

Interreg - IPA CBC Greece - Albania



INFORMATION & PUBLICITY GUIDE

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



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1 INTRODUCTION

Co-funded Projects enable the EU to demonstrate in a practical way how the EU impacts on the everyday lives of citizens. Within this framework the European Territorial Cooperation (ETC) budget across the European Union amounts to €10,1 billion for the Programming Period 2014-2020¹.

This guide was prepared so that all bodies involved with Projects funded by the Interreg IPA II Cross-border Cooperation Programme “Greece – Albania 2014 – 2020”, co-funded by the European Union and national funds of Greece and Albania will be in a position to comply with EU Regulations and Guidelines regarding their communication activities. Correctly applying the EU logo and complying with the information and publicity requirements is a key element in the successful promotion of EU funding.

This manual has been designed to ensure that actions that are co-funded by the European Union (EU) incorporate information and communication activities designed to raise the awareness of specific or general audiences for the co-funded actions and the EU support for these actions in the country or region concerned, as well as the results and the impact of this support.

The manual mainly covers the way the EU identity should be promoted. It sets out requirements and guidelines for briefings, written material, press conferences, presentations, invitations, signs, commemorative plaques and all other tools used to highlight EU participation in projects/interventions. In addition, it offers tools designed to enable the development of a dynamic communication strategy that will highlight the achievements of EU support to co-funded interventions.

This manual contains requirements for all beneficiaries and implementing beneficiaries under contracts and financing agreements, whether signed by the European Commission or by any other Contracting Authority. In all other cases the manual is only designed to provide guidance, unless otherwise stated. In all cases the provisions of specific contracts, financing agreements prevail.

¹ http://ec.europa.eu/regional_policy/index.cfm/en/policy/cooperation/european-territorial/

Over and above the basic elements of visibility and information, and bearing in mind the context of every action, Project beneficiaries and contractors are encouraged, where the available budget and resources permit, to develop a communication and visibility plan that will highlight in a dynamic way the impact of the EU support on the eligible area. This may require the engagement of outside expertise.

2 LEGAL BASIS

The following documents have been taken under consideration for the drafting of the present Handbook:

- Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002;
- Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006;
- Regulation (EU) No 1299/2013 of the European Parliament and of the Council of 17 December 2013 on specific provisions for the support from the European Regional Development Fund to the European territorial cooperation goal;
- Regulation (EU) No.231/2014 of the European Parliament and of the Council of March 11, 2014 establishing an Instrument for Pre-Accession Assistance (IPA II);
- Commission Regulation (EC) No.447/2014 on the specific rules for implementing Regulation (EU) No.231/2014 of the European Parliament and of the Council establishing an Instrument for Pre-accession Assistance (IPA II);
- The European Commission’s Decision C (2015) 5482, by which the Interreg IPA II Cross-border Cooperation Programme “Greece-Albania 2014-2020” was approved;
- The European Transparency Initiative;
- The Communication Plan of the Interreg IPA II Cross-border Cooperation Programme “Greece-Albania 2014-2020”.
- Communication and Visibility Manual for European Union External Actions

3 BACKGROUND INFORMATION

The Information and Publicity (I&P) guidelines establish the conditions and procedure for the notification and disclosure of granting and use of the Interreg IPA II Cross-border Cooperation Programme “Greece-Albania 2014-2020” funds, and for marking of the objects financed by them. According to Article 24 of Regulation (EU, Euratom) No 966/2012, *“Any Actor implementing IPA II assistance as defined in points (a) to (c) of Article 58(1) of Regulation (EU, Euratom) No 966/2012 shall fulfil the requirements on information, publicity and transparency in accordance with Article 35(2) of Regulation (EU, Euratom) No 966/2012, and ensure appropriate visibility of the actions”*. Therefore, Project beneficiaries are required to apply all the appropriate Information and Publicity measures.

The overall aims of I&P actions with regard to EU funding are:

- To acknowledge the role of the EU Funds;
- to acknowledge the importance of the support provided by the EU; and
- To promote an understanding of the objectives and achievements of interventions co-funded by the EU.

