Interreg Europe

Co-funded by the European Union

Lead partner seminar

18 March 2025

Lead partner seminar
Krakow, Poland

Follow us on social media:

Interreg Europe

Co-funded by the European Union

Project **communication**

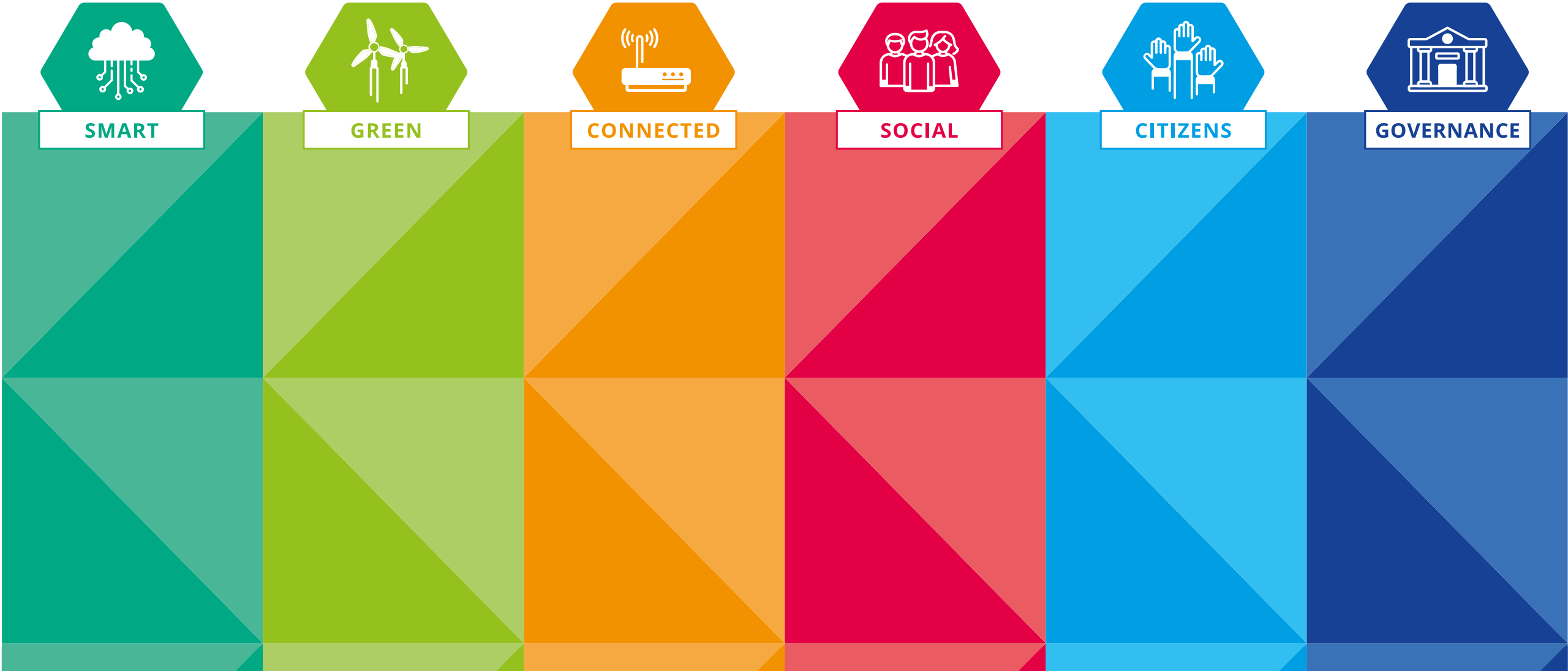
18 MAR 2025

Lead partner seminar
Krakow, Poland

Follow us on social media:

