

RECTO

1 CATCHY

2 VISUAL

3 CLEAR

Information about EU support in your project is a legal obligation. But it is also an opportunity to tell your story and show how you contribute to society and the economy.

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TELL THE STORY OF YOUR PROJECT

Regional and Urban Policy

VERSO

WHY IS IT IMPORTANT?

Promote your activities

- Get others from your sector to spend
- Network with other projects

Share experiences of EU funded operations

- Inspire other projects
- Contribute to the communication

ALWAYS DISPLAY THE EU SUPPORT!

All the communication activities of the project are required to signal the EU support by displaying the EU emblem and name, qualified as in JAR, and a reference to the funding as the logo of your programme) and of further emblem!

HOW CAN I DO IT?

Think about the best ways to connect with your audience.

WAY TO COMMUNICATE

- Publications
- Websites
- Events
- Video & photos
- Campaigns
- Social media
- Press releases

IF YOUR PROJECT IS COFINANCED BY THE EUROPEAN SOCIAL FUND AND IN OPERATIVE SUPPORT BY THE EUROPEAN REGIONAL DEVELOPMENT FUND OR COHERENCE FUND, MAKE SURE ALL PEOPLE INVOLVED ARE AWARE OF THE EU SUPPORT. FOR INSTANCE, IF YOU ARE GIVING A TOWNING SESSION THE MATERIAL OR OFFICERS PROVIDED TO PARTICIPANTS SHOULD INCLUDE REFERENCE TO THE EU SUPPORT.

IF THE COST OF YOUR PROJECT EXCEEDS EUR 500,000 AND INVOLVES THE PURCHASE OF A PHYSICAL OBJECT OR THE FINANCING OF INFRASTRUCTURE OR OF CONSTRUCTION OPERATIONS, PLACE A TEMPORARY BILLBOARD OF A SIGNIFICANT SIZE IN A VISIBLE SPOT.

IF YOU ARE USING A SOCIAL MEDIA, DO NOT FORGET TO TAG THE ACCOUNT OF THE EUROPEAN UNION AND THE LOGO OF YOUR PROGRAMME!

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