Moreover, the general objectives of any I&P actions concerning ETC co-funded Projects should be the following:

- **Awareness:** Highlighting of the role of the European Community and the Structural Funds of the European Union for the general public and the promotion of the added value of Community participation in the co-funded Projects; and
- **Transparency:** Ensuring transparency as far as access to the Funds is concerned.
- **Equal Opportunities and non-discrimination:** Ensuring accessibility and as far as visibility implementation is concerned.

4 VISUAL IDENTITY ELEMENTS

4.1 The Programme’s name

The **Interreg IPA II Cross-border Cooperation Programme “Greece – Albania 2014 – 2020”** has been approved by the European Commission’s Decision C (2015) 5482. The correct usage use of the Programme’s name is essential in all official documents, projects’ outputs and advertising materials, as it enforces the Programme’s brand identity.

4.2 The Interreg Project Logo

The fulfillment of the requirements as set out in the following section implies a win-win situation: a clear indication of the Programme’s co-funding will let the Project’s audience know that the EU and the Programme supports the approach developed.

Please note that expenditure for I&P activities that do not comply with the requirements described below are considered as ineligible. The Programme reserves its rights to take further steps in case the requirements are violated.

All Projects or activities financed from the Programme funds have to have an explicit reference to EU contribution, including a reference to the relevant financing sources. e.g. “The Project is co-funded by the European Union and by national funds of the countries participating in the **“Interreg IPA II Cross-border Cooperation Programme “Greece – Albania 2014 – 2020”**”.

Moreover, in order to mark objects and to indicate the European Union’s contribution, all Projects or activities financed from the Programme funds have to be marked with the Programme and EU logo , including:

- Buildings;
- Events;
- Machinery;
- Equipment;

- Publications;
- 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.

The Managing Authority of European Territorial Cooperation Programmes and the JS of the Programme shall provide the beneficiaries with a graphic design (hereinafter referred to as the Logo), comprising of the flags of the countries participating in the Programme, the European flag, the Programme logo and the reference to the financing sources.

The Logo shall be used for any kind of I&P material. This includes word-, pdf-, ppt- or similar documents, as well as information made available by electronic means and audio-visual material.

The Logo must always be visible.

The beneficiaries must mark their websites or the website(s) financed from the Programme funds with the Logo, and provide information on the content of the project, the beginning and end date of the project and the amount of the Programme funds to be received.

The beneficiaries must place the Logo on documents and certificates that will be distributed during implementation or as a result of a Project to participants or to the public.

Information and communication material, such as publications (newsletters, brochures, pamphlets), must contain a clear indication of the EU’s participation on the title page. Publications should include references to the body responsible for the information content.

On digital information carriers the Logo is placed on front page, in introductory scene or picture, and also on the packaging (e.g. packaging of a CD, DVD etc.).

The beneficiaries are obliged to send any I&P Material to the Communication Officer of the JS and/ or the Managing Authority of the Programme.

The IPA II Cross-border Cooperation Programme “Greece – Albania 2014 – 2020” participates in the INTERACT initiative for a common branding in all levels. Hence, all beneficiaries will use the following Interreg Logo, adjusted to each specific project (project acronym will be added). The design file and technical details will be provided by the Joint Secretariat and will also be available at the Programme’s website for download.

Picture 1:



Reference of EU and sources of financing shall be visible in all project outputs, as follows (Picture 2):



The Joint Secretariat will provide with the specific text-flags combinations in color and grey-scale for the beneficiaries to use.

The use of the **EU emblem** (the flag of the European Union with the text European Union) only is recommended in case of small promotional objects, where space is limited.

For further instructions on the graphic standards of the EU emblem, please refer to Annex II.

5 PROJECT I&P STRATEGY

5.1 Appropriate Visibility

Communication activities should be properly planned in all Projects. Communication should focus on highlighting the role of the EU as a beneficiary and on the achievements and impact of the action, not on administrative or procedural milestones. In order to maximise the impact of communication efforts, beneficiaries must keep in mind that:

- Activities need to be timely
- Information used must be accurate
- The right audience(s) should be targeted
- Messages should be interesting for target audience(s)
- Activities should be appropriate in terms of resources spent and expected impact

However, there should also be room in any plan to seize a good opportunity. A good communication strategy reflects the ability to use unexpected opportunities for the benefit of the action will often be as important as more formal efforts and may often be free of cost. Where such opportunities arise, they should be taken up.

