

**Interreg  
Europe**



Co-funded by  
the European Union

# Lead partner seminar

18 March 2025

Lead partner seminar  
Krakow, Poland



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**Interreg  
Europe**



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the European Union

# Project **communication**

18 MAR 2025

Lead partner seminar  
Krakow, Poland



Follow us on social media:



# Communication team



# Topic colour matters



SMART



GREEN



CONNECTED



SOCIAL

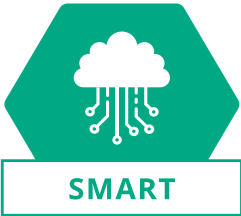


CITIZENS



GOVERNANCE

# Topic colour matters: main visual



**Interreg  
Europe**

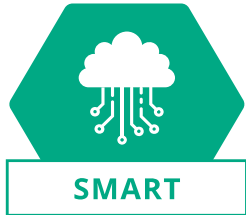


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Sample Project



# Topic colour matters: poster



**Interreg Europe** Co-funded by the European Union  
**SCHOOL CHANCE**

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

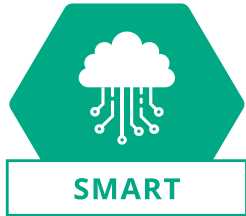
**SOCIAL**  
 € 1.26 M EU Funding  
 Apr 2014 - Sep 2020

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 Centre (NL)  
 Slovenian Forest Service (SI)

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

# Topic colour matters: presentation



SLIDE 1

Interreg Europe Co-funded by the European Union

3F GREEN MODEL

**Title of the Event/presentation**

Name of Presenter  
Policy Officer at the Interreg Europe secretariat  
email@interregeurope.eu

07 JULY 2021 | Location

SLIDE 2

**Simple slide with text**

Lorem ipsum

Donec vitae turpis sed nibh lacus ultrices in a urna. Nulla ut neque consequat sem dictum hendrerit ac et odio. Mauris smagnaollicitudin quis feis bibendum fringilla.

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

12

SLIDE 3

**Slide with an image**

Lorem ipsum

Donec vitae turpis sed nibh lacus ultrices in a urna. Nulla ut neque consequat sem dictum hendrerit ac et odio. Mauris smagnaollicitudin.

www.interregeurope.eu/ACRONYM

TOTAL 12.3 MEUR

SLIDE 4

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

SLIDE 5

**Time for questions ?**

SLIDE 6

**Thank you!**

www.interregeurope.eu/ACRONYM

SLIDE 7

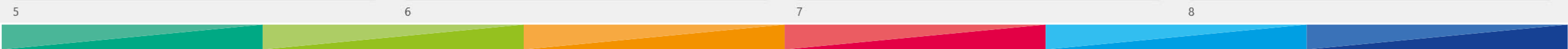
Interreg Europe Co-funded by the European Union

3F GREEN MODEL

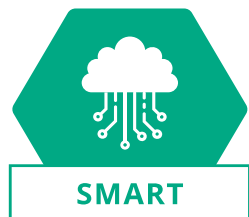
The project ACRONYM is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.

www.interregeurope.eu

SLIDE 8



# Topic colour matters: social media



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**SCHOOL CHANCE**



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

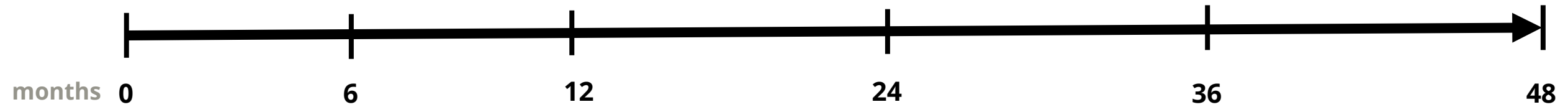


# Communication **timeline**

[https://miro.com/app/board/uXjVMhLxXjg=?share\\_link\\_id=274973225327](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**

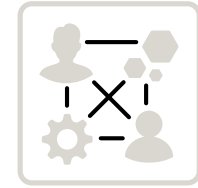


**Project presentation**



**Participate in programme events**

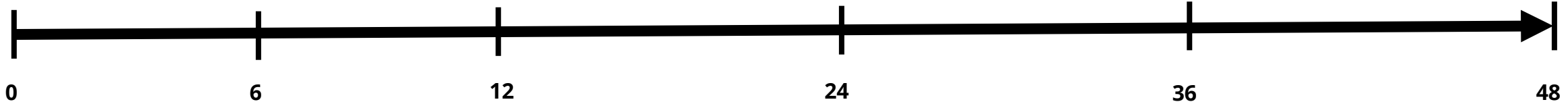
**Community**



**EU support mentioned**



months



**Communication - HR**

**Project image/ photo**



**Project poster**

**Info on institutional websites + social media**



**Video 1**



**Plaques/ billboards**



**Video 2**



**Project dissemination event**

Once



# 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 regularly 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](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>