

INFORMATION & PUBLICITY REQUIREMENTS FOR PROJECTS

**LEAD BENEFICIARY SEMINAR
21 MARCH 2018
SUBOTICA, SERBIA**



The Programme is co-financed by the
European Union

Good neighbours
**creating
common future**

AIMS OF THIS SESSION

- The purpose of implementing the info & publicity measures for projects
- Roles in the project-related communication
- Overview of the requirements – one-by-one
- Examples from the very projects
- Communication with the Communication Manager at the JS
- Reporting
- Your questions

MEETING THE INFO & PUBLICITY REQUIREMENTS

ROLE OF COMMUNICATION ACTIVITIES IN A PROJECT

- **Integral part of the project;**
- **Support project objectives;**
- **Inform about project;**
- **Inform about the co-financing from the Programme/IPA Fund and promotes the EU;**
- **Ensure transparency in the usage of public funds;**
- **Improve visibility and quality of projects.**



LEGAL REQUIREMENTS

- **Regulation (EU) No 1303/2013 of the European Parliament and the Council:**
 - Annex XII – Information and Communication on Support from the Funds;
 - Article 115(4) of the Regulation (EU) No 1303/2013;
- **Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014:**
 - Characteristics of Information and Communication Measures for Operations, Chapter II – Technical;

Programme documents available for download from www.interreg-ipa-husrb.com:

- ***Guidelines for Implementation of Information and Publicity Measures for Projects***
- ***Visual Identity Manual of the Programme***

GUIDELINES FOR IMPLEMENTATION OF INFO AND PUBLICITY MEASURES FOR PROJECTS

- Intended for the Lead Beneficiaries and Beneficiaries;
- Before implementation serves as a guide to Beneficiaries:
 - informs about the requirements;
 - Explains usage of each obligatory and recommended elements and tools
- During the implementation serves as a reference;
- Explains the roles, the reporting and the archiving process;
- [**View in the browser or download**](#)



VISUAL IDENTITY MANUAL

- **Chapter 2 is intended for projects;**
- Chapter 1 – explains the usage of Programme’s communication elements (e.g. logo);
- Explains the rules of usage of each obligatory element;
- Illustrates the templates for projects;
- A reference to Beneficiaries;
- A guide for graphic design professionals;
- [View in the browser or download](#)



ROLES IN PROJECT COMMUNICATION ACTIVITIES



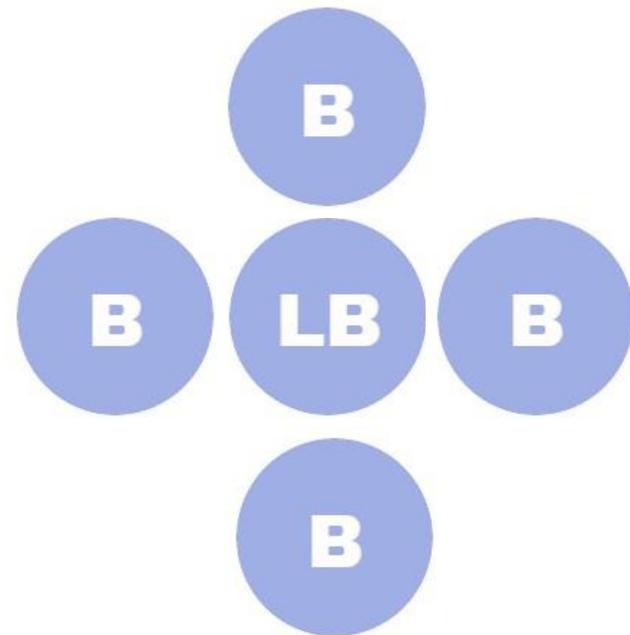
BENEFICIARIES

Lead Beneficiary (LB)

- The only one communicating with the JS;
- Coordinates activities among the project partners
- Ensures balanced involvement of Beneficiaries;
- Sends regular reports to the JS managers:
 - Project event reports to the Communication Manager
 - Progress reports to the Programme Manager.

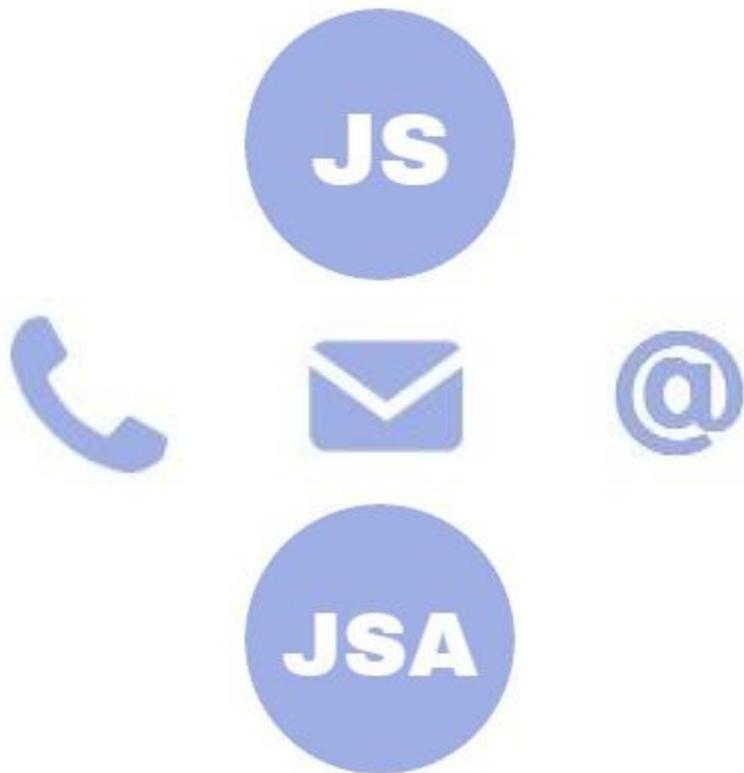
Beneficiaries (B)

- Work together and implement activities, as outlined in the Application Form



JOINT SECRETARIAT (JS)

- Communicates directly with projects on behalf of the Programme bodies;
- Works together with the JS Antenna;
- Assists the LB and supports project implementation;
- Consultations and feedback – the responsibility is on Beneficiaries;
- Reviews and approves reports;
- Helps the project by promoting them.



REQUIREMENTS FOR PROJECTS

OBLIGATORY COMMUNICATION ELEMENTS

To be included in all communication tools a project uses:

- ✓ **Programme logo;**
- ✓ **EU emblem with the obligatory phrase about the co-financing of the project;**
- ✓ **Disclaimer;**
 - Files provided by the JS;
 - Usage as stated in the *Visual Identity Manual*;
 - Templates provided by the JS.



RECOMMENDED COMMUNICATION ELEMENTS

- **Description of the Programme**
(in the press release template)
- **Programme's slogan**
(in the templates)
- **Reference to the Programme website**
(link or a web banner)



Files provided by the JS.

