Information and Publicity Guidebook
For Project Beneficiaries

Interreg
Greece-Bulgaria
European Regional Development Fund

EUROPEAN UNION

COOPERATION PROGRAMME INTERREG V-A:

GREECE – BULGARIA 2014-2020

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Contents

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1   INTRODUCTION

Co-funded Projects enable the EU to demonstrate in a practical way how the EU impacts on the everyday lives of citizens. Within this framework the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme's budget across the European Union amounts to € 130.262835,00 million (total funding) for the Programming Period 2014-2020.

This guidebook was prepared so that the final beneficiaries involved in Projects funded by the **Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme**[1]", co-funded by the European Regional Development Fund (ERDF) and national funds of the participating countries, will be in a position to comply with the Regulation (EC) 1303/2013 and Commission implementing regulation (EU) 821/2014**.** The guidebook has been designed to ensure that actions funded by the European Union (EU) incorporate information and communication activities designed to raise the awareness of specific or general audiences for the co-funded actions and the EU support for these actions in the country or region concerned, as well as the results and the impact of this support.

This especially designed document mainly covers the way the EU identity and the Projects should be promoted. It sets out requirements and guidelines for briefings, written material, press conferences, presentations, invitations, signs, and commemorative plaques etc.

This guidebook can be updated or/and revised during the Programming Period. Final beneficiaries are strongly advised to be in contact with the Communication Officer of the Programme for all issues that concern Information and Publicity.

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[1] Referred thereafter as "Programme", as well.

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2 BACKGROUND INFORMATION

The guidelines establish the conditions and procedure for the notification and disclosure of granting and use of the **Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme** funds and for marking of the objects financed by them. For the drafting of the present, Regulation (EC) 1303/2013 has been taken into consideration.

The overall aims of I&P actions with regard to EU funding are:

- To acknowledge the role and support provided by the EU Funds.
- To promote an understanding of the objectives and achievements of interventions co-funded by the EU.

Moreover, the general objectives of any I&P actions concerning Interreg co-funded Projects should be the following:

- **Awareness:** Highlighting of the role of the European Union and the Structural Funds of the European Union for the general public and the promotion of the added value of EU participation in the co-funded Projects;
- **Transparency:** Ensuring transparency as far as access to the Funds is concerned.
- **Equal opportunities and non-discrimination:** Ensure accessibility and as far as visibility implementation is concerned.

3   INFORMATION & PUBLICITY STRATEGY

3.1   Appropriate visibility

Communication activities should be properly planned for all the Projects. Communication should focus on highlighting the role of the EU as Beneficiary and on the achievements and impact of the actions taken. Administrative or procedural actions are not considered as communication activities. In order to maximise the impact of communication activities, the following should be taken into account:

- Activities need to be timely.
- Information used must be accurate.
- The right audience(s) should be targeted.
- Messages should be interesting for the targeted audience(s).
- Activities should be appropriate in terms of resources spent and expected impact.

However, there should also be room in any plan to seize a good opportunity. A good communication strategy reflects the ability to use unexpected opportunities for the benefit of the Project. In some cases these opportunities can be as important as the scheduled/planned actions and may be also free of cost. Where such opportunities arise, they should be taken up.

A specific Work Package (WP2) of the Application Form of the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme requires that an I&P strategy shall be laid down. Specific I&P objectives such as i. the basic structure of the Project's Communication Plan (timetable, milestones etc.), ii. the information and publicity measures to be carried out (website, events, publicity material etc.), iii. the means of communication to be used to disseminate the Project's outputs, results and achievements (social media, brochures, promotional material etc.) and iv. how the anticipated Project results are going to be promoted at a national and/or at a regional level shall be identified. Derived from this, appropriate I&P activities shall be compiled including mandatory outputs, as described below. However, the I&P actions will be proportionate to the level of funding available. The level of detail should be tailored to the nature, extent and cost of the communication activities envisaged.

The I&P strategy shall guarantee that Information and Publicity becomes an integrated part of any Project funded by the **Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme** throughout

its life cycle. The Beneficiaries shall plan relevant human and financial resources and allocate the responsibilities among the partnership.

The objective of the I&P strategy shall be to increase the awareness of the general public and/or specific audiences targeted by the Project. Moreover, the transparency of the activities implemented and the EU funds used shall be guaranteed. Furthermore the implementation of an I&P strategy shall ensure that results achieved are disseminated widely and capitalised by policy makers and stakeholders in the eligible area. Besides those general aims,, each Project shall define specific objectives in its own I&P strategy, according to the Project's content.

For any clarifications at all stages, please consult the Communication Officer of the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

3.2 Target groups

In order to communicate effectively, target audiences should be clearly identified, which will be part of the Communication Plan (I& P Strategy) for each project. Depending on the objectives, the Project Beneficiaries shall identify relevant target groups. In addition, specific target groups have to be addressed by a variety of activities. The aforementioned Communication Plan shall prove the compliance between target groups and activities.

Potential target groups could be (with the list being not exhaustive):

- General public;
- Local, regional, national, European, but also specialized mass-media, which contributes to the promotion of the Project;
- European Commission and Members of the European Parliament;
- Local, regional and national authorities;
- Economic and social partners;
- Universities and research institutions, research community, educational organisations;
- Chambers, Federations and Associations
- Development Agencies;
- NGOs
- Networks of citizens

The following **mandatory outputs**, unless otherwise stated, must be included in the I&P strategy:

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3.3 Mandatory I&P outputs

3.3.1 Visual identity

Project's main identity elements

The creation of a visual identity increases any Project's visibility and recognition. This visual identity includes e.g. the definition of symbols, formats, colours and other elements of a brand signature such as a logo, an acronym related to the full name of the Project and in some cases also a motto (brief statement to express the main idea of the Project). A Project logo constitutes an essential part of the visual identity and shall be used in all Project outputs. The use of a motto is optional however strongly recommended.

European Territorial Cooperation programmes have joined efforts under a harmonised visual brand mark and a common brand name usable in every language: **Interreg.** Interreg is now the brand name for European Territorial Cooperation and should be used publicly as widely as possible.

This will allow Interreg stakeholders to benefit from each other in their communication, both to attract project applicants and to make projects visible. The harmonised Interreg brand will provide greater visibility for Interreg at all levels and towards the widest audience, demonstrating that Interreg makes a difference both locally and at European level, providing largescale evidence that cooperation in Europe brings people closer, makes economies stronger and helps to better preserve our environment.

3.3.1.1 Programme logo

To that end, for the 2014 -2020 programming period, the Cooperation Programme Interreg V-A "Greece – Bulgaria 2014 – 2020" has adopted a new branding orientation, thus participating actively in the joined efforts for a harmonized visual identity. The logo of the Programme has been designed according to the Interreg Brand Design Manual.

