Interreg – IPA CBC
Hungary - Serbia

EUROPEAN UNION

Guidelines for Implementation of Information and Publicity Measures for Projects
HUSRB/1601

Interreg – IPA CBC
Hungary - Serbia

Table of contents

CHAPTER 1

1. Introduction

The Interreg-IPA CBC Hungary-Serbia Programme (hereinafter referred to as *the Programme*) is implemented within the 2014-2020 European Union financial framework under the Instrument for Pre-accession Assistance (*IPA*). Established by the Regulation (EC) No 231/2014 of the European Parliament and of the Council and implemented according to Commission Implementing Regulation (EU) No 447/2014 (IPA II Implementing Regulation), this instrument for pre-accession assistance serves as a financial source both for candidate (among them Serbia) and potential candidate countries. IPA addresses five policy areas; 'regional and territorial cooperation' (including CBC) being one of them.

In the current Programme, Hungary and Serbia cooperate in a joint structure through shared management and joint decision making, with common financial resources available. The Programme summarizing the priorities and objectives, as well as the main implementation modalities has been developed mutually, and it was approved by the European Commission by its decision C(2015) 9488 on 15th December 2015. The Cooperation Programme document (CP), as well as other Programme-related information is available on the Programme's official website: **www.interreg-ipa-husrb.com**.

Programme name

Full name of the Programme:
English:
Interreg-IPA Cross-border Cooperation Programme Hungary-Serbia
Hungarian:
Interreg-IPA Határon Átnyúló Együttműködési Program Magyarország-Szerbia
Serbian:
Interreg-IPA program prekogranične saradnje Mađarska-Srbija

Abbreviated name of the Programme:
English:
Interreg-IPA CBC Hungary-Serbia
Hungarian:
Interreg-IPA CBC Magyarország-Szerbia
Serbian:
Interreg-IPA program prekogranične saradnje Mađarska-Srbija

1.1. Role of Communication

Communication is an integral part of a project and plays an important role in the project implementation, by informing about the project, and improving its visibility and thus the quality.

Communication activities should be created, planned and applied as to support the project

by publicising its results and promoting its benefits to the relevant target groups.

Communication activities may vary depending on the nature of the project – type and size of the project, its objectives and its target audience. Nevertheless, being a part of the programme Interreg-IPA CBC Hungary-Serbia, the projects are required to fulfil the information and visibility requirements prescribed by the Programme in order to ensure the following objectives:

1. to improve visibility and quality of projects
2. to promote co-financing from the Programme and EU
3. to ensure transparency in the use of public funds

1.2. Purpose of the Guidelines

The *Guidelines for Implementation of Information and Publicity Measures for Projects HUSRB/1601* (hereinafter referred to as *the Guidelines*) is designed to provide the Beneficiaries (the term hereafter includes both Lead Beneficiary and other partners in the project) with relevant information and instructions concerning the information and publicity requirements, as well as support in efficiently establishing and maintaining project visibility.

The Guidelines:

- define and instruct on the correct usage of the obligatory communication elements, obligatory communication tools, and specific obligatory tools for infrastructural projects; recommended tools;
- provide information on keeping the records of accomplished communication activities instruct on the communication with the Joint Secretariat of the Programme (hereinafter referred to as JS);
- provide templates for projects' promotional items; and examples of the Programme branded promotional items.

The Guidelines rely on the Regulation (EU) No 1303/2013 of the European Parliament and the Council, on the Annex XII – Information and Communication on Support from the Funds – the points Responsibilities of the beneficiaries, Information and Communication Measures for the public, and Information Measures for Potential Beneficiaries and Beneficiaries; as well as the Article 115(4) of the Regulation (EU) No 1303/2013.

The Guidelines rely on the Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014, on the Chapter II – Technical Characteristics of Information and Communication Measures for Operations.

The Guidelines also applies recommendations outlined in the *Communication and Visibility Manual for European Union External Actions*, issued in March 2014.

Additionally, the Guidelines refers to the *Visual Identity Manual of the Interreg-IPA CBC Hungary-Serbia Programme* (hereinafter referred to as *the Visual Identity Manual*) in explaining the obligatory communication elements, providing ready-to-use templates for

project promotional material, as well as examples of applied design of the Programme branded material.

1.3.   Roles in project communication activities

Beneficiaries should choose communication tools based on the nature of the project, its objectives and target audience. Additionally, they must comply with the set of requirements related to the information and publicity measures which the EU regulation and the Programme prescribe:

- ensure that those taking part in the project have been informed about the funding from the present Programme;
- provide clear and visible notice that the implemented project has been selected under the present Programme;
- ensure that every document, event or certificate contains a statement announcing that the Programme is co-financed by the European Union;
- when communicating about all project-related matters, the Beneficiaries should always use the Programme logo and the EU emblem with the obligatory phrase (please refer to *Chapter 1, point 3 – Obligatory communication elements* of this document), in addition to their regular stationery in letterheads or fax headers sheets.

