

**Interreg  
Europe**



Co-funded by  
the European Union

# Lead partner **welcome webinar** Third call projects

21 JAN 2025 | 10:00 - 11:30



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# Agenda

1. Welcome & meet the team
2. Steps to come (incl. fulfilment of conditions)
3. Subsidy contract
4. Project partnership agreement
5. Communication requirements
6. Events and resources online

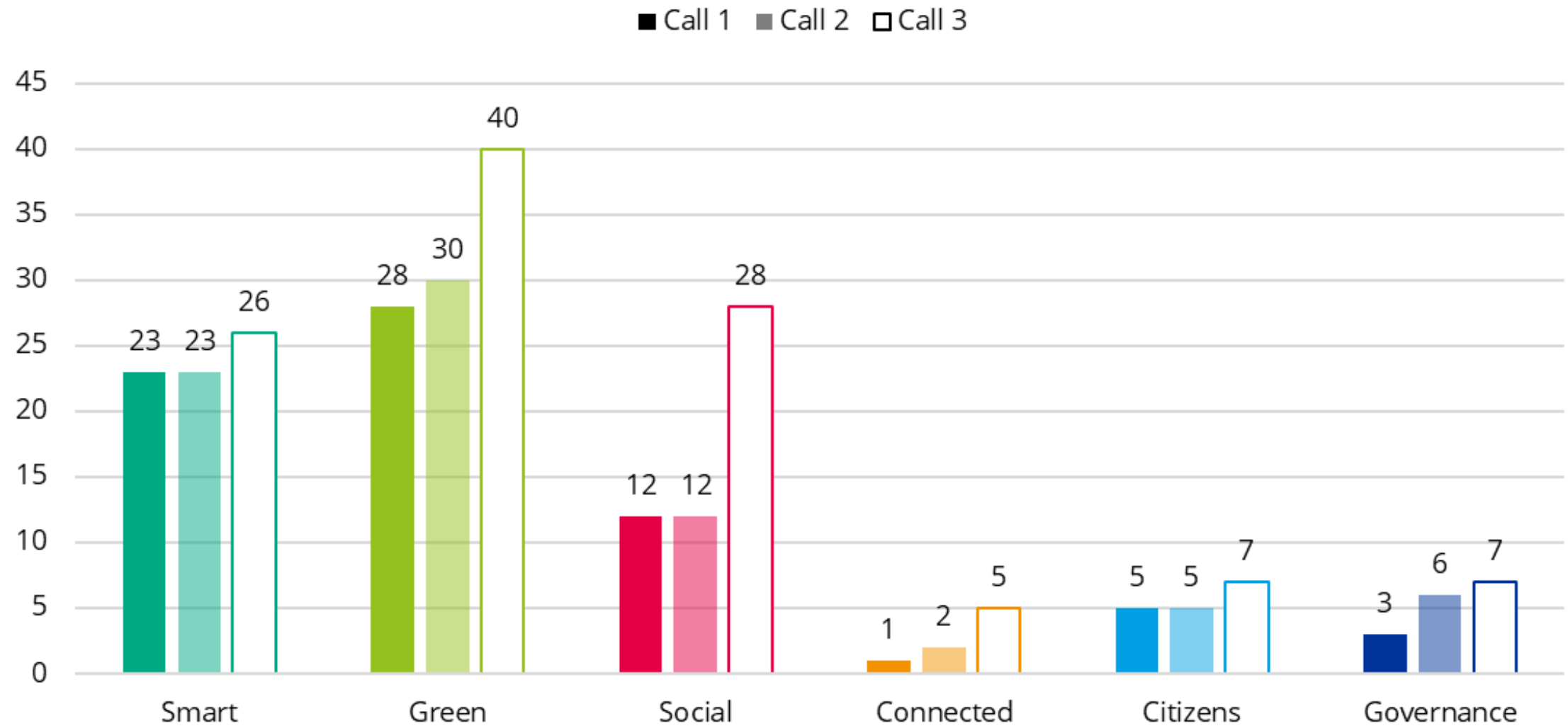
Welcome to  
**Interreg Europe!**

# Call 3 success rates

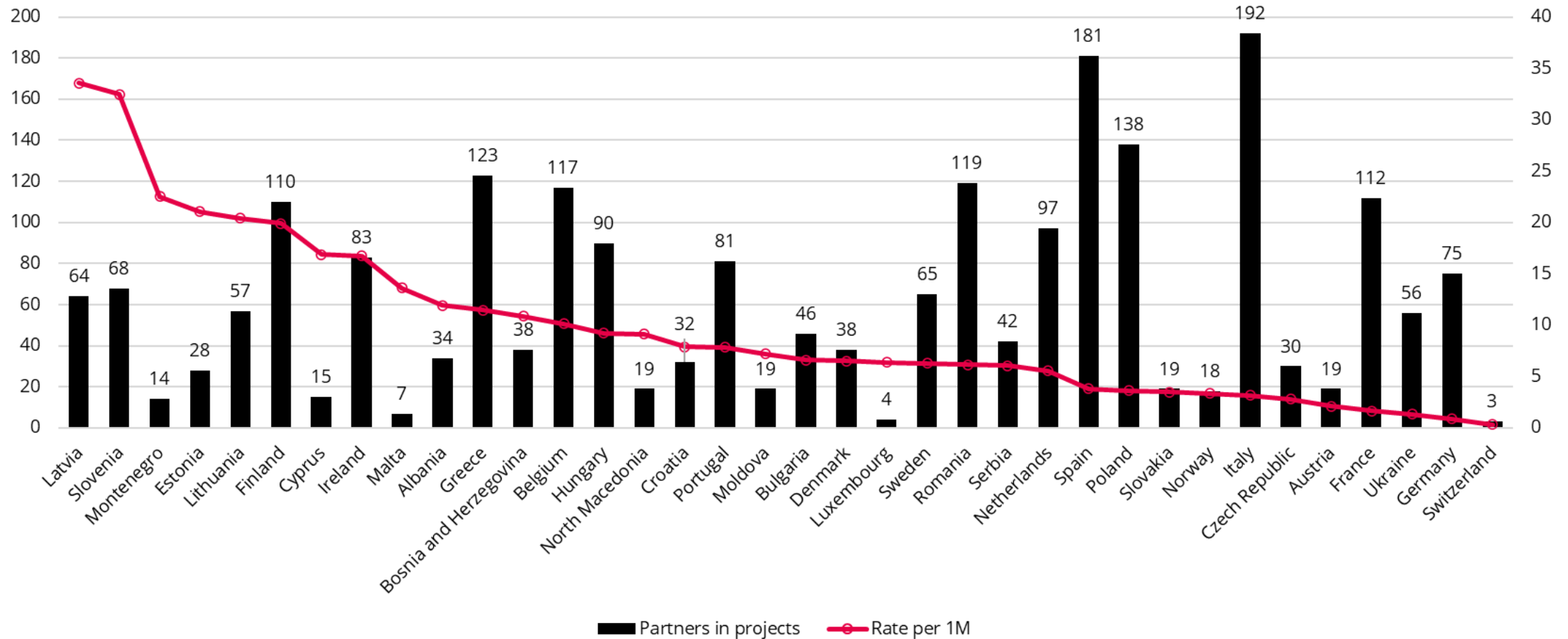


Call 1	134	99 (74%)	72 (53.7%)
Call 2	146	114 (78%)	78 (53.4%)

# Topics in projects



# Approved project partners by countries



# 1. Meet the team

# We are at your support

Finances and Audit

Management

Projects and Platform

Communication





<https://www.youtube.com/watch?v=dygv5-2H6Ww>

# 2. ● **Steps** to come



# Steps to come

- **10/12/2024** Projects approved under conditions
- **January 2025** Online conditions meetings
- **14/03/2025** Final deadline for fulfilment of conditions
- **01/05/2025** Official start date of your project
- Signature of subsidy contract and partnership agreement