Programme logo

Logo colours: The logo colours are derived from the European flag and must not be changed. They are also the central brand colours of the Interreg brand and are used to identify the brand also beyond the logo in all visual communication. The colours are defined for all colour systems in the table below.

Colour		Pantone	CMYK	HEX	RGB
	Reflex Blue	Reflex Blue	100/80/0/0	003399	0/51/153
	Light Blue	2716	41/30/0/0	9FAEE5	159/174/229
	Yellow	Yellow	0/0/100/0	FFCC00	255/204/0

Typefaces: For programme and project logos (programme and project name) and the reference to the European Regional Development Fund, the typeface **Montserrat** (can be downloaded here: http://www.fontsquirrel.com/fonts/montserrat) was chosen as it is visually similar to the Interreg logo.

Basic unit: The basic unit used for definition of the logo composition is the width of the letter "e".

European flag: The space between the logotype and the European flag equals 3/4 of the basic unit. The height of the flag is the same as the letter "I".

Programme name: The programme name should be set in Montserrat Regular, with a letter spacing of - 20. The colour is the same reflex blue as in the logo. Whenever possible, the name should be aligned with either the Interreg logotype or the European flag, depending on the length of the name. The font size should be chosen accordingly. The maximum length of the programme name is marked by the total length of the logo including the flag. The distance between the X-height of the programme name and the baseline of the Interreg logotype should always be 1/2 of a basic unit. Short programme names should be written at a cap height that equals 3/4 of the basic unit.

ERDF reference: If the reference to the European Regional Development fund is part of the logo, it has to be written below the programme name in Montserrat Regular, Reflex Blue. The distance between the baseline of the fund and the baseline of the programme name should be 1/2 of the basic unit. The cap height should match the cap height of the European Union labeling.

Clear space area: Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.

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3.3.1.2   Project logo

The projects funded under the Cooperation Programme Interreg V-A "Greece – Bulgaria 2014 – 2020" have to follow the common branding procedure as well, following the guidelines given in the Manual Interreg Brand Design developed by INTERACT.

Projects can use one of the following two options for their project logos:

   a) the simplified version of the project logo
   b) the combined version of a project logo additional to the Itnerreg logo.

3.3.1.2.1   Simplified version of the project logo

Project logo - simplified version

Basic unit: The basic unit used for definition of the logo composition is the width of the letter "e".

European flag: The space between the logotype and the European flag equals 3/4 of the basic unit. The height of the flag is the same as the letter "I".

Programme name: For programme name specifications see section 2.2.1 of this manual.

Project name: The project name (acronym) is written below the programme name in Montserrat Regular, at a cap height that is the same as of the programme name with a letter spacing of -20. The

distance from the baseline of the programme name to the cap height of the project name is 1/2 of the basic unit. The colour of the project name (acronym) has to match the colour of the project's main thematic objective as specified in section the table below.

	Thematic objective	Pantone	CMYK	HEX	RGB
	Research and innovation	109 U	0/24/93/0	#fdc608	253/198/8
	Information and commu-nication technologies	2716 U	41/30/0/0	#a3add8	163/173/216
	Competitiveness of SMEs	3115 U	71/0/19/0	#1cb8cf	28/184/207
	Low-carbon economy	347 U	81/13/76/1	#159961	21/153/97
	Combating climate change	206 U	4/86/43/0	#e34063	227/64/99
	Environment and resource efficiency	382 U	49/0/99/0	#98c222	152/194/34
	Sustainable transport	Cool Gray U 9	46/37/34/15	#8a898c	138/137/140
	Employment and mobility	1665 U	2/71/72/0	#ea6647	234/102/71
	Better education, training	515 U	11/44/0/0	#e0a6cc	224/166/204
	Social inclusion	513 U	43/70/12/0	#a36298	163/98/152
	Better public administration	3145 U	87/32/35/16	3c7486	60/116/134

ERDF: The logo also exists in a version with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" under the flag. This version of the logo has to be chosen if "European Regional Development Fund" is not written anywhere else on the page where the logo is shown. **Projects are strongly advised to use this version of the logo to ensure the existence of the reference to the ERDF.**

Clear space area: Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise,½ this zone has to

be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.

3.3.1.2.2 Combined version – project logo additional to the Interreg logo

Basic unit: The basic unit used for definition of spaces is the width of the letter "e" in the Interreg logo. This measure is used to define the space between the elements as well as the clear space around the logo.

Relative size of the project logo: <u>The project logo can to be placed to the right of or below the Interreg programme logo.</u> It should be placed at a distance of one basic unit from the Interreg programme logo. <u>If it is placed below the Interreg logo, it should have the same height as the EU flag (h) and the same width as the word Interreg in the Interreg logo</u>.

Combined version (a) - project logo below the Interreg logo

<u>If it is placed to the right of the Interreg logo, it should have the same width as the European flag. The programme logo must not be taller than three times the height of the EU flag included in the Interreg logo.</u>

Combined version (b) - project logo to the right of the Interreg logo

Should the project logo be bigger than in either of the specifications above, an additional European flag should be added, of a size respecting the specifications laid out in the Commission implementing regulation (EU) No 821/2014 (art. 4 § 5)

NOTE: In all cases the project logo must not be taller than the biggest European flag placed on any page.

ERDF: The logo also exists in a version with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" under the flag. This version of the logo has to be chosen if "European Regional Development Fund" is not written anywhere else on the page where the logo is shown. **Projects are strongly advised to use this version of the logo to ensure the existence of the reference to the ERDF.**

Clear space area: Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins.

3.3.1.3 Logo use
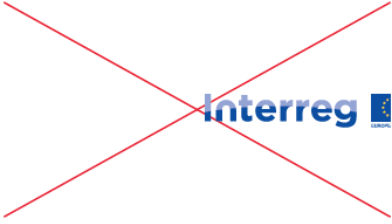
3.3.1.3.1 Correct use of the logo
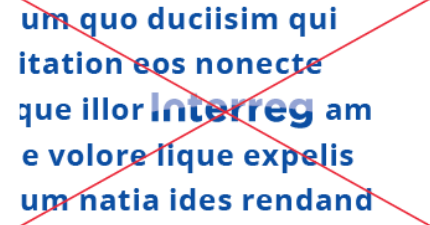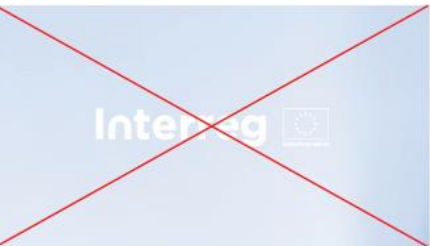
Standard logo	The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.	
Greyscale logo	For single colour reproductions, a greyscale version of the logo should be used. This version should only be used whenever full colour is not available.	
Black and white logo	The black and white logo should only be used if there is no possibility to use greyscale.	

