

# COMMUNICATION & VISIBILITY

Call for Proposals  
No 2021TC16IPCB005 – 2023 – 3

Priority 1 “Environmentally friendly cross-border region”

Info day in Burgas, January, 30-th, 2024



Interreg



Co-funded by  
the European Union

IPA Bulgaria – Türkiye

Mecidiye (Meriç) Bridge  
Meriç River, Edirne,  
Türkiye



# IMPORTANCE



**SUCCESSFUL PROJECT**

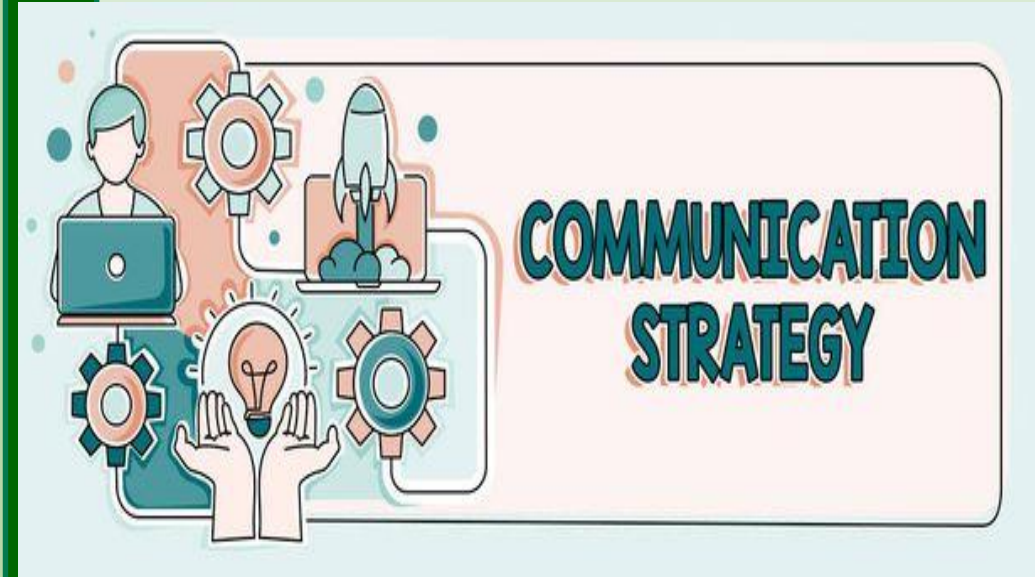
All recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received.

**COMMUNICATION ACTIVITIES** must be foreseen in the Application Form and budgeted for.

# LEGAL FRAMEWORK



- **Regulation (EU) 2021/1059** of the European Parliament and of the Council of 24 June 2021 on specific provisions for the European territorial cooperation goal (Interreg) supported by the European Regional Development Fund and external financing instruments;
- **Regulation (EU) 2021/1060** of the European Parliament and of the Council of 24 June 2021, and specifically **Annex IX, Communication and visibility – Articles 47, 49 and 50**;
- **Communication strategy** of the INTERREG VI-A IPA Bulgaria - Türkiye Programme