A budgeted communication and visibility plan should be included in the work plan of any EU co-funded action, highlighting the communication activities that need to take place at key stages in the life of the action. The funds allocated for communication activities should have been included approved Application Form. The communication budget should be sufficient to have a real impact, and reflect the size, and, consequently, the likely impact of the action.

A specific Work Package of the Application Form of the Interreg IPA II Cross-border Cooperation Programme “Greece – Albania 2014 – 2020” requires that an I&P strategy shall be laid down. Specific I&P objectives, target groups and a dissemination strategy shall be identified. Derived from this, appropriate I&P activities shall be compiled including mandatory outputs, as described below. However, the I&P actions will be proportionate to the level of funding

available. The level of detail should be tailored to the nature, extent and cost of the communication activities envisaged.

The I&P strategy shall guarantee that Information and Publicity becomes an integrated part of the Project funded under the “Interreg IPA II Cross-border Cooperation Programme “Greece – Albania 2014 – 2020” throughout its life cycle. The Beneficiaries, shall plan relevant human and financial resources and allocate the responsibilities among the partnership.

The objective of the I&P strategy shall be to increase the awareness of the general public and/or specific audiences on the Project, the Interreg IPA II Cross-border Cooperation Programme “Greece – Albania 2014 – 2020” and European Territorial Cooperation. Moreover, the transparency of the activities implemented and of the EU funds used shall be guaranteed. The implementation of an I&P strategy shall furthermore ensure that results achieved are disseminated widely and capitalised by policy makers and stakeholders in the Programming Area. Besides those general aims, each Project shall define specific objectives for its I&P strategy, according to the Project contents.

5.2 Target Groups

In order to communicate effectively, target audiences should be clearly identified in communication and visibility plans.

Depending on the objectives, the Project Beneficiaries shall identify relevant target groups. In addition, specific target groups have to be addressed by a variety of specific activities. A dissemination plan shall prove the compliance between target groups and activities.

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;
- Universities, research institutions, research community, educational organisations;

- Local, regional and national authorities;
- Economic and social partners;
- Public road/ water/ environmental management companies and authorities;
- Chambers and their members, Federations and Associations;
- Labour centers;
- Development Agencies;
- NGOs;
- Networks.

5.3 Mandatory I&P outputs

As stated above, the project’s communication plan is a strategic tool aiming to raise awareness about the project, and to disseminate its results. In addition it ensures efficient communication among project beneficiaries. Furthermore, the project communication plan should also be addressed to specific target groups such as the media and the general public, with the purpose of disseminating interesting information about the project to the wider audience.

There are four (4) mandatory I&P outputs that should be included in a project:

a) Project Communication Plan

b) Development of a Project Website

c) At least one (1) Publication (brochure/ booklet) with the results of the project

d) Organisation of one (1) Final Public Event

5.3.1 Communication Plan

Besides the description of the I&P strategy in the Application Form of the Programme, it is highly recommended to develop a more detailed, internal plan for Information and Publicity (I&P plan, communication plan etc.) immediately after the Project’s approval. This allows to further specify objectives and to tailor activities to the identified target groups, but also to manifest responsibilities and dedicated budget lines.

The communication plan should be developed in English as soon as the project starts. **The Project’s Communication Plan should be submitted to the JTS with the first progress report.**

Final Beneficiaries shall use the template available in Annex III.

5.3.2 Project website

The website shall be launched at least in the Programme’s official language² and shall provide information on the Project, its progress, deliverables and results, as well as details for Project Beneficiaries. Moreover, it shall refer to European Territorial Cooperation and the EU co-funding.

The domain name of the website shall be short and memorable. Therefore, it is suggested to run under its own Project domain (e.g. www.projectname.eu) and shall not only be part of an institutional website (e.g. www.ministry-environment.gr/department-for-water/research-andprojects/project-name/html).

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. Please communicate the website’s expiry date to the Joint Secretariat (JS) early in advance, so that the Programme can collect/ upload relevant Project results on the Programme website.