The Lead Beneficiary coordinates communication activities of the project and it is also responsible for communication with the JS on behalf of the project and reporting to the JS on the progress and results of the implementation of communication initiatives within the project. Nevertheless, all Beneficiaries are responsible at project level for informing the public about the support awarded from the EU funds, as well as for devising and implementing communication activities in accordance with the information and publicity activities planned to be carried out and described in the Application Form.

Furthermore, Beneficiaries are advised to design the project logo and use it along the obligatory Programme logo and the EU logo within the obligatory communication tools and activities.

For smooth implementation of communication activities, it is crucial that the communication approach of a project outlines the roles of the Beneficiaries in communication activities of that project.

1.4.   Communication with the JS of the Programme

The Lead Beneficiary is responsible for communication with the JS of the Programme on behalf of the project.

The JS supports and assists the Lead Beneficiaries in devising and implementing their communication plans, and closely monitors fulfilment of information and publicity

requirements described in this document. The Lead Beneficiary may consult with the JS Communication Manager on the planned communication tools and activities.

Projects are required to collect and send samples of implemented visibility measures to the JS in their Progress Reports and Real-time Reports on communication initiatives. In addition, the projects should archive a sample of all produced information and publicity material and media material in a designated folder. A hard copy of these materials should be sent to the responsible Programme Manager in the JS. The JS will use the project-related material to promote the project and the Programme itself. Information on reporting is elaborated in the Chapter 1, point 7 – *Reporting*, of this document.

1.5. Minimum requirements for Beneficiaries - summary

This section lists the minimum requirements for the Beneficiaries to fulfil the information and publicity measures for receiving the funds. Detailed information on each element and tool is available further in this document.

1.5.1. Obligatory Communication Approach – Beneficiaries answered the related questions in the Application Form

1.5.2. Obligatory communication elements – to be included in all communication tools and project material:
1. **Programme logo**
2. **EU emblem with the obligatory phrase about the project co-funding**
3. **Disclaimer**

1.5.3. Obligatory Communication Tools

1. **Poster** – at least one poster (minimum size A3), with information about the project, including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building;

2. **Promotional material (in addition to the obligatory poster)** – produce at least one type of promotional material. All chosen types of promotional material must be bilingual (Hungarian and Serbian), and may also be produced in English and other languages, depending on the needs of the Project (e.g. tourism related projects);

3. **Communication/visibility event(s)** – at least one visibility event.

4. **Media coverage** – secure the minimum of one piece of coverage promoting the project in the traditional media (print – newspapers and magazines; electronic – TV and radio; or online – web portals).

5. **Social media network profile** – at least one social media network profile is required to launch and maintain.

6. **Project photography** – it is mandatory to produce photographs about project events and activities. The photography is used for reporting and promotional purposes.

7. **Sticker** for labelling every single piece of equipment purchased through this Programme.

Specific obligatory communication tools only for the projects with work component:

8. **Temporary billboard** of a significant size – to be put up during the implementation of the operation.

9. **Permanent plaque or billboard** of significant size – to be put up at a location readily visible to the public no later than three months after completion of the operation.

Lead Beneficiaries must [report](#) to the JS on regular basis and [archive](#) the produced material and proof of conducted activities as elaborated further in this document,

2. Obligatory Communication Approach

The projects are required to develop communication approach, which should serve as the foundation for all communication initiatives within the project and thus support the project implementation. The potential Beneficiaries are required to explain the project communication approach within the section *Information and Publicity Activities* of the Application Form.

Effective communication approach defines the communication objectives, target audiences, communication elements and tools, and distributes the communication-related tasks between the Beneficiaries.

2.1. Requirement for Communication Approach

The minimum requirement set by the Programme is to answer the following questions:

1. How do Communication Objectives respond to the Project Objectives and raise awareness about the identified issue?
2. Who are the Target Audiences?
3. How will the communication activities promote horizontal principles?
4. How will the communication activities contribute to the good neighbourly relations (CBC effect)?
5. How the communication tasks will be divided (planned in advance) between the Beneficiaries to ensure the maximum impact of communication activities?

Additionally, the Beneficiaries should come up with and indicative budget that is needed for the communication activities.

In order to ensure effective communication activities, it is essential to cover these points prior to the project implementation.

2.2. Relevant Terms

Communication Objectives inform about and promote the project objectives. Setting the communication objectives is the first step.

Target Audiences consist of the primary target audience – the most relevant audience for the project, and secondary audience – other stakeholder groups, including the general public. Defining and understanding the target audiences is the key to effective communication activities.