OBLIGATORY COMMUNICATION TOOLS

- ✓ **Obligatory poster** – 1 type;
- ✓ **Promotional material** – minimum 1 type;
- ✓ **Communication/Visibility event** – minimum 1 event;
- ✓ **Media coverage** – minimum 1 piece of coverage;
- ✓ **Page on a social media network** – minimum 1 social media page;
- ✓ **Photography of good quality;**
- ✓ **Stickers for all purchased equipment via project.**



OBLIGATORY TOOLS FOR PROJECTS WITH WORK COMPONENT EXCEEDING 500,000 EUR

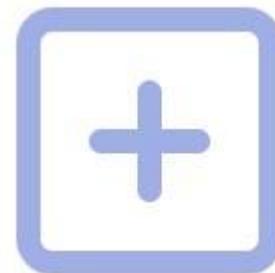
In addition to the **Obligatory communication tools**:

- ✓ **Temporary Billboard** – during the implementation of an operation;
- ✓ **Permanent Explanatory Plaque or Billboard** – no later than 3 months after the completion of the operation.



RECOMMENDED COMMUNICATION TOOLS

- **Website**
- **Newsletter**
- **Promotional video/film**
- **Infographics**
- **Survey/poll**
- **Blog**



TEMPLATES & READY-TO-USE TOOLS

Programme provided the Lead Beneficiaries with:

- **Templates for:**
 - ✓ **Poster;**
 - ✓ **Roll-up banner;**
 - ✓ **Brochure – cover pages;**
 - ✓ **PowerPoint presentation;**
 - ✓ **Word doc;**
 - ✓ **Press release;**
 - ✓ **Temporary billboard;**
 - ✓ **Permanent explanatory plaque;**
- **Ready-to-use stickers for purchased equipment;**
- **Web banners for project website**



OBLIGATORY COMMUNICATION TOOLS

A USEFUL RULE OF THUMB

- ✓ Produce/implement elements exactly as stated in the Application Form!
- ✓ Rely on the *Guidelines* and the *Visual Identity Manual*!
- ✓ Include the obligatory communication elements!
- ✓ Use the templates (if applicable)!
- ✓ **If other logos used, they must not be bigger than the EU emblem in height and width (if on the same page/side)!**
- ✓ Include your project logo (if applicable – not obligatory)!
- ✓ Must own the rights of usage for photos/images used!



A USEFUL RULE OF THUMB

In written publications, also make sure to:

- ✓ Use the name of the Programme properly;
- ✓ State that the project is co-financed by the EU through the Interreg-IPA CBC Hungary-Serbia Programme;
- ✓ Mention the amount of the IPA funding (and the total project's budget).



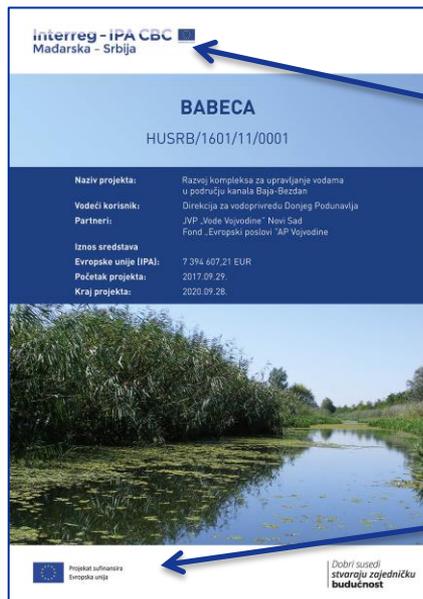
OBLIGATORY POSTER – KEY ELEMENTS

- ✓ **Minimum 1 type;**
- ✓ **Minimum size A3;**
- ✓ **Language versions and quantities – as stated in the Application Form;**
- ✓ **Contains the obligatory communication elements**
(the Disclaimer is not needed if no idea/opinion is stated);
- ✓ **Contains the key info about project:**
 - Name
 - Duration
 - Amount of the EU (IPA) contribution
 - Lead Beneficiary and Beneficiary/Beneficiaries
- ✓ **Photo/images for which the project owns the rights of usage;**
- ✓ **Placed at a visible place at the visible location at the Beneficiaries' premises!**





OBLIGATORY POSTER - EXAMPLE*



Interreg - IPA CBC
Mađarska - Srbija



Naziv projekta: Razvoj kompleksa za upravljanje vodama u području kanala Baja-Bezdan
Vodeći korisnik: Direkcija za vodoprivredu Donjeg Podunavlja
Partneri: JVP „Vode Vojvodine“ Novi Sad
Fond „Evropski poslovi“ AP Vojvodine

Iznos sredstava
Evropske unije (IPA): 7 394 607,21 EUR
Početak projekta: 2017.09.29.
Kraj projekta: 2020.09.28.



Projekat sufinansira
Evropska unija

**Example of a Serbian-version poster. Hungarian version is required too.
Used only for informative purposes.*

PROMOTIONAL MATERIAL - KEY ELEMENTS

- ✓ **Minimum 1 type;**
- ✓ **Language versions and quantities - as stated in the Application Form;**
- ✓ **Includes obligatory communication elements;**
- ✓ **The obligatory communication match the language of the contents;**
- ✓ **The Disclaimer - when expressing an idea or a point of view**
- ✓ **Textual material also includes the key info about project:**
 - Name
 - Duration
 - Programme
 - Amount of the EU (IPA) contribution
 - Lead Beneficiary and Beneficiaries
- ✓ **Photos/images for which the project owns the rights of usage**





ROLL-UP BANNER - EXAMPLE*

OBLIGATORY COMMUNICATION ELEMENTS

Interreg - IPA CBC
Magyarország - Szerbia



Projekt időtartama:	2017. szeptember 29. - 2020. szeptember 28.
A vezető kedvezményezett:	Alsó-Duna-völgyi Vízügyi Igazgatóság
Partnerek:	„Vajdasági Vizek” Vízügyi Közvéllalat Vajdasági Autonóm Tartomány - „Európai Ügyek” Alap
Európai Unió hozzájárulás:	7 394 607,21 euró



A projekt az Európai Unió
társfinanszírozásával valósul meg

interreg - IPA CBC
Magyarország - Szerbia

A Baja-Bezadáni-csatorna térségének
komplex vízgazdálkodási fejlesztése

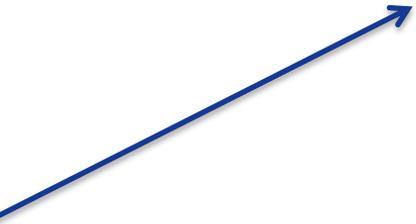
BABECA
HUSRB/1601/11/0001

Projekt időtartama: 2017. szeptember 29. - 2020. szeptember 28.
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Partnerek: „Vajdasági Vizek” Vízügyi Közvéllalat
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Európai Unió hozzájárulás: 7 394 607,21 euró

www.interreg-ipa-husrb.com

A projekt az Európai Unió
társfinanszírozásával valósul meg

10 szomszédok
a közös
jóért



***Example of a Hungarian-version poster. Serbian version is required too.
Used only for informative purposes.**



ROLL-UP BANNER - EXAMPLE*

OBLIGATORY COMMUNICATION ELEMENTS

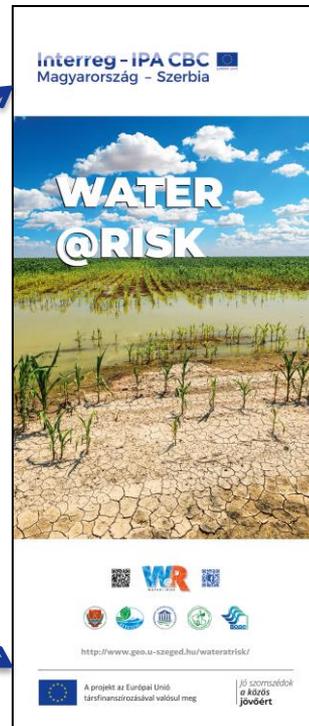
OPTIONAL



Interreg - IPA CBC
Magyarország - Szerbia



A projekt az Európai Unió
társfinanszírozásával valósul meg





LEAFLET - EXAMPLE*



interreg - IPA CBC
Magyarország - Szerbia

BABECA
HUSRB/1601/11/0001

A Baja-Bezdnáni-csatorna térségének komplex vízgazdálkodási fejlesztése

JÓSI NYILATKOZAT

Ez a dokumentum az Európai Unió pénzügyi támogatásának válassza meg. A dokumentum tartalmáról teljes mértékben az Aláírók felelősek. A dokumentum készítése során az Európai Unió és / vagy az Államok felelősségétől kizárólag tartózkodunk.