# Signature of the subsidy contract

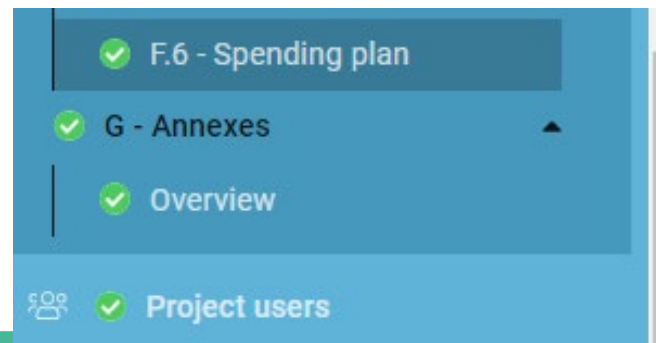
- Electronic signature through **DocuSign**
- Link sent to LP legal representative + LP coordinator in copy
- LP representative signs within **3 weeks**
- MA signs shortly after LP signature
- LP receives PDF of signed subsidy contract

# Lead partner (LP) principle

- Joint secretariat (JS) communicates with LP
- LP represents all project partners (PP)
- JS sends emails to all LP portal users
- LP sends **all** emails to policy officer (PO) + finance officer (FO)

*Communication officer (CO) in copy if communication related*

Please check and update **LP portal users!**



## Project users

Email	First name	Last name	Permitted operations	Roles	Organisation	Receives notifications	Phone number
-------	------------	-----------	----------------------	-------	--------------	------------------------	--------------

# 3. About **subsidy contract**



# Subsidy Contract **structure**

- Contract between the managing authority (MA) (Hauts-de-France) and LP
- 13 articles – harmonised by INTERACT
- Annex 1 - latest approved application form **on the Portal**
- Bilingual document (EN-FR – same legal value)