The project’s website shall include a **short description of the Programme**. The text for this use shall be discussed and approved by the JS.

The Interreg Project Logo (picture 1), together with the textual reference to the sources of financing (picture 2) must appear on the homepage (front page) of the project’s website.

There is also a need for a **disclaimer on the bottom** of the homepage that the material on the website does not necessarily reflect the official position of the EU, the Managing Authority and the participating countries. This disclaimer should include the following: *This webpage has been produced with the financial assistance of the European Union. The content of the webpage are*

² The official language of the Programme is English. However, in addition to English, Greek and Albanian may be used for the better promotion of the project.

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: 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)

Beneficiaries are advised to publish in the project website any procurement related to the implementation of the project.

5.3.3 Project result booklet

At least one leaflet/ booklet, including and spreading of the Project results, shall be published.

This leaflet/ booklet shall be (at least) in the Programme’s official language, i.e. English.

The cover page should contain the Interreg project logo. The textual reference to the sources of financing with the flags of EU and the two participating countries must appear either on the cover page or the back page.

The following disclaimer must be included: *The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority.*

5.3.4 Public final event

A public final project event should be held in at least in the Programme’s language, i.e. English and it shall inform the target groups about the results achieved during the project implementation. It is recommended to link this activity with media communications (e.g. press release, press conference). Again, the Interreg project logo, as well as the sources of financing should appear on all documents, publications, presentations, or other materials made available during the event.

5.4 Non – mandatory I&P outputs

5.4.1 Media relations

In addition to the outputs above, further outputs in the field of media relations are highly recommended and expected. The communication with and via the mass media is an essential tool for reaching the general public. Many potential activities can be chosen such as press releases, press conferences or press (field) trips, public relations campaigns, paid articles and ads, direct contacts and interviews etc. In order to set the basis for an effective media communication, it is recommended to set up a contact database of relevant contact persons/ journalists at the Project start.

Further communication activities shall be tailored according to I&P objectives, target groups and Project contents, such as:

- Project newsletter;
- Production of gadgets (e.g. pens, bags etc) and promotion materials (e.g. posters, banners etc);
- Promotional film or picture presentations;
- Photos; (preferably before and after” pictures to document the progress of projects and relevant events)
- Radio spots; etc.

As a general rule, gadgets shall be suitable for and correspondent to an identified target group.

5.4.2 Social Media

Apart from the traditional methods and techniques of communication, the Internet offers an array of modern opportunities to promote the projects: the so-called social media e.g. Facebook, Twitter, LinkedIn, Google+, Youtube, Pinterest etc. If the beneficiary’s scheme decides to include in the communication strategy the use of social media, then a specially designed strategy must be developed according the needs of each platform since each platform requires

different techniques. If the beneficiaries decide the use of Social Media, then they must also draft an operational plan for implementing the communications for this medium. Based on previous experience, there were numerous examples of projects which their beneficiaries included the use of Social Media in their Communication Strategies only to find out soon that it was difficult to maintain implementation of communications over time. Thus, the use of Social Media is strongly recommended, only in cases where there is a strong commitment from the beneficiaries’ side.

Please note that the Project’s background and co-funding sources shall be highlighted in any I&P action (e.g. printed material such as press releases, publications, but especially activities with no visible output such as radio or TV interviews etc.).

5.5 Mainstreaming gender equality and non-discrimination in the projects’ I&P Strategy

The objective of non-discrimination refers to the prohibition of any discrimination based on any ground such as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation. Article 19 of the Treaty on the Functioning of the EU provides the legal base for EU legislation combating discrimination. Moreover, Article 7 of Regulation 1303/2013 refers to the promotion of equality between men and women and non-discrimination.

Besides the legal obligations, there is a strong economic argument, also linked to the achievement of the Europe 2020 targets, to work towards a more equal and diverse society as demonstrated by a wide range of studies, including by the OECD.

Hence, mainstreaming gender and non-discrimination on project level and particularly in communication strategy is a key factor in successful dissemination of project results.

In particular, accessibility is ensuring that disabled people can access the communication channels (website, promotional material, venues etc.) and that there are no barriers that

prevent this. In other words, making something accessible means providing alternative means (formats or options) to access what’s on offer if the “standard” offer is not accessible.