A projekt az Európai Unió támogatásával valósul meg.

Jól szomszédok a közös jövőért

A korábbi, 2012. évi sikeres IPA pályázati eredményeként létrejött tervezési dokumentáció (vízszínszabályzó műtárgyak felújítása, kotrási tervek) alapján 2016. szeptember 30-án pályázatot nyújtott be igazgatóságunk a szerb partnerekkel közösen **„A Baja-Bezdnáni-csatorna térségének komplex vízgazdálkodási fejlesztése”** címmel az Interreg - IPA Magyarország-Szerbia Határon Átúló Együttműködési Program keretében, amely 2017. februárjában pozitív elbírálást kapott.

A Támogatási Szerződés 2017. október 5-én aláírásra került, a projekt végrehajtására 36 hónap áll rendelkezésre.

A beruházás 85%-át az Együttműködési Program finanszírozza, melynek összege 7 396 407,21 euró. A fennmaradó 15% magyar oldalon hazai társfinanszírozásban, a szerb partnereknek saját forrásból valósul meg.

A projektben magyar részről az Alsó-Duna-vidéki Vízügyi Igazgatóság mint a projekt vezető kedvezményezettje, továbbá szerb részről az újvidéki székhelyű JVP „Vode Vojvodine” („Vajdasági Vízek” Vízügyi Közvetítő) és a Vajdasági Autónm Tartomány - „Európai Ügyek” Alap mint partner vesz részt.

A rekonstrukció munkák célkitűzése elsősorban a Baja-Bezdnáni-csatorna közös üzemelési szabályzatában foglalt funkciók üzemeltetése, illetve a Margitta-sziget és annak határon átnyúló térségi árvízi biztonságának növelésére irányul.

A fejlesztés során magyar területen a Baja-Bezdnáni-csatorna legkritikusabb szakaszainak kotrása valósul meg Nagybaracska és Bálmonostor térségében, ahol eltávolításra kerül a mederben felhalmozódott nagy mennyiségű iszap.



Sebesfoki zsilip



Baja-Bezdnáni-csatorna Bálmonostor térségében



Bezdnáni zsilip

További információ: [Hornyak Szilvia projektmenedzsment@projektmenedzsment.hu](mailto:Hornyak.Szilvia@projektmenedzsment.hu), +36 79/525-143, hornyak.szilvia@budunig.hu,
Projekt információ: www.interreg-ipa-husrb.com, www.facebook.com/Babeca



LEAFLET - EXAMPLE*

interreg - IPA CBC **Madarska - Srbija**

BABECA
HUSRB/1601/11/0001

Razvoj kompleksa za upravljanje vodama u području kanala Baja-Bezdán

PRILUKE NAPOMENE
Ovaj dokument je odobren od strane Regionalne razvojne agencije Interreg IPA CBC. Za sadržaj ovog dokumenta je odgovoran autor. Doprinosi koji su prihvatili ovaj dokument ne odražavaju nužno mišljenje Evropske unije ili Upravljačkog tela.

Projekt sufinansira
Evropska unija

Dobri susedi stvaraju zajedničku budućnost

Na osnovu projektnje dokumentacije (rekonstrukcija objekata za regulaciju nivoa vode, izmujljanje), izrađene kao rezultat uspešnog IPA konkursa iz 2012. godine, naša direkcija je 30. septembra 2016. godine konkurisala zajedno sa srpskim partnerom u okviru Interreg-IPA Programa Prekogranične Saradnje Mađarska-Srbija pod nazivom „**Razvoj kompleksa za upravljanje vodama u području kanala Baja-Bezdán**“.

U februaru 2017. godine projekat je odobren.

Ugovor o podršci je potpisan 5. oktobra 2017. godine, a rok za realizaciju projekta je 36 meseci. **Program Saradnje u iznosu od 7 394 607,21 evra finansira 85% ulaganja.** Preostalih 15% ulaganja je na mađarskoj strani obezbeđeno domaćim sufinansiranjem, a na srpskoj strani iz sopstvenih izvora.

U projektu sa mađarske strane učestvuje Direkcija za vodoprivredu Donjeg Podunavlja [Alsó-Duna-vígtér] Vizügyi Igazgatóság] kao glavni korisnik projekta, a sa srpske strane JVP „Vode Vojvodine“ sa sedištem u Novom Sadu i Fond Evropskih poslova AP Vojvodine kao partneri.

Prvenstveni cilj rekonstrukcijskih radova je usmeren na posuđano obavljanje funkcija definisanih u Zajedničkom pogonskom pravilniku kanala Baja-Bezdán, odnosno na povećanje zaštite od poplava na Margitinom ostrvu, kao i na prekograničnom delu ostrva.

U sklopu unapređenja na teritoriji Mađarske izvršile se izmujljanje najbližnjih dionica kanala Baja-Bezdán na području Nadbaračke i Batmonoštorá, gde će se ukloniti velika količina istaloženog mulja.

Kanal Baja-Bezdán na području Batmonoštorá

Ustava i prevodnica Šebeštok

Dobri susedi stvaraju zajedničku budućnost

Brodská prevodnica Bezdán

Kontakt osoba za dalje informacije je Silvija Horňjak, menadžer projekta:
+36 79 525-143, ipa.ferenc.csatorna@aduvizig.hu,
informacije o projektu: www.interreg-ipa-husrb.com, www.facebook.hu/Babeca