# A standard **document for all**

**Amount** of the subsidy & **details** of the procedures



**NOT** in the subsidy contract

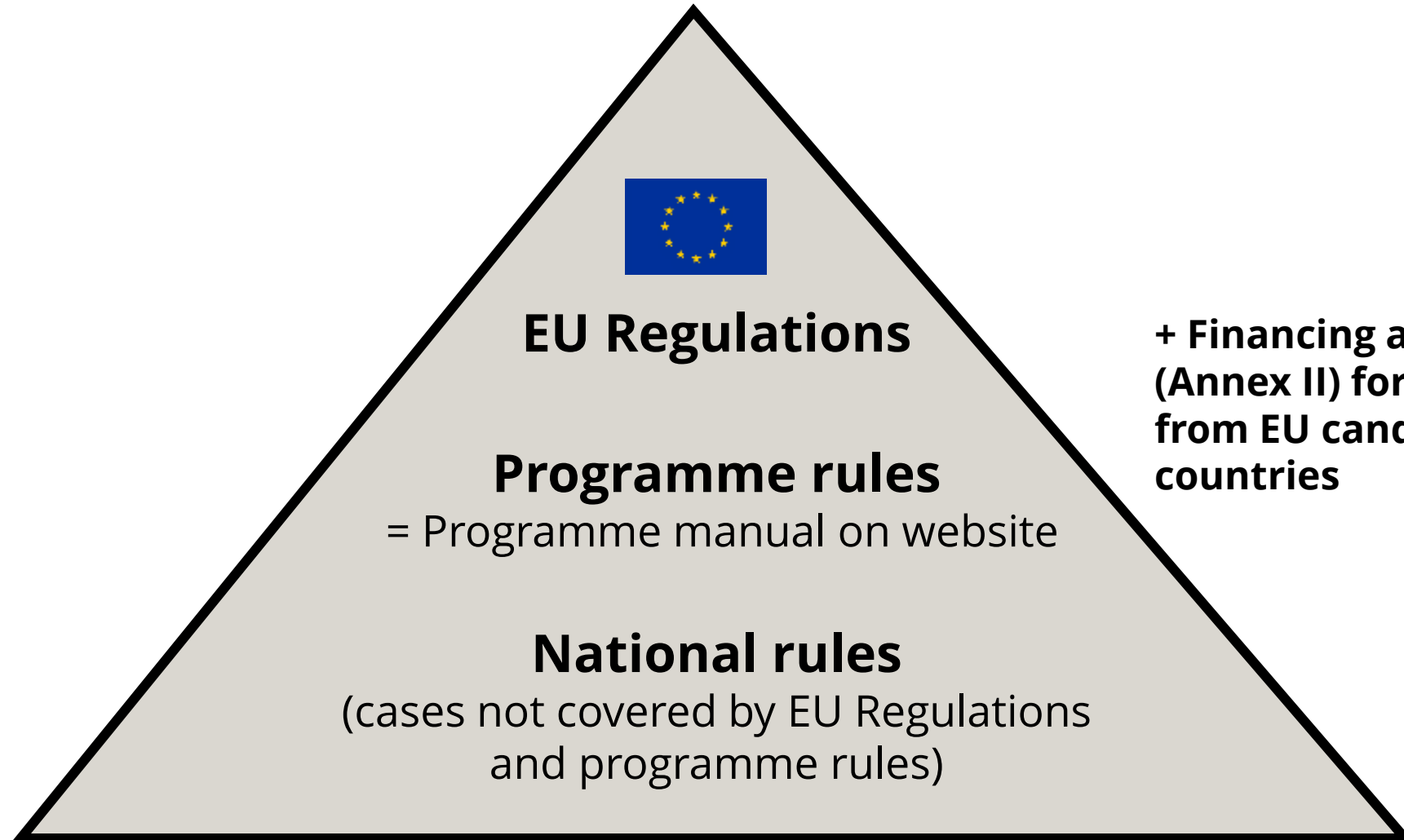


In the **application** form & **programme manual**

(eg. Eligibility period and reporting rules)



# Which rules are applicable?



+ Financing agreements  
(Annex II) for partners  
from EU candidate  
countries

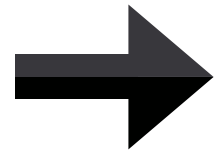


What are my  
**obligations as LP?**

## Lead partner **obligations**

- ➔ Implementation of the project as planned in the **project data** (= project info in the Portal) **and applicable rules**
- ➔ **Project coordination & sound financial management**
- ➔ **Compliance with deadlines** (reporting, JS requests)
- ➔ **Transfers Interreg/NO funding to partners**

## Lead partner **obligations**

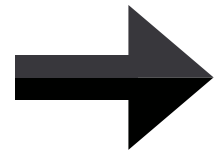


### **Documents' storage (art.6)**

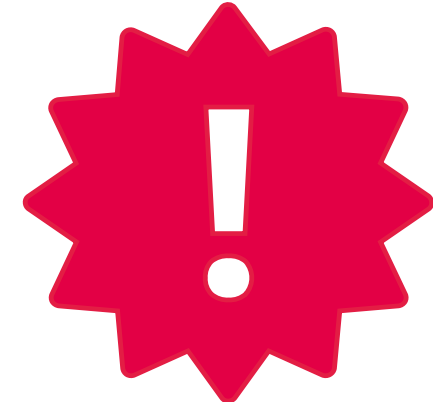
Availability of  
documents  
**for any audit or  
evaluation for 5 years  
after last payment  
made to the project**



## Lead partner **obligations**



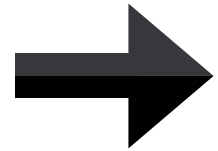
### **Inform JS of changes**



LP must inform the JS in case of change of:

- **Legal status , legal succession**
- **Contact details**
- **Partnership changes**
- **Any other important change/ issues**

