INFORMATION AND PUBLICITY GUIDELINES

PART 2

Under the contractual provisions, project partners are obliged to take all necessary steps to publicise the fact that the European Union has financed the projects. However, project communications go far beyond this and can become an effective and indispensable project implementation tool.

COMMUNICATION IS AN IMPORTANT PROJECT IMPLEMENTATION TOOL:

• to communicate the existence of the project;
• to ensure communication with policy makers;
• to provide information on the performance, progress and results of the project;
• to increase the transparency of EU funding.

All communication and visibility activities should be carried out in close co-operation with the management structures of the programme (Joint Secretariat, Managing Authority, and Branch Offices). This measure aims at helping partners to use the visibility elements in a correct manner.

1. OBLIGATORY COMMUNICATION ELEMENTS FOR PROJECTS

1. Programme logo
2. Programme slogan
3. Disclaimer

Selected projects receive the files of the obligatory communication elements from the Programme upon signing the Subsidy Contract. The obligatory communication elements must be used as such and should not be recreated in any circumstances.

PROGRAMME LOGO
Features and rules of usage are elaborated in the Chapter 1 of this Manual.

PROGRAMME SLOGAN
Features and rules of usage are elaborated in the Chapter 1 of this Manual.

DISCLAIMER
The EU is not responsible for the contents of communication materials prepared by project partners, all of which must include a standard disclaimer, translated into local language(s) where appropriate.

For publications in print or electronic format:
This <publication/document/material/article> was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union.

For websites and social media accounts:
This <website/mobile application/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union.

For videos and other audio-visual material:
This <video/film/programme/recording> was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the European Union.

Versions in Hungarian, Slovak, Romanian and Ukrainian will be provided in Chapter 2 of the Visual Identity Manual.

In some cases, such as promotional materials of small size (such as sticker, or promotional accessories), it is justifiable to exclude the Disclaimer from the printed communication. However, generally, every publication that contains articulation of ideas in a form of a text, including, but not limiting to: leaflet, brochure, publication, press release, document, website, and social media pages should contain the Disclaimer.
The Disclaimer may be placed at the bottom of the back page of a single-leaf printed material, or at the bottom of the last or back cover page of a multi-page document. The Disclaimer should match the language of other obligatory elements used – the logo, the obligatory phrase on co-financing, and slogan (if applicable).

2. RECOMMENDED COMMUNICATION ELEMENTS FOR PROJECTS

1. Description of the Programme
2. Reference to the Programme website

The following communication elements are not obligatory, but highly recommended to use. Selected projects receive the files of the recommended communication elements from the Programme upon signing the Subsidy Contract. Although they are not obligatory, if used, the recommended communication elements must be used as such and should not be recreated in any circumstances.

DESCRIPTION OF THE PROGRAMME

The Programme recommends that projects use the Description of the Programme within the project communication material which requires such information, or could benefit from it. Project partners wishing to include description of the programme in a written communication, may use the following standard general statement:

The Interreg VI-A NEXT Hungary-Slovakia-Romania-Ukraine Programme is implemented within the 2021-2027 European Union financial framework, governed by EU Cohesion Policy. The Programme aims at serving the development of the Hungarian-Slovak-Romanian-Ukrainian border region and has a special commitment to catch up with the Ukrainian programme area. The Programme area consists of the following territorial units: Szabolcs-Szatmár-Bereg county and Borsod-Abaúj-Zemplén county in Hungary, Košický kraj and Prešovský kraj in Slovakia, Maramureş, Satu-Mare and Suceava counties in Romania, Zakarpattia, Ivano-Frankivsk and Chernivtsi oblasts in Ukraine.
The Programme provides EU funding for implementing common solutions to shared problems across borders to ensure resilient, green, healthy, attractive and cooperating border region. It promotes climate change adaptation, ensures equal access to health care, enhances biodiversity, culture and sustainable tourism, and cooperation between citizens, civil society actors and institutions.

Language of the Description must match the language of the material. Versions in Hungarian, Slovak, Romanian and Ukrainian will be provided in Chapter 2 of the Visual Identity Manual. Projects that choose to use the Description of the Programme are not allowed to change its content. Programme bodies may alter the Description during the Programme's lifecycle in order to make it more effective, and in that case the projects will be notified accordingly.

REFERENCE TO THE PROGRAMME WEBSITE

Project communication material may also include the reference to the Programme website: https://next.huskroua-cbc.eu/ where more information about the Programme and the relevant documents may be obtained.

3.INFO AND PUBLICITY PACKAGES

There are a multitude of communication tools available and while the choice is largely up to personal or project experience, consistency of use and willingness to try new initiatives, this guide recommends a selection of tools which work well.