***Example of a Serbian-version leaflet. Used only for informative purposes.**



LEAFLET- EXAMPLE*



<p>Interreg - IPA CBC Mađarska - Srbija</p> <p>Naziv projekta: Filmska umetnost povezuje mlade ljude</p> <p>Akronim: FILMY</p> <p></p> <p><small>Dolazi sufinansiraju iz sredstava zajedničkog budućnosti</small></p>	<p>OPIS PROJEKTA FILMY</p> <p>Prekograničnom regionu nedostaje strateška, održiva i razvojna saradnja između institucija/organizacija kulture koje se bave filmskom umetnošću. Pored nedostatka saradnje između kulturnih organizacija i bioskopa, što rezultira u nedostatku informacija o filmski programima, filmskim događajima i kinematografiji susodne zemlje, značajan problem predstavlja i nedostatak kreativnih, inovativnih i umrežavajućih aktivnosti u filmskoj oblasti koje bi uticale na povezivanje prekograničnog regiona i njegove populacije. Nedostatak adekvatne ponude neformalnog obrazovanja u oblasti filmske umetnosti u prekograničnom regionu, ostavlja ciljnoj grupi skromne mogućnosti za razvoj umetničkog duha i veština bez obzira na njihov talenat i zainteresovanost. Omladini, ljudima srednjih godina i starijim ljubiteljima filmske umetnosti nedostaju centri za edukaciju i negovanje filmske kulture, razmene mišljenja i kritičkih posmatranja života i njegovih elemenata iz perspektive filmske umetnosti. Prepoznajući ove probleme, dve institucije/organizacije kulture iz pograničnih gradova Subotice i Segedina, kao menadžeri dva značajna bioskopa i organizatori dva međunarodna filmska festivala, pripremili su set međusobno povezanih aktivnosti kojima će animirati i povezati široku cilnu grupu, posebno mlade ljude. Kreirali nove kulturne događaje što će rezultirati konkretnim razvojem prekograničnog regiona u oblasti filmske umetnosti. Otvoreni univerzitet Subotica i Centar za organizaciju događaja i medijskih aktivnosti Segedin planiraju da</p> <p>ustopave blisku i kontinuiranu saradnju zasnovanu na tri različita stuba saradnje – saradnja Filmskih festivala, uspostavljanje Filmskih klubova i uspostavljanje Filmskih škola u prekograničnom regionu. Pute saradnje filmskih festivala i bioskopa iz dva grada a naročito putem uspostavljanja filmskih škola i filmskih klubova u ovim gradovima i drugim Mesnim zajednicama, ciljna grupa će dobiti priliku da prati i uživa u filmskoj umetnosti kao i da razvija sopstvene talente putem edukacije, praktičnog rada, razmene iskustva i saradnje sa kolegama iz susodne države.</p> <p>CILJNE GRUPE</p> <ul style="list-style-type: none"> ● Mladi filmski entuzijasti, amateri, profesionalci, ljubitelji filma i filmska publika iz prekograničnog regiona ● Institucije kulture, kulturni centri, filmski klubovi i NVO koje posluju u oblasti filmske umetnosti ● Organizatori filmskih festivala, filmski centri i filmske asocijacije iz prekograničnog regiona ● Predstavnici medija i filmska publika iz prekograničnog regiona <p>TRAJANJE PROJEKTA</p> <p>01.01.2018 – 31.08.2019.</p> <p>UKUPAN BUDŽET PROJEKTA: 127 996,80 EUR</p> <p>MAKSIMALNI DOPRINOS EU: 108 797,28 EUR</p>	<p>DESCRIPTION OF PROJECT FILMY</p> <p>CB region is missing strategic, sustainable and developing cooperation between cultural organizations in the field of film art. Beside the lack of cooperation between cultural organizations and cinemas, which results in missing information about film programs, film events and cinematography from abroad, important problem is lack of creative, networking and innovative activities in film art which would connect a region and its population. Lack of adequate offer of nonformal education in the field of film art in CB region, leaves the target groups the modest opportunities for the development of artistic spirit and skills regardless of their talent and interest. Young people, middle-aged and older fans of film art are lacking the centers for education and fostering the culture of film screening, exchange of opinions and critical observations of the life and its elements from the perspective of film art.</p> <p>Recognizing these problems, two cultural organizations from neighboring cities of Subotica and Szeged, as managers of two important cinemas and organizers of two international film festivals, prepared a set of interconnected activities which will animate and connect a wide target group, especially young persons and create new cultural events which will result in concrete development of the CB region in the field of film art. Open university Subotica and Event and Media Centre Szeged Nongazdálkodási plan to established close and continual cooperation</p> <p>based on the three cooperation pillars - film festivals cooperation, establishment of film clubs and establishment of film schools in CB region. Through the cooperation of festivals and cinemas from two cities and especially through establishment of film schools and Film clubs in these cities and other Local communities, target groups will receive opportunity to consume and enjoy in film art as well as to develop their talents through education, practical work, experience exchange and cooperation with colleagues from abroad.</p> <p>TARGET GROUPS</p> <ul style="list-style-type: none"> ● Young film enthusiasts, amateurs, professionals, movie lovers and film audience from the CB region ● Cultural institutions, cultural centers, film clubs and NGOs operating in the field of film art ● Film Festival organizers, Film centers and Film associations from the CB region ● Media representatives and general Film audience from the CB region <p>PROJECT DURATION</p> <p>01/01/2018 – 31/08/2019</p> <p>TOTAL PROJECT BUDGET: 127 996,80 EUR</p> <p>MAXIMUM EU CONTRIBUTION: 108 797,28 EUR</p>	<p>interreg - IPA CBC Mađarska - Srbija</p> <p>Projektjni partneri:</p> <p>Napomena: Ovaj dokument je oštampisan uz finansijsku podršku Evropske unije. Za sadržaj ovog dokumenta je odgovoran izdavači Otvoreni univerzitet Subotica Doo i sadržaj ovog dokumenta ne odražava zvanično mišljenje Evropske unije ili Upravljačkog tela.</p>
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***Example of a Serbian-version leaflet. Hungarian version is required too. Used only for informative purposes.**

OBLIGATORY TOOLS FOR PROJECTS WITH WORK COMPONENT EXCEEDING 500,000 EUR

In addition to the **Obligatory communication tools:**

- **Temporary Billboard** – during the implementation of an operation;
- **Permanent Plaque or Billboard** – no later than 3 months after the completion of the operation!

Use the provided templates!



TEMPORARY BILLBOARD - EXAMPLE



Interreg - IPA CBC 
Magyarország - Szerbia

A projekt címe: **A BAJA-BEZDÁNI-CSATORNA TÉRSÉGÉNEK KOMPLEX VÍZGAZDÁLKODÁSI FEJLESZTÉSE**

Vezető kedvezményezett: ALSÓ-DUNA-VÖLGYI VÍZÜGYI IGAZGATÓSÁG

Európai Unió hozzájárulás (IPA): **7 394 607,21 EURÓ**

A projekt kezdete: 2017.09.29.

A projekt zárása: 2020.09.28.

