

**Interreg - IPA CBC**

Greece - Republic of North Macedonia



JOINT SECRETARIAT

# Information & Publicity

**2<sup>nd</sup> CfP Info Day**

## Overall Aim of I&P actions

- Acknowledge the role of the EU funds
- Acknowledge the importance of the support provided by the EU
- Promote an understanding of the objectives and achievements of interventions co-funded by the EU

## General Objectives of I&P actions

The I&P actions implemented in the framework of a project should aim at the following:

**Awareness:** Highlighting the role of the EU

**Transparency:** as far as access to the Funds is concerned

**Equal opportunities and non-discrimination:** ensuring accessibility and as far as visibility is concerned

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# Reference Document

***Information & Publicity Guide*** (version Dec. 2019)

Included in the 2nd CfP Application Pack



Co-funded by the European Union and National Funds of the participating countries



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# Programme Name

***Interreg IPA CBC Programme***

***“Greece –Republic of North Macedonia 2014-2020”***

***Use it correctly!***



Co-funded by the European Union and National Funds of the participating countries

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## Programme Logo

# Interreg - IPA CBC

Greece - Republic of North Macedonia



### Version 1

# Interreg - IPA CBC



CCI 2014 TC 16 I5CB 009



### Version 2



Co-funded by the European Union and National Funds of the participating countries



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## PROJECT ACRONYM

Project logo

## Visual Identity Elements

- ✓ The project logo and co-funding statement shall be used in all outputs (including tender notices)
- ✓ Textual reference to the sources of financing in websites, printed material, radio/TV spots, tender notices, billboards etc.

**The project is co-funded by the European Union and by National Funds of the participating countries**

Reference to the sources of financing

# Project I&P strategy

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I&P strategy → **Work Package (WP2)** of the Application Form

- Specific I&P objectives
- Specific I&P activities (incl. 4 mandatory outputs)
- Target groups
- Dissemination strategy

I&P actions : **proportionate** to the level of funding

- The level of detail should be tailored to the nature, extent and cost of the communication activities envisaged.
- **TIP:** Designate a COM manager per project



## Mandatory I&P outputs

### COM PLAN

- In English
- At project start
- Submit to JS
- Dynamic document
- Use template – Annex III of the I&P Guide

### WEBSITE

- At least in English
- Programme description
- Interreg project logo & sources of financing on the homepage
- Disclaimer
- Links
- Domain name (ex. [www.projectname.eu](http://www.projectname.eu))
- Operation

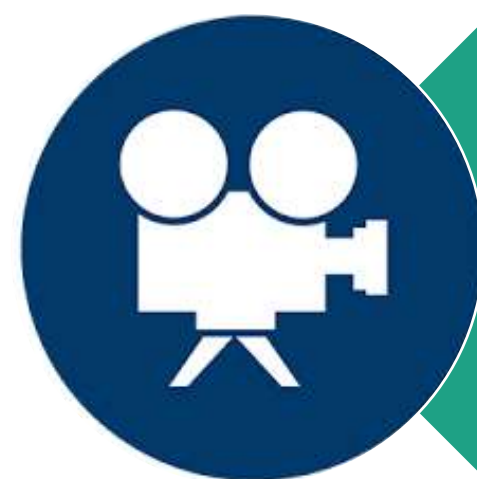
### RESULTS' PUBLICATION

- At least in English
- Disclaimer
- Interreg project logo & sources of financing

### FINAL EVENT

- Public
- At least in English
- Interreg project logo & sources of financing

## Recommended I&P outputs



### Project video

Technical requirements provided in the I&P Guide



### Media relations

Press releases/ conferences/trips, public relations campaigns, paid articles & ads, interviews



### Social media

only in cases where there is a strong commitment from the partners' side

# Mainstreaming gender equality & non-discrimination in the projects' I&P strategy

Ensure that disabled people can access the communication channels and that there are no barriers that prevent this

*Examples of promoting accessible and inclusive communication at project level;*

- Accessibility of venues
- Accessibility of information material
- Accessibility of information on the web



# Mainstreaming CSR in the projects' I&P strategy

*Examples of incorporating CSR at project/I&P level;*

- Sustainable event management (event greening)
- Sustainable promotional products (green procurement)

## Marking of objects & events

All projects or activities financed by the Programme funds should be marked with the Project logo, including:

- Buildings
- Events
- Equipment
- Publications, any type of documents
- Information and advertising material
- Websites
- Advertisements in print or digital media
- Promotional material

→ The marking must be legible and correct for at least 5 years after the last eligible date of project activities

# Application of Visual Identity Elements

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**Stickers**



**Information signs**



**Billboards/  
Permanent plaque**

The project beneficiaries must mark the objects financed from the Programme funds with a **sticker, information sign, billboard or permanent explanatory plaque**, according to the nature of the object and the conditions prescribed in the I&P Guide (p.19-22)

**+ Poster**



## Thank you!



**Eleftheria Votsari**

*Communication & Technical Assistance Officer*

(+30) 2310 469644



(+30) 2310 469670



evotsari@mou.gr



65, Georgikis Scholis Ave,  
Zeda Building, Entrance 4, 2nd floor  
57001 Thessaloniki, Greece



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[www.ipa-cbc-programme.eu](http://www.ipa-cbc-programme.eu)