## Lead partner **obligations**

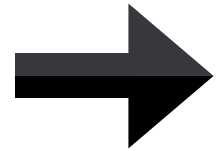


### **Information and communication**

All you need to know in

**Next presentation!**

## Lead partner **obligations**



### **Reporting obligations**

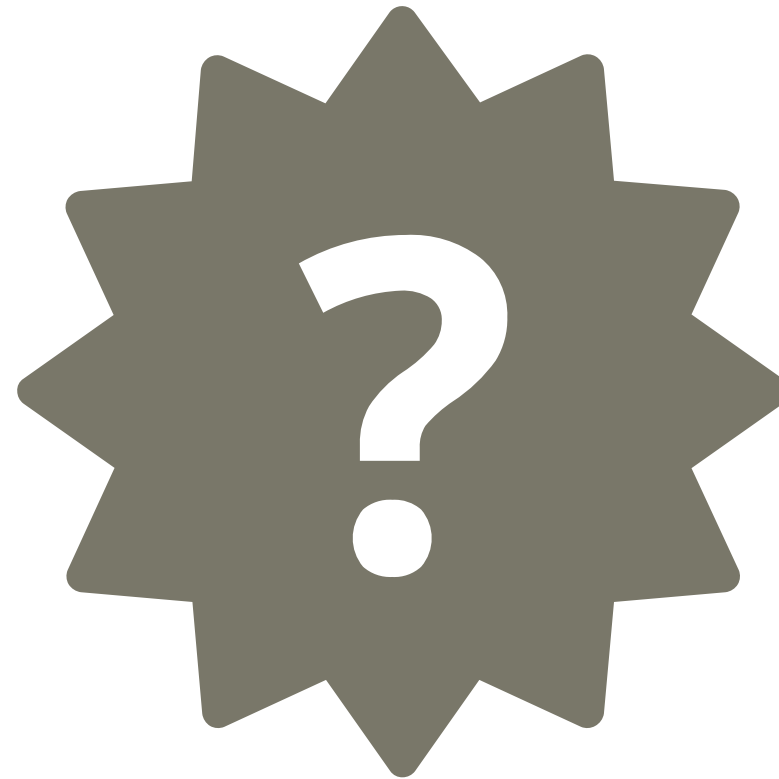
- Reporting procedures in **programme manual**
- Further guidance in **LP seminar (March) and training days (September)**

# Third call **reporting dates**

- **3 months after each semester**
- **Start date:** 1 May 2025
- **1st reporting period:** from MC (10/12/2024) to 31/10/2025
- **1st Progress Report deadline:** 01/02/2026



# What if something goes wrong?



## What **can happen**

**➔ If budget is not spent as planned ?**

- The subsidy may be reduced

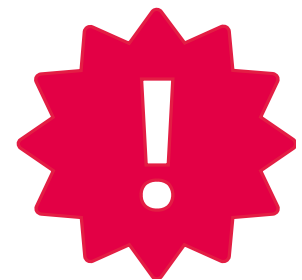
**➔ If obligations not complied with ?**

- Corrections may be implemented
- The contract may be ended

# In case of LP or PP **irregularities**

The MA will turn against the LP for:

- any breach of contract by LP/PP
- the total amount concerned (in case of recovery)



**BUT** the LP can recover from the partners through the **partnership agreement!**

# 4. Project partnership agreement

# Project partnership

**Only partners named in  
the application form**

**Only costs paid by these  
partners are eligible**



# Project **partnership agreement**

Is **compulsory**

- between the lead partner (LP)
- and the project partners (PP)

# Project **partnership agreement**

Contains:

- All obligations deriving from the subsidy contract
- Additional provisions agreed between partners (**e.g. decision making, preparation costs,...**)

# Project **partnership agreement**

- Template provided by the programme
- Amendments **not contradicting subsidy contract** possible
- **Signed before the submission of the 1st report**





# Key documents and resources

- Programme manual
- Subsidy contract
- Project partnership agreement



Interreg  
Europe



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[Discover the programme](#)

Look for funding

App

## About us

What is Interreg Europe ?

Facts and figures

Programme structure

2014-2020 programme

**Country specific info**

## Programme act



**Projects**

Discover approved projects  
inspired



**Policy Learning I**

Get policy advice and find  
your region

# 5. **Communication** requirements



# Checklist of **publicity requirements**

Logo set used	Required
All partner institutions provide project information on their website, if such a website exists, or otherwise on their social media sites	Required
All partner institutions' websites linked to Interreg Europe/ project website	Recommended
All partner institutions place the A3 project poster at a clearly visible to the public visible place on their premises	Required
Plaque or billboard clearly visible to the public at the start of the physical implementation of a pilot involving investment, the purchase of equipment, or the installation of equipment	Required
EU support mentioned on all documents used for the public or the participants in the project's activities	Required
Project website updated at least once every six months	Required
A royalty-free, non-exclusive, and irrevocable license to use all project communication and visibility material and any pre-existing rights attached to it to be granted to the programme/ the European Union	Required