We have developed an easy to understand and easy to use process that enables projects to have a certain level of professional communication in a quick and accessible way, with the necessary presence and visibility for Interreg. The approach is based on real cost items and it is very clear what is expected from the project partners to do/achieve.

Based on the type of the action, we distinguish three Info & Publicity packages of communication tools: **basic, medium and advanced.**

Type of the action	Info & Publicity package
Small scale project	choose between BASIC/MEDIUM/ADVANCED
Regular scale project (soft)	choose between BASIC/MEDIUM/ADVANCED
Regular scale project (with infrastructure)	choose between MEDIUM/ADVANCED
Large scale project	ADVANCED

SUPPORT TO PROJECT PARTNERS:

• Visual Identity Manual, Information and Publicity Guidelines,
• Workshop and/or consultancy on media-relations and external communications (how to – press releases, phrases to be used, photo/video qualities, Q&A info-sheets, etc.,
• Programme logo-packs in common digital file formats,
• Templates for digital/print usage, templates for media appearances
• Sub-page on the programme website, presenting the project and its process - the sub-page will be structured by the JS, Project partners to provide and upload materials

OBLIGATIONS OF PROJECT PARTNERS:

• **choose one package per Project partner**
• in case of **Lead partner**, deliver basic project data to the Programme website **project sub-page** in the beginning of project implementation (within one month from project start date) and further information to be uploaded and updated during implementation (timing is adjusted to project schedule)
• deliver a **closing event** with **press conference** with a guaranteed mixed local media reach (media clipping shall include radio, TV, online and possibly print media)
• produce **promotional materials**, items shall be adjusted to the project objectives (possible restriction of items TBD)

PACKAGE OPTIONS OF INFORMATION AND PUBLICITY TOOLS

BASIC / OBLIGATORY

For each project, development of the following tools is mandatory but not limited with. Templates have also been prepared (see Chapter 2 of the Visual Identity Manual):

• At least **2 press releases** that **may result** in at least 2 appearances in the referent **local online news** media – 1 in the beginning and 1 at the end of the project – within 1 month from project start and end date

• At least **2 online/offline communication actions** – e.g. kick-off event and closing conference

• At least **2 roll-up banners** (1xENG, 1xHU/SK/RO/UA) – within 3 months from project start date

• At least **1 sponsored article** in local online news media – the item must include the elements defined in the guidelines

• Use of permanent and **durable stickers** (equipment) if relevant, as per the guidelines – design to be provided by the programme

• **Visual final report** (infographic)

MEDIUM

BASIC / OBLIGATORY package included +
Based on the type of action, development of the following tools <u>might</u> be mandatory in addition to the basic package. Please check the table above.

• Open and run at least **1 social media** account/channel per project (one partner is responsible, others are admins). In duly justified cases, already existing up and running social media account can be used for project publicity. Followers of such account/channel must match the key audiences and specific groups of stakeholders that will be targeted by project communication activities.

• Regular update of social media account – at least 2 posts per month, starting in the first month of project implementation

• At least **50 professional photographs** demonstrating project activities, progress and results

• At least **2 additional** (altogether 4) timely separated press releases that **may result** in appearances in referent **local online news** media

• At least **2 local TV or radio** reports or spots (it can be 1-1 of each as well)

• At least **1 additional sponsored article** (altogether 2) in local online news media – the item must include the elements defined in the guidelines

ADVANCED

MEDIUM package included +
For Large Scale Projects, development of the following tools is mandatory. Other types of projects are encouraged but not obliged to choose this package.

• **1 short professional video** on project achievements (30-60 seconds)

• At least **2 additional** (altogether 6) timely separated press releases that **may result** in appearances in referent **local online news** media

• At least **2 additional** (altogether at least 4) **local TV or radio** reports or spots

• At least **1 additional sponsored article** (altogether 3) in online news media - the item must include the elements defined in the guidelines

• **National level radio or TV appearance** (covering at least the Programme territory) – the parameters and requirements to be defined by the Programme in the relevant guidelines

WORKS PACKAGE

Temporary billboard and permanent plaque shall be applied as defined in guidelines, in case works budget heading is applicable and it exceeds 50 000 EUR. The parameters and requirements to be defined by the Programme in the relevant guidelines.

INDIVIDUAL COMMUNICATION PRODUCTS

These products can be developed on a project's own initiative. There are no restrictions here but they must comply with the visual identity rules specified in the guidelines. Examples include project emblem, posters, advertisements, workshops, (digital) newsletters, leaflets, flyers, folders, stationary (PowerPoint template, email signature), any additional events, etc.