Please note: According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background. The width of the border must be 1/25th of the height of the rectangle.

3.3.1.3.2 Incorrect logo use

1.	Do not use any other typographic elements in addition to the logo on the same line. It is allowed to use program and project names in the lines below the logo only according to the rules specified later in this manual.	
2.	Do not distort, stretch, slant or modify the logo in any way.	

3.	Do not cut the logo.	
4.	Do not rotate the logo.	
5.	Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.	
6.	Do not use outlines around the logo.	
7.	Do not use the logo in body text. Instead, in body text use just the word Interreg set in the font of the body text.	
8.	Do not invert the logo or use the logo in any other colour than the standard full colour version or in grayscale on monochrome applications.	

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| 9. | Avoid coloured backgrounds as much as possible – only exception is very light colours as specified on the page before. If the logo needs to be placed on a dark background, it has to be in a white rectangle, with its size matching at least the clear space as specified in section Project logo. The best solution might be to create a vertical or a horizontal white banner in which to insert the logo. | |

3.3.1.4   Logo size

The appearance of a logo varies greatly according to the media it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified below.

38,1 mm
smallest Logo width

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Media		smallest logo width	ideal logo width
Print A4 portrait	210*279 mm	38,1 mm	80,4 mm
Print A4 landscape	279*210 mm	38,1 mm	80,4 mm
Print A4 portrait	148*210 mm	38,1 mm	38,1 mm
Print Business card	85*55 mm	35,1 mm	35,1 mm
Print Sign (Plaque) portrait	Any large format (A2+)	short side/6 mm	short side/5 mm
Print Sign (Plaque) landscape	Any large format (A2+)	long side/6 mm	long side/5 mm
Screen Smartphone	960*640 px	240 px	300 px
Screen Tablet	1024*768 px	240 px	300 px
Screen Laptop/Desktop	1920*1080 px 2560*1440 px	300 px	400 px
Powerpoint 16:9	254*142,88 mm	32,6 mm	68,8 mm
Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px

NOTE: Project Beneficiaries are advised to read carefully the Manual Interreg Brand Design prior to the development of their project logo and send it to the Communiction Officer of the Programme for check prior to its finalization.

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3.3.2 Website

Websites are invaluable tools for the Projects and during time they become the first source of information. **Thus, the development of a structured website is an essential part of a Project.**

The name of the website shall be short and memorable. It can run under its own Project domain (e.g. www.Projectname.eu or www.Projectacronym.eu) or alternative it can be part of an institutional website (e.g. www.ministry-environment.gr/department-for-water/research-andProjects/Project-name/html).

The Project's website should be launched within the first six (6) months after the Project's start (contractual start date of a Project**) and shall be kept online at least two years after Project closure** (contractual end date of a Project)**.** In case of an audit check by a competent body (i.e. Second Level Control) the Project Beneficiaries must be able to prove that the Project site was operational for this period, that the data corresponded to the needs of the Project and of the Programme, and that all information and publicity requirements were met in accordance with the I&P Guidebook. Please communicate the website's expiry date to the Joint Secretariat (JS) and more specifically to the Communication Officer and the Project Officer at least four months before the expiration date. Please note that in case a Project's duration is extended, the website's expiry date must be extended accordingly.

The website shall be launched in **English**, which is the official language of the Programme, with the possibility of using also the languages of the participating countries, Greece and Bulgaria. The Project's webpage must:

- provide information about the Project, its nature, goals, procedures, benefits and the expected results;
- include a short description of the Programme. The following description taken from the Programme's website may be used for this purpose:
    - http://www.greece-bulgaria.eu/minisite/#en-press
    - http://www.greece-bulgaria.eu/com/4_A-few-words-about-our-Programme;

In case the Project Beneficiaries decide to use a different text for this use, it shall be discussed and approved by the JS.

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- include some basic information for the Beneficiaries and their contact details;
- have a category under which one can find the produced communication material such as: press releases, newsletters, invitations, posters, fact sheets, photos and links);
- have a category under which one can find the project's main deliverables (surveys, strategies, studies, platforms, networks etc.), which should also be available for download. In case on-line applications, platforms, databases, networks etc., are developed/produced by the project, these tools should be linked to the project website (users should be able to access them through the project website). In addition, a short description-presentation of these tools should be provided in English.
- be in compliance with the General Data Protection Regulation (GDPR)

Last but not least, it must refer to the Cooperation Programme and the EU co-funding. This includes the Programme logo along with the textual reference to the sources of financing: *"The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme".* Both must appear on the homepage (front page) of the Project's webpage. The website has to be linked with the Programme's website (redirection via the Programme's logo that should be included in a prominent place).

There is also a need for a **disclaimer** on the bottom of the homepage that the material on the website does not necessarily reflect the official position of the EU, the Managing Authority, the Joint Secretariat and the participating countries. This disclaimer should include the following:

"This webpage has been produced with the financial assistance of the European Union. The contents of the webpage are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat".

The beneficiaries need to make available at least the **links** to the following websites:

- the website dedicated to EU Regional Policy: https://ec.europa.eu/regional_policy/en/
- the Programme's website: http://www.greece-bulgaria.eu
- the institutional websites of the Project Beneficiaries

The link to the Project website must be made available also on the Project Beneficiaries' official websites.

Important Note: In case the project's consortium decides – according to the Application Form of the project – to develop instead of a project website, a webpage dedicated to the project in a Project Beneficiary's official website, all the above mentioned requirements apply for this webpage as well. In addition, this webpage should be made available also on all Project Beneficiaries' official websites.

3.3.3   Result leaflet

At least one leaflet/booklet, including the Project results, must be published. This leaflet/ booklet must be available in English, Greek and Bulgarian.

The cover page should contain the Interreg project logo. The textual reference to the sources of financing (*The project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Programme.*) with the flags of EU and the two participating countries must appear either on the cover page or the back page.

Finally, the following disclaimer must also be included: *"The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority".*

This leaflet/booklet must be uploaded in the Project's webpage as well as the Programme's webpage. During the drafting the beneficiaries are strongly advised to consult the Communication Officer of the Programme for guidance.

3.3.4 Public final event

At least one conference (if it is one then it must be the final conference) must be organised in order to inform the public about the results achieved during the Project implementation. This activity must include press release available in English, Greek and Bulgarian and audiovisual material (photos, video etc.). The Project Beneficiaries must inform in advance (at least 10 days before the set date) both the Communication Officer and the Project Officer about the any event related to the Project's activities.

