

INTERREG NEXT BSB PROGRAMME FICHE

COMMUNICATION AND VISIBILITY

-version November 2024¹ -

1. INTRODUCTION

Project partners have to follow the visibility requirements for all activities. In this way, project partners properly acknowledge the support received from the Programme and communicate the role and achievements of Interreg. Visibility requirements apply to all co-financed printed and digital products, publications, websites (including their mobile views), online, offline and on-site activities and events, physical investments and purchase of equipment by the project partners.

For detailed instructions and more information on how to develop communication materials, please consult the Visual Identity Manual for Interreg NEXT Black Sea Basin Programme, at <https://blacksea-cbc.net/interreg-next-bsb-2021-2027/project-toolkit/communication-and-visibility>.

In case of any concerns arising from the interpretation of the Visual Identity Manual for Interreg NEXT Black Sea Basin Programme, project partners shall consult with the JS.

2. COMMUNICATION AND VISIBILITY RULES

The **minimum visibility element** that must be included in all communication materials is the standard logo of the Interreg NEXT Black Sea Basin Programme, in the formats and colour codes specified in the Visual Identity Manual. Always use the digital logo files provided on <https://blacksea-cbc.net/interreg-next-bsb-2021-2027/programme-documents> and do not try to recreate or modify them in any way.

For the EU emblem and funding statements, project partners should take into account the technical characteristics laid down in Annex IX of Regulation (EU) 2021/1060 and visit the Download centre for visual elements at: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en.

Moreover, according to the provisions of the Grant contract (see article 10) and of the Visual Identity Manual, all project partners should acknowledge the support received from the Interreg NEXT Black Sea Basin Programme by:

1. providing on the partner's official website, or social media sites where such sites exist, a short description of the project (project's aims and results, and the Programme financial support included). The EU support will be prominently displayed within websites' dedicated section and in the description of partners' social media accounts. Information can be provided in the

¹ The Green highlighted provisions are updated, compared to the last version.

- bio/profile description to be always visible. Posts used to give regular updates on the activities and results could also feature personal stories of real end users of the project;
2. providing a statement highlighting the support from the Programme funds in a visible manner on documents and communication materials relating to the implementation of the project, intended for the general public or for participants;
 3. displaying durable plaques or billboards² clearly visible to the public, presenting the emblem of the Union, as soon as the physical implementation of a project involving physical investment or the purchase of equipment starts, or purchased equipment is installed, the total cost of which exceeds EUR 100 000. Permanent billboards or plaques should be placed on the operation site, as soon as it starts and should stay in place permanently;

TAKE NOTE!

The threshold of EUR 100 000 concerns the total cost of the project, not the actual cost of the purchase/investment.

The requirement to display a plaque or billboard for Interreg operations involving physical investments or equipment is generally aimed at ensuring transparency and visibility for the project.

The location for placing the plaque or billboard can depend on the specific circumstances and the nature of the equipment or physical investment.

If the equipment is accommodated at the project site, the plaque or billboard could be placed at a visible location within that location. If the equipment is used within a project office or workspace, consider placing the plaque or billboard in a common area or shared workspace.

4. for projects not falling under point 3, publicly displaying at least one poster of a minimum size A3 or equivalent electronic display with information about the project, highlighting the support from Programme funds;
5. for projects of strategic importance, at least one event or activity should be organised where EU-support is featured prominently. The Managing Authority and the European Commission should be notified in due time, for example at least three months ahead, to give them the possibility to attend the event. The event or activity should be accessible to media, and possible end users should be invited to take a first look at the new achievements. Such activities could also include an open day during the implementation of the project.

² For creating posters, billboards and plaques, you may use the Online Generator available at https://ec.europa.eu/regional_policy/policy/communication/online-generator_en

TAKE NOTE!

Remember that the Joint Secretariat is there to assist you with any concern regarding your communication strategy and activities.

Our recommendation is to consult the templates of the materials with the Communication officers from Joint Secretariat.

During the implementation of your project active cooperation with them can boost the results of your efforts. In this respect:

- assign a person responsible for communication and provide the JS with her/his contact data from the beginning of the project;
- deliver relevant news about the progress in the project for communication purposes. **If projects reach relevant milestones or results during their implementation that may constitute an article you want to share with MA/JS, please fill in the attached News template and send it to the Joint Secretariat;**
- share any video, photo gallery and written publication in electronic version; all foreground intellectual property, i.e. outputs created within the project must be made publicly available;
- maintain an archive with photographs, videos and media coverage about the project.

Compliance with Programme visibility rules will be checked throughout the project implementation. Projects risk adverse financial consequences if disregarding the visibility requirements. If remedial actions to comply with visibility and transparency requirements are not taken, the MA may cancel up to 2% of the support from the Programme co-financing.

As is essential to continuously improve Programme visibility and to raise awareness about its measures and results, if projects involve organizing **communication events** (inauguration and closing events, press conferences, events ensuring strong media coverage, project visits, investment opening events, open doors events, exhibitions, storytelling shows, workshops involving end users, etc), project partners should make sure to:

During the preparation phase

- inform the Joint Secretariat at least four weeks in advance about the date, venue and nature of the event,
- ensure the appropriate visibility during the event. The minimum visibility elements, as described in the Visual Identity Manual for the Interreg NEXT Black Sea Basin Programme, should always be displayed prominently on the invitations, information materials and during the event.

Regarding the audio-visual materials

- include the minimum visibility elements, as described in the Visual Identity Manual for the Interreg NEXT Black Sea Basin Programme, in any audio-visual materials and make sure they are permanently visible in the layout (using fine print, or making a reference for a few seconds at the end of the spot are insufficient),
- make sure the audio-visual materials serve solely as promotion of the project and its contribution to EU policies, excluding promotion of institutions, individuals or local political entities/activities,
- share all prepared materials with the Joint Secretariat.



With regard to promotional materials during events

- display the minimum visibility elements, as described in the Visual Identity Manual for the Interreg NEXT Black Sea Basin Programme, on all promotional materials disseminated during the events.

Social media related

- upload on social media channels the relevant information about organized events, using Programme hashtags #Interregnextbsb #InterregNEXT, #BlackSeaBasin and one of the standard hashtags #CohesionPolicy, or #Interreg,
- tag in the posts, Programme social media account: @blackseabasincbc (FB, IG and X).