The best way to embed inclusive communications across the project lifecycle is to develop an inclusive communication policy that clearly sets out a commitment to inclusion. 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 beneficiary 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:** Many of the suggestions presented to make printed materials more readable and comprehensible can also be applied to documents that are presented on the World Wide Web. Multi-media files on the Web can help reinforce the printed words. For example, an audio version can be provided, where the words are read aloud.

Beneficiaries need to keep the project website simple and clear. It is advised that the website is accessible according to Web Accessibility Initiative (WAI) guidelines of the World Wide Web Consortium (W3C). To help with navigation, use simple icons/colors to identify elements of the site or pages to be accessed. Keep navigation tools in the same place on each page. Consistency in design will guide the visitor.

5.6 Incorporating corporate social responsibility in the projects’ I&P strategy

Project beneficiaries shall integrate social and environmental concerns in their project implementation, I&P execution and in their interaction with their stakeholders and target groups.

By way of illustration, sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic and social issues. Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation of, and participation in, an event.

For example, large events usually require a large amount of marketing, which would include aspects such as media, communication, public relations and the associated production. It is an important aspect of an event, but should also be done responsibly, as it contributes to the event’s environmental footprint. Using cloud based services, mobile conference apps, and digital event displays, the majority of the printed event documentation can be provided in digital formats. Offering paperless events not only reduces the conference footprint but is convenient for attendees.

Similarly, the environmental impact can be reduced when an appropriate venue is selected with easy access by the participants and organizers. It also has to be as easily accessible as possible by public transportation. Also, larger places require larger amounts of energy for cooling, heating, illuminating, etc. For this reason, to overestimate the dimension of the building requirements will considerably affect the use of resources. The size has to be in accordance with the number of attendants.

In the same logic, and in response to the new circumstances caused by the refugee crisis, project beneficiaries shall directly or indirectly link their I&P strategies to this.

6 MARKING OBJECTS AND EVENTS

6.1 Beginning and duration of marking objects and events

The Logo must be placed on an object financed from or completed with the help of the Programme funds immediately after acquiring or completing the object, except for objects on which the Logo has been placed already during production.

In case construction or other activities are carried out within the Project, the object must be marked with the Logo immediately after starting the activities.

In case of an event, the location where the event is hosted must be marked with the Logo and with the EU flag for the duration of the event.

The marking of objects must remain legible and correct for at least five years after the last eligible date of the Project activities. Project Beneficiaries have to retain a sample copy of I&P materials, advertisements and other similar objects to prove correct marking. In case of activities, the Project Beneficiaries have to retain photos or other evidence, which proves marking of events.

In case marking of the use of the Programme funds is damaged before the period of marking expires, the Project Beneficiary must replace it.

6.2 Means for marking objects

The Project Beneficiaries must mark the objects financed from the Programme funds with a sticker, information sign, billboard or board of gratitude with the Logo, or place the Logo on the object during production, according to the nature of the object and the conditions prescribed in this guide.

6.2.1 Sticker

The Project Beneficiaries are recommended to mark the objects financed from the funds of the Interreg IPA II Cross-border Cooperation Programme “Greece – Albania 2014 – 2020” with a sticker of the Logo as follows:

- Small objects (office equipment, furniture items, smaller means of work etc) with a sticker of approximately 50×20 mm;
- Larger objects (vehicles, equipment etc.) with a sticker of approximately 120×50 mm.

Stickers on the objects may not be used, in case there is an information sign in the same room as the object(s) financed from the Programme funds, concerning the co-financing of all objects/material in the room in total. Additionally, stickers may not be used in case the Logo has been placed on the object(s) during production. In this case, the JS is to decide on the means of marking the object(s) or on minimum measures of marking an activity.

Stickers must remain legible and correct for at least five years after the last eligible date of the Project activities. In case stickers are damaged or wear out the Project Beneficiary must replace them.

Templates for stickers will be provided by the JS.

6.2.2 Information Sign

If any buildings, rooms, facilities or other similar objects are rented, purchased, built, renovated or furnished with the help of the Programme funds, and placing a billboard or board of gratitude is not required, an information sign with the Logo must be placed in a visible location in these buildings, rooms, facilities or in a place related to these. In case of the information sign, separate stickers do not have to be used to mark single objects.

