figure 3: English version.

3.3.2   Colour variants of the logo

The brand colours are derived from the main EU corporate colours and shall not be changed.

Ideally, the Interreg logo should be used on white or light backgrounds only. If the background is dark and the coloured background is by all means necessary, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle.

Figure 4: Full colour versions for standard use.

Figure 5: Black and white versions if full colour version is not possible.

Figure 6: White and colour version for dark backgrounds.

Figure 7: Monochrome versions if full colour version is not possible.

In the frame of the programme, bilingual publications, events, etc. are favoured. **Therefore, the basic recommended logo version is the full colour bilingual one (if applicable, see requirements below).**

Figure 8: Full colour versions for standard use.

Figure 9: Allowed but not recommended logo use on a very light background.

Figure 10: Full logo version with a white exclusion zone on a darker background.

3.3.3   Usage of the logo together with other logos

In most cases the logo is used together with other logos (logos of the Project Partners, co-financers etc.). Please note that, when the Interreg programme or project logo is used in combination with other logos, the logo with the EU emblem shall not be smaller than the size of the biggest logo displayed, measured either in height or width. Please consult with the Joint Secretariat if in doubt about combining logos.

3.4   THE PROJECT LOGO

Each project will receive the respective Interreg project logo from the Managing Authority/Joint Secretariat of IP SI-HU, therefore project developed own logos or stand-alone brands are not eligible. If the project is connected to an existing brand and serves the purpose of capitalization of a predecessor project, the use

of specific logos might be allowed provided that the MA/JS has given its prior approval before the project is implemented. In this case also the programme logo has to be used.

Project logos are preferably positioned in the upper left corner of the front page of all publications and documents. If necessary, you can choose to position the logo on the upper right as long as you follow the rules for margins and dimensions. Concerning the correct use of the different communication products detailed guidelines can be found in points 3.5.1. – 3.5.7. of this manual.

The project logo shall not be distorted and its size shall be reasonable and recognizable. Do not cut, rotate, stretch, slant or modify the logo in any way, do not use outlines around it, or do not use it in body text, or in any other colour than the standard full colour version of the white and monochrome versions. Please note that the EU emblem – which forms an integral part of the project logo - shall not be smaller than the size of the biggest logo displayed, measured either in height or width. Please consult with the JS if in doubt about combining logos.

As the language of the information and communication materials shall be selected according to the language of the target audience, also the proper language version of the project logo has to be chosen.

The standard Interreg project logo is the full colour version with the colour codes matching the priorities. In case of darker backgrounds, the project logo has to be positioned in a white rectangle (exclusion zone) or the black and white or inverted logo variant may be used.

3.4.1   Components and positioning

The project logo was designed on the basis of the programme logo (see above) which has to be used by the programme/programme structures. The logo is based on the harmonized branding initiative of the EC and the Interact programme, with the central graphical Interreg element.

In order to develop the project logo, the project name (in most cases: project acronym) is annexed to the programme logo. The project name/acronym is written in Montserrat Medium in the colour of the project's priority. It does not exceed the width of the custom area, its font size is not be bigger than 1 "e", nor smaller than ½ „e".

The project acronym does not exceed the width of the custom area which is equivalent to the width of the Interreg logotype and EU emblem combined. Its maximum height is equivalent to the height of the EU emblem (see the example below).

The standard placement for the project acronym is below the Interreg logo, separated by a thin straight line in Reflex Blue. The project acronym is placed against the left corner of the custom area.

Alternatively, project acronyms can be positioned to the left or right side of the programme logo, separated by a thin straight line and respecting the margins on each side of the line, i.e. the baseline of the letters should be aligned to the baseline of the Interreg letters. Regarding the Reflex blue line, it is positioned exactly 1 „u" below the Interreg brand and 1 „u" above the project custom area. The project acronyms are not to be placed above the programme logo.

Figure 11: Standard placement for the project acronym in the project logo.