 A projekt az Európai Unió társfinanszírozásával valósul meg

Jó szomszédok
a közös
jövőért

**Example of a Hungarian-version billboard of a project. Used only for informative purposes.*

STICKERS FOR PURCHASED EQUIPMENT

- **JS provides the Beneficiaries with ready-to use stickers**
- **LB should send a request to the Programme Manager.**



EVENTS – KEY ELEMENTS

- ✓ **Minimum 1 event;**
- ✓ **Obligatory communication elements are used and are visible;**
- ✓ **The speeches and/or presentations are in the language of the audience**
(translation to be made available, if needed);
- ✓ **PPT template used for presentations;**
- ✓ **Promotional material are available in HU and SR, and if applicable, in EN;**
- ✓ **Photo (and video) recording;**
- ✓ **Permissions to make the photo/video recording public;**



EVENTS – BEFORE THE EVENT

Upload to the Back Office the following:

- ✓ ***Before project event* form – 10 business days ahead!**
- ✓ **Related event material uploaded (e.g. a press release, promo material design, etc.)!**

Advisable:

- **Send the Invitation with the Agenda well in advance!**
- **Follow up via email or phone with the journalists (for media events)!**

EVENTS – AT THE EVENT

Make sure to provide:

- ✓ **Registration sheet
+ statement asking the consent to have photos/video published after the event;**
- ✓ **Use the provided PPT template for presentations;**
- ✓ **Promotional material in HU, SR (and EN).**

Advisable:

- **Roll-up banners in HU, SR (and EN) and the presentation screen to be placed next to the speakers;**
- **Notice board/posters directing to the conference room are useful.**



EVENTS - EXAMPLES*



EVENTS – AFTER THE EVENT

- ✓ **Distribute the press release on the day of the event – if applicable;**

- ✓ **Upload to the Back Office:**
 - **Up to 5 best photos from the event – 2 days after the event;**
 - ***After project event* form**
 - **Include links to the online articles, radio and/or TV clips – 7 business days after they were published;**
 - **Media coverage (PDF or JPEG) – 7 business days after it was published.**

MEDIA COVERAGE - KEY ELEMENTS

- **Minimum 1 piece of generated media coverage**
- **The tone needs to be positive or neutral;**
- **Informs about:**
 - **the Programme**
 - **the EU (IPA) co-financing**
 - **the goals (and results) of the project and the benefits for the region**
- **Ways to achieve it:**
 - **Media events**
 - **Press releases**
 - **Interviews**
 - **Paid ads / PR articles**
- **Check out the posts “Projects in the media” on the [Programme’s Facebook page!](#)**



MEDIA COVERAGE – VIA PRESS RELEASES

A press release should include:

- ✓ **Obligatory communication elements (use the template);**
- ✓ **Key project information:**
 - **the Programme**
 - **the amount of EU (IPA) co-financing**
 - **the full name and acronym of the project (and the ID)**
 - **the partnering organizations within the project**
 - **duration of the project**
- ✓ **Description of the Programme;**
- ✓ **Contact person and contact information (the template);**
- ✓ **Language of the press release should match the language of the media/journalists.**



MEDIA COVERAGE - VIA INTERVIEWS

- ✓ **Prepare to present your project briefly – the key messages;**
- ✓ **Mention:**
 - **the Programme**
 - **the amount of EU (IPA) co-financing**
 - **the partnering organizations within the project**
 - **Goals of the project**
 - **duration of the project**

Advisable:

- **Obtain the questions in advance (if possible);**
- **Allocate the spokesperson(s);**
- **Dress professionally for in-person interviews;**



MEDIA COVERAGE - VIA PAID ADS/ARTICLES

- ✓ **Include the obligatory communication elements** (as in the press release template);
- ✓ **Mention:**
 - **Name of the project and the acronym**
 - **the Programme**
 - **the amount of EU (IPA) co-financing**
 - **the partnering organizations within the project**
 - **duration of the project**





MEDIA COVERAGE -EXAMPLES

- ✓ Generated via interviews at events and/or press releases



[Link to the video clip](#)



[Link to the online article](#)



MEDIA COVERAGE - EXAMPLES

✓ Sponsored media coverage

**Example of a project's generated media coverage. Used only for informative purposes.*

Interreg - IPA CBC
Magyarország - Szerbia

A BAJA-BEzdÁNI-CSATORNA TÉRSÉGÉNEK KOMPLEX VÍZOZDÁLKODÁSI FEJLESZTÉSE - BABECA

Az Alsó-Duna-völgyi Vízügyi Igazgatóság (ADUVIZIG) 8.699.537,91 euró összegű támogatási szerződést írt alá 2017. október 5-én a „The complex water management development of the area of the Baja-Bezdan canal” tárgyú, HUSRB/1601/11/0001 azonosítási számú projekt keretében megvalósuló tervezési, kivitelezési és beszerzési munkákra. A projekt az Európai Unió támogatásával, az Interreg - IPA Magyarország-Szerbia Határon Átnyúló Együttműködési Program keretében valósul meg, a támogatás összege 7.394.607,21 euró.

A projekt vezető kezdeményezette az ADUVIZIG, partnerei az újírdéki székhelyű JVP „Vode Vojvodine” [„Vajdasági Vizek” Vízügyi Közvéllalat] és a Vajdasági Autonóm Tartomány - Európai Ügyek Alapja.

A rekonstrukciós munkák célkitűzése elsősorban a Baja-Bezdaní-csatorna közös üzemelési szabályzatában foglalt funkciók üzembiztos ellátására, illetve a Margittasziget és annak határon átnyúló térségi árvízi biztonságának növelésére irányul.

A fejlesztés során magyar területen a Baja-Bezdaní-csatorna legkritikusabb szakaszainak kotrása valósul meg Nagybaracska és Bátmonostor térségében. Az évek alatt lerakódott szerves iszap eltávolításának eredményeként nagymértékben javul a csatorna vízszállító-képessége, továbbá vízminőség-járvulás is várható. A projekt keretében a csatorna fenntartásához szükséges munkagépek beszerzésére és a csatorna mentén uszádkkiszedő helyek kialakítására is sor kerül.

Szerb területen a Sebesfoki-zsilip, valamint a Bezdaní-zsilip rekonstrukciója valósul meg. A projekt-megvalósulás kezdetének időpontja: 2017. szeptember 29., a projekt végrehajtására 36 hónap áll rendelkezésre.

A projekt előrehaladásával kapcsolatban bővebb információt a www.aduvizig.hu és a www.facebook.com/Babeca oldalon olvashatnak, illetve a 06-79/525-143 telefonszámon érdeklődhetnek.

Ez a dokumentum az Európai Unió pénzügyi támogatásával valósult meg. A dokumentum tartalmáért teljes mértékben az Alsó-Duna-völgyi Vízügyi Igazgatóság vállalja a felelősséget, és az semmilyen körülmények között nem tekinthető az Európai Unió és / vagy az Irányító Hatóság állásfoglalását tükröző tartalomnak.

A projekt az Európai Unió társfinanszírozásával valósul meg

Jó szomszédok a közös jövőért

1250309

SOCIAL MEDIA PAGE - KEY ELEMENTS

- **Minimum 1 social media network;**
- **As stated in the Application Form/the Contract;**
- **Read and comply to the Terms and Conditions;**
- **Language of posts - up to the project;**
- **“About” section:**
 - ✓ **HU and SR as a must, and EN as highly recommended;**
 - ✓ **Key information about the project;**
- **The obligatory communication elements;**
- **Posts about the project’s milestones, news, and results;**
- **Connect to the Programme’s pages and share their content;**
- **Launch the page in the beginning of the implementation.**



SOCIAL MEDIA PAGE – “ABOUT” SECTION

- **Hungarian and Serbian as a must, and English as highly recommended**
- **Make sure to mention:**
 - ✓ **the name of the project**
 - ✓ **the Programme**
 - ✓ **the amount of EU (IPA) co-financing**
 - ✓ **the partnering organizations within the project**
 - ✓ **duration of the project**
 - ✓ **the Disclaimer**
 - ✓ **Link to the project’s website, if applicable**
- **Advisable:**
 - **Link to the project’s information on the Programme’s website**



SOCIAL MEDIA PAGE - "ABOUT" SECTION - EXAMPLE*

Learn More **Send Message**

WR WATER@RISK

Project main data

Project Title: Improvement of drought and excess water monitoring for supporting water management and mitigation of risks related to extreme weather conditions

Acronym: WATERatRISK

Project ID: HUSRB/1602/11/0057

Total Project budget: € 852 083,00

EU contribution: € 724 272,25

Start Date: 01/10/2017

See More

CONTACT INFO

Call (82) 343 236

@wateratrisk

wateratrisk@gmail.com

http://www.geo.u-szeged.hu/wateratrisk

MORE INFO

About
Welcome to the official Facebook page of the WATER@RISK project!

