

Interreg



Co-funded by
the European Union

IPA Greece – Albania

Strategic Projects

CIRCLE - DIGITAL

Communication & Visibility

INTERREG VI-A IPA GREECE-ALBANIA

Info Day

17 June 2025

www.greece-albania.eu





As a Strategic Operation, your project is a flagship of the Programme — high-impact, high-visibility and a reflection of EU values in action.

Make it count.

Contents

- Regulation Obligations
- EU emblem & principles
- Programme Requirements
- Visual Material & online tool
- Ideas & Hints
- Special Strategic Operation Provisions



Regulatory Framework

The EU Regulations applying to the Programme



2021/1059

Interreg Regulation, Article 36

2021/1060

Common Provisions Regulation

2021/1529

IPA III Regulation: Article 18: Information, communication and visibility

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1. Description on your website!

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. Acknowledge the origin of funding!

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.

3. Visual Material!

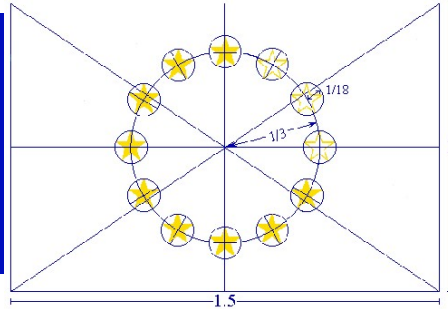
Displaying durable billboards / plaques presenting the emblem of the Union, as soon as the infrastructure or the purchase of equipment starts or purchased equipment is installed, with regard to operations supported by an Interreg fund, the total cost of which exceeds EUR 100 000

4. A3 poster!

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

USE OF EU EMBLEM and CO-FUNDING STATEMENT

The Annex IX (also our Guide) contains all detailed information about the use of the EU flag and the statement “funded” or “co-funded by the European Union”.



Alignment



Stars rotated



Correct B&W

EU download centre:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

Policy objectives



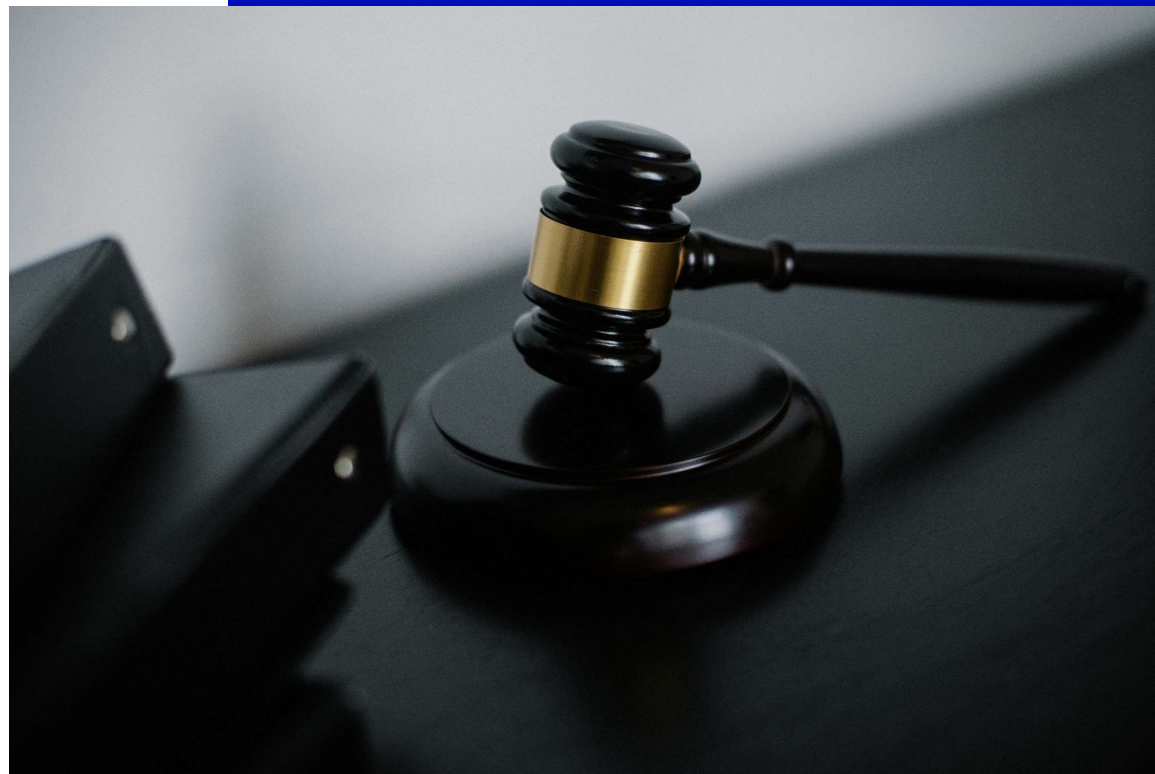
Bashkëfinancuar nga
Bashkimi Evropian



Με τη συγχρηματοδότηση
της Ευρωπαϊκής Ένωσης

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



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Interreg principles

Vision: a European Union where people naturally cooperate across and beyond borders.

