

Controllers Workshop

Project visibility: **what is fine** & what is to fine

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Interact



Co-funded by
the European Union
Interreg

Communication In the Regulation(s)

Communication in the CPR

Programming

Art. 22(3) defines approach to communication for each programme

Monitoring

Art. 38-43 sets out monitoring requirements

Visibility, transparency & communication

Art. 46-50 sets the frame for
Common visibility of EU funding
Communication officers & coordination mechanisms
Requirements for managing authorities and for beneficiaries, i.e. for transparency and visibility

Technical specifications

EU emblem

Communication in the Interreg regulation

Programming

Art. 17(3;h) defines approach to communication for each programme

Monitoring

Art. 28-34

Transparency & communication

Art. 36 together with articles 47 to 49 of CPR

Technical specifications

Art. 36 together with Annex IX of CPR

Acknowledgement of EU (Interreg) support

Providing a [statement highlighting the support from an Interreg fund](#) in a **visible manner** on documents and communication material relating to the implementation of the Interreg operation, intended for the general public or for participants

On the partner's official website or social media sites, where such sites exist, [a short description of the project](#), **proportionate to the level of support** provided by an Interreg fund, including its aims and results, and highlighting the financial support from the Interreg fund

EU Emblem & Branding



Acknowledgement of European Union funding must be ensured by beneficiaries on their printed material and online pages.



Unified reference to the EU emblem and the EU across all funds – no more reference to specific funds. (except for using the word Interreg)



