

**Interreg - IPA CBC**

Greece - Republic of North Macedonia



JOINT SECRETARIAT

# Information & Publicity

**Project Implementation Webinar  
for 2<sup>nd</sup> and 3<sup>rd</sup> CfP beneficiaries**

**May 16, 2022**

## General Objectives of I&P actions

The project I&P actions should aim at the following:

**Raise Awareness:** Highlight the role of the EU

**Promote project results and impact of the EU support**

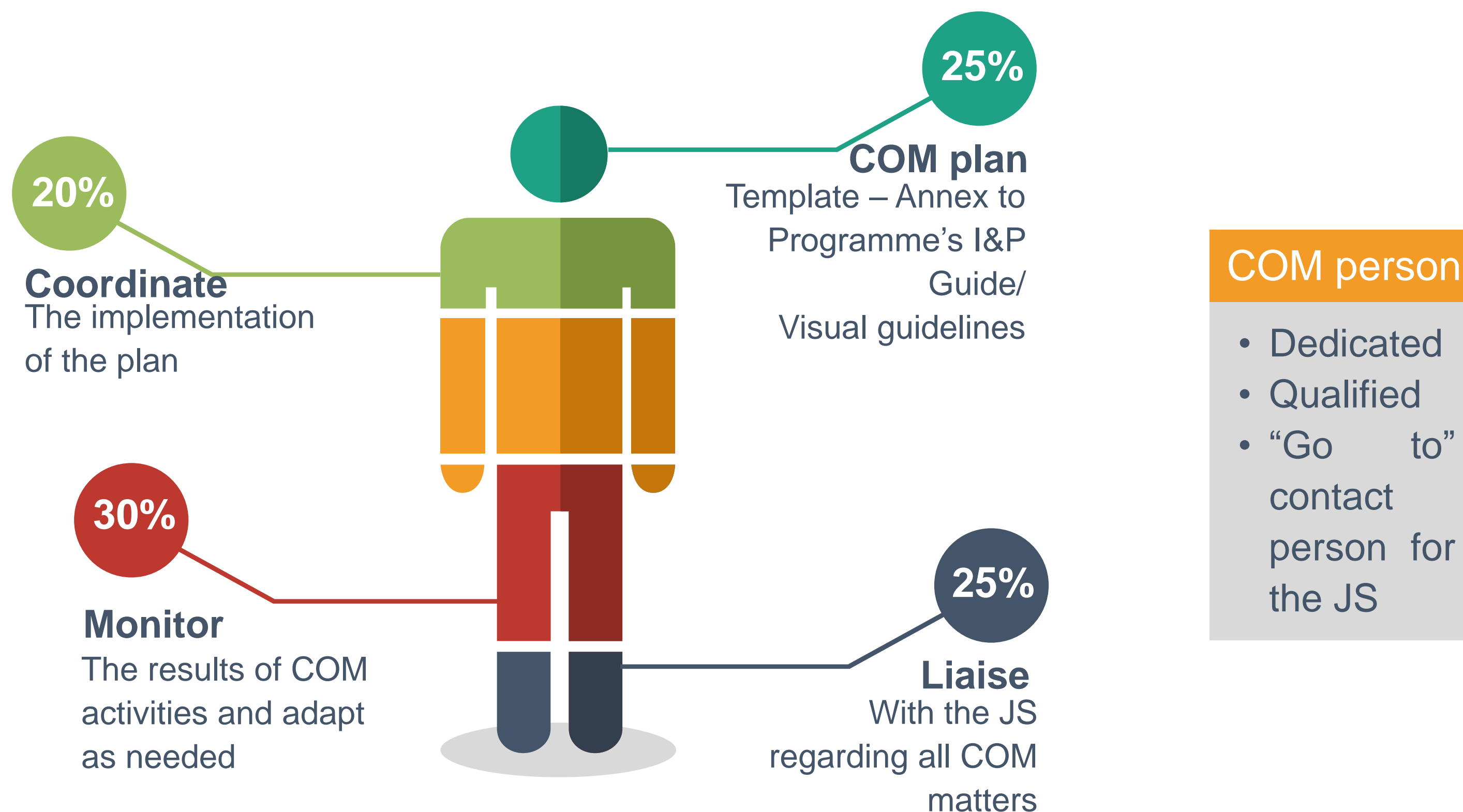
## Reference Document

### *Information & Publicity (I&P) Guide* (version Dec. 2019)

[http://www.ipa-cbc-programme.eu/gallery/Files/2nd%20Call/15 Information--Publicity-Guide December-2019.pdf](http://www.ipa-cbc-programme.eu/gallery/Files/2nd%20Call/15%20Information--Publicity-Guide%20December-2019.pdf)

Annex III of the I&P Guide provides a COM Plan template

# Whose responsibility?



# Interreg - IPA CBC

Greece - Republic of North Macedonia



## 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



# Interreg – IPA CBC



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Greece - Republic of North Macedonia  
EuroP@St & future

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

## 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

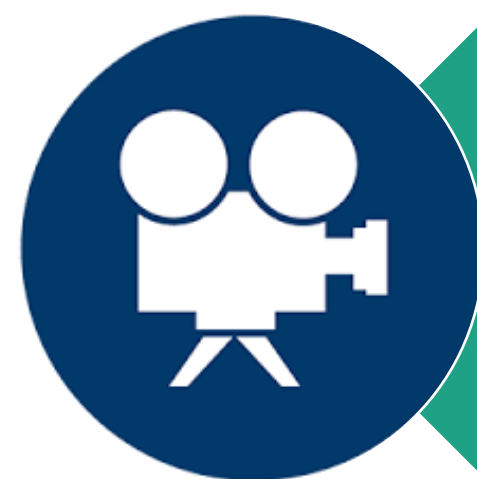
### RESULTS' PUBLICATION

- 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

Develop an inclusive communication policy that clearly sets out a commitment to inclusion

*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 activities financed by the Programme should be marked with the Project logo;

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

## 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)



# Our Services

What can the Joint Secretariat do for your project?



