Interreg

Co-funded by the European Union

IPA Greece – Albania

1st Call for Project Proposals

Communication & Visibility

GREECE – ALBANIA 2021-2027

Info Days for the 1st Call for Proposals

12 March 2024

Vlora, Albania

Interreg VI-A IPA CBC 'Greece-Albania 2021-2027' Programme
CCI: 2021TC16IPCB010
C (2022) 8883 final – 29.11.2022

>>> Regulatory Framework

- Regulation (EU) 2021/1059:

  Interreg Regulation, *Article 36*

- Regulation (EU) 2021/1060:

  Common Provisions Regulation

- Regulation (EU) 2021/1529: IPA III Regulation

  Article 18: Information, communication and visibility

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Regulation (EU) 2021/1059: Interreg Regulation, Article 36

***Responsibilities** of managing authorities and **partners** with regard to transparency and communication*

1) Providing on the partner's official website or social media sites, where such sites exist, a short description of the Interreg operation, 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

2) 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.

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Regulation (EU) 2021/1059: Interreg Regulation, Article 36

***Responsibilities** of managing authorities and **partners** with regard to transparency and communication*

3) Displaying durable billboards / plaques presenting the emblem of the Union, as soon as the infrastructure or the purchase of equipment starts or purchased equipment is installed, with regard to operations supported by an Interreg fund, the total cost of which exceeds EUR 100 000

4) for Interreg operations not falling under the previous point, publicly displaying at least one poster of a minimum size A3 or equivalent electronic display with information about the Interreg operation highlighting the support from an Interreg fund, except where the beneficiary is a natural person

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Regulation (EU) 2021/1059: Interreg Regulation, Article 36

***Responsibilities** of managing authorities and **partners** with regard to transparency and communication*

[not applicable for this Call]

5) For operations of strategic importance and operations whose total cost exceed EUR 5 000 000 organising a communication event and involving the Commission and the responsible managing authority in a timely manner.

6) For small project funds, the beneficiary shall ensure by means of the contractual terms that final recipients comply with the requirements to communicate publicly on the Interreg operation

>>> USE OF EU EMBLEM and CO-FUNDING STATEMENT
Common Provisions Regulation (EU) 2021/1060

The Annex IX contains all detailed information about the **use of the EU flag** and the **statement** *"funded"* or *"co-funded by the European Union"*

>>> Common Provisions Regulation (EU) 2021/1060 Articles 47, 49 and 50

- License on intellectual property rights referred to in Article 49(6) shall grant to the Union at least the rights for internal use to Union's institutions and agencies, Member States' authorities, and their employees, reproduction by any means and in any form, in whole or in part, communication and distribution to the public, storage and archiving of the communication and visibility materials and sub-licensing of the rights on the communication and visibility materials to third parties.

>>> FINANCIAL PENALTY FOR NON - COMPLIANCE

- Where remedial actions have not been put into place, the Managing Authority shall apply measures, taking into account the principle of proportionality, by cancelling up to 2 % of the support from the funds to:
- (a) the beneficiary concerned who does not comply with its obligations falling under Article 47 of Regulation (EU) 2021/1060 or paragraphs 4 and 5 of this Article; or
- (b) the final recipient concerned who does not comply with the requirements set out in paragraph 5

>>> EU Horizontal principles: ARTICLE 9 OF THE CPR (EU) 2021/1060

- Respect for fundamental rights and compliance with the Charter of Fundamental Rights
- Equality between men and women, gender mainstreaming and the integration of a gender perspective
- Prevent any discrimination based on gender, racial or ethnic origin, religion or belief, disability, age or sexual orientation
- Accessibility for persons with disabilities shall be taken into account
- Complementarity with the objective of promoting sustainable development (Article 11 TFEU, UN SDGs, Paris Agreement)

>>> Programme Communication Requirements

- The LB undertakes the obligation to send a copy of any communication material produced to the MA/JS in digital, paper and/or other formats, according to the specific deliverables upon request.

- Dedicated Communication Plan (part of AF – Phase 2)

>>> Programme Communication Requirements – Official language: ENGLISH

- English is the official Programme language. The national languages of the participating countries can also be considered as working languages.

- Deliverables produced within the projects should be in English, unless specifically oriented towards a targeted audience, where only Greek or Albanian can be used (English abstract is mandatory)

>>> VISUAL MATERIAL

- Billboards, Plaques & Boards of Graditude: For operations with physical investment and/or equipment
- Stickers: Cannot replace billboards, plaques or posters. Mostly for equipment. Special provisions apply e.g. vehicles
- Posters (Physical or electronic) : At least one poster or electronic display of a minimum size A3 with information about the operation highlighting the support from the EU funds.

>>> LOGOS

- Programme logo to be provided by MA/JS : do not alter!
- Project logo to be produced by dedicated website (coming soon)
- Font colour has to match thematic objective

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Project Name

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>>> Communication Activities

- Final event with high visibility
- Social media and website (keep them updated with deliverables and news)
- Production of promotional material (ideas from Interact)
- Project Results Publication
- Project Video
- Participation at contests (SLAM, REGIOSTARS, Interreg Awards) always in collaboration with MA/JS

>>> Partner Search

- Info-Days
- Website Forum – Partner Search Tool
- Past databases (KEEP.EU and 2014-2020 website)
- Social Media – See who follows whom.

>>> Hints 'n' Tips

- Always use project logo
- Plain language - Storytelling
- Always inform beforehand the JS about communication activities and material
- Capitalisation: connect with past projects results if available.

>>> Thank you!

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- Please evaluate today's Info-Day:

https://forms.gle/K3r1fSXbnvcC5ubN8