

What's new in communication 2021?

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Zoom

Questions and Answers

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Question: The requirement for posters at offices, does it still stand during COVID-19 when people can't go to their offices?

Answer: The requirement refers to posters/billboard in the location where an operation is implemented. So, the requirement stands.

Question: Is there more detailed guidance on communications compliance for digital / social media? Our projects often ask for this as the guidance focuses on print / traditional media.

Answer: Nothing structured at our level, but we have examples on the Booklet on Communicating Cohesion Policy.

Question: Concerning the characteristics limits and spaces: The Commission has replied earlier that spaces ARE calculated. This interpretation is actually meaningful in terms of writing the Programme.

Answer: 4 500 characters is a limit without spaces.

Question: Was anything decided yet about branding of Interreg NEXT?

Answer: Interreg NEXT is part of the Interreg family. As such, branding will be aligned to the one of the other Interreg strands.

Question: If the project logos are not harmonised, they will create their own logos again (and spend ERDF budget on this)... in the end, this will rather reduce Interreg visibility, I'm afraid. There is a risk, we are making a huge step backwards when projects start discussing their logos again rather than using a harmonised branding.

Answer: All programmes have the credibility to set an approach towards their beneficiaries, explaining that the approach when it comes to EU funded operation is to simplify the visibility solutions to put EU visibility at the forefront. As such project logos are discouraged. We believe this will also make them save money.

Question: Art. 29.2 requires us to communicate the list of MC members on the Programme website. Do we have more details of the exact information to provide? name, concrete role of the MC member, organisation?

Answer: The information you mentioned are a good example of what we would like to see.