Communication Messages – one or a set of messages, which are in line with the communication objectives and values the project promotes, and which are intended for the clear and effective communication towards the target audience. Messages should be tailored to the audience.

Communication Activity – usage of obligatory and recommended communication tools for disseminating messages. Activities should be appropriate in terms of resources spent and expected impact.

Communication Elements – features that are included in all communication activities (e.g. the Programme logo, the EU emblem, the Disclaimer, the slogan, etc.).

Communication Tools – tools used to disseminate information and promote the project and the Programme (e.g. promotional material, events, media interviews, social media networks, etc.).

3. Obligatory communication elements

The project activities and produced material which do not include reference to the EU funding and Programme will not be considered eligible to receive IPA co-financing for the implemented activities. The flowing elements are considered as obligatory for the projects.

> **NOTE:** Upon signing the Subsidy contract, the Beneficiaries will receive the obligatory communication elements from the relevant JS Programme Manager in an open-file format. The obligatory communication elements must be used as such, and should not be re-created.

The language of the obligatory communication elements must match the language of the main text of the communication material. For example, all elements must be in English if the language of the main text is English.

3.1. Programme logo

The logo is the most important element of a Programme's visual identity.

The Interreg-IPA CBC Hungary-Serbia logo was designed to provide a robust yet unobtrusive look. It relies on the guidelines of Interreg Brand Manual, applying general rules of Interreg branding.

> **NOTE**: Detailed information and instructions on the logo usage are provided in the Programme's Visual Identity Manual.

The Programme logo comes in three language versions: English, Hungarian and Serbian. The language version of the logo should always correspond with the language of the communication material in which it appears.

English

Interreg – IPA CBC
Hungary - Serbia

Hungarian

Interreg – IPA CBC
Magyarország – Szerbia

Serbian

Interreg – IPA CBC
Mađarska – Srbija

The design of the Programme logo must be used as provided, and must not be changed.

Minimum size: The logo of the Interreg-IPA CBC Hungary-Serbia should not be recreated in any circumstances. Only the logo version presented in this manual is the one that is correct and should be used. The minimum admitted dimensions of the logo is 40mm (width).

Colours:

	COLOUR	PANTONE	CMYK	HEX	RGB
	REFLEX BLUE	REFLEX BLUE	100/80/0/0	003399	0/51/153
	LIGHT BLUE	2716	41/30/0/0	9FAEE5	159/174/229
	YELLOW	YELLOW	0/0/100/0	FFCC00	255/204/0

Font:

The Programme uses two types of fonts – Open Sans and Montserrat. It is recommended, but not obligatory for projects to use them.

Open Sans

Download: http://www.fontsquirrel.com/fonts/open-sans

OPEN SANS LIGHT

aábcdeéfghiíjklmnoóöôpqrstuúüûvwxyz
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0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} · – — «»

OPEN SANS REGULAR

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OPEN SANS SEMI BOLD

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Montserrat is used for headlines and titles.
Download: http://www.fontsquirrel.com/fonts/montserrat

MONTSERRAT LIGHT

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0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [ ] { } · - — « »

Logo versions and backgrounds:

Ideal Version:
The standard logo is the full colour version. This version should be used whenever possible.
The background of the Programme logo should be either white, or of a very light colour.
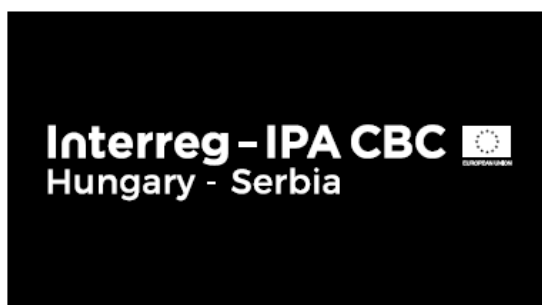

Gray Scale Version:
For single colour reproductions, a greyscale version of the logo should be used. This version should only be used whenever full colour is not available.

Black & White Versions:
The black and white logo should only be used if there is no possibility to use greyscale.

Forbidden usage:

The logo must not be rotated at any angle.

The positioning of the EU flag must not be changed.

The logo must not have a drop shadow applied to it.

The logo must not be distorted.

The logo must not have a stroke of any colour applied to it.

The colours of the log must not be changed.

The font of the co-branding must not be changed.

