

**Interreg**



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the European Union

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# Communication and visibility requirements

**Training on Communication requirements**  
**14 March 2025 Giulia Frattini**





# 1. Reference Documents

## Programme documents:

- [1° Call Programme Manual](#)
- [Project Brand Book](#)



**SUPPORT** → **How to implement your project**

## EU Legal Basis:

- Interreg Regulation (EU) 2021/1059, art.36



## 2. What the Programme provides:

- Project logo
- Project Poster
- Project website



# 3. Project Logo and graphic elements

## PROJECT LOGOS



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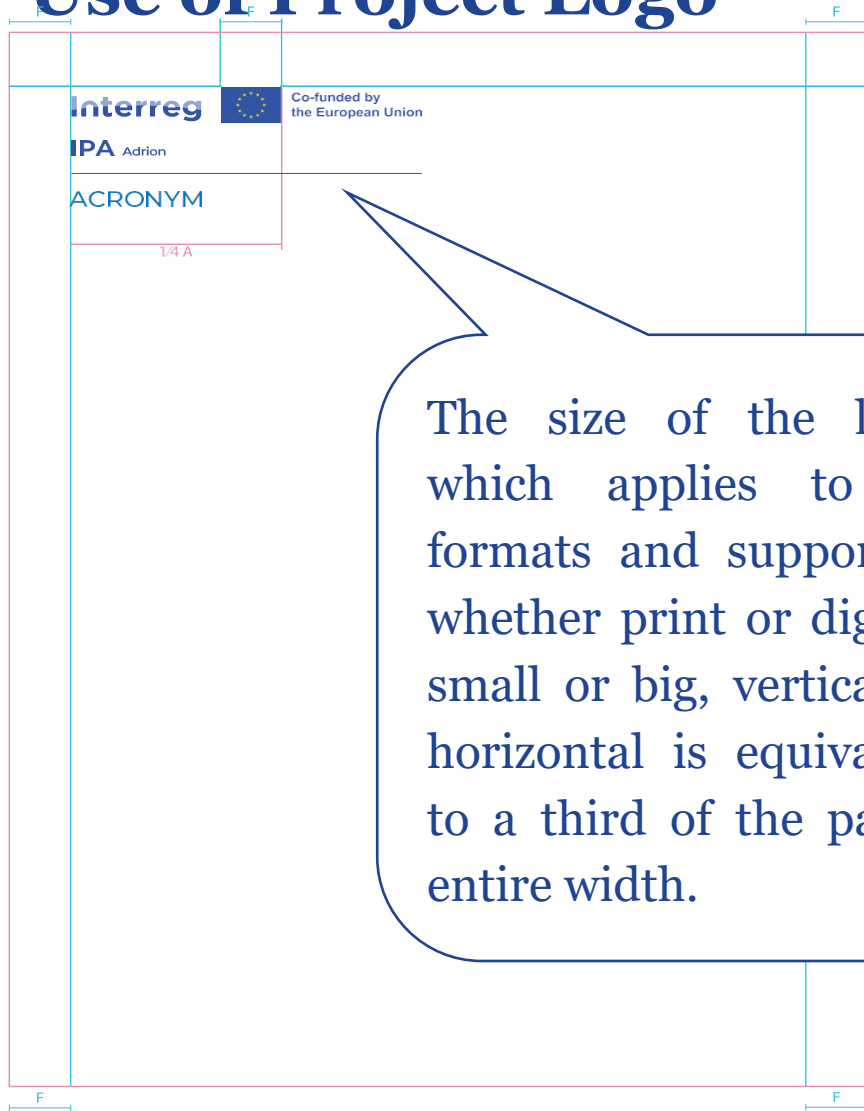
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## INTERREG PROGRAMME PRIORITY





# Use of Project Logo



The size of the logo, which applies to all formats and supports - whether print or digital, small or big, vertical or horizontal is equivalent to a third of the page's entire width.

Do not distort, stretch, slant or modify the logo in any way.

Don't rotate the logo



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## Combination with other logos

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If other logos are displayed in addition to the project logo, the project logo has to be placed on the same page (or surface) as the other logos. In this case, all other logos displayed on a same page (or surface) cannot be bigger than the European Union flag emblem (which is part of the project logo).

In case you need to display other logos in a bigger size, an extra logo of the EU emblem (flag) can be added as long as its size is equal or bigger than the one of the other logos.



# Project Poster (art.36 Interreg Reg)

To properly inform the public, at the beginning of project implementation, each project partner has to place at least one poster of minimum size A3 at a location readily visible to the public, like the entrance area of a building. The poster can also be displayed on screens in electronic format in a visible place to the public.



# Art. 36 Regulation (EU) 2021/1059

## Visibility of Interreg operations on Partner's official websites

All project partners must provide information about the operation on their organisations' official websites, where such sites exist, and on their social media channels. The publication of such information does not necessarily need to be displayed in the homepage of the institutional website. However, the dedicated webpage or section of the institutional website must be visible and easily reachable, providing with at least the following information:

- Short description including project aims and results;
- Project logo
- EU financial support received
- Link to the project website address hosted by IPA ADRION





# Statement on the Interreg support

In addition to the project logo, a statement highlighting the support from an Interreg fund shall be displayed in a visible manner on all documents and communication material intended for the general public or for participants to projects events or activities. There are no fixed sentences in this respect, as the most important aspect is that you state that the project is co-funded by the European Union through the Interreg IPA ADRION programme. This sentence is an extra reference to the text included directly in the project logo “Co-funded by the European Union”.





# Plaques or Billboards

Publicly displaying plaques or billboards as soon as the physical implementation of an Interreg operation involving physical investment or the purchase of equipment starts, when the total cost of the operation exceeds **EUR 100.000**

## Responsibility:

Installation must be carried out by project partners who invest in physical investments or equipment.

## Timing of Installation:

Plaques or billboards should be installed after they are purchased.





# Promotional Materials

*Promotional materials are branded items distributed to raise awareness among stakeholders*

## Conditions for Production:

- Must appear to be **strictly necessary** for project communication activities
- Clearly serve the objectives of the project communication strategy and reach target groups
- Products must be designed and developed in an environmentally friendly way.



# Promotional Materials Compliance and Approval

*All promotional materials should comply with the guidelines of the European Commission.*

All items must be branded with the **project logo**

Promotional materials cannot be produced for commercial purposes or display any commercial logos

The JS offers support to evaluate all communication activities before final production to avoid potential budget cuts

**✗** Costs of gift are not eligible.



# Financial consequences linked to communication

Projects risk financial consequences when they disregard EU communication rules and programme branding requirements.

## **Remedial Actions:**

• Before applying financial measures, the managing authority must allow the beneficiary/final recipient to implement remedial actions.

**The JS offers its support to check the correctness of communication deliverables developed before their final product to avoid the risk of budget reductions.**

## **Risk of Financial Consequences:**

- If remedial actions are not taken, the managing authority may cancel up to 2% of the co-financing granted to the beneficiary concerned.
- Financial cuts can be applied to the partner(s) concerned and will consider the principle of proportionality.



**Fill out the form with the name of the project communication officer:**

<https://docs.google.com/spreadsheets/d/1QTGcCKuTkJo9zy-mbRaa23YBPAYfYYm1OWXyM89SXOU/edit?gid=0#gid=0>