Interreg Branding explained



FAQ

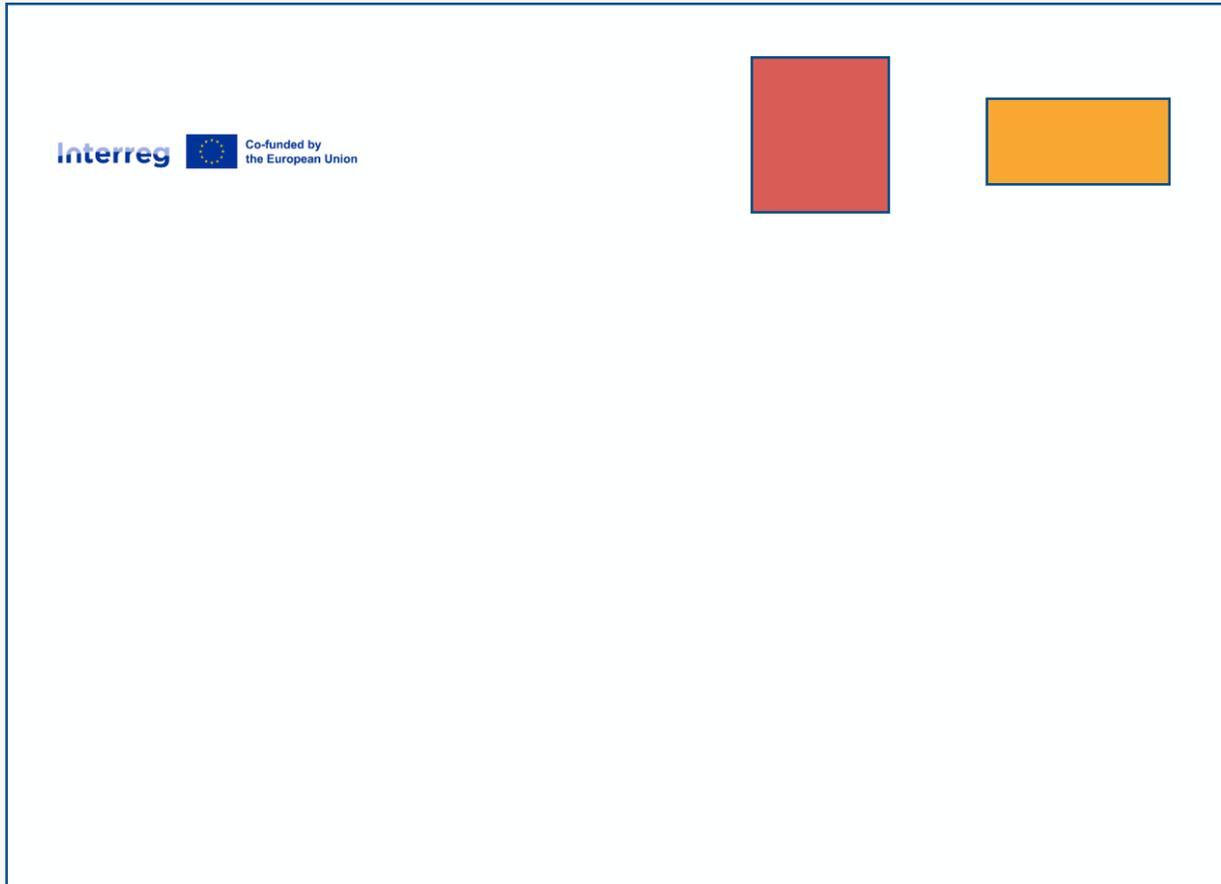
Interreg Brand in use



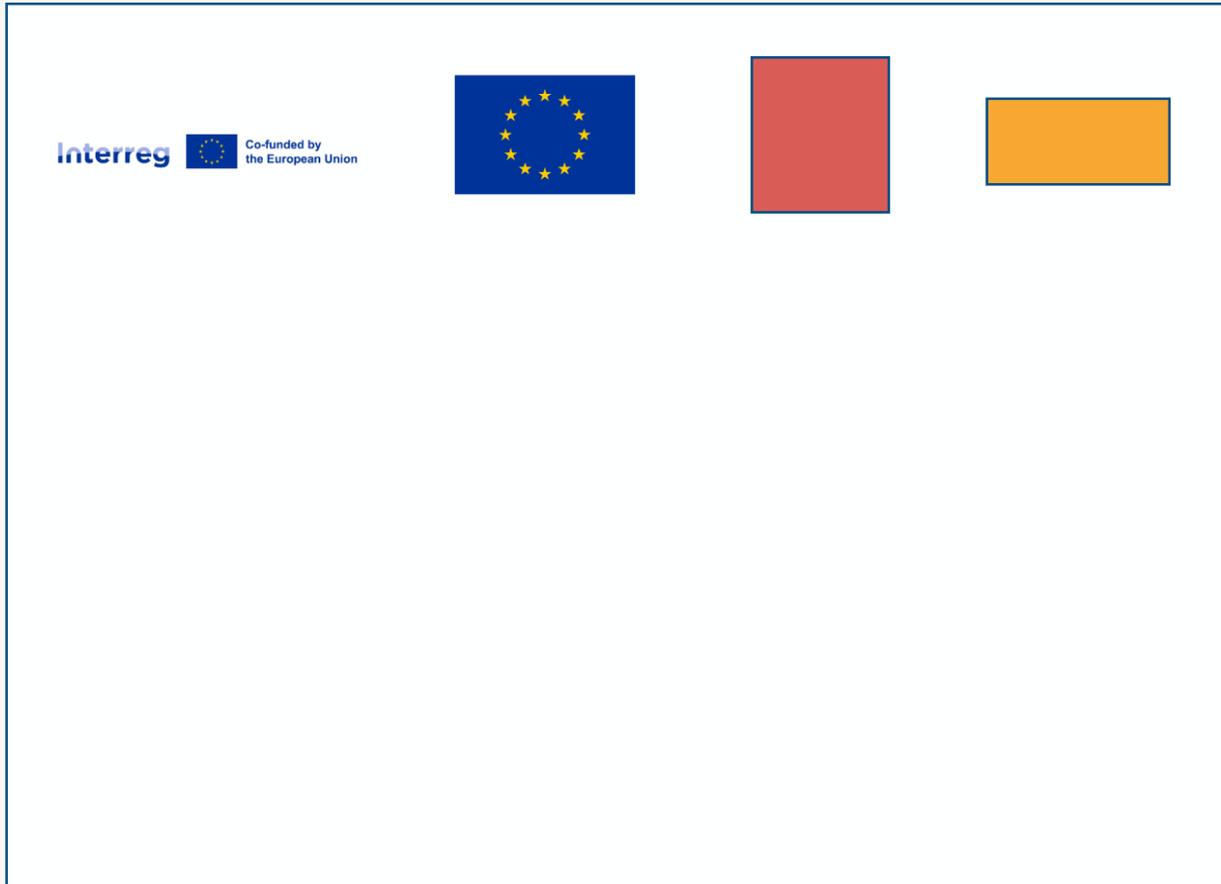
Interreg Brand in use



Interreg Brand in use



Interreg Brand in use



Plaques, **Billboards** & Posters

Plaques & Billboards

Interreg projects involving physical investment or the purchase of equipment, and whose total cost exceeds EUR 100.000, must publicly display plaques or billboards. (this amount is EUR 500.000 for other CPR funds.)



Plaques & Billboards

Where several projects are taking place at the same location, only one plaque or billboard must be displayed.



Posters

All other projects must display **posters** (at least A3 size) with information about the project, highlighting the support from an Interreg fund.
(If electronic display, shall at least correspond to A3 size)



OSIs and SPFs

Special measures should be taken for projects of strategic importance and projects **whose total cost exceeds EUR 5 million**. (the amount is EUR 10 million for other CPR funds)

If the programme has set up a **small project fund** (SPF, according to Article 25 of the Interreg Regulation), the SPF beneficiary has to publish a list of SPF final recipients, **and** has to both comply and ensure compliance by the final recipients with the provisions of Article 36.

Communication & Visibility

Rules checklist

COMMON VISIBILITY & COORDINATION

- Visibility of support ensured with the emblem and (co-)funding statement.
- My programme appointed the best communication officer ever.
- Can't wait for him/her to take part in ICON and Inform EU networks.

WHEN THE MA COMMUNICATES...

- I have a programme website and it rocks.
- My programme has a sexy list of operations excel file. The funding calls timetable ain't so bad either.
- Did I tell you both of them are in open formats?
- Can't wait to grant the Union all the rights to use my communication materials.

WHEN PARTNERS COMMUNICATE...

- All of my projects described what they're doing on their websites & SoMe.
- Oh boy oh boy, do they use the (co-)funding statement to highlight Interreg support.
- They have the prettiest plaques and billboards.
- Posters ain't so bad either.
- Operations of strategic importance really know how to throw a party. Events too.
- Small project funds are fun guys too, they know how to deal with their final recipients.
- A financial correction way-to-go is set up in case the partners miss out on something. But they won't.