The Interreg project logo, as well as the reference to the sources of financing (*The project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Programme.*) should appear on all documents, publications, presentations, or other materials made available during the event.

3.4 Non-mandatory I&P outputs

3.4.1 Social Media

Apart from the traditional methods and techniques of communication, the Internet offers an array of modern opportunities to promote the Projects: the so-called social media e.g. Facebook, Twitter, Linkedin, Google+, Youtube, Pinterest etc. If the Project Benefiaries' scheme decides to include in the communication strategy the use of social media, then a specially designed strategy must be developed in addition according the needs of each platform since each platform requires different techniques. If the Beneficiaries decide the use of Social Media, then they must also draft an operational plan for implementing the communications for these media. Based on previous experience, there were numerous examples of Projects which their Beneficiaries included the use of Social Media in their Communication Strategies only to find out soon that it was difficult to maintain implementation of communications over time. Thus, the use of Social Media is strongly recommended, only in cases where there is a strong commitment from the Beneficiaries' side.

Please note that the Project's background and co-funding sources shall be highlighted in the Project's social media web-pages, including:

- a reference to the Cooperation Programme and the EU co-funding: *"The project is implemented in the framework of the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme and is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Programme"*
- a short description about the Project: its nature, goals, benefits; expected results.
- links to: the project's website; the Programme's website and the institutional websites of the Project Beneficiaries

3.4.2 Media relations

In addition to the outputs above, further outputs in the field of media relations are highly recommended and expected up to a certain extent. The communication with and via the mass media is an essential tool for reaching the general public. Many potential activities can be chosen such as press releases, press conferences or press (field) trips, public relations campaigns, paid articles and ads, direct contacts and interviews etc. In order to set the basis for an effective media communication, it is highly recommended to set up a contact database of relevant contact persons/ journalists at the Project start. **The Project Beneficiaries must inform in advance both the Communication Officer and the Project Officer of the Programme for any of the aforementioned activities.**

Further communication activities shall be tailored according to I&P Strategy, target groups and Project content, such as:

- Project newsletter;
- Production of gadgets (e.g. pens, bags etc.) and promotion materials (e.g. posters, banners etc.);
- Promotional film or picture presentations.

As a general rule, gadgets shall be suitable for and correspondent to an identified target group and must follow specific guidelines regarding their marking. Please consult the Communication Officer for guidance.

Besides the description of the I&P Strategy in the Application Form of the Programme, it is expected from the Beneficiaries to develop a more detailed Communication Plan immediately after the Project's approval. This allows to further specify objectives and tailor activities to the identified target groups, but also to manifest responsibilities and dedicated budget lines.

Please note that ALL I&P activities financed from the Programme's funds have to have an explicit reference to EU contribution and the Programme including a reference to the relevant financing sources.

3.5   Gender equality and non-discrimination

The objective of non-discrimination refers to the prohibition of any discrimination based on any ground such as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation[2]. Article 19 of the Treaty on the Functioning of the EU provides the legal base for EU legislation combating discrimination. Moreover, Article 7 of Regulation 1303/2013 refers to the promotion of equality between men and women and non-discrimination.

Besides the legal obligations, there is a strong economic argument, also linked to the achievement of the Europe 2020 targets, to work towards a more equal and diverse society as demonstrated by a wide range of studies, including by the OECD.[3]

Hence, mainstreaming gender and non-discrimination on Project level and particularly in communication strategy is a key factor in successful dissemination of Project results.

In particular, accessibility is ensuring that people with disabilities can access the communication channels (website, promotional material, venues etc.) and that there are no barriers which prevent this. In other words, making something accessible means providing alternative means (formats or options) to access what's on offer if the "standard" offer is not accessible.

Examples of promoting accessible and inclusive communication at Project level

- **Accessibility of venues:** Make sure that any conference/seminar/meeting rooms or other venues are accessible and reachable.
- **Accessibility of information material:** Some audiences may need alternate formats in order to benefit from the information to be shared, such as larger print, tactile or oral formats for people who are blind or visually impaired. Others may need a modification of the content in order to make use of the information. People with cognitive and developmental disabilities present a widely varied audience whose individual members may benefit from modified content, as well as alternate formats.

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[2] EU Charter of Fundamental Rights (http://ec.europa.eu/justice/fundamental-rights/charter/index_en.htm)
[3] OECD, 2012, Closing the Gender Gap – Act Now

- **Accessibility of information on the Web:** Many of the suggestions presented to make printed materials more readable and comprehensible can also be applied to documents that are presented on the World Wide Web. Multi-media files on the Web can help reinforce the printed words. For example, an audio version can be provided, where the words are read aloud.

Beneficiaries need to keep the Project website simple and clear. It is advised that the website is accessible according to Web Accessibility Initiative (WAI) guidelines of the World Wide Web Consortium (W3C). To help with navigation, use simple icons/colors to identify elements of the site or pages to be accessed. Keep navigation tools in the same place on each page. Consistency in design will guide the visitor.[4]

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[4] National Center for the Dissemination of Disability Research, "Making Materials Useful for People with Cognitive Disabilities", *Research Exchange*, Volume 8, Number 3, 2003 (http://www.ncddr.org/products/researchexchange/v08n03/2_materials.html)

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3.6 Corporate Social Responsibility

Project beneficiaries shall integrate social and environmental concerns in their Project implementation, I&P execution and in their interaction with their stakeholders and target groups.

By way of illustration, sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic and social issues. Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation of, and participation in, an event.[5]

For example, large events usually require a large amount of marketing, which would include aspects such as media, communication, public relations and the associated production. It is an important aspect of an event, but should also be done responsibly, as it contributes to the event's environmental footprint. Using cloud based services, mobile conference apps, and digital event displays, the majority of the printed event documentation can be provided in digital formats. Offering paperless events not only reduces the conference footprint but is convenient for attendees.

Similarly, the environmental impact can be reduced when an appropriate venue is selected with easy access by the participants and organizers. It also has to be as easily accessible as possible by public transportation. Also, larger places require larger amounts of energy for cooling, heating, illuminating, etc. For this reason, to overestimate the dimension of the building requirements will considerably affect the use of resources. The size has to be in accordance with the number of attendants.[6]

In the same logic, and in response to the new circumstances caused by the refugee crisis, Project beneficiaries shall directly or indirectly link their I&P strategies to this.