# GENERAL INFORMATION



Publicizing the  
actions of the EU

**Communication  
& visibility  
measures**

Increasing  
transparency

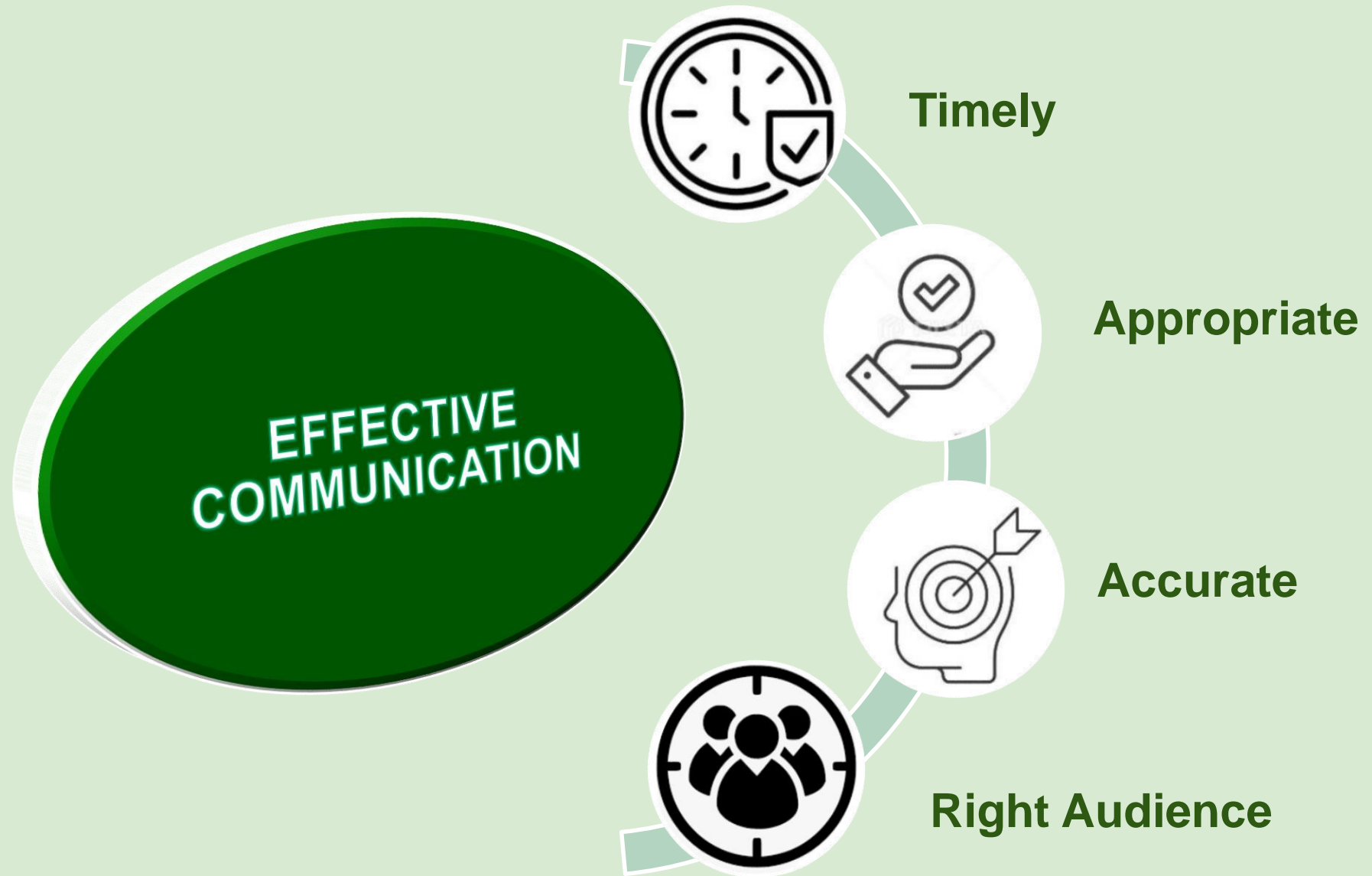
Creating a  
uniform image

**FOCUS**

**Achievements  
&  
impact of project  
actions**



# BEING EFFECTIVE!



# COMMUNICATION OBJECTIVES



The **COMMUNICATION STRATEGY** should be an integral part of the projects' development and implementation, setting in details the provisions for promotion of the project by all project partners, in relation to all project activities and prepared at the beginning of the project implementation cycle

Communication activities and objectives must be directly integrated in the work packages to allow the communication strategy to be fully embedded in the project's overall strategy

Highlight the general objectives of the project, the respective target groups, the specific activities and tools that will be used during the implementation of the project, the expected indicators of achievement aimed, as well as the human and financial resources envisaged for the implementation of the above mentioned plan.

# TYPES OF COMMUNICATION AND VISIBILITY ACTIVITIES



**Online communication:** websites, social media, electronic newsletters, e-events, online articles and blogs, etc.;



**Public events:** Information campaigns, workshops, seminars, conferences, trainings, visits, meetings;



**Press and media:** press releases, press conferences, press visits, articles in print media;



**Audio visual materials, photography and other productions:** video, audio, etc.



**Communication and visibility in print:** newsletters, leaflets, brochures, catalogues, displays, stationery, business cards, letterheads, branded gifts, promotional materials (banners, gadgets), etc.



