

Interreg - IPA CBC Greece - Albania



Information and Publicity

Managing Authority of European Territorial
Cooperation Programmes
Interreg IPA CBC Programme "Greece - Albania
2014 - 2020 "

www.greece-albania.eu
www.interreg.gr



Info-day, Korca, 26/02/2016

Legal Basis

- ▶ REG EU 996/2012
- ▶ REG EU 1303/2013
- ▶ REG EU 1299/2013
- ▶ REG EU 231/2014
- ▶ REG EC 447/2014
- ▶ DEC C 5482/2015
- ▶ European Transparency Initiative
- ▶ The Communication Strategy of the IPA II CBC Programme “Greece – Albania 2014–2020”
- ▶ Communication and Visibility Manual for EU External Actions

Information and Publicity Guide

- ▶ It was prepared so that all bodies involved in Projects under the IPA CBC Programme “Greece – Albania 2014 – 2020” will be in a position to comply with EU Regulations and Guidelines regarding their communication activities.
- ▶ It is designed to ensure that EU funded actions incorporate I&P activities towards awareness raising on the actions and EU support for these actions, as well as the results and impact of this support.

Information and Publicity Guide

- ▶ It establishes the conditions and procedure for the notification and disclosure of the use of the Programme's funds and for marking the objects financed by them.
- ▶ Co-funded projects enable the EU to demonstrate in a practical way how the EU impacts on the every-day lives of citizens → I&P Guide will assist the beneficiaries to achieve this goal.

Overall Aim of I&P actions

- ▶ Acknowledge the role of the EU funds
- ▶ Acknowledge the importance of the support provided by the EU
- ▶ Promote an understanding of the objectives and achievements of interventions co-funded by the EU

General Objectives of I&P actions

The I&P actions implemented in the framework of a project should aim at the following:

- ▶ **Awareness:** Highlighting the role of the EU and SF of the EU for the general public and the promotion of the added value of Community participation in the co-funded projects.
- ▶ **Transparency:** as far as access to the Funds is concerned.
- ▶ **Equal opportunities and non-discrimination:** ensuring accessibility and as far as visibility is concerned.

Programme's Name

**Interreg IPA Cross-border Cooperation Programme
“Greece – Albania 2014 – 2020”**

Use it correctly!

Programme's Logo

Interreg - IPA CBC
Greece - Albania



Project Logo

- ▶ Each project should have its own brand identity that will be used to all material/ activities/ deliverables implemented in the framework of the IPA CBC Programme “Greece – Albania 2014 – 2020”.
- ▶ There should also explicit reference to EU contribution and relevant financing sources.
- ▶ The MA/ JS shall provide the beneficiaries with respective graphic design to be elaborated.

Project Logo

- ▶ IPA CBC Programme “Greece – Albania 2014 – 2020” participates in the INTERACT initiative for a common branding in all levels.
- ▶ The Logo should be as follows:

Interreg - IPA CBC 
Greece - Albania

PROJECT ACRONYM

- ▶ Reference of EU and sources of financing

The Project is co-funded by the European Union and by National Funds of Greece & Albania



Marking of objects

- ▶ All projects or activities financed by the Programme funds should be marked with the Project/ Programme and EU logo, including:
 - Buildings
 - Events
 - Machinery
 - Equipment
 - Publications, any type of documents
 - Information and advertising material
 - Digital information carriers and material
 - Television shows, articles and other texts in a technically possible and suitable manner
 - Advertisements in print or digital media
 - Souvenirs

Marking of objects

- ▶ The logo must be placed on all documents and certificated to be distributed during implementation or as a result of a project to participants or to the public.
- ▶ All information and communication material (newsletters, brochures, leaflets, pamphlets) must contain a clear indication of EU participation on the title page.
- ▶ Publications should include reference to the body responsible for the content.

Marking of objects

- ▶ On digital information carriers the logo is placed on the front page, in introductory scene/ picture and also in the packaging.
- ▶ The beneficiaries are obliged to send any I&P material to the Communication Officer of the JS and/or MA.
- ▶ The use of the EU emblem only is recommended in case of small promotional objects, where space is limited.

Marking of objects

- ▶ The logo must be placed on an object financed from or completed with the help of Programme funds.
- ▶ Constructions or other activities: immediately after the starting of the activities.
- ▶ Event: location must be marked for the whole duration of the event.

Marking of objects

- ▶ The marking must be legible and correct for at least 5 years after the last eligible date of project activities.
- ▶ In case the marking is damaged before the period of marking expires, the Project Beneficiary must be replaced.
- ▶ Project beneficiaries have to retain sample copies of material, advertisements or other similar objects or photos or other evidence to prove correct marking.

Means for marking objects

▶ Sticker

- Small objects → 50x20mm
- Larger object → 120x50mm

▶ Information sign

- Buildings, rooms, facilities, etc. rented, purchased, built, renovated or furnished with the help of Programme funds
- 220x150mm
- In case of infrastructure or construction with total budget below 500.000,00 €

Means for marking objects

► Billboard

- Infrastructure or construction with total budget larger than 500.000,00 €
- Set in a place visible by the public, close to the object
- Logo of the programme will cover at least 25% of the billboard
- Minimum size 1500x1000mm
- Must be made of durable and waterproof material

Means for marking objects

▶ Board of gratitude

- Acquiring an object or financing infrastructure or construction object with total budget larger than 500.000,00 €
- Six months after acquiring the object or completing the works
- The billboard will be replaced with a board of gratitude within 6 months after completing the works

Means for marking objects

- In a visible place located on the object, in close vicinity or at a location connected to it
- Logo will cover at least 25%
- Completion date
- 700x450mm
- Must be made of durable and waterproof material in case of outdoor use
- Must be retained at least 5 years after the project closure

The logo must be always visible!!