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[5] Gerard Blokdijk, *Event Management - Simple Steps to Win, Insights and Opportunities for Maxing Out Success*, International Monetary Fund, 2015

[6] *Low Environmental Event Guide, deliverable in the framework of Regions for Recycling (R4R) Project co-funded in INTERREG IVC Programme*
http://www.regions4recycling.eu/upload/public/Reports/Low%20environmental%20impact%20event%20guide.pdf)

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4 APPLICATION OF VISUAL IDENTITY ELEMENTS IN PROJECTS

Just before entering the Programming Period 20104-2020, European Territorial Cooperation Programmes have decided to joint efforts under a harmonized visual brand mark and a common brand name usable and visible in every language: **Interreg**. Interreg is now the brand name for European Territorial Cooperation and should be used publicly as widely as possible.

The Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme has been approved by the European Commission Decision C(2015)6283 (Decision Date: 09 September 2015). The correct use of the Programme's name is essential in all documents, Projects' outputs and advertising materials, as it enforces the Programme's brand identity.

The fulfillment of the requirements as set out in the following section implies a win-win situation: a clear indication of the Programme's co-funding will let the Project's audience know that the EU and the Programme supports the approach developed.

Please note that expenditure for I&P activities that do not comply with the requirements described below is considered as ineligible. The Programme reserves its rights to take further steps in case the requirements are violated.

All Projects or activities financed from the Programme funds have to have an explicit reference to EU contribution, including a reference to the relevant financing sources. e.g. The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

Moreover, in order to mark objects and to indicate the European Union's contribution, all Projects or activities financed from the Programme's funds have to be marked with the logo. These objects include:

- Buildings;
- Events;
- Machinery;
- Equipment;
- Publications;
- Information and advertising material;
- Digital information carriers and material;

- Television shows, articles and other texts in a technically possible and suitable manner;
- Advertisements in print or digital media;
- Souvenirs.

The logo shall be used in **ALL** I&P material. This includes .doc, .pdf, .ppt or similar documents, as well as information made available by electronic means and audio-visual material. The logo must always be visible. In case it is not possible to mark the produced material with the logo due to distinctive features of this material, at least emblems of and reference to the European Union must be provided.

Project Beneficiaries must mark their websites or the website(s) financed from the Programme funds with the logo, and provide information on the content of the Project, the beginning and end date of the Project and the amount of the Programme funds to be received. Project Beneficiaries must place the logo on documents and certificates that will be distributed during implementation or as a result of any Project, to participants or to the public.

Information and communication material such as publications, newsletters, brochures, pamphlets etc must contain a clear indication of the EU's participation on the title page. Publications should include references to the body responsible for the information.

On digital information carriers the logo is placed on front page, in introductory scene or picture, and also on the packaging (e.g. packaging of a CD, DVD etc.).

Project Beneficiaries are obliged to send any I&P material to the Communication Officer of the Joint Secretariat.

Below are given some specific requirements for the most common I&P measures.

4.1 Leaflets, Brochures, Flyers

Leaflets, brochures and flyers should contain at least the following;

- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing *"The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme"* with the flags of EU and the two participating countries.
- The disclaimer "*The contents of* this publication *are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat*".
- The link to the project website.

NOTE: All leaflets, brochures, flyers produced in the framework of a project may be bilingual (EN/EL and/or EN/BG) or trilingual (EN/EL/BG). In any case, the existence of the material in **English,** which is the official language of the Programme, is mandatory.

4.2 Stationary Sets (letterheads, envelopes, business cards, folders etc.)

There is no specific guidance regarding the format of stationary sets. However, they should contain at least the following;
- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing.

In case, it is impractical on small surfaces to use the Interreg logo and the textual reference to the sources of financing with the flags of EU and the two participating countries, the usage of the EU emblem only is expected.

4.3   Event material (Posters, Banners, Roll-up, stands etc.)

The beneficiaries who organise or participate in events such as conferences, fairs and exhibitions in the framework of co-funded operations, should contain at least the following on all event materials:

- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing *"The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme"* with the flags of EU and the two participating countries.
- The link to the project website.

4.4   Newsletters/ Press Releases/Publications/ Announcements

Newsletters, Press Releases, Publications and Announcements will be issued when specified in the communication strategy of the project. The newsletters may be mailed in electronic form or be posted on the project's website. The newsletter should contain at least the following;

- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing *"The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme"* with the flags of EU and the two participating countries.
- The disclaimer *"The contents of* this publication *are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat*".
- The link to the project website.

4.5 TV and Radio spots

Each radio message/ spot should at least make reference to the sources of financing: "*The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme*".

NOTE: In case the radio spot is transmitted in the official language of one of the participating countries, project beneficiaries are requested to consult the JS Communication Officer beforehand for translation-related guidance.

Each TV spot should contain at least the following:
- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing *"The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme"* with the flags of EU and the two participating countries.
- The link to the project website.

NOTE: TV spots should be produced in **English** which is the official language of the Programme. In case the TV spot is transmitted in the official language of one of the participating countries, the existence of English subtitles is mandatory. Project beneficiaries are requested to consult the JS Communication Officer beforehand for translation-related guidance.

4.6 Project promo video

Projects are encouraged to produce videos to promote their results/achievements. The videos should be kept short (total duration 2-3 minutes) and their message should be clear to the audience. When producing their video, project beneficiaries are advised to use simple storytelling techniques, and interviews/testimonies of people benefiting directly from the project. Last but not least, the video should be in compliance with the General Data Protection Regulation (GDPR). The videos should contain at least the following:
- The Interreg project logo and slogan (in case of existence)

- The textual reference to the sources of financing *"The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme"* with the flags of EU and the two participating countries.

NOTE: Project promo video should be produced in **English** which is the official language of the Programme. In case it is produced in the official language of one of the participating countries, the existence of English subtitles is mandatory.

4.7 Promotional items

Promotional items (such as T-shirts, caps, pen etc.) should be distributed when specified in the communication strategy of a project. The promotional items should be clearly identified with the Interreg project logo and slogan (in case of existence). On certain promotional items (e.g. pens, key-holders), where it is not possible to include all information, at least the EU flag should appear. Before taking any decision on the production of such items project beneficiaries are requested to consult the JS Communication Officer.

4.8 Photos

Beneficiaries who implement projects should take (where applicable) "before and after" pictures to document the progress of projects and relevant events. The pictures chosen should:
- be those which best illustrate the project
- contain, when possible, the project and programme logos in the background
- include a caption
- mention the name of the organization or person that owns the copyright alongside the picture
- comply with the General Data Protection Regulation (GDPR)

The JS may require from project beneficiaries to send electronically or by post duplicates of the photos.

4.9   General guidelines for project deliverables

All project deliverables should include the following:

- The project logo and slogan (in case of existence) at a prominent place*
- The textual reference to the sources of financing *"The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme"* with the flags of EU and the two participating countries.
- The disclaimer *"The contents of* this <publication, study, survey etc.> *are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat*".
- The link to the project website.