Impressum
The project is implemented through the Interreg IPA Cross-border Cooperation Programme Hungary-Serbia and co-financed by the European Union (IPA).

A projekt az Interreg-IPA Magyarország-Szerbia Határon Átülő Együttműködési Program keretében és az Európai Unió társfinanszírozásával (IPA) valósul meg.

Projektet se implementira preko Interreg-IPA prekograničnog Madarska-Srbija programa, i sufinansiran je od strane Evropske Unije (IPA).

DISCLAIMER
This site has been produced with the financial assistance of the European Union. The content of the document is the sole responsibility of University of Szeged and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority.

JOGI NYILATKOZAT
Ez az oldal az Európai Unió pénzügyi támogatásával valósult meg. A dokumentum tartalmáért teljes mértékben Szegedi Tudományegyetem vállalja a felelősséget, és az semmilyen körülmények között nem tekinthető az Európai Unió és / vagy az Irányító Hatóság állásfoglalását tükröző tartalomnak.

NAPOMENA
Ovaj sajt je izraden uz finansijsku podršku Evropske unije. Sadržaj ovog dokumenta je isključivo odgovornost Univerziteta u Szegedu i ne odražava zvanično mišljenje Evropske unije ili Upravljačkog tela.

Community

Learn More **Send Message**

WR WATER@RISK

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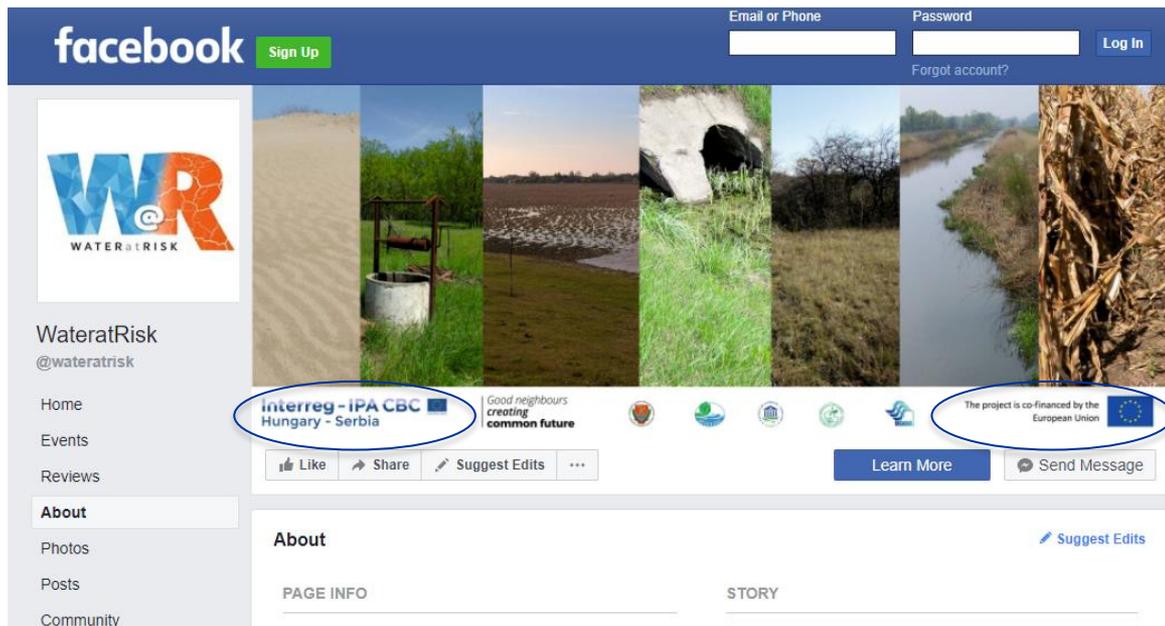
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SOCIAL MEDIA PAGE - HOME PAGE

- **Profile photo** – the project logo, or the name/acronym;
- **Include the Programme logo, and the EU emblem with the co-financing phrase** (e.g. in a cover photo)
- **Suggestions for posts:**
 - ✓ **Project milestones**
 - ✓ **News**
 - ✓ **Results**
 - ✓ **Media coverage**
 - ✓ **Photo and video content**
 - ✓ **Shared content from the Programme's page**
- **Advisable:**
 - **Programme slogan**



SOCIAL MEDIA PAGE - HOME PAGE - EXAMPLE*



PROJECT PHOTOGRAPHY – KEY ELEMENTS

- **To be used for the project- and the Programme-related purposes;**
- **The main resources:**
 - ✓ **Project events;**
 - ✓ **Targeted photo shoot;**
- **Other resources may be: Purchased stock photography or stock photography free of copyright and costs (CC0);**
- **Must be of good quality – 300 dpi;**
- **Must be presenting the project and the Programme in a positive way;**
- **Projects must have rights of usage;**
- **Projects must have permissions from event attendees to publish photos;**
- **The Programme has the right to use the photos for information & publicity purposes.**



PROJECT PHOTOGRAPHY - EVENTS

Includes:

- ✓ The speakers
- ✓ The audience
- ✓ The Programme logo - on a roll-up banner/a poster/a Presentation/promo material;
- ✓ EU emblem, if possible - on a roll-up banner/a poster/a Presentation/promo material;
- ✓ The participants interacting - e.g. in a workshop/training/seminar, etc.

Advisable:

- “Storytelling element” - aiming to answer the questions: **WHO? WHAT? WHERE? WHEN? WHY?** and **HOW?** (if possible)

The same applies for videos produced within the project.



EVENT PHOTOGRAPHY - EXAMPLE*

Event photography – suitable for promotion:

It communicates:

WHO? – An official of BABECA, an EU-funded project being implemented within the Interreg-IPA CBC HUSRB.

WHAT? – Presents the project in front of an audience.

HOW? – In a professional manner.

WHY? – Officially launching the project.

WHERE? – At its opening conference.



**Example of a project's photo taken from the project-provided [media coverage](#). Used only for informative purposes.*



EVENT PHOTOGRAPHY - EXAMPLE*

Unless it is a gastronomy-related project, the photo is not suitable for promotion:

- The composition of the photo not suitable;
- It communicates:

WHO? - People ...

WHAT? - helping themselves with food ...

HOW? - at a buffet ...

WHEN? - at lunch-time ...

WHERE? - at a self-service restaurant ...

WHY? - because they are hungry.

**Example of a project's photo. Persons' faces intentionally blurred. Used only for informative purposes.*



PROJECT PHOTOGRAPHY – RIGHTS OF USAGE

Rights of usage:

- ✓ **Must own the rights of the photography used within the project;**
- ✓ **Obtain permissions from persons on the photos to have the photos published;**
- ✓ **Obtain permission from parents/legal guardians of the children in the photos to have the photos made public;**

Events:

- **Ask for a consent in the registration form;**
- **For mass events, include information about it in the announcements and/or the Agenda.**

The same applies for videos produced within the project.