# Programme **tools and templates**

- Project branding guidelines
- Main project visual
- A3 poster template
- Plaque/ billboard template
- PowerPoint template
- Social media templates
- Project website

# Project **main visual**

**Interreg  
Europe**



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Sample Project

## Project colour = topic



SMART



GREEN



CONNECTED



SOCIAL



CITIZENS



GOVERNANCE

# The colour palette

Topics						Logo block		Neutral accent colours		
R:0 G:169 B:132	R:149 G:193 B:31	R:243 G:146 B:0	R:229 G:0 B:70	R:0 G:159 B:227	R:0 G:51 B:153	R:159 G:174 B:229	R:255 G:204 B:0	R:26 G:23 B:27	R:150 G:148 B:140	R:216 G:214 B:204
#00a984	#95c11f	#f39200	#e50046	#009fe3	#003399	#9FAEE5	#FFCC00	#1a171b	#96948c	#d8d6cc
C: 80 M: 0 Y: 60 K: 0	C: 50 M: 0 Y: 100 K: 0	C: 0 M: 50 Y: 100 K: 0	C: 0 M: 100 Y: 60 K: 0	C: 100 M: 0 Y: 0 K: 0	C: 100 M: 80 Y: 0 K: 0	C: 41 M: 30 Y: 0 K: 0	C: 0 M: 0 Y: 100 K: 0	C: 0 M: 0 Y: 0 K: 100	C: 5 M: 5 Y: 15 K: 50	C: 5 M: 5 Y: 10 K: 15
PMS: 3268 C	PMS: 368 C	PMS: 151 C	PMS: 192 C	PMS: 2995 C	PMS: Reflex Blue	PMS: 2716 C	PMS: Yellow	PMS: Black	PMS: 403 C	PMS: 400 C
Topic accent										
R:74 G:182 B:152	R:173 G:205 B:101	R:247 G:169 B:65	R:235 G:92 B:98	R:50 G:190 B:240	R:58 G:114 B:184					
#4ab698	#adcd65	#f7a941	#eb5c62	#32bef0	#3a72b8					
C: 68 M: 0 Y: 50 K: 0	C: 40 M: 0 Y: 73 K: 0	C: 0 M: 40 Y: 80 K: 0	C: 0 M: 76 Y: 52 K: 0	C: 67 M: 0 Y: 0 K: 0	C: 80 M: 51 Y: 0 K: 0					

Topic accent colours are used for the 3D Star element texture and various other visual elements.

**The topic accent colours must only be used in conjunction with the main topic colours and cannot be used as stand-alone colours.**

*Topic accent colours are not to be used in case of PMS printing.*

## Additional branding elements: hexagon, colour line & 3D Star element

### Hexagon

The hexagon, with slightly rounded corners, is a repetitive element of the visual identity.

It is encouraged to use the hexagon shape in presentations, infographics and even for framing images. **The proportion and rotation of the hexagon must not be altered in any way.**



### Interreg Europe topic colour line



The coloured line, composed by the topic and topic accent colour can be used to highlight and reinforce the visual identity on various supports. **The angle in which the two colours are separated must always be 60°.** Projects must never use any other topic colour than their own.

### Interreg Europe 3D Star element



The size and proportions of this graphical texture can be dynamically adjusted. In order to create a 3D effect, each second row is composed by mirrored elements. Its usage should be restricted to cover or back pages with a limited amount of text. **In case of borderless printing, please ensure careful trimming and prepare the bleed area correctly.**

# Map, asset library + icons

**Icons**

**Assets (extract)**

Projects

Policy Learning Platform

Knowledge hub

Expert support

Good practice database

Matchmaking session

Policy helpdesk

Peer review

Interreg Europe



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Programme area

- Guiana (FR)
- Reunion (FR)
- Martinique (FR)
- Guadeloupe (FR)
- Mayotte (FR)
- Saint-Martin (FR)
- Açores (PT)
- Madeira (PT)
- Canarias (ES)





# Project poster

## You will need to provide:

- Image
- Sentence to describe your project



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**SCHOOL CHANCE**

**SCHOOL CHANCE** aims at boosting the biomass as a key element of the transition to a low carbon economy at regional level.