*__NOTE__: The project logo should be bigger in size than any other logo (i.e. Project Beneficiaries' logos) that appears in the same page with it. In general, the EU flag, which is part of the Interreg project logo, should be bigger in size that any other emblem used in the same page with it.

All project deliverables (studies, surveys, strategies, educational material, applications, platforms etc.) should be in **English** which is the official language of the Programme. In case a deliverable is produced in the official language of one of the participating countries, the existence of an English abstract is mandatory.

All project deliverables should be made available on the project website. As far as it concerns on-line tools such as platforms, databases, applications etc., they should be linked to the project website in order for a user to have direct access to them through the project website In addition, a short description (purpose, instructions, results etc.) of the tool should be provided in **English**.

The Programme offers Project beneficiaries the opportunity to promote their project's activities, events and achievements through the Programme website as well, apart from their project website, in an attempt to achieve further dissemination. Thus, Project Beneficiaries are encouraged to send to the JS Communication Officer short articles about their projects in English in order to be published on the Programme website. Pictures and/or videos from these activities may be attached to the articles, always in compliance with the GDPR.

5 BEGINNING AND DURATION OF MARKING OBJECTS AND EVENTS

The logo must be placed on an object financed from or completed with the help of the Programme funds immediately after acquiring or completing the object, except for objects on which the logo has been placed already during production.

In case construction or other activities are carried out within the Project, the object must be marked with the logo immediately after starting the activities.

In case of an event, the location where the event is hosted must be marked with the logo for the duration of the event.

The marking of objects must remain legible and correct for at least five years after the last eligible date of the Project activities. Project Beneficiaries have to retain a sample copy of ALL I&P materials, advertisements and other similar objects to prove correct marking. In case of activities, the Project Beneficiaries have to retain photos and videos (where applicable) or other evidence, which proves marking of events.

In case marking of the use of the Programme funds is damaged before the period of marking expires, the Project Beneficiary must replace it.

6 CLOSURE OF THE PROJECTS

According to Article 71 of the REGULATION (EU) No 1303/2013 and the articles 2.3, 7.3 and 11 of the **Subsidy Contract**, all deliverables produced in the framework of a project and financed by the Programme, should be kept free of all rights and be stored for at least 3 years after the closure of the project.

Specifically for the I&P material of a project, its copies should be available for a period of 2 years after the contractual end of the project.

Therefore, for the closure of the projects, LB/PBs must collect all the deliverables developed/produced, which will be made available for use and download on the project websites. The deliverables should be organised following the structure of the project's work plan in the Application Form.

More precisely:

- the shared folder should be named with the project acronym and its MIS code, example: ProjectAcronym_MIS_15266
- each file should be named following the example:

    1. **Del. 1.2.3_ name**

        1=S/N (Serial/Number)

        Del. = Deliverable

        1.= number of the Work Package

        2.= Project Beneficiary (i.e. PB2 in the AF)

        3.= number of the deliverable

        Name= name of the deliverable

Type of deliverables and format of submission:

• Reports, surveys, studies, educational material etc.: should be in English or with an English abstract attached in case it is in Bulgarian or Greek and should be saved in .pdf format

• Promotional material: should be in .pdf format and in all available languages produced. In case of gadgets and stationary, pictures should be provided with them marked with the project logo or sticker.

• Equipment: pictures of the equipment installed and marked appropriately with the project logo or sticker should be provided.

• Events (seminars, info days, press releases etc.): a separate .pdf file should be prepared with the following: the invitation, the agenda, the announcements (press releases) published prior and after the retaliation of the event, pictures from the event (respecting the GDPR), links to available press publications and/or videos, presentations of the event, evaluation of the event in case of existence etc.

• Construction sites: pictures/videos before, during and after the construction works, information signs/ billboards/ boards of gratitude in .pdf format produced for the construction site and pictures from the site proving their installation, publications (articles, announcements, press releases) made for the launch and the conclusion of the construction works, etc.

• Online tools/applications/platforms: a report including the link to access the deliverable, a description of the deliverable (need, purpose, solution offered, outcome, evaluation of the tool's operation/functionalities, number of installations/users etc.), a user manual in case of existence. In case of an application, the .exe file for installing the application should be provided.

__Important Notes__

__All deliverables should be in English which is the official language of the Programme and should comply with the Programme's Information and Publicity rules.__

To further ensure the durability of the deliverables, LB/PBs are advised to also upload their project deliverables on an online file sharing platform such as OneDrive, GoogleDrive etc. and share the link with the JS. If the free storage option available is exceeded, then the LB should send all deliverables with a USB/DVD. Please note that WeTransfer application is not a valid option since the sharing link has a short expiration date.

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7 MEANS FOR MARKING OBJECTS

The Project Beneficiaries must mark the objects financed from the Programme funds with a sticker, information sign, billboard or board of gratitude with the logo, or place the logo on the object during production, according to the nature of the object and the conditions prescribed in this guide.

7.1 Sticker

The Project Beneficiaries are recommended to mark the objects financed from the "Greece-Bulgaria 2014-2020" Cooperation Programme funds with a sticker of the logo as follows:

- Small objects (office equipment, furniture items, smaller means of work etc) with a waterproof/ weatherproof sticker of approximately 50×20 mm;
- Larger objects (equipment etc.) with a waterproof/weatherproof sticker of approximately 120×50 mm.
- Vehicles with a special sticker covering at least 30% of the area where it will be put (i.e. door, window, etc.)

Stickers on the objects may not be used, in case there is an information sign in the same room as the object(s) financed from the Programme funds, concerning the co-financing of all objects/ material in the room in total. Additionally, stickers may not be used in case the logo has been placed on the object(s) during production. In this case the JS is to decide on the means of marking the object(s) or on minimum measures of marking an activity.

Stickers must remain legible and correct for at least five years after the last eligible date of the Project activities. In case stickers are damaged or wear out the Project Beneficiary must replace them. Please consult the Communication Officer of the Programme.

7.2   Information sign

If any buildings, rooms, facilities or other similar objects are rented, purchased, built, renovated or furnished with the help of the Programme funds, and placing a billboard or board of gratitude is not required, an information sign with the logo must be placed in a visible location in these buildings, rooms, facilities or in a place related to these. In case of the information sign, separate stickers do not have to be used to mark single objects.

Minimum measures of an information sign should be approximately 220x150 mm.