The logo text must not be broken down into more lines.
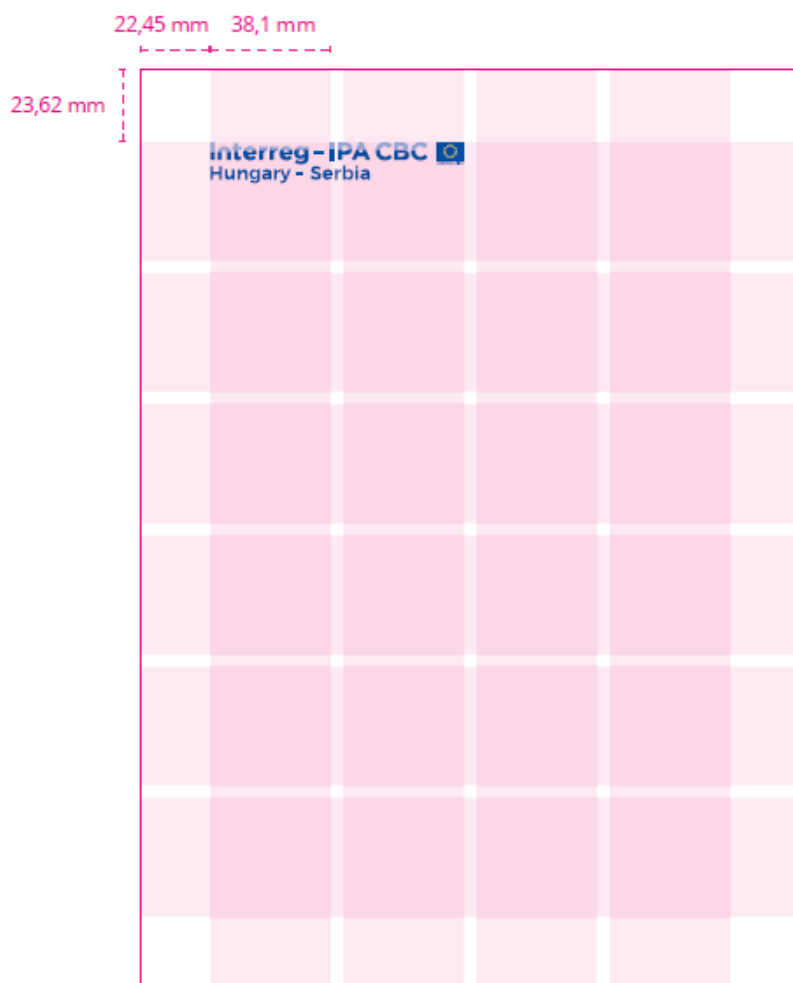
The background colour on which the logo is placed must not be the same colour at the logo

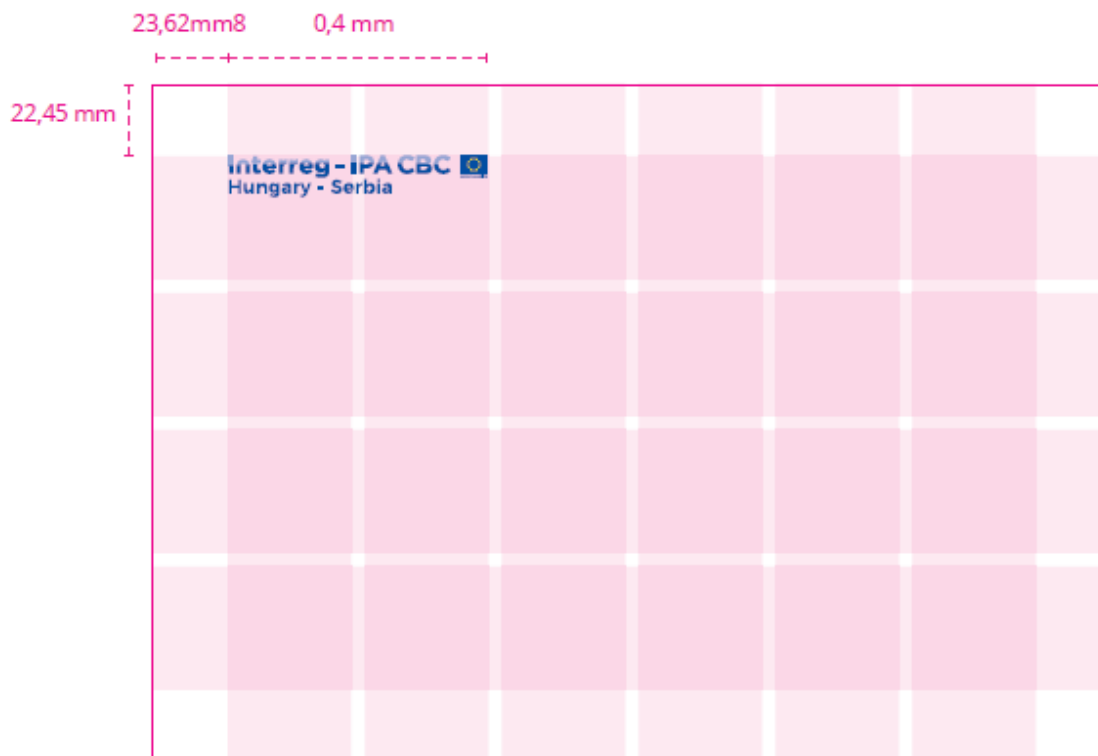The logo must not be used in white with a stroke.