**SOCIAL**

€ 1.25 M EU FUNDING

Apr 2016 - Sep 2020

An interregional cooperation project for improving **social economy** policies

**Project Partners**

Executive Forest Agency (BG)  
 Forest Sciences Centre of Catalonia (CTFC) (ES)  
 Government of Catalonia - Directorate General of Forestry (ES)  
 Regional Council of North Karelia (FI)  
 French Federation of forest municipalities (FR)  
 Abruzzo Region - Rural Development and Fisheries Policies Department (IT)  
 Latvian Forest Owners' Association (LV)  
 Ministry of Agriculture Republic of Latvia (LV)  
 Regional Development Agency Centru (RO)  
 Slovenia Forest Service (SI)

[www.interregeurope.eu/bio4eco](http://www.interregeurope.eu/bio4eco)

# Social media

*Profile image with profile banner*



# Power point template

interreg Europe Co-funded by the European Union

SCHOOL CHANCE

**Title of the Event/presentation**

Date Location Follow us on social media

---

Slide with an image

**Lorem ipsum**

Donec vitae turpis sed nibh lacus ultrices in a urna. Nulla ut tempus congue, veni dictum hendrerit, ac et odio. Mauris smagnanisticudin.

[www.interreg.eu/programme/interreg2014](#)

EUROPEAN UNION

TOTAL €12,3 M




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**Title of the Event/presentation**

**Name of Presenter**  
Policy Officer at the Interreg Europe secretariat  
[en@interreg.eu](mailto:en@interreg.eu)

07 JULY 2014 | 08 Minutes | Location

---

*"Nunc ornare finibus tortor quis elementum. Maecenas velit magna, volutpat eu nec, accumsan semper mi. Nunc eget porttitor ex."*

---

**Simple slide with text**

**Lorem ipsum**

Donec vitae turpis sed nibh lacus ultrices in a urna. Nulla ut tempus congue, veni dictum hendrerit, ac et odio. Mauris smagnanisticudin quis fello bibendum tringipia.

Morbi ut amet dapibus velit, non auctor neque. Suspendisse potenti. Nunc congue finibus tortor quis elementum. Maecenas velit magna, volutpat eu nec, accumsan semper mi. Nunc eget porttitor ex.

12 months




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**Time for questions ?**

Follow us on social media

# Project website

Interreg Europe Co-funded by the European Union

Search My account Approved Projects

Sample Project

Home News & events Policy instruments Good Practices Library Results Calls News & Meet up

Approved projects

**INTENCIVE**  
Railways' Industrial & Cultural Heritage - Developing European Sustainable Tourism

UNICEF Energy efficiency

**Project summary**

**What will this project change**

A few numbers

14,000 people

10 partners

Get the latest news about the project

**Take part in our inquiry**

Join in our survey

Policy instrument

Partners

What good practice

**What will this project change**

How the change of experience of the... will be... will be... will be...

**A few numbers**

14,000 people

14,000 people

10 partners

**Get the latest news about the project**

Subscribe to our newsletter

# List of key **communication activities**

- Organise one final **project dissemination event**
- Participate in **6 to 10 events at programme level** during the project lifetime
- Create an account in **Interreg Europe's online community** for all project partners involved
- Provide at least **1 high-quality photo** related to the project topic
- Produce and publish **at least two short videos** about the project
- Publish and regularly update **project presentation on achievements** (ppt or similar)

# Communication and visibility material

## royalty-free, non-exclusive and irrevocable license

### REGULATION (EU) 2021/1060 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

<https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX%3A32021R1060#d1e37-479-1>

#### Article 49

(...) communication and visibility material including at the level of beneficiaries is made available upon request to Union institutions, bodies, offices or agencies and that a royalty-free, non-exclusive and irrevocable licence to use such material and any pre-existing rights attached to it is granted to the Union in accordance with Annex IX. This shall not require significant additional costs or a significant administrative burden for the beneficiaries or for the managing authority.