In case of infrastructure or construction with public contribution below € 500.000,00 installed information signs must remain legible and correct for at least five years after the last eligible date of the Project activities. **Please consult the Communication Officer of the Programme.**

7.3   Billboard

If the total public contribution in financing an infrastructure or construction object is larger than € 500.000,00 a billboard will be set up in the location of the object. The billboard must correspond to the following conditions:

- The billboard should be set up in a place visible by the public that is in close proximity to the object to be acquired or built;
- The logo will be placed on the billboard and it will cover at least 25% of the area of the billboard;
- Minimum measurement of the billboard should be approximately 1500x1000 mm;
- The billboard must be made of durable and weatherproof material in case of outdoor use;

It is also permitted to put logos of other authorities connected to completing or financing the object and any other additional information regarding the object on the billboard.

Below is given a template for an information sign and/or a billboard.

NOTE: The signs should be in English. Beneficiaries may also produce bilingual signs.

Please consult the Communication Officer of the Programme.

«…. the simplified OR combined logo of the project»

	The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.	

INTERREG V-A "GREECE - BULGARIA 2014 – 2020" COOPERATION PROGRAMME

PROJECT BENEFICIARY:	«NAME OF THE PROJECT BENEFICIARY»
PROJECT:	«PROJECT NAME & ACRONYM»
OBJECTIVE:	«MAIN OBJECTIVE OF THE OPERATION»
OPERATION:	«NAME OF THE OPERATION (THE NAME OF THE CONTRACTED BID OR THE NAME OF THE DELIVERABLE)»
BUDGET :	«TOTAL BUDGET FOR THE OPERATION (CONTRACTED BUDGET in €)»

7.4 Board of gratitude

In case the total public contribution is larger than € 500.000,00 when acquiring an object or financing an infrastructure or construction object, the Project Beneficiary must install a board of gratitude at the location of the object within six months after acquiring the object or completing the works. Public contribution includes the Programme funds, and co-financing by public and public equivalent bodies. In case of financing an infrastructure or construction object, the Project Beneficiary will replace the billboard with the board of gratitude within six months after completing the works. The board of gratitude must correspond to the following conditions:

- Board of gratitude will be set up in a visible place that is located on the object, in close vicinity or at a location connected to it.
- The logo will be placed on the board of gratitude and it will cover at least 25% of the area of the board of gratitude.
- Completion date of the object will be given on the board of gratitude.
- Minimum measures of the board of gratitude should be approximately 500x300 mm.
- The board of gratitude must be made of durable and weatherproof material in case of outdoor use.
- The installed board of gratitude must be retained at least until December 31, 2025.

Below is given a template for a board of gratitude.

NOTE: The signs should be in English. Beneficiaries may also produce bilingual signs.

Please consult the Communication Officer of the Programme.

Interreg Greece-Bulgaria

European Regional Development Fund

EUROPEAN UNION

«…. the simplified OR combined logo of the project»

	The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.	

INTERREG V-A "GREECE - BULGARIA 2014 – 2020" COOPERATION PROGRAMME

PROJECT BENEFICIARY:	*«NAME OF THE PROJECT BENEFICIARY»*
PROJECT:	*«PROJECT NAME & ACRONYM»*
ACTIVITY:	*«NAME OF THE ACTIVITY (THE NAME OF THE CONTRACTED BID OR THE NAME OF THE DELIVERABLE)»*
BUDGET :	*«TOTAL BUDGET FOR THE ACTIVITY (CONTRACTED BUDGET in €)»*
COMPLETION DATE:	*«DATE OF COMPLETION OF THE WORKS»*

8 FURTHER SUPPORT BY THE PROGRAMME

The Lead Beneficiaries are asked to inform the Communication Officer of the Joint Secretariat and the Managing Authority on public Project events. If possible, staff members of the Joint Secretariat and/or the Managing Authority will participate to these events and offer promotion material (e.g. Programme banners or posters). The Communication Officer of the JS and the Managing Authority can be contacted for any open questions or doubts. Communication trainings and tool kits will be offered during Project implementation.

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ANNEX I: The communication matrix: How and when to communicate what to whom?

Communication should occur throughout the life cycle of the action and should be timely.

Communication and visibility efforts should be used to announce and accompany key milestones. In order to tailor visibility activities both to the specific stages of the action (or of the Project cycle) and to the target population, the matrix below can be used. This matrix outlines the types of visibility activity appropriate to the various stages of the life cycle of an action.

It should be noted that the stages of the Project cycle set out in the matrix are proposed for the purpose of planning only. They are not intended to be the focus of the communication activities; the focus should be achievements and impact. The matrix is intended as a flexible tool and may be updated and adapted at any stage of the action, if necessary.

The scope of the visibility matrix goes beyond the scope of individual contracts, contribution agreements or financing agreements (it also covers programming, identification, appraisal, financing, evaluation and audit). Although it is useful in the context of drafting communication and visibility plans it should be clear that not all activities proposed under the visibility matrix can be funded in the context of specific contracts, contribution agreements or financing agreements.

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	Programming	Identification	Appraisal	Financing	Implementation	Evaluation & Audit
Communication objective	Announce EU support	Information on action status	Information on action status	Highlight amount of EC support, and context	Awareness raising	Demonstration of impact
Responsibility	Beneficiary	Beneficiary	Beneficiary	Commission/ Beneficiary	Beneficiary	MA/ Beneficiary
Type of key message	"The world's biggest donor at the service of the Millennium Goals"	"More, better, faster – Europe cares"	"The EU and <Beneficiary>- delivering more and better aid together"	"The world's biggest donor at the service of the Millennium Goals"	"Cooperation that Counts"	"The EU delivers"
Most appropriate tools	Press conferences, events, interviews	Information campaign	Information campaign	Press conference	Events, site visits, TV and radio spots, high level visits	Videos, reports
Beneficiary population	Press conference following pledge	Information campaign to accompany visit of identification mission	Inform via the media on selection of Beneficiary	Inform via the media when financing is confirmed	Information campaign, photo opportunities, (joint) high level visits to mark milestones	Make key results publicly available Work with the media to show the impact on the ground
EU institutions and international community	Press conference following pledge	-	-	-	Information campaign, photo opportunities, (joint) high level visits to mark milestones, joint presentations, thematic events	Make key results publicly available & broaden to include key strategic messages
European citizens	Press conference following pledge	-	-	Inform via the media, if appropriate Work with specialist press Thematic events	Photo opportunities, (joint) high level visits to mark milestones, broad awareness raising campaigns, thematic events	Inform via the media, if appropriate Make key results publicly available and broaden to include key strategic messages

ANNEX II: How to use the EU emblem

Symbolic description & Regulation colours

The logo has 12 stars. There is no correlation between the number of countries in the EU and the number of stars. The use of the colours is strictly regulated. Therefore, the emblem is in the following colours:

PANTONE REFLEX BLUE for the surface of the rectangle.