Logo positioning:

The Programme logo is always positioned in the upper left corner on the promotional material, and should be used in that way on the project promotional material as well.

Examples:

Logo positioning on A4:

Logo positioning on A4 landscape format:

3.2.   EU emblem with the obligatory phrase

Beneficiaries are required to communicate about the source of funding of the programme. Therefore, the usage of the EU emblem with the obligatory phrase stating that the project is co-funded by the European Union must be used on all project material.

The EU emblem with the obligatory phrase must always appear on the first/the front page/cover of the project-related documents, presentations, and promotional material.
For social media profiles of a project, this communication element should appear on a prominant place (e.g. cover image).
Provided that a project has a website, this communication element should be positioned on its homepage.

The Programme provides three language versions of the obligatory phrase, which should be used in the language corresponding the language of the material in which it appears.

NOTE: The EU emblem with the obligatory phrase about the co-funding of the project is provided by the Programme, and projects must use it as such.

The project is co-financed by the European Union

The project is co-financed by the European Union

The project is co-financed by the European Union

The project is co-financed by the European Union

The project is co-financed by the European Union

The EU logo should always be used with the following obligatory phrase:

English: **The project is co-financed by the European Union**

Hungarian: **A projekt az Európai Unió társfinanszírozásával valósul meg**

Serbian: **Projekat sufinansira Evropska unija**

Examples:

The project is co-financed by the European Union

A projekt az Európai Unió társfinanszírozásával valósul meg

Projekat sufinansira Evropska unija

The language version of the obligatory phrase with the EU logo must be harmonized with the language of the respective communication tool and it should always be the same

language version as the language of the Programme logo.

In case of a Hungary-Serbia bilingual printed material, the choice of the language of logos, slogan and disclaimer can be guided by the language of the targeted audience. For example, a bilingual leaflet can have logos only in one language, if it aims to communicate to the audience who predominantly speaks that language.

3.3. Disclaimer

The Disclaimer is a phrase stating that the related project communication material does not necessarily reflect the official position of the EU.

Within the communication tools, the Beneficiaries must always use the following disclaimer:

English

This *<document, product, event, website>* has been produced with the financial assistance of the European Union. The content of the *<document, product, event, website>* is the sole responsibility of *< Beneficiary's name>* and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority.

Hungarian

Ez a *<dokumentum, termék, esemény, weboldal>* az Európai Unió pénzügyi támogatásával valósult meg. A *<dokumentum, termék, esemény, weboldal>* tartalmáért teljes mértékben (a) *< Kedvezményezett neve >* vállalja a felelősséget, és az semmilyen körülmények között nem tekinthető az Európai Unió és / vagy az Irányító Hatóság állásfoglalását tükröző tartalomnak.

Serbian

Ovaj *<dokument, publikacija, internet stranica>* je <odštampan, organizovan> uz finansijsku podršku Evropske unije. Za sadržaj ovog *<dokumenta, publikacije, internet stranice>* je odgovoran isključivo *<ime Korisnika>* i sadržaj ovog dokumenta ne odražava zvanično mišljenje Evropske unije i/ili Upravljačkog tela.

In some cases, such as promotional material of small size (such as sticker, or promotional accessories), it is justifiable to exclude the Disclaimer from the printed communication tool. However, as a general rule every publication which contains articulation of ideas in a form of a text, including, but not limiting to: leaflet, brochure, publication, press release, document, website, and social media profiles should contain the disclaimer.

The Disclaimer may be placed at the bottom of the back page of a single-leaf printed material, or at the bottom of the last or back cover page of a multi-page document. As with logos and slogans, it should match the language of the main text of the promotional

material in question. For a bilingual publication, the Disclaimer should match the language of other obligatory elements used – the logos, the obligatory phrase on co-financing, and slogan (if applicable).

4. Recommended Communication Elements

The following Communication elements are not mandatory, but highly recommended to use.

4.1. Description of the Programme

The Programme recommends that projects use the Description of the Programme a concise and clear description of the Programme which is intended for usage in any communication material which requires or could benefit from such information. Good example of one such communication material is a press release, where the media is provided with clear information and may use it within a news article, or a TV/radio report.