#### Annex IX

2. The licence on intellectual property rights referred to in Article 49(6) shall grant to the Union at least the following rights:
  - 2.1. internal use i.e. right to reproduce, copy and make available the communication and visibility materials to Union's institutions and agencies, Member States' authorities, and their employees;
  - 2.2. reproduction of the communication and visibility materials by any means and in any form, in whole or in part;
  - 2.3. communication to the public of the communication and visibility materials by using any and all means of communication;
  - 2.4. distribution to the public of the communication and visibility materials (or copies thereof) in any and all forms;
  - 2.5. storage and archiving of the communication and visibility materials;
  - 2.6. sub-licensing of the rights on the communication and visibility materials to third parties.

# Project **videos**



## **Each video should:**

- Be short (up to 3 min)
- Copyright-free material used
- Useful to all project partners
- Not exceed costs of 5,000 euros per video

At least **two** to be produced:

- presenting the project at the **start**
- **achievements** towards the end

# Project **presentation**



## **It should:**

- Present achievements, policy changed
- Cover all regions/ project partners involved
- Be regularly updated



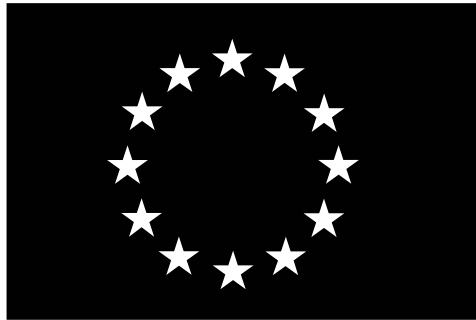
# Partners' own website or social media



## What should be included?

- Short description about the project, its aims and results
- Highlight EU financial support
- Main project visual
- Link to project website

# Poster



- 6 months after approval of their project
- Location: readily visible to the public, such as entrance area of the building
- Can't be a roll-up banner
- Could be an electronic display

# Plaques/ billboards



If **physical investment** is involved

- Placed at the start of pilot involving investment, the purchase of equipment, or installation of equipment
- Template will be provided by the programme

# Useful **links**

- **Implement a project** page 2021-2027

<https://www.interregeurope.eu/help/project-implementation-2021-2027>

- **Help Centre**

<https://www.interregeurope.eu/help-centre>

- **Programme manual**

[https://www.interregeurope.eu/sites/default/files/2023-02/IR-E\\_programme\\_manual\\_annexes.pdf](https://www.interregeurope.eu/sites/default/files/2023-02/IR-E_programme_manual_annexes.pdf)

- Sign up to our **newsletter**

<https://www.interregeurope.eu/#block-newsletterblock>

# Join Interreg Europe's community

interregeurope.eu/community/members

Interreg Europe TYPO3 Webmail iDB - Interreg Europe

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Discover the programme Look for funding Approved projects Get policy advice Find policy solutions Meet our community

## Find the right people

Search for members Search

[Tell us more about your need](#) [How to find the right project partners?](#)

Members Organisations

Topics Countries Interested in Organisation type Expertise in Spoken languages Apply filters

5672 results(s) Sort by newest

# Upcoming events



**18 March, Krakow (PL)** - Lead partner seminar

**19-20 March, Krakow (PL)** - Europe, let's cooperate 2025


**April or June** - Webinar on project websites

**June** - Policy Learning Platform meet up with projects (webinar)

**September/October, Lille (FR) TBC** - Seminar on project implementation (activities, finances, communication)

# Upcoming events



**EVENT** 



**26 FEB 2025**

**In person** **Murcia**

**Building water resilience in times of floods and droughts**

The Policy Learning Platform will host a workshop on local and regional policies towards greater resilience against droughts and floods in Murcia, Spain, on 26 February 2025.

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By Platform

Thematic events (webinars + workshops) by the Policy Learning Platform

<https://www.interregeurope.eu/news-and-events>

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# Thank you!

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Lead partner welcome webinar  
Online