Figure 12: Horizontal placement of the project acronym in the project logo (right)

Figure13: Horizontal placement of the project acronym in the project logo (left)

Remember that **only one language at a time** is allowed for the project name (acronym).

Project acronyms always use the colour of the matching priority in which the project is being co-financed as described below:

Figure14: The colour scheme matching the programme priorities.

Priority 1	**Priority 2**	**Priority 3**
Green border region	*Inclusive border region based on sustainable tourism*	*Cooperating border region*

CMYK 48 / 0 / 89 / 0 **HEX** #9ACA3C **RGB** 154 / 202 / 60	**CMYK** 10 / 75 / 60 / 1 **HEX** #DA5C57 **RGB** 218 / 92 / 87	**CMYK** 87 / 51 / 0 / 0 **HEX** #0E6EB6 **RGB** 14 / 110 / 182
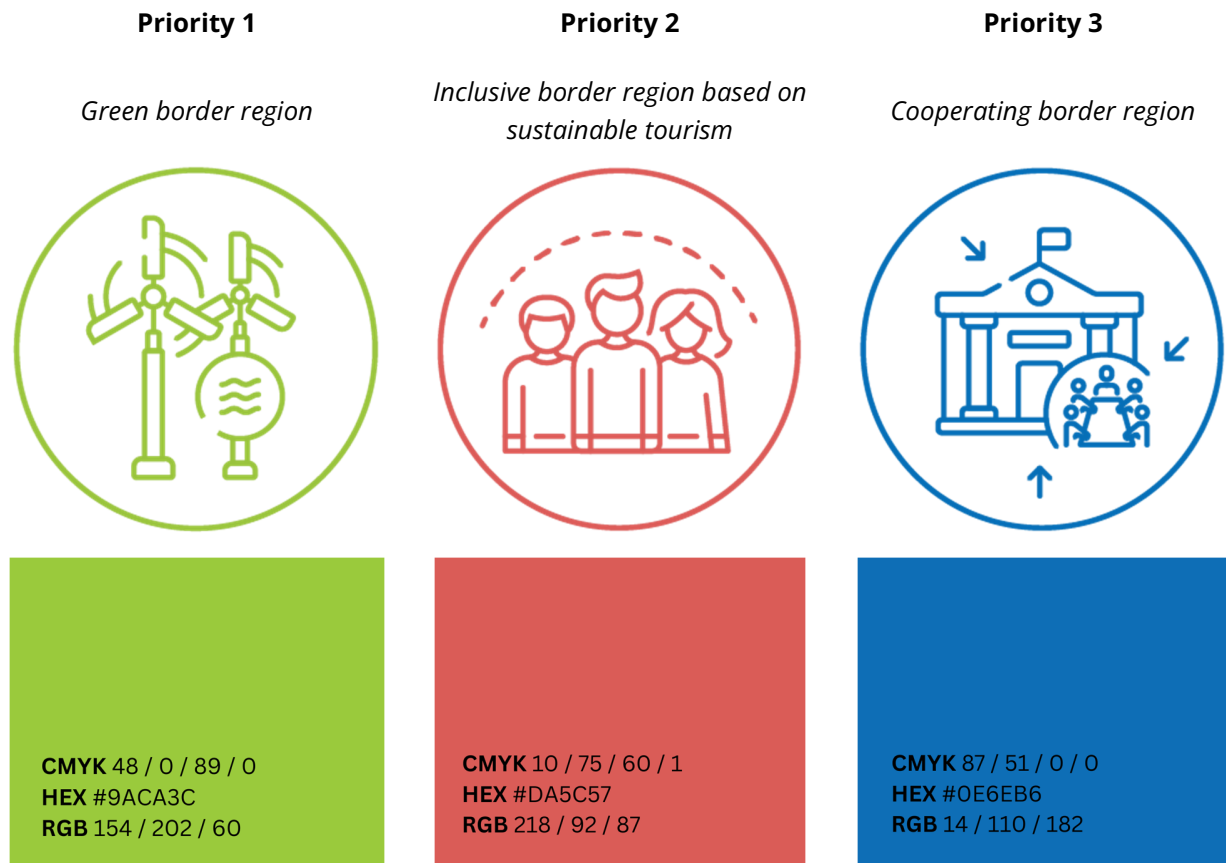
Figure15: Colour variations of the project logos adapted to priorities.