If used, the Description of the Programme must not be changed, and should be used as provided by the Programme:

About Interreg-IPA CBC Hungary-Serbia Programme
The Interreg-IPA Cross-border Cooperation Programme Hungary-Serbia is implemented within the 2014-2020 European Union financial framework, under the Instrument for Pre-accession Assistance (IPA). On the basis of "shared management system" of the participating countries - Hungary and Serbia, the Programme funds and supports co-operation projects of organizations based in the Programme-eligible area - Hungarian counties Csongrád and Bács-Kiskun, and Serbian counties: West Bačka, North Bačka, South Bačka, North Banat, Central Banat, South Banat and Srem district.
The Programme helps the development of a stable and co-operating region and the overall quality of life in the border region. It enables economic collaboration of organizations from the two countries, nurtures the common identity, and cultural and historical heritage of the border region, and contributes to its environmental sustainability and safety.
For more information, please visit: [www.interreg-ipa-husrb.com.](www.interreg-ipa-husrb.com)

4.2. Programme slogan

Usage of the Programme slogan within the communication tools is highly recommended, provided that the size of the material allows for it. It is also highly advisable to use it on the project social media profiles, project website (if applicable), within the video clips, and promo material at the project events. The slogan should match the language of the publication, and other communication elements used.

The versions of the slogan in three languages to be used are the following:

English: ***GOOD NEIGHBOURS CREATING COMMON FUTURE***

Hungarian: ***JÓ SZOMSZÉDOK A KÖZÖS JÖVŐÉRT***

Serbian: ***DOBRI SUSEDI STVARAJU ZAJEDNIČKU BUDUĆNOST***

NOTE: Upon signing the Subsidy Contract, the Lead Beneficiaries will receive the Programme slogan as an open-file document. This element should not be re-created, and must be used in the provided form.

4.3. Reference to the Programme website

Project communication material may also include the reference to the Programme website: www.interreg-ipa-husrb.com, where more information about the Programme and the relevant documents may be obtained.

5. Obligatory Communication tools

The Programme sets the requirements for the Beneficiaries for usage of communication tools used within a project.

The templates and dimensions of certain obligatory communication tools are provided in the Chapter 2 of this document.

5.1.   Obligatory poster

During implementation of an operation, the projects must inform the public about the support obtained from the Funds by producing at least one poster **of minimum A3 format** containing information about the project and the financial support from the Union, in both Hungarian and Serbian version, and placing it at a location readily visible to the public (e.g. entrance area of a building).

> **NOTE:** Projects which include infrastructure or construction works whose total Community contribution of the operation exceeds EUR 500,000 are required to use billboard and permanent plaque (Chapter 1, point 5.7. – *Specific obligatory requirements for the projects with the works component*).

5.2.   Promotional material

In addition to the Obligatory Poster (Chapter 1, point 5.1.), projects are required to produce and use the types of promotional materials they selected in accordance with the planned activities, and indicated as such in the Application Form.

The visibility requirements must be fulfilled in all cases, except for the small-size promotional accessories, and include the [obligatory communication elements](#).

Due to the bilingualism, as a prominent feature of the Hungary-Serbia border region which should be nurtured and promoted, all promotional material produced must be bilingual – have a Hungarian and Serbian language version. The exception may be small promotional items (accessories) which may have size constrains due to the space. However, even smaller promotional items should be made bilingual whenever possible.

Additionally, depending on needs of a project, Beneficiaries may produce promotional material in English and other languages relevant to the project, and such costs will be eligible for reimbursement.

At least one type of promotional material out of the selection offered must be produced. However, it is strongly advisable to use several or all of the types of promotional material suggested in this section.

> **NOTE:** In line with horizontal principles and eco-sustainability, projects are advised to use promotional material, such as fliers and brochures, in electronic form, as much as possible. In case such material requires printing, it is advisable to produce them from recycled paper.

The Programme logo requires either white or very light background (Chapter 1, point 3. – Obligatory communication elements; and the Programme's *Visual Identity Manual*). This must be taken into account when preparing the design intended for print on a recyclable material, since the final product is likely to have the colour slightly darker than the electronic version.

Leaflets – provide basic factual information and contact information, where further information can be found. Leaflet is a promotional tool which may be shared in electronic format (via website, email distribution, social media profiles, on a USB or a CD drive, etc.), and may also be handed out at events or distributed along with other material. Leaflets also include photography, infographics or graphs. Leaflets must incorporate the obligatory communication elements, the project details, contact e-mail and website (if applicable) and additional contact information, if needed.

Brochures – Just as leaflets, brochures are convenient to be shared both electronically or to be handed out at project events. However, compared to leaflets, brochures can go into greater detail, highlighting the context, including interviews with relevant organizations and speakers. Brochures should always be tailored to the audience in question, and focus on the intended results of the action, not the financial and administrative details. Texts should be short and simple, and photographs used where possible to illustrate the action and its context. All brochures must incorporate the obligatory communication elements, project details, contact e-mail and website (if applicable) and additional contact information, if needed.
The cover page must include the Programme logo and the EU emblem with the obligatory phrase.