PANTONE YELLOW for the stars.

The international **PANTONE** range is very widely available and easily accessible even for non-professionals.

Four-colour process

If the four-colour process is used, it is not possible to use the two standard colours. It is therefore necessary to recreate them by using the four colours of the four-colour process. The **PANTONE YELLOW** is obtained by using 100% "Process Yellow". By mixing 100% "Process Cyan" and 80% "Process Magenta" one can get a colour very similar to the **PANTONE REFLEX BLUE**.

Internet

PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and **PANTONE YELLOW** corresponds in the web-palette colour RGB:255/204/0 (hexadecimal: FFCC00).

Geometrical description

All stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. The number of stars is invariable at 12.
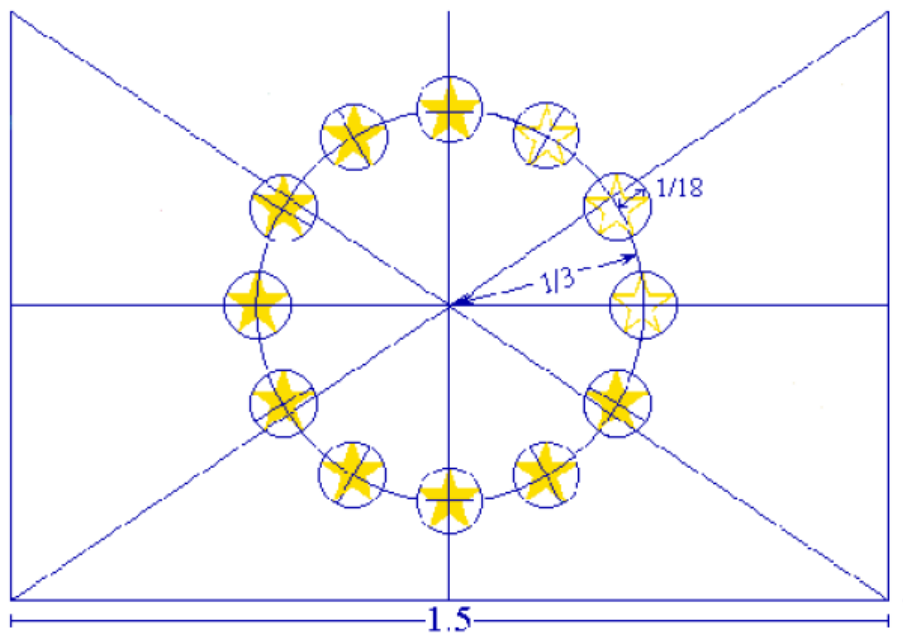
Incorrect uses of the EU emblem

A frequent mistake is to use the emblem upside down. If the stars have a single point each pointing upwards the emblem is the right way up.

▪ The emblem is upside down	
▪ The stars are not upright	
▪ The stars are wrongly positioned in the circle. They must appear in the position of the hours on the face of a clock	

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Single colour reproduction

▪ If only black is available, outline the rectangle in black and print the stars in black and white	
▪ In the event that blue is the only colour available (it must be Pantone Reflex Blue), use it 100% with the stars reproduced in negative white and the field 100% blue	

Reproduction on a colour background

The emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue. If there should be no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25 of the height of the rectangle	

ANNEX III: Communication & visibility plan template

General communication strategy

Objectives

1. Overall communication objectives

2. Target groups
   - Within the country(ies) of the Programme where the action is implemented
   - Within the EU (as applicable)

3. Specific objectives for each target group, related to the action's objectives and the phases of the Project cycle

Examples of communication objectives:
   - ensure that the beneficiary population is aware of the roles of the Beneficiary and of the EU in the activity
   - raise awareness among the host country population or in Europe of the roles of the Beneficiary and of the EU in delivering aid in a particular context
   - raise awareness of how the EU and the Beneficiary work together to support education, health, environment, etc

Communication activities

4. Main activities that will take place during the period covered by the communication and visibility plan include details of:
   - the nature of the activities
   - the responsibilities for delivering the activities

5. Communication tools chosen
Include details of advantages of particular tools (media, advertising, events, etc.) in the local context
Indicators of achievements

6. Completion of the communication objectives
Include indicators of achievement for the different tools proposed

7. Provisions for feedback (when applicable)
Give details of assessment forms or other means used to get feedback on the activity from participants

Resources

8. Human Resources
   ▪ Person/ days required to implement the communication activities
   ▪ Members of the management team responsible for communication activities

9. Financial resources

Budget required to implement the communication activities (in absolute figures and as a percentage of the overall budget for the action)

ANNEX IV: Useful guidelines for developing your Communication Strategy/Plan & tools

In the links listed below Project Beneficiaries may find useful guidelines to develop the Communication Strategy/Plan of their Projects, as well as hints to achieve a more efficient dissemination of their project activities, results and achievements. Please note that even though most of the listed material is addressed to Programmes, it also applies to Projects since the techniques used and goals are similar for both Projects and Programmes.

- INTERACT: Fact sheet | Communication Strategy: http://www.interact-eu.net/library#534-fact-sheet-communication-strategy
- INTERACT: Handbook | Communication toolkit: http://www.interact-eu.net/library#798-handbook-communication-toolkit-0
- INTERACT: Handbook | Project communication: http://www.interact-eu.net/library?title=communication+&field_fields_of_expertise_tid=All&field_networks_tid=All#1780-handbook-project-communication
- INTERACT: List | Elements of communication strategy - Communication toolkit: http://www.interact-eu.net/library#786-list-elements-communication-strategy-communication-toolkit
- DIRECTORATE-GENERAL FOR COMMUNICATION: TOOLKIT for the evaluation of the communication activities: file:///E:/Νέος%20φάκελος/INTERACT_COM/com.%20toolkit%20&%20annexes/19_communication-evaluation-toolkit_en.pdf
- INTERACT: Checklist | Event planning - Communication toolkit: http://www.interact-eu.net/library#787-checklist-event-planning-communication-toolkit
- INTERACT: Template | Script for events - Communication toolkit: http://www.interact-eu.net/library#789-template-script-events-communication-toolkit
- INTERACT: Template | Press release - Communication toolkit: http://www.interact-eu.net/library#788-template-press-release-communication-toolkit
- INTERACT: Checklist | Newsletter production - Communication toolkit: http://www.interact-eu.net/library#785-checklist-newsletter-production-communication-toolkit
- INTERACT: Handbook | Interreg in motion: Guide to video production: http://www.interact-eu.net/library#1599-handbook-interreg-motion-guide-video-production
- INTERACT: Story telling approach: http://www.interact-eu.net/library?title=story+telling&field_fields_of_expertise_tid=All&field_networks_tid=All

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