3.5   EXAMPLES OF THE CORRECT USE OF THE BRAND

Concerning the transparency of communication of the support from the funds, there are three important physical visual elements, namely posters (or electronic display), plaques and billboards. These physical communication products should be clear, easily legible and placed readily visible to the public to fulfil their purpose: to inform the public about the respective activity and the received financial support from the EU thereof.

3.5.1   Posters

Each Project Partner must place at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the

entrance area of a building/office. The IP SI-HU provides a downloadable template[7] for producing the poster. The poster template can be modified by the Project Partners, however the necessary data (project acronym, project full title, project duration, total project budget/ERDF support received, project logo, contact details of the responsible partner, project in one sentence – project aim) has to be included. The poster needs to stay visible for the whole duration of the project. It is not possible to substitute the poster with a roll-up banner. However, an equivalent electronic display of the poster is permissible. **The printed or electronic displays should be set up as soon as the project begins and no later than six months after the approval of the projects.**

Figure16: Poster template.

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[7] *The template is available at www.si-hu.eu.*

3.5.2   Billboards and plaques

It is obligatory for all projects to display a plaque or billboard in case

- the project involves a physical investment or the purchase of equipment or
- the total cost of the project exceeds EUR 100.000 from ERDF IP SI-HU.

The billboards or plaques should be placed on the site where the physical investment or equipment is located/installed, as soon as the physical implementation or the purchase of equipment starts. Plaques and billboards are to be made of durable material that enables long-lasting display and present the Union's emblem. **No later than three months after completion of such outputs, projects have to put up a permanent[8] plaque or billboard** of significant size ensuring readability for the users of the investment on these infrastructures or constructions, or if not possible at a place nearby, readily visible to the public. In case of several infrastructure or construction measures carried out within one project on different locations, billboards or permanent plaques have to be placed on all of them. The IP SI-HU provides a downloadable template for producing the plaque or billboard.

The text of the plaque or billboard should be preferably bilingual (Slovene and Hungarian) or in English language. The format of billboards and plaques are set: plaques may be produced in three sizes: 279 mm x 420 mm, 300 mm x 400 mm or 400mm x 300 mm. Billboards may be produced in landscape (2000 mm x 2000 mm or 4000 mm x 2000 mm) or portrait (4000 mm x 5300 mm or 3000 mm x 4000 mm).

In case it is not possible to place a billboard or permanent plaque on an infrastructure or construction, other appropriate branding measures have to be taken in consultation with the JS in order to display the public support.

The main elements of the billboard template are the title of the activity, the project name/acronym, the project description, project duration (start and end dates), the total budget/ERDF support received, the project logo, place for other logos, a picture, reference to a website etc. The template can be modified by the Project Partners, but has to include the elements of the template below.

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[8] *In accordance with Article 65 of CPR.*

Figure 17: Billboard template.

As with the billboard template, the plaque template gives the possibility of providing key information on the project to ensure transparency. Plaques should be placed next to the location where the project takes place, as they have to be readily visible to the public. The main elements of the plaque template are the title of the activity, the project name/acronym, the project description, project duration (start and end dates), the total budget/ERDF support received, the project logo, place for other logos, reference to a website etc. The template can be modified by the Project Partners, but has to include the elements of the template below.

Figure 18: Plaque template.