## Programme website/ Twitter/LinkedIn

- Publish project summary, beneficiaries, budget ([project example](#))
- Publish project news, events and tender notices
- Promote project events in our social media accounts



## Documentation/ Assistance

- Information & Publicity Guide ([Library](#) --Documents For Project Implementation)
- Provision of project logos to start with
- Organization of thematic seminar in Communication (tbc)
- 5-day telephone & email assistance
- Projects' COM plans check



## Project effect multipliers

- Include your project in KEEP database
- Include your project in Programme major events (ex. in project shows, EC Day)
- Include your project in basic Programme promotional material
- Participate as speakers in your kick-off/ major events

## Programme's social media

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LINKEDIN

<https://www.linkedin.com/in/interreg-ipa-cbc/>



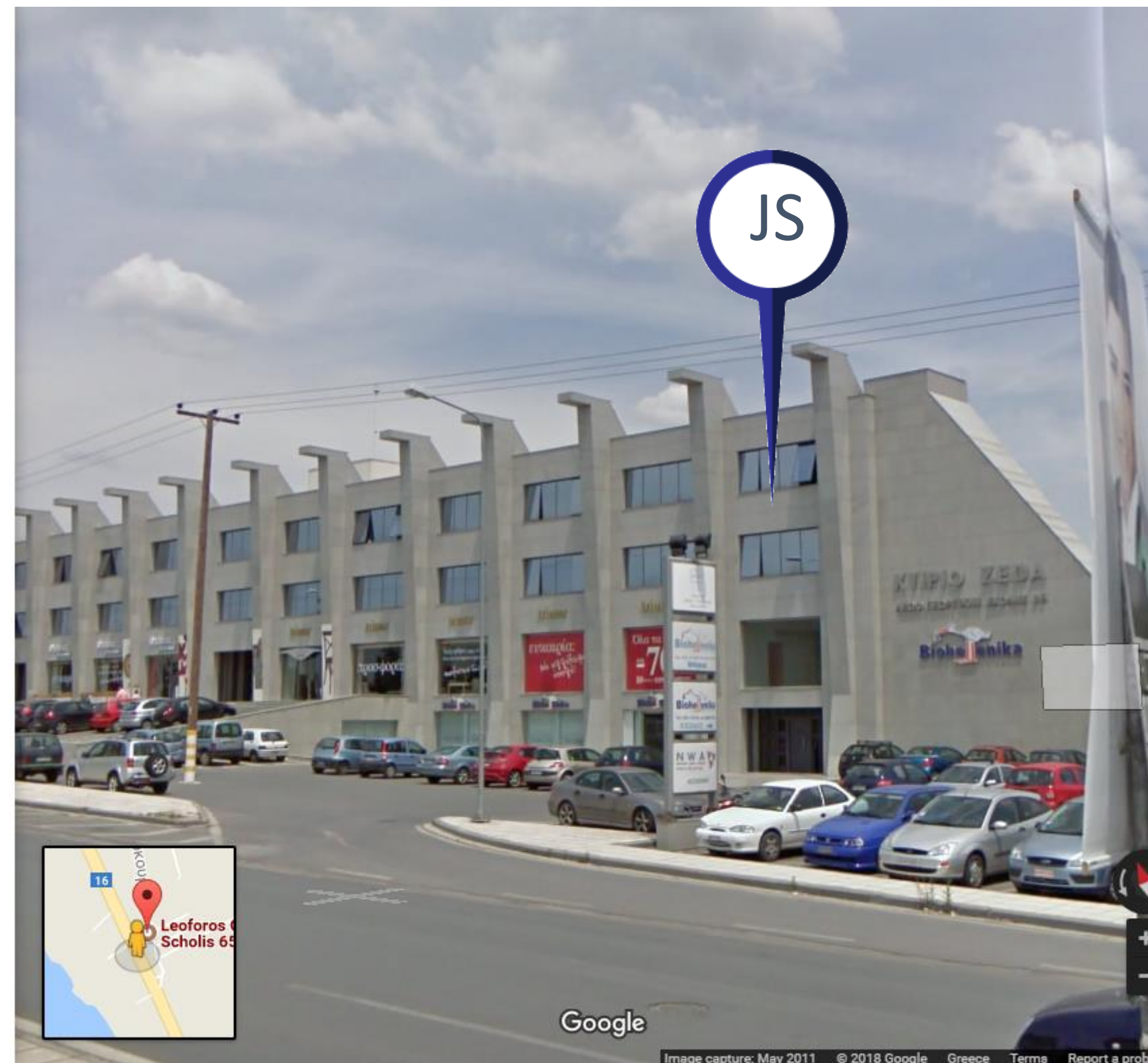
TWITTER

<https://twitter.com/InterregIPACBC>

*Connect with us!*

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## CONTACT US

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