PROJECT PHOTOGRAPHY – RIGHTS OF USAGE

Example of a statement* for the event registration form:

This event will be photographed (and video recorded). By signing this form, I give my permission to the organizer (the Beneficiary), the project (project name) and the Programme Interreg-IPA CBC Hungary-Serbia to make the photos public and use them to promote the project and the Programme.

****It should be available in the language of the audience (in Hungarian, Serbian and English)***

The same applies for videos produced within the project.

PROJECT PHOTOGRAPHY – ONLINE USAGE

Photos for online usage, e.g. social media and website:

- ✓ **Purchased stock photography;**

Additional option: *Creative Commons 0* – “CC0” photography:

- **Free-of-charge and free-of-copyright stock photography**
- **Photos may be modified, used for commercial purpose**
- **No need to mention the author**
- ✓ **In any case, the project/Beneficiaries have the responsibility;**
- ✓ **In any case, the project/Beneficiaries must comply with the terms of usage.**

RECOMMENDED COMMUNICATION TOOLS

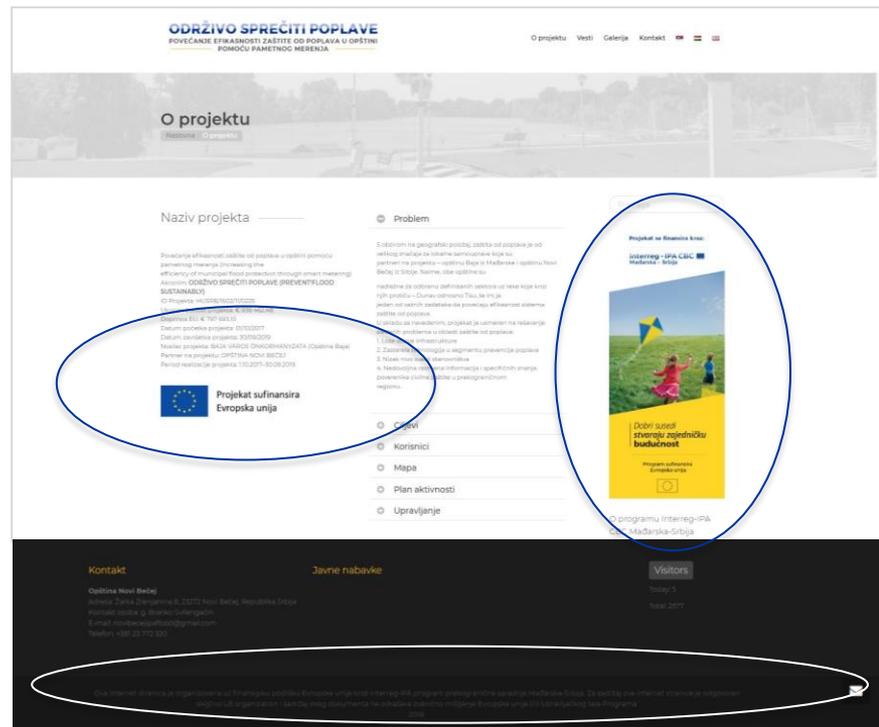
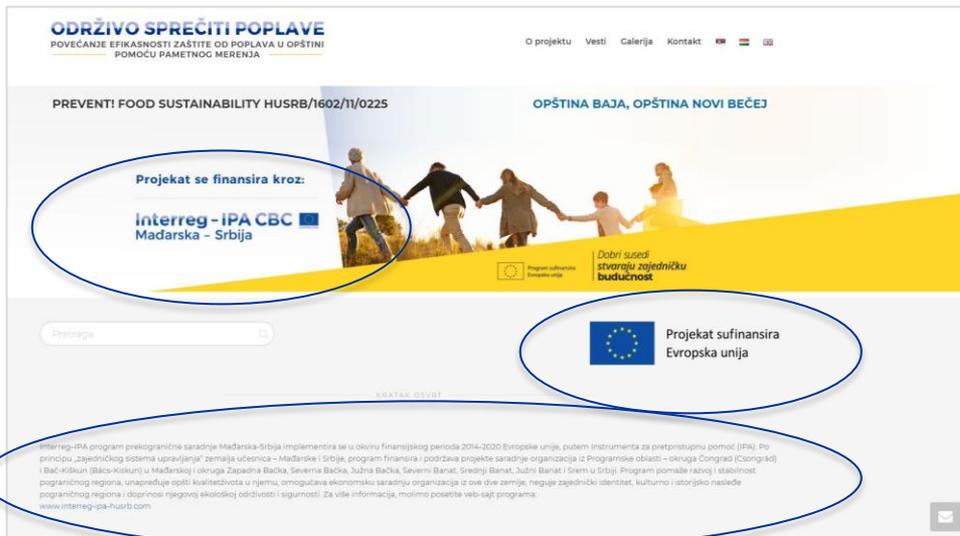
PROJECT WEBSITE – KEY ELEMENTS

- ✓ **The minimum of having the key project information in HU and SR on the homepage** (EN highly recommended);
- ✓ **Include the obligatory communication elements**
- ✓ **Include the key information about the project:**
 - ✓ Name of the project
 - ✓ Amount of EU (IPA) co-financing
 - ✓ Description of the project, incl. duration and the partnering organizations
 - ✓ Web banner linked to the Programme's website (web banners provided)
 - ✓ Contact information





PROJECT WEBSITE - EXAMPLE*



*Example of a project's [website](#) – Serbian version. Hungarian version available too. Used only for informative purpose.

PROJECT VIDEOS – KEY ELEMENTS

- **If selected – all rules as for the obligatory tools apply!**
- **Must be produced as stated in the Application Form/the Contract;**
- **Obligatory communication tools – used as on a brochure cover pages:**
 - **Programme logo and EU emblem in the opening credits**
 - **Disclaimer in the closing credits**
- **Archive as a video file;**
- **Share on the Back Office as a YouTube link;**
- **The same usage rights apply as for the project photography;**
- **Must have usage rights for music and images in the video clips/films.**



REPORTING AND ARCHIVING



BACK OFFICE ACCOUNT

- @ www.interreg-ipa-husrb.com
- Intended for the Lead Beneficiaries of contracted projects;
- Deliver the reports and related communication material:
 - ✓ **Before project event form** – 10 business days prior to event
 - ✓ **Designed files for feedback** (optional/recommended)
 - ✓ **After project event form** – 2 business days after the event
 - ✓ **Photos from events** – 2 business days after the event
 - ✓ **Media coverage** – 7 business days after it was published
 - ✓ **Other project-related photos** – when available
 - ✓ **Video clip YouTube link** – when available.
- Saving material described in the event reporting forms and the *Guidelines*.