3.5.3 Publications

The programme or project logo has to be placed on the front cover of all publications and documents, positioned preferably in the upper left corner in such a size that the EU emblem has a height of at least 1 cm. Although it is preferred to place the project logo in the top left corner, one can choose to position it in a different (upper right, lower left or right) corner as long as the rules for margins and dimensions are followed. The project logo is placed at least in the width of the EU emblem in the respective corner of the publication.

The width of the project logo together with the EU emblem (without the statement) has to be equivalent to a forth (¼A) of the page's entire width (A). Concerning the size of the external margins, they depend on the width of the project logo (¼ A) in relation to the width of the page (A). All external margins (top and bottom, vertically and horizontally) are determined on the basis of the width of the EU emblem (F).

In case of darker backgrounds, the project logo has to be positioned in a white rectangle (exclusion zone) or the black and white or inverted logo variant may be used.

Figure 19: Publication template.
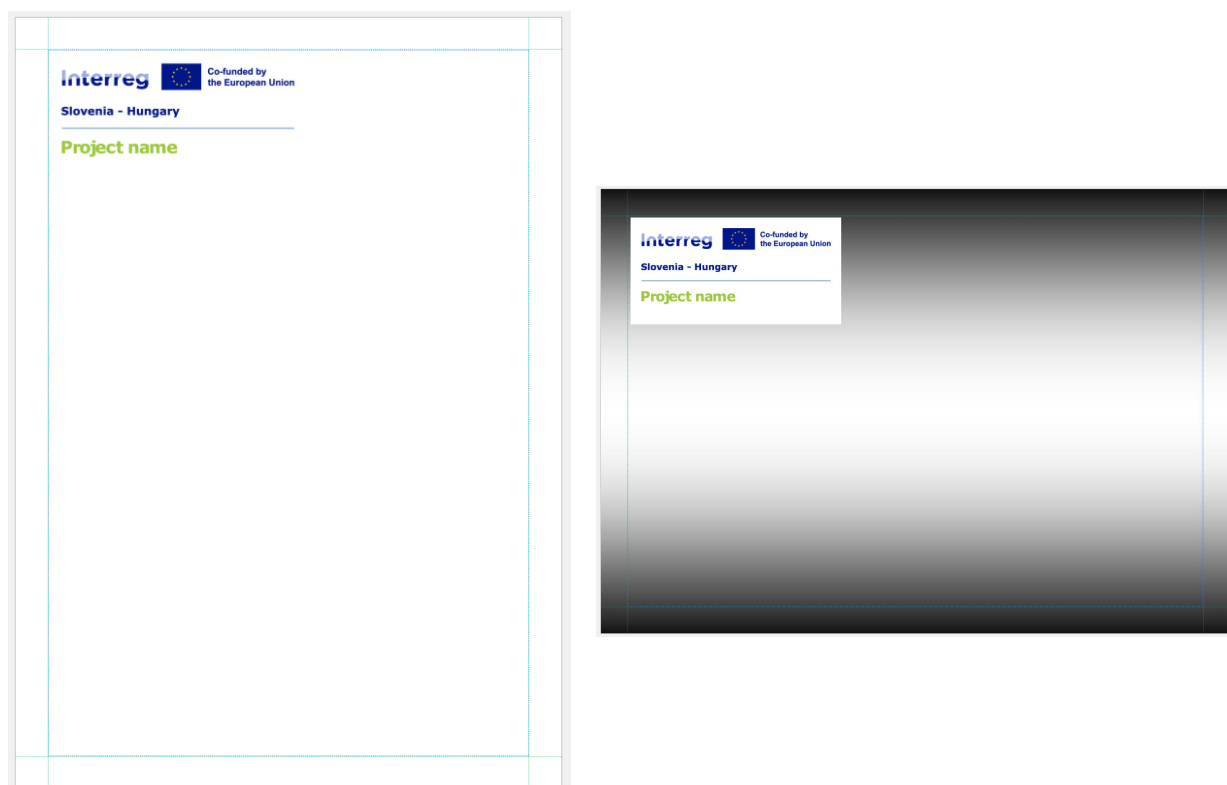
3.5.4   Promotional materials and smaller promotional items