STRONGER FOCUS ON VISUAL COMMUNICATION

In order to make communication more attractive, we propose to communicate more visually, where possible, through short, so-called 30-60 seconds videos and infographics. Brief coverages can be made of events but also of projects and short videos that offer an insight into the project team professional activities. These videos can be easily shared via the social media channels. Infographics, in turn, allow complex and/or technical information to be communicated in a visual and simple manner.

APPOINTING COMMUNICATION MANAGER PER PROJECT

Although not mandatory, it is strongly recommended that a person be appointed who is in charge of following up and implements communications on the basis of this manual, the templates, and the guidelines. These tools should help to keep the 'workload' minimal and still set up an efficient implementation.

Checklist for Information and Publicity Tools Packages

Communication element - obligatory for all partners	Proof of delivery, necessary audit trail	Communication package BASIC	MEDIUM	ADVANCED
Promotional materials, items (merchandise) - adjusted to the project objective	in line with rules of eligibility	✓	✓	✓
2 communication actions e.g. kick-off event and **closing conference**	in line with rules of eligibility	✓	✓	✓
deliver basic project data to the Programme website's **project sub-page**	updated sub-page	✓	✓	✓
use of permanent and **durable stickers** (equipment) - if relevant	use of printed stickers – equipment photos	✓	✓	✓
visual final report (infographic)	delivered infographic report in digital format	✓	✓	✓
press release that may result in appearance in the local **online news media** from the beginning of the project	reachable article or appearance with correct references to the Programme as per the Visibility Manual	2	4	6
open and run a **social media** channel on project level	regular posts and audience development with relevant content	X	1	1
professional photographs	delivered photos with correct references to the Programme as per the Visibility Manual	X	50	50
short professional **video**	delivered video with correct references to the Programme as per the Visibility Manual	X	X	1
roll-up banners (1xENG, 1xHU/SK/RO/UA)	delivered roll-up banners in use – event photos	2	2	2
sponsored article in (at least local) online news media	reachable article or appearance with correct references to the Programme as per the Visibility Manual	1	2	3
local TV or **radio** report or spot		X	2	4
national TV or **radio** report or spot		X	X	1
Works package				
temporary billboard and **permanent plaque** in case it is relevant for works component	delivered elements in use on the spot	✓	✓	✓

4.ORGANISING COMMUNICATION EVENTS: GUIDELINES FOR OPERATIONS OF STRATEGIC IMPORTANCE

As per the Interreg Regulation (Article 36(4)(e)), partners are required to organise communication events to highlight the role of the European Union in funding their projects. These events contribute to building a positive image of the EU and raising awareness of its funding support. Below are the essential recommendations for organising such events within the Interreg NEXT HUSKROUA Programme.

Preparation Phase
1. Ensure EU Visibility:
• Prominently display the EU flag on invitations, information materials, and during the event.
2. Inform the European Commission:
• Notify the Commission at least four weeks in advance about the date, venue, and event details.
3. Involve EU Representatives:
• Include a reference to a speech by a Commission representative in the agenda where relevant.

Media Outreach
1. Press Releases:
• Prepare a press release to ensure the European dimension is highlighted.
• Explicitly reference the European Union

budget in the headline or main text, avoiding abbreviations unfamiliar to the general public.
• If a Commission representative cannot attend, request and include a quote from them.
2. Engage National Press Agencies:
• Share press releases with national press agencies to broaden coverage across partner countries.
3. Media Collaboration:
• Foster meaningful cooperation with media outlets to maximise event visibility.
Audio-Visual Materials
1. EU Funding Acknowledgment:
• Ensure a permanent and clear reference to EU funding through the EU logo in videos and materials.
2. Content Guidelines:
• Focus exclusively on the project's impact and its contribution to EU policies, avoiding promotion of individuals or political entities.
3. Sharing with the European Commission:
• Provide the Commission with access to all promotional materials for review and use.

Social Media
1. EU Funding Recognition:
• Share information about EU funding on social media channels of partners and public authorities.
2. Hashtags and Tags:
• Use standard hashtags like **#CohesionPolicy** and **#Interreg**.
• Tag the European Commission and DG REGIO social media accounts:
  Facebook: /EURegioInterreg
  X (formerly Twitter): @RegioInterreg

Consistent application of these standards across events ensures cohesive messaging, enhances the EU's visibility, and highlights the benefits of EU-funded initiatives.
These guidelines aim to improve the visibility of EU funding while supporting project partners in showcasing their achievements effectively.

Interreg NEXT Hungary – Slovakia – Romania – Ukraine
Co-funded by the European Union

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For questions, please email: info@next.huskroua-cbc.eu