BACK OFFICE - REGISTRATION (1)



Login



Login



HU-SRB IPA CBC 2007-2013



www.interreg-ipa-husrb.com/en/login/

The screenshot shows the website's home page with a dark blue header. On the left is a navigation menu with items: Call for Proposals, Programme, First Level Control, News, Projects, Partner Search, Downloads, and Contact. The main content area features a large banner with a lightbulb and crumpled paper balls, titled "TIPS ON PROJECT IMPLEMENTATION". Below the banner is a "FIND OUT" button. At the bottom, there is a search bar, a newsletter sign-up button, and logos for the European Union and the Hungarian Prime Minister's Office. The footer contains contact information and copyright notices.



BACK OFFICE - REGISTRATION (2)

The screenshot displays the 'Login - Lead Beneficiaries/Programme Bodies' page. The main content area includes a 'LOGIN' header with a user icon, a description: 'Section for the Lead Beneficiaries and for the Programme Bodies to log in or register to log into the respective Back Office files', and a 'LOG IN' button. Below the button are links for 'FORGOT PASSWORD' and 'REGISTRATION - LEAD BENEFICIARIES/PROGRAMME BODIES', with the latter link circled in blue. The left sidebar contains a navigation menu with items: 'Call for Proposals', 'Programme', 'First Level Control', 'News', 'Projects', 'Partner Search', 'Downloads', 'Contact', 'Login', and 'HU-SRB IPA CBC 2007-2013'. The footer includes social media icons for Facebook, LinkedIn, Google+, and YouTube, a search bar with the text 'SEARCH Type keywords', and a 'SIGN UP FOR NEWSLETTER' button.



BACK OFFICE - REGISTRATION (3)

interreg - IPA CBC
Hungary - Serbia

- Call for Proposals
- Programme
- First Level Control
- News
- Projects
- Partner Search
- Downloads
- Contact
- Login
- HU-SRB IPA CBC 2007-2013

REGISTRATION

Register to gain access to your back office account
Each account is a subject of approval
Back office access is granted to the members of the Programme Bodies,
and the Lead Beneficiaries.

Registration - Lead Beneficiaries/Programme Bodies

PROGRAMME BODIES LEAD BENEFICIARIES

NAME OF THE ORGANIZATION *

Name of the organization

NAME OF THE PROJECT *

Name of the Project

CONTACT NAME *

Contact name

CONTACT PHONE *

Contact phone

BACK OFFICE - REGISTRATION (4)

- **You will receive an email message for activation of the account;**
- **Click on the link to confirm your address!**
- **Then you may log into your project's account!**

Please activate your account

Interreg - IPA CBC 
Hungary - Serbia

Please activate your account with this link: [link](#)
or copy this url to your browser:

<http://www.interreg-ipa-husrb.com/activate/06e8cfe8e74f60264724f2a68145f024/>

We will review your registration, and approve the account, after then you can login to the site!

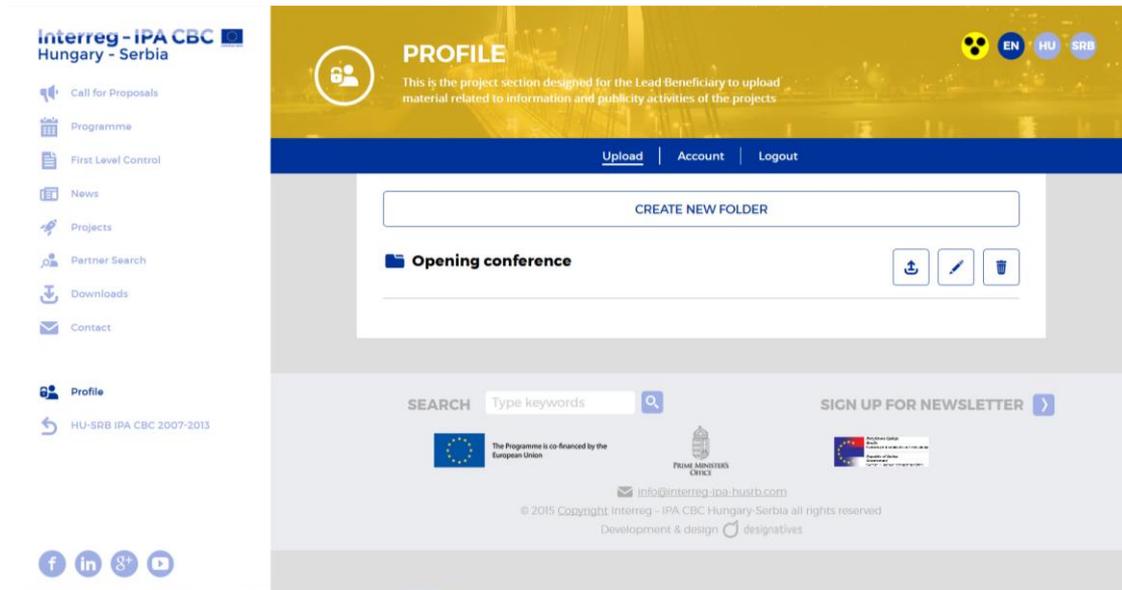
Copyright © 2018 Interreg-IPA CBC Hungary-Serbia, All rights reserved.

Our mailing address is:

info@interreg-ipa-husrb.com

BACK OFFICE - REGISTRATION (5)

- Create folder(s)!
- Upload your event reports!
- Upload your related material!



The screenshot displays the 'PROFILE' section of the back office. The left sidebar contains a navigation menu with items: Call for Proposals, Programme, First Level Control, News, Projects, Partner Search, Downloads, Contact, Profile, and HU-SRB IPA CBC 2007-2013. The main content area features a 'CREATE NEW FOLDER' button, a folder named 'Opening conference' with download, edit, and delete icons, and a search bar. The footer includes logos for the European Union and Prime Ministers Office, contact information (info@interreg-ipa-hu-srb.com), and copyright notice (© 2015 Copyright Interreg - IPA CBC Hungary-Serbia all rights reserved).

KEEPING THE RECORD

- **Record of documented communication activities – kept for at least 5 years after the project closure;**
- **Relevant also for the social media pages and for website (website is recommended);**
- **Samples of produced material should be submitted with the Final report to Programme Managers.**



WHAT TO EXPECT AS A BENEFICIARY

PROJECTS' OBLIGATIONS

- ✓ **Including all obligatory communication elements;**
- ✓ **Complying to the set requirements in the *Guidelines* and *the Visual Identity Manual*;**
- ✓ **Fulfilling the minimum set requirements for obligatory communication tools (Application Form/the Contract)**
- ✓ **Lead Beneficiary to timely report to the JS.**



JS AND JS ANTENNA'S ASSISTANCE

- **Assistance and consultations during the implementation** – per request;
- **Informing about and promoting projects via Programme's channels:**
 - **News**
 - **Tender procedures**
 - **Media coverage and success stories**



PROGRAMME MANAGERS' TIPS

- **Tips for implementation;**
- **Based on experience of the Programme Managers;**
- **Posted on the [Facebook](#) and [LinkedIn](#) pages of the Programme;**
- **Added value for Beneficiaries.**



**THANK YOU.
GOOD LUCK IMPLEMENTING
YOUR PROJECTS!**



**Interreg-IPA CBC Hungary-Serbia
Joint Secretariat**

info@interreg-ipa-husrb.com
interreg-ipa-husrb.com

Note:

This presentation contains examples of material obtained from several projects which are being implemented within the Interreg-IPA Cross-border Cooperation Programme Hungary-Serbia, only for informational purposes.

Disclaimer:

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