Mission: creating a culture of cooperation across and beyond borders.



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)

Language

English is the official Programme language.

The national languages of the participating countries can also be considered as working languages.

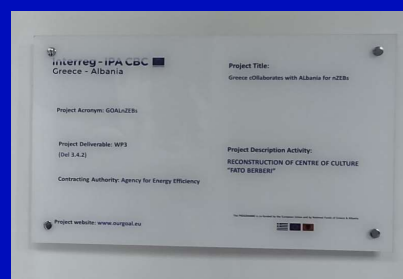


Programme Communication Requirements:

- Communication Costs should be included only in WP2 of the Application Form
- The WP2 budget cannot exceed the 15% of the total project budget, without limits at beneficiary level.
- CIRCLE WP2 is 63.338,00 i.e. 3,1%
- DIGITAL WP2 is 53.760,00 i.e. 2,1%
- Develop and procure a Communication plan asap
- 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 Gratitude:** 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.



The tool is up and running!

<https://interreg.gr/generator>

Step 2. Project Information

Programme * Interreg VI-A IPA "Greece - Albania"  Co-funded by the European Union
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Acronym - Title * 11 / 150 PROJECT XYZ Beginning * MM/YYYY Expiration * MM/YYYY


Description 0 / 700 Total Budget * €


EU funding * €

Website of the project * https://

Project logo Upload image Logos of Beneficiaries / Partners Select images


Step 3. Page Setup

Language * Select... Priority * Select... 

Funding EU co-funded  Co-funded by the European Union Project image * Select...

Step 4. Preview and print

Create PDF Start Over

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Online Generator

Production of digital posters / billboards / plaques in PDF for the co-financed projects of the five cross-border Interreg programs.

Step 1. Select size / format

Posters

- A3 (297mm * 420mm)
- A2 (420mm * 594mm)
- A1 (594mm * 841mm)
- A0 (841mm * 1189mm)

Billboards

- 2000mm * 2000mm
- 4000mm * 2000mm
- 4000mm * 5300mm
- 3000mm * 4000mm

Plaques

- 300mm * 400mm
- 400mm * 300mm

LOGOS

- Programme logo is provided by MA/JS : do not alter!
- Project logo to be produced by adding acronym
- Font colour has to match thematic objective
- EU download center for Policy Icons

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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 (innovative and sustainable)
- Project Results Publication: social media friendly
- Project Video(s) - Photos : need professional quality (suggest 2 videos & 5 quality photos)

Participation at contests (SLAM, REGIOSTARS, Interreg Awards, NEB) always in collaboration with MA/JS





Storytelling

Isolate success stories and promote them.

Use hashtags

Use common hashatgs; #GreeceAlbania, #interregIPA, #interreg, #EUproject, #DIGITAL, #CIRCLE, #CohesionPolicy, #CircularEconomy and tag the Programme & partners

Project logo

Contains and fulfils regulation requirements.

Hire an IVY!

Consider hosting an Interreg Project Partner (IVY) to support project implementation and communication

Capitalisation

Link with existing/past projects outcomes in the area or sector.

Always inform us!

Check with MA/JS beforehand!

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Operations of Strategic Importance

Definition & Purpose:

A Strategic Operation is a project that:

- Directly contributes to Programme objectives.
- Reflects the Programme's vision and priorities.
- Requires enhanced visibility and monitoring due to its impact.

Why It Matters:

- Your project is flagship of the Programme.
- Serves as example of EU value-added to the region.