Print publications – depending on the nature of the project – objectives and target audience, Beneficiaries may produce project relevant publications, such as books, catalogues, booklets, and alike. This type of publication is much more elaborate than brochures, and is suitable for summarizing the project achievements, or educating about the project-related topics or thematic priorities.
All publications must incorporate the obligatory communication elements, project details, contact e-mail and website (if applicable) and additional relevant information, as needed.
The cover page must include the Programme logo and the EU emblem with the obligatory phrase.

Roll-up banner – intended to serve as a background for project events such as event opening/closing conferences, press conferences, ceremonies, workshops, etc. It is an effective promotional tool, due to its size and good visibility. It should be placed at prominent locations, such as the stage – behind the speakers' stand or table, so that it is visible to the attendees, and easily captured via photographs and video recordings; or entrance to the conference room, or other prominent locations.

Accessories - branded promotional items, e.g. notepad, pen, USB memory stick, CD, etc. – Examples of the Programme promotional branded items are available in the Chapter 2, point 3. – *ANNEX - Promotional items – examples of the Programme branded promotional items*.

Accessories may be handed out at project events, meetings, and on other suitable occasions.

If the size of the accessories permits, they should incorporate [the obligatory communication elements](#) (small-size accessories may be exception).

It is highly recommended, in all situations possible, to use eco-friendly and recyclable material (paper, fabric, and other material) when producing promotional accessories.

5.3. Events

Beneficiaries are required to organize at least one communication (information and visibility) event during the project duration.

Organising a public event could be an excellent opportunity to generate interest and publicity for the implemented project and its achievements. The events could also attract media attention and improve the publicity and visibility of projects.

Depending on the nature of the project and target audience, projects may also organize workshops and/or seminars.

> **NOTE:** Depending on the type of events, media representatives may be invited. It is strongly recommended that Beneficiaries hold press conferences within events such as opening or closing conference, rather than organizing a separate event for the press. This option is more effective in terms of costs, time and staff resources needed for event organization.

The visibility requirements must be fulfilled in all cases. The Programme logo and the EU emblem with the obligatory phrase should be represented and visible at every project event, as a part of the promotional tools (e.g. the EU emblem with the obligatory phrase and the Programme logo could be represented on a rollup banner). If used, the Programme slogan should be placed in a highly visible location in the meeting rooms or conference rooms.

Promotional and information material, including but not limiting to: posters, rollup banners, invitations, PowerPoint presentations, publications, agendas and lists of participants, used at project events should fulfil the visibility requirements and contain [the obligatory communication elements](#).

The language used within event's programme - in speeches, presentation and promotional material – depends on the audience. Therefore, event elements should be planned and

executed accordingly.

In respect to the bilingual character of the border region, the project events should include promotional material in both Hungarian and Serbian – e.g. roll-up banners in two languages, as well as flyers and brochures, if applicable. Additionally, depending on the nature of a project and the audience, the project may also include English and any other relevant language into its events.

Photographs are the required element of all project-related events, and they must be used as promotional material, documentation, and as a proof of fulfilled the publicity requirements and reported costs.

NOTE: If photographs from the events submitted to the JS do not display visible posters, or roll-up banners with logos, and other applicable material, the costs of the organized event may not be considered as eligible and reimbursed.

Photography requirements are explained in more detail in the Chapter 1, point 5.6. – Project Photography of this document.

Reporting to the JS on the project events is obligatory and the responsibility of the Lead Beneficiary. It is elaborated in the Chapter 1, point 7. – *Reporting*.

5.4. Media Coverage

Projects are required to be active in promotion of the project activities in the media and must generate at least one piece of media coverage promoting the project in print (newspapers, magazines, etc.), electronic (TV and radio) or online media (internet portals or websites of print and electronic media), or all of the mentioned.

Projects may post ads in the media; however, such activity may be conducted in addition to other media coverage.

The media coverage may be generated via events, press releases, media interviews and statements, PR articles, and similar.

Specific events and activities, especially the ones related to the concrete outputs of the projects, are most likely to generate interest and ensure coverage in the mass media. The message should target and reach general public – the citizens of the Programme area and the citizens of Hungary and Serbia. Reaching wide audience and the general public can be achieved through various means of media-related communication tools, such as press releases, media interviews, press conferences and visits of media representatives to the project sites if applicable..

Press releases are announcements issued to media outlets and targeted publications with the goal to inform and promote project-related initiatives and developments. The Lead

Beneficiaries are encouraged to send out at least one press release at the beginning of the project and one press release at project closure. Ideally, the Beneficiaries issue press releases announcing all key developments of the project which may be of interest to the public.