Mandatory I&P outputs

- ▶ Project Communication Plan
- ▶ Development of a project website
- ▶ At least 1 publication (brochure, booklet) with the results of the project
- ▶ Organisation of 1 final public event

Project Communication Plan

- ▶ Detailed, internal plan for Information & Publicity
- ▶ Immediately after the project is approved
- ▶ In English
- ▶ Should be submitted to the JS with the 1st Progress Report
- ▶ Template available in Annex III of I&P Guide

Project Website

- ▶ Shall be launched within the first 6 months after Subsidy Contract is signed.
- ▶ Shall remain online at least 2 years after project's closure.
- ▶ Shall be launched at least in the Programme's official language (English).

Project website

- ▶ Should provide information on the project:
 - Project content
 - Duration
 - Budget
 - Partnership
- ▶ It is suggested to run under its own domain (eg www.projectname.eu).
- ▶ It shall not be part of an institutional website.

Project Website

- ▶ The Interreg Project Logo + textual reference to the sources of financing must appear in the homepage (front page) of the project website.
- ▶ Disclaimer on the bottom:

This webpage has been produced with the financial assistance of the European Union. The content 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.

Project Website

- ▶ Availability of at least to links of the following websites:
 - The Programme's website: www.greece-albania.eu
 - The website dedicated to the EU Regional Policy: http://ec.europa.eu/regional_policy/index_en.htm
 - The institutional websites of the beneficiaries (if applicable)

Project result booklet

- ▶ At least one leaflet/ booklet, including and spreading the project results
- ▶ At least in Programme's official language (english)
- ▶ Logo + textual reference for financing sources (cover page or back page)
- ▶ Disclaimer:

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Public final event

- ▶ A public final event should be held at least the in the Programme's official language.
- ▶ Inform the target groups on the results achieved during project implementation.
- ▶ Logo and textual reference to financing sources should appear in all documents, publications, presentations or other material available during the event.

Non-mandatory outputs

- ▶ Media relations
 - Highly recommended and expected
 - Essential tool for reaching the general public
 - Project newsletter
 - Production of gadgets & promotion material
 - Promotional film or picture presentations
 - Photos
 - Radio spots, etc
- ▶ Social media
 - It is very demanding
 - Strong commitment from beneficiaries' side

Application of Visual Identity Elements

Leaflets & Brochures

- ▶ Interreg Project Logo
- ▶ Textual reference to the sources of financing with the flags of EU and the two participating countries
- ▶ Disclaimer that “The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”.

Stationary Sets

- ▶ Includes: letterheads, envelopes, business cards, folders, etc.
- ▶ Interreg Project Logo
- ▶ Textual Reference to the sources of financing with the flags of the EU and the two participating countries
- ▶ In case of a very small surface, the use of the EU emblem only is expected.

Event/ Promotinal materials

- ▶ Includes: Posters, banners, roll-ups, pop-up stands, t-shirts, caps, pens, bags etc.
- ▶ Interreg Project Logo
- ▶ Textual reference to the sources of financing with the flags of the EU, the participating countries and the Managing Authority

Newsletters/ Press Releases/ Announcements

- ▶ Interreg Project Logo
- ▶ Textual reference to the sources of financing with the flags of EU and the two participating countries
- ▶ Disclaimer that “The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”.

Notices of Competition Calls for Tenders

- ▶ Interreg Project Logo
- ▶ Textual reference to the sources of financing with the flags of EU and the two participating countries

Radio Spots

- ▶ Verbal transmission of the phrase: The Project is co-funded by the European Union and by National Funds of the countries participating in the Interreg IPA CBC Programme “Greece – Albania 2014 – 2020”.
- ▶ In case the radio spot is transmitted in the official language of one of the participating countries, project beneficiaries are requested to consult the JS Communication Officer beforehand for translation-related guidance.

Photos

- ▶ “Before” and “after” photos (where applicable)
- ▶ Those which best illustrate the project
- ▶ Illustrate the essence of the project
- ▶ Contain – where possible – programme and project logos in background
- ▶ Include a caption
- ▶ Mention the name of the organisation or person that owns the copyright of the picture

Gender Equality/ Non-discrimination

▶ Non-discrimination:

- Prohibition of any discrimination based on any ground such as sex, race, colour, ethnic or social origin, genetic features, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation.
- Ensure that disabled people can access the communication channels and that there are no barriers that prevent this.
- Accessibility of venues
- Accessibility of information material
- Accessibility of information on the web

Social Responsibility

- ▶ Integrate social and environmental concerns in their project implementation
- ▶ Sustainable event management:
 - produce an event with particular concern for environmental, economic and social issues.
 - Socially and environmentally responsible decision making into the planning, organisation and implementation of – and participation in – an event.

Partner Search Facility

Partner Search facility is available at website of the Programme.

Project Idea Form → an excel file → the beneficiaries fill it in → send it to JTS email: jts_gral@mou.gr → the Project Idea is included in the Project Ideas List!

Project Idea List → All project ideas received by the JTS will be included in the List! The Project Ideas List will be updated once a week, if there are any additions!

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Thank you for your attention!