Communication team

Topic colour matters



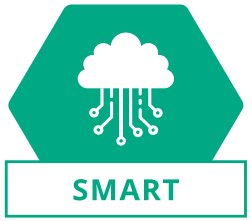
Topic colour matters: main visual

Interreg Europe

Co-funded by the European Union

Sample Project

Topic colour matters: poster



Topic colour matters: presentation

SMART

GREEN

CONNECTED

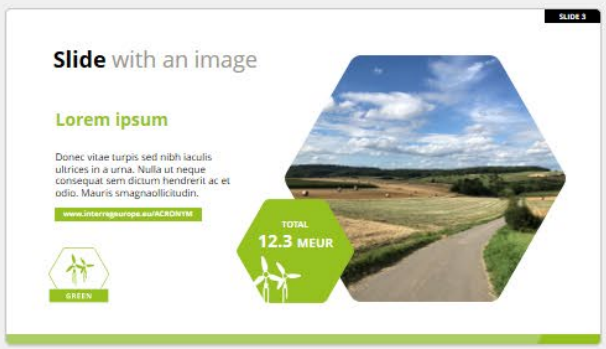
SOCIAL

CITIZENS

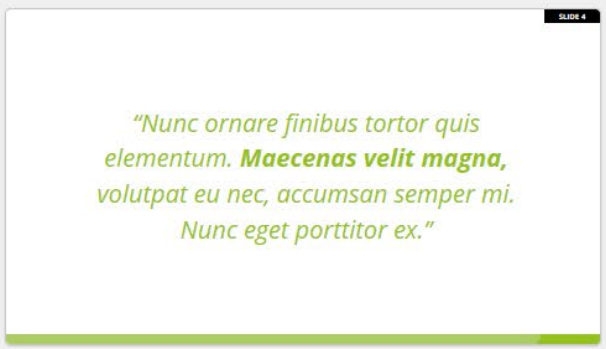
GOVERNANCE

1

2

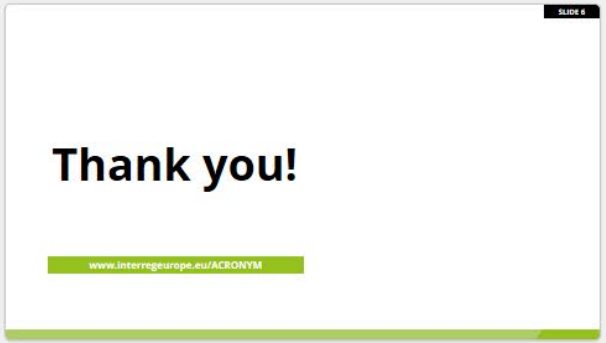


3



4

5



6

7

8

Topic colour matters: social media

SMART

GREEN

CONNECTED

SOCIAL

CITIZENS

GOVERNANCE

Programme **tools and templates**

- Project **branding guidelines**
- Main **project visual**
- A3 **poster** template – input needed by 14 April 2025
- **Plaque**/ billboard template
- **PowerPoint** template
- **Social media** templates
- Project **website** – training on editing 13 May

Communication **timeline**

https://miro.com/app/board/uXjVMhLxXjg=/?share_link_id=274973225327

Communication timeline

All the time

Once

Communication toolkit

All the time

Project visual

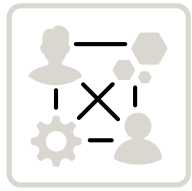
Copyrights

Project website

Project presentation

Participate in programme events

Community



EU support mentioned

Once

Communication - HR

Project image/ photo

Project poster

Info on institutional websites + social media

Video 1

Plaques/ billboards

Video 2

Project dissemination event

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 license 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 license 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.

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

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 regularity update **project presentation on achievements** (ppt or similar)

Upcoming events for projects

13 May **Webinar on editing project websites**

https://www.interregeurope.eu/news-events/events/webinar-for-third-call-project-web-admins

16 June **The Platform meet-up with projects**

date TBC

23-25 Sep **Training days in Lille**

dates TBC

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
- Sign up to our **newsletter**
  https://www.interregeurope.eu/#block-newsletterblock