The most common reason for purchasing promotional items (give-aways or gadgets) is the raise of awareness about the programme in general and the respective project. They can be used at events, such as exhibitions and conferences or in broader awareness campaigns. Promotional items are by definition produced in larger quantities and come custom-printed with the project logo. Promotional items are usually relatively small and inexpensive. They can be important carriers of a project's main objective/message. Projects should thus consider the relevance of any promotional materials in relation to the project message, the promotion of the project and the usefulness of the items. As for all other expenditures, also the purchase of promotional items is only allowed if foreseen in the application form and approved by the programme. They should be practical, relevant and creative enough so that they can become memorable. **In general, the minimum height of the EU emblem must be 1 cm. For specific items, e.g. pens or business cards, the emblem can be reproduced in a smaller size[9].**

While almost any product can be branded with a project logo and used for promotion, the IP SI-HU provides examples of common promotional items for projects:

- pens and pencils,
- USB sticks,
- notebooks,
- bags.

Figure 20: Example – promotional bag.

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[9] *See last valid version of Interreg Brand Design Manual 2021-2027* *https://www.interact-eu.net/library/interreg-brand-design-manual-2021-2027/pageflip*

Figure 21: Example – promotional markers.

In case of small promotional items or small printed materials like pens, USB sticks, etc. on which the project logo cannot be displayed, the EU emblem together with the statement "Co-funded by the European Union" has to be used and reproduced in smaller size.

Figure 22: Full colour version of a small size logo for standard use.

Figure 23: One colour (black) version of a small size logo, if the use of the full colour version is not possible.

Figure 24: Example – promotional USB sticks.

Figure 25: Example – promotional pen.

3.5.5 Events

All event-related documentation (invitation, agenda, list of participants, presentations, procurement documents, etc.) has to be properly labelled with the project logo. At press conferences the project logo has to be visible. In case of short actions e.g. flash mobs, communication and visibility requirements laid down in this manual shall be met.

3.5.6 Websites and social media

As the costs of stand-alone projects' websites outside www.si-hu.eu are not eligible, the use of already existing websites is advisable in such a way that a short description of the project (including its aims and results), and highlighting the total financial support from ERDF has to be included. The project logo has to be placed on the existing website, should be visible in the upper part without the need of scrolling down or clicking and corresponds to the language used on the website.

If the project intends to use an already existing website for the purpose of capitalization of a predecessor project or if Project Partners intend to build content-related platforms or databases as parts of solutions remaining after the lifetime of the project, the costs might be eligible upon the prior approval of MA/JS.

For social media platforms/channels it is obligatory to use the project logo. In case the background is coloured or very dark, a white border shall be put around the rectangle, the width of the border being 1/25th of the height of the rectangle. There is no rule for positioning in social media as long as the clear space area rule is respected. The same rule applies to online and smartphone applications and other digital platforms.

In case Project Partners wish to prepare a podcast about their project, they shall devote some time either at the beginning or at the end of the presentation to mention the support from Interreg SI-HU by providing a clear reference to the fund.