Minimum measures of an information sign should be approximately 220×150 mm.

The recipient of the Programme funds may mark the objects financed from the Programme funds differently from the requirements given above by co-ordinating this with the JS in advance.

In case of infrastructure or construction with total budget below € 500.000,00 installed information signs must remain legible and correct for at least five years after the last eligible date of the Project activities.

6.2.3 Billboard

If the total budget in financing an infrastructure or construction object is larger than € 500.000,00, a billboard will be set up in the location of the object.

The billboard must correspond to the following conditions:

- The billboard should be set up in a place visible by the public that is in close proximity to the object to be acquired or built;
- The Logo of the Programme will be placed on the billboard and it will cover at least 25% of the area of the billboard;
- Minimum measurement of the billboard should be approximately 1500x1000 mm;
- The billboard must be made of durable and weatherproof material in case of outdoor use;
- It is also permitted to put Logos of other authorities connected to completing or financing the object and any other additional information regarding the object on the billboard.

6.2.4 Board of gratitude

In case the total budget is larger than € 500.000,00 when acquiring an object or financing an infrastructure or construction object, the Project Beneficiary must install a board of gratitude at the location of the object within six months after acquiring the object or completing the works. Public contribution includes the Programme funds, and co-financing by public and public equivalent bodies.

In case of financing an infrastructure or construction object, the Project Beneficiary will replace the billboard with the board of gratitude within six months after completing the works.

The board of gratitude must correspond to the following conditions:

- Board of gratitude will be set up in a visible place that is located on the object, in close vicinity or at a location connected to it;
- The Logo will be placed on the board of gratitude and it will cover at least 25% of the area of the board of gratitude;

- Completion date of the object will be given on the board of gratitude;
- Minimum measures of the board of gratitude should be approximately 700x450 mm.
- The board of gratitude must be made of durable and weatherproof material in case of outdoor use.
- The installed board of gratitude must be retained at least until 5 years after the project closure.

7 Application of Visual Identity Elements in Projects

The required visual identity elements of the Programme will be placed in a central and visible position (for publications: cover pages, for electronic/audio-visual material the principles shall be applied by analogy). Below there are specific requirements for the most common I&P measures.

7.1 Leaflets and Brochures

Leaflets and brochures should contain at least the following;

- The 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”.

7.2 Stationary Sets (letterheads, envelopes, business cards, folders etc.)

There is no specific guidance regarding the format or size of stationary sets. However, they should contain at least the following;

- The Interreg project logo
- Textual reference to the sources of financing

In case, it is impractical on small surfaces to use the Interreg logo and the textual reference to the sources of financing with the flags of EU and the two participating countries, the usage of the EU emblem only is expected.

7.3 Event materials (Posters, Banners, Roll-up, Pop-up stands etc.)

The beneficiaries who organise or participate in events such as conferences, fairs and exhibitions in the framework of co-funded operations, should contain at least the following on all event materials;

- The Interreg project logo
- Textual reference to the sources of financing

7.4 Newsletters/ Press Releases/Announcements

Newsletters will be issued when specified in the communication strategy of the project. Newsletters can be mailed in electronic form or be posted on the project’s website. The newsletter should contain at least the following;

- The Interreg project logo
- Textual reference to the sources of financing
- Disclaimer that “The views expressed in this <...> do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”.

7.5 Press Releases/Announcements

Press releases/announcements will be issued when specified in the communication strategy of the project. Templates for press releases/announcements may vary according to the subject covered, but they should contain at least the following;

- The project logo and slogan
- The EU emblem with the phrase “This project is funded by the European Union”
- Disclaimer that “The views expressed in this <...> do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”.

7.6 Notices of Competition/Calls for Tenders

Each Notice of Competition/Call for Tenders shall at least include the following elements;

- The Interreg project logo
- Textual reference to the sources of financing

7.7 Radio spots

Each radio message/ spot should at least include the following element; Verbal transmission of the phrase “The project is co-funded by the European Union and by National Funds of the Participating Countries participating in the Interreg IPA II 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.