**Obligatory visibility elements on buildings, vehicles and other supplies:** billboards, plates, stickers, etc.

# GENERAL REQUIREMENTS



## The emblem of the Union (‘the EU emblem’)

printed in accordance with the  
graphic  
standards established in Annex IX  
of Regulation (EU) 2021/1060



## The statement

‘Co-funded by the European  
Union’  
shall be written in full and placed  
next to the emblem



## The Programme logo

logo of the INTERREG IPA  
Programme  
2021 – 2027







# MANDATORY ELEMENTS

Each project partner under the Program informs about the support received from the EU

A **short description of the operation**, provided on the beneficiary's official website, where such a site exists, including its aims and results, and highlighting the financial support from the Union.

Durable plaques or billboards – for physical investment of projects above 100 000 EUR

A **statement, highlighting the support** from the Union in a visible manner on documents and communication material relating to the implementation of the operation, intended for the public or for participants.

At least one poster of a minimum size A3 or equivalent electronic display with information about the operation - for operations without investment component.

A communication event or activity, involving the Commission and the MA - for operations of strategic importance and operations the total cost of which exceeds EUR 10 000 000

# WHERE TO START?



## PLAN YOUR COMMUNICATION ACTIVITIES:

- Outline a timeline and key milestones for your communication initiatives.
- Identify the target groups that should be reached with your project's messages.
- Determine the most effective communication channels for your project.

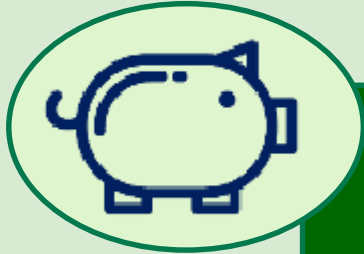
## SHARE WHAT YOU'RE DOING AND WHY:

- Engage your target groups by sharing stories and updates about your project.
- Create visual content, such as photos and video clips, to showcase your activities.
- Take inspiration from other projects and learn from their communication strategies.

## SEEK COLLABORATIVE OPPORTUNITIES:

- Explore possibilities for collaboration with other projects or organizations.
- Leverage the power of partnerships to enhance the visibility of your project.
- Share resources and amplify each other's messages to reach a broader audience.

# IMPORTANT




Communication and visibility count among eligible costs. Any expenditure related to communication and visibility is part of the action and can benefit from EU funding.



Grant the EU the right to use your communication material.



There may be financial reductions in case of non-respect of the requirements. If recipients of EU funding breach any of their contractual obligations, the EU's financial contribution may be reduced.

- 
- BC 1 Staff costs;
  - BC 2 Office and administrative costs;
  - BC 3 Travel and accommodation costs;
  - BC 4 External expertise and services costs;
  - BC 5 Equipment costs;
  - BC 6 Costs for infrastructure and works



# MANUALS AND GUIDANCE



## Communication and Visibility MANUAL for EU External Actions

[https://international-  
partnerships.ec.europa.eu/system/files/2023-  
04/communicating-and-raising-eu-visibility-  
guidance-for-external-actions-july-  
2022\\_en\\_0.pdf](https://international-partnerships.ec.europa.eu/system/files/2023-04/communicating-and-raising-eu-visibility-guidance-for-external-actions-july-2022_en_0.pdf)



## INTERREG BRANDING

[https://ec.europa.eu/regional\\_policy/en/  
newsroom/news/2021/12/17-12-2021-  
new-interreg-branding-for-the-2021-  
2027-period](https://ec.europa.eu/regional_policy/en/newsroom/news/2021/12/17-12-2021-new-interreg-branding-for-the-2021-2027-period)



# FOLLOW US!



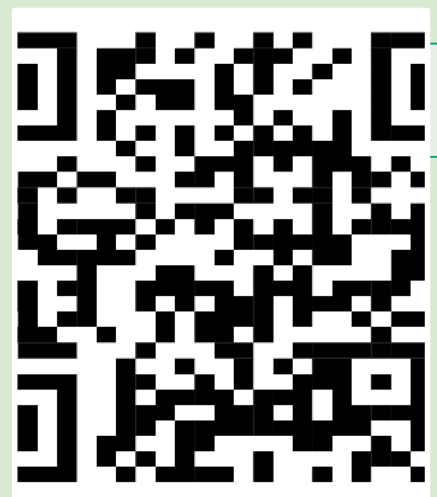
[//ipa-bgtr.mrrb.bg](http://ipa-bgtr.mrrb.bg)



Facebook page



You tube channel



Partner Search Facebook Group



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**THANK YOU!**