Figure 26: Website.
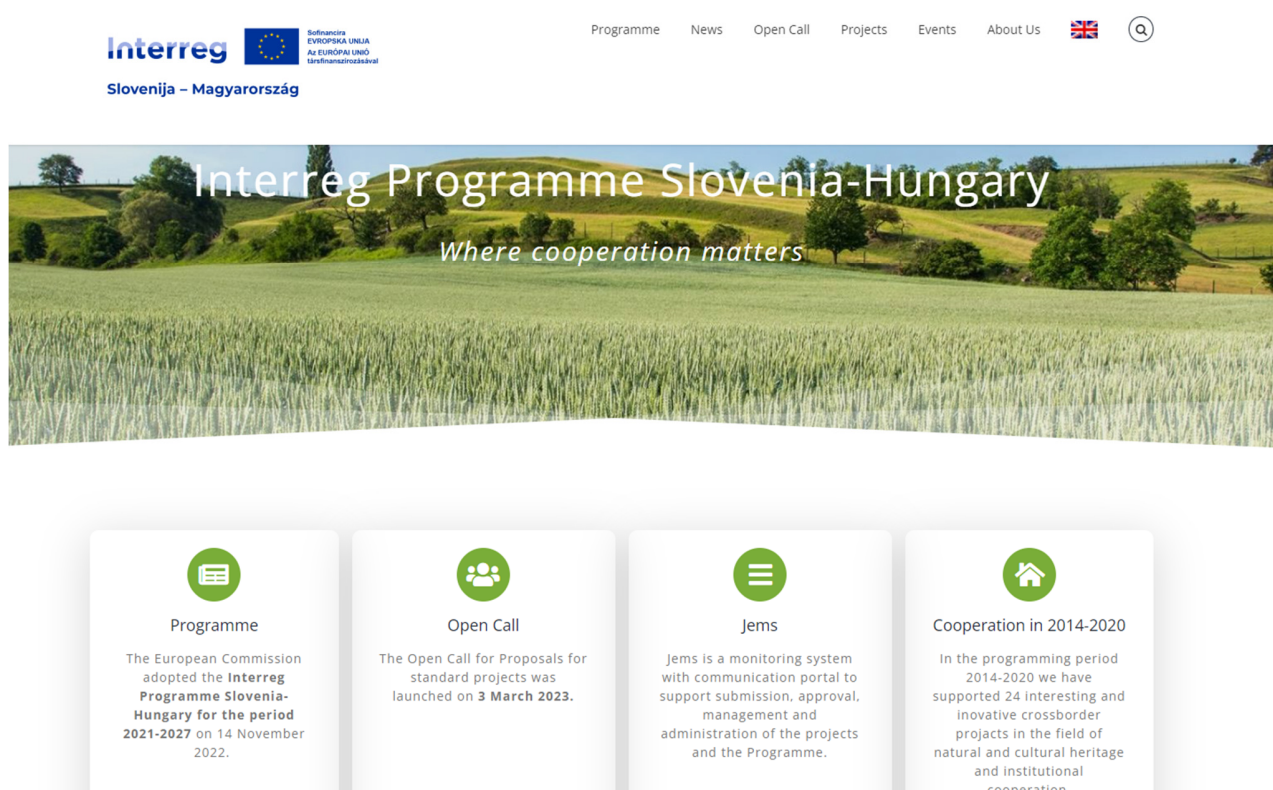
3.5.7   Videos and short films

Videos and short films are to be made in the most common digital video formats (e.g. .mp4 or .avi) with a length between 1 and 3 minutes for short films/videos. The project logo shall appear on the first and last picture/slide and during the film for about 2-3 seconds in a recognizable size and on suitable background.

Figure 27: Video.

3.6 FINANCIAL CONSEQUENCES LINKED TO BREACHES OF COMMUNICATION AND VISIBILITY RULES

Projects risk financial consequences when they disregard EU and programme branding and visibility requirements. Failure to include the mandatory communication and visibility requirements (programme logo/project logo, statement, poster, etc.) and therefore one fails to meet the basic requirements outlined in the CPR and Interreg regulation as well as in this manual, may lead to cuts in funding. Costs of any information and communication activity, such as conferences, events, seminars, printed materials, digital materials, web or social media appearance, giveaways, etc. might also be considered ineligible for ERDF funding in case rules are only partly followed (e.g. the programme logo is used in an incorrect way – too small in size, distorted, unsuitable position or not visible due to unsuitable background, etc.).