7.8 Promotional items

Promotional items (such as T-shirts, caps, pen etc.) should be distributed when specified in the communication strategy of a project. The promotional items should be clearly identified with the Programme’s logo and slogan and the European Union’s emblem. On certain promotional items (e.g. pens, key-holders), where it is not possible to include all information, at least the EU flag should appear. Before taking any decision on the production of such items, the JS Communication Officer should be consulted.

7.9 Photos

Beneficiaries who implement projects should take (where applicable) “before and after” pictures to document the progress of projects and relevant events.

The pictures chosen should;

- be those which best illustrate the project

- either illustrate the essence of the project or be of an important person involved in the project
- contain, when possible, the project and programme logos in the background
- include a caption
- mention the name of the organization or person that owns the copyright alongside the picture

The JS may require from project beneficiaries to send electronically or by post duplicates of the photos.

8 Further Support by the Programme

The final beneficiaries are asked to inform the JS /Managing Authority on public project events. If possible, the JS or the Managing Authority will participate to these events and offer promotion material (e.g. Programme banners or posters). Communication trainings and tool kits will be offered during project implementation.

Please do not hesitate to contact the Joint Secretariat or the Managing Authority if you need any assistance for your communication activities.

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9 ANNEX I: The communication matrix: How and when to communicate what to whom?

Communication should occur throughout the life cycle of the action and should be timely.

Communication and visibility efforts should be used to announce and accompany key milestones. In order to tailor visibility activities both to the specific stages of the action (or of the project cycle) and to the target population, the matrix below can be used. This matrix outlines the types of visibility activity appropriate to the various stages of the life cycle of an action.

It should be noted that the stages of the project cycle set out in the matrix are proposed for the purpose of planning only. They are not intended to be the focus of the communication activities; the focus should be achievements and impact. The matrix is intended as a flexible tool and may be updated and adapted at any stage of the action, if necessary.

The scope of the visibility matrix goes beyond the scope of individual contracts, contribution agreements or financing agreements (it also covers programming, identification, appraisal, financing, evaluation and audit). Although it is useful in the context of drafting communication and visibility plans it should be clear that not all activities proposed under the visibility matrix can be funded in the context of specific contracts, contribution agreements or financing agreements.

	Programming	Identification	Appraisal	Financing	Implementation	Evaluation & Audit
Communication objective	Announce EU support	Information on action status	Information on action status	Highlight amount of EC support, and context	Awareness raising	Demonstration of impact
Responsibility	Beneficiary	Beneficiary	Beneficiary	Commission/ Beneficiary	Beneficiary	MA/ Beneficiary
Type of key message	“The world’s biggest donor at the service of the Millennium Goals”	"More, better, faster – Europe cares"	"The EU and <beneficiary>- delivering more and better aid together"	“The world’s biggest donor at the service of the Millennium Goals”	“Cooperation that Counts”	"The EU delivers"
Most appropriate tools	Press conferences, events, interviews	Information campaign	Information campaign	Press conference	Events, site visits, TV and radio spots, high level visits	Videos, reports
Beneficiary population	Press conference following pledge	Information campaign to accompany visit of identification	Inform via the media on selection of beneficiary	Inform via the media when financing is confirmed	Information campaign, photo opportunities, (joint) high level visits to	Make key results publicly available Work with the media to show the impact on

		mission			mark milestones	the ground
EU institutions and international community	Press conference following pledge	-	-	-	Information campaign, photo opportunities, (joint) high level visits to mark milestones, joint presentations, thematic events	Make key results publicly available & broaden to include key strategic messages
European citizens	Press conference following pledge	-	-	Inform via the media, if appropriate Work with specialist press Thematic events	Photo opportunities, (joint) high level visits to mark milestones, broad awareness raising campaigns, thematic events	Inform via the media, if appropriate Make key results publicly available and broaden to include key strategic messages

10 ANNEX II: How to use the EU emblem

10.1 Symbolic description & Regulation colours

The logo has 12 stars. There is no correlation between the number of countries in the EU and the number of stars. The use of the colours is strictly regulated. Therefore, the emblem is in the following colours:

PANTONE REFLEX BLUE for the surface of the rectangle.

PANTONE YELLOW for the stars.