Operations of

Strategic

Importance

Main event:

☞ Must inform the Managing Authority, Joint Secretariat & European Commission **at least 3 months before key events** (e.g., inaugurations)

Essential Visibility Rules:

EU flag must appear on all:

1. Invitations
2. Informational materials
3. Event signage and presentation materials

Institutional Communication:

- 1. Notify the European Commission \geq 4 weeks before the event about the exact date, venue, agenda**
2. Include a speech or quote from an EC representative in the agenda
3. Invite media, journalists and stakeholders



Operations of

Strategic
Importance

Press Engagement Standards

✍️ Prepare press release with Managing Authority/Joint Secretariat

👤 If EC representative is absent:

- Request and include a quote
- Distribute through national press agencies of both partner countries

Goal

Ensure wide, EU-aware media coverage of the event




Operations of

Strategic

Importance

Audio-Visual Material Guidelines

- Clear reference to European Union funds
- The audio-visual content must be used solely to promote the project and its alignment with EU policies
- ⊘ No promotion of:
 - Institutions
 -  Individuals
 - Local political entities or activities
- All promotional materials created by beneficiaries must be shared with the European Commission for transparency and visibility



Operations of

Strategic

Importance

Social Media Guidelines

- Mention EU funding on official project/partner social media accounts
- Use standard hashtags: #CohesionPolicy, #Interreg
- Use Programme/project related hashtags: #GreeceAlbania, #interregIPA, #interreg, #EUproject, #DIGITAL, #CIRCLE, #CohesionPolicy, #CircularEconomy and tag the Programme & partners

↔ Tag EC accounts:

📖 Facebook: /EURegioInterreg

🐦 X (Twitter): @RegioInterreg

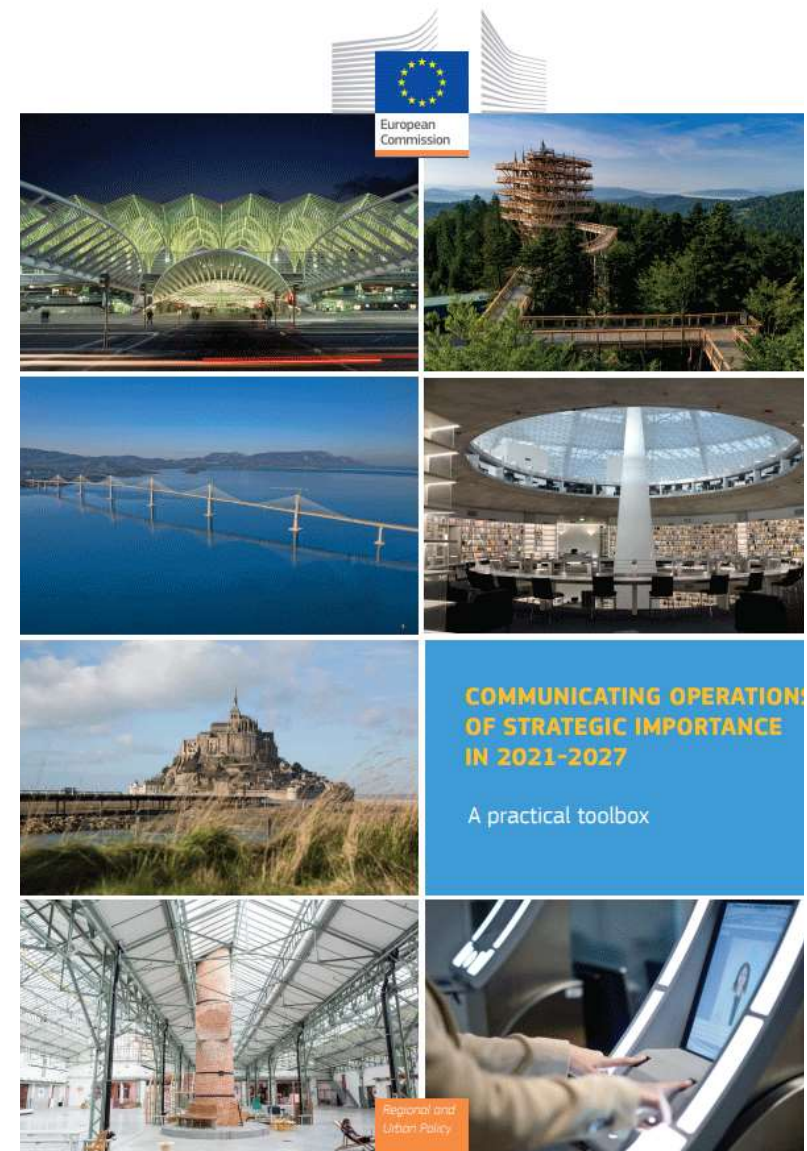
↔ Tag Programme accounts



Operations of Strategic Importance

A practical toolbox

Beneficiaries of strategic projects are strongly recommended to consult the "[Communicating operations of strategic importance in 2021–2027: a practical toolbox](#)", prepared by the European Commission services.



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Please evaluate Stage B Info-Day!



<https://forms.gle/1Lx7Xxgi5oaB4NGx6>

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