In case the communication rules are not respected and the situation cannot be corrected, the MA/JS may cancel up to 2 % of the support[10] from the ERDF granted to the Lead/Project Partner who fails to comply with their obligations on visibility, transparency and communication. The financial cuts will be applied to the concerned partner(s) and take into account the principle of proportionality.

4 SUPPORT FROM THE PROGRAMME

IP SI-HU has a Communication Strategy to support successful programme implementation. The document acts as a strategic framework and a basis for the communication of the IP SI-HU during the whole programme period 2021-2027. It forms an integral part of the programme implementation and aims to

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[10] *Art. 36 (6) of the Interreg regulation*

ensure that the programme communication is well-coordinated, effectively managed and responsive to the diverse information needs of the public. The ultimate goal should be to raise public awareness of the added value of cross border cooperation.

Therefore, the communication strategy aims at:

1. raising awareness about the Programme and also the Cohesion policy and EU funds among the general public, stakeholders, the expert public (political public), the media and project partners and highlight the role, achievements and impact of the Interreg Programme and its projects,
2. informing potential project partners about funding opportunities under the IP SI-HU.

From programme point of view, it is important to support the success of the projects through sufficient, high-quality and timely support to the (potential) project partners during preparation and implementation of projects (absorption capacity). Moreover, it is important to support applicants and project partners in the effective project implementation by ensuring well-functioning internal communication between the programme bodies to make the programme function effectively, providing applicants and project partners high-quality and timely support in all phases of the project implementation. Programme bodies are intending to create a cooperative community with the project partners to deliver encouraging support during the project implementation ensuring efficient implementation, including communication and capitalization of results. Thanks to effective cooperation with project partners, the IP SI-HU – using its own communication channels (webpage, newsletters, Facebook page, programme events, etc. – is able to promote projects' achievements, to increase the projects' capacities to communicate their achievements, to promote capitalisation activities, to enhance inter-project cooperation, and to underline the benefits of cross-border cooperation for the general public in the programme area. For this purpose, strong cooperation is needed also between programme bodies and project partners to reach the common objective of successful project implementation and promotion of results and added value. Besides the responsible contract manager in the JS, also Info Point(s) of the JS cooperate with the projects/Project Partners in communication matters.

The support may serve different purposes, such as info days, trainings, seminars, information materials, and may be used for disseminating project news, outcomes and results. Projects need to be active towards the Joint Secretariat concerning the planning and implementation of efficient project communication.

Each project is highly recommended to provide and send the following items via e-mail to si-hu.ip@szpi.hu to the Info Point(s) to ensure that the IP SI-HU programme will be able to support efficient and successful project/programme communication through its own channels (web page, social media, newsletters, etc.):

- the invitations of the events minimum 14 days prior to the event,
- at least five good quality and big size photos (preferably 2160x3840 pixels, in jpg or png) per event (right after the event but not later than 2 working days), deliverables, equipment, investments, etc. after the completion of the activity,
- the links to webpage, YouTube channel, Instagram, Facebook or any other relevant sites in case they exist and are connected to the project,

- appropriate links or any other formats of print media (newspaper article), TV or online appearance,
- short films or any audio-visual materials that have been prepared in the project.

IP SI-HU provides a sub-page on www.si-hu.eu as project website to publish information on the web. This sub-page shall be used as information platform and inform the public about contents and the progress of the project.

As highlighted in point 3.1. of this part of the Manual, one Project Partner should be appointed as the main responsible partner for coordinating the communication work in the project. The designated partner should appoint a responsible person for this task. The appointed person has the right to edit the project subpage and upload the project's results and all relevant information. The JS / Info point(s) have the right to check, edit (if needed) the uploaded content and publish the project subpages on the SI-HU website.

5 CONTACT

In case of questions concerning the Communication and Visibility guidelines and requirements, please contact the Joint Secretariat of the Interreg programme Slovenia-Hungary. Contact details are available on the webpage www.si-hu.eu in the *About us* section.