The international **PANTONE** range is very widely available and easily accessible even for non-professionals.

Four-colour process

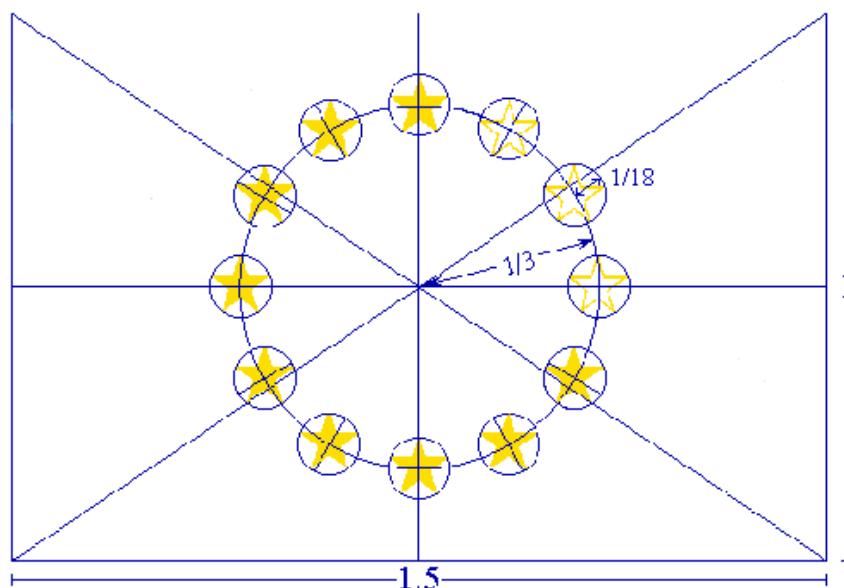
If the four-colour process is used, it is not possible to use the two standard colours. It is therefore necessary to recreate them by using the four colours of the four-colour process. The **PANTONE YELLOW** is obtained by using 100% "Process Yellow". By mixing 100% "Process Cyan" and 80% "Process Magenta" one can get a colour very similar to the **PANTONE REFLEX BLUE**.

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).

10.2 Geometrical description

All 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. The number of stars is invariable at 12.



10.3 Incorrect uses of the EU emblem

A frequent mistake is to use the emblem upside down. If the stars have a single point each pointing upwards the emblem is the right way up.

- The emblem is upside down



- The stars are not upright



- The stars are wrongly positioned in the circle. They must appear in the position of the hours on the face of a clock



Single colour reproduction

- If only black is available, outline the rectangle in black and print the stars in black and white



- In the event that blue is the only colour available (it must be Pantone Reflex Blue), use it 100% with the stars reproduced in negative white and the field 100% blue



Reproduction on a colour background

The emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue. If there should be no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25 of the height of the rectangle



11 ANNEX III: Communication & visibility plan template

General communication strategy

Objectives

- 1) Overall communication objectives
- 2) Target groups
 - a) Within the country(ies) of the Programme where the action is implemented
 - b) Within the EU (as applicable)
- 3) Specific objectives for each target group, related to the action’s objectives and the phases of the project cycle

Examples of communication objectives:

- a) ensure that the beneficiary population is aware of the roles of the beneficiary and of the EU in the activity
- b) raise awareness among the host country population or in Europe of the roles of the beneficiary and of the EU in delivering aid in a particular context
- c) raise awareness of how the EU and the beneficiary work together to support education, health, environment, etc

Communication activities

- 1) Main activities that will take place during the period covered by the communication and visibility plan

Include details of:

- a) the nature of the activities
- b) the responsibilities for delivering the activities

- 2) Communication tools chosen

Include details of advantages of particular tools (media, advertising, events, etc.) in the local context

Indicators of achievements

- 1) Completion of the communication objectives

Include indicators of achievement for the different tools proposed

- 2) Provisions for feedback (when applicable)

Give details of assessment forms or other means used to get feedback on the activity from participants

Human Resources

- a) Person/ days required to implement the communication activities

b) Members of the management team responsible for communication activities

Financial resources

Budget required to implement the communication activities (in absolute figures and as a percentage of the overall budget for the action)

Timeline



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