The Programme has prepared template for project-related press releases which the Beneficiaries may adapt and use as such, or to use it as a guide.

> **NOTE:** Press releases should include the following information: the Programme Logo; the EU emblem with the obligatory co-funding phrase; the Description of the Programme (*boilerplate*); and the Disclaimer.
> (Chapter 1, point 3.– *Obligatory communication elements*).
> The template for a press release is provided in the *Chapter 2, point 1 – Promotional items – templates for the projects*

Media interviews are effective communication tools which enable projects to generate media coverage as well as to develop and maintain connections with journalists. It is advisable that projects have a designated spokesperson issuing statements and interviews on behalf of the project.
Interviews may be conducted in-person, or via email or telephone. Additionally, project events are a good occasion for in-person interviews.

PR articles (also known as advertorials) are usually paid-for promotional tools, which projects may also use if suitable for the project purposes. PR articles have the format of a news article, but since they are sponsored stories (either paid-for or free-of-charge), media publications usually label them as sponsored or PR articles, or make them visually different from the content generated by that publication.

> **NOTE:** The Lead Beneficiary must submit the achieved media coverage to the JS no later than 7 business days after it is published. The details are provided in the *Chapter 1, point 7 - Reporting*.

5.5.   Social media

Projects are required to have a profile on at least one social media network with free-of-charge usage which is available to general public (e.g. Facebook, LinkedIn, Twitter, Google+, YouTube, etc.).
Social media networks are platforms which offer options for organizations to create profile and post and share the project-related content via that profile.
Additionally, social media profiles provide online presence for the projects which do not have website, since the profiles must contain the key information about the projects, the obligatory communication elements, and updates on the project initiatives, as elaborated further in this section.
It is important to launch a social media network profile in early stages of the project

implementation, so that the profile could follow the pace of the project.

Choosing the social media network
The Beneficiaries should select social media networks which are suitable for the project in terms of target audience and communication objectives of the projects. The Programme does not specify the social media networks that are to be used, since social media trends may change in terms of popularity and usage in the course of the Programming period new social media networks may appear.

Requirements
Each social media profile needs to include the obligatory communication elements, as well as information that the project is a part of the Programme, as well as the information about the support obtained from the Fund by a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union.

Usage of the Programme slogan and reference to the Programme's website is not obligatory, but it is highly recommended.

Audience and content
Social media target audience is primarily the local community, however, the content should also be suitable for the general public.
Social media content in most cases (with a few exceptions, e.g. Linkedin) is slightly less formal than the content communicated via traditional media channels (e.g. newspapers, TV, etc.), nevertheless, it must be accurate, informative, appropriate and relevant to its respective audience.

The posts on social media networks may include announcements, information about held events, photos of project-related activities, and alike.

Beneficiaries determine the frequency of posts depending on the nature of the project. However, it is important to highlight that this type of communication platform is most effective when it includes: consistently delivered content, interaction with the audience, as well as the high-level responsiveness in case of comments and inquiries.

Sharing
For the sake of convenient information-sharing, it is advisable that projects connect via their social media accounts to the Programme's social media channels.

Reporting and archiving
Within the progress reports, the Lead Beneficiaries are required to submit print screen images of the social media profile(s), which prove the usage of the above-mentioned obligatory communication elements, such as the 'About' section of the profile, profile photo, banner for the social media page, and alike.

The Lead Beneficiaries will be provided the examples and tips for social media usage at the Lead Beneficiary Workshops.

All launched social media profiles of the project should be active during the project, and may not be cancelled or terminated for at least five years after the project completion – provided that the social media network itself is still active within that period.

The Lead Beneficiary is required to keep the print screen images of all social media posts of the project, and submit them within the Progress reports.

5.6.   Project Photography

Project photography is one of the most relevant communication tools of the project, and it is used as a promotional tool both for the project and for the Programme itself. Therefore, the Beneficiaries are required to include photography into their communication activities (primarily project events) and the Lead Beneficiaries must report on it to the JS on regular basis.

In addition to its promotional purpose, the project-related photography also serves as a documentation and proof of implemented project activities and information and visibility requirements within the project.

Photography requirements
Photography used for communication-related purposes includes a set of requirements it needs to fulfil.

NOTE: If photographs from events submitted to the JS do not include the Obligatory Communication elements (e.g. on posters or roll-up banners with logos, etc.), the costs of the organized event may not be considered as eligible for reimbursement.

Content requirements
Photography needs to depict an occasion, by including:
- ✓ the speakers
- ✓ the audience
- ✓ the key activity – e.g. for a conference – speakers in front of the audience
- ✓ the Programme logo – which may appear on a rollup-banner, a poster, a PowerPoint Presentation at the event, or other promotional material;
- ✓ information about the EU co-funding, if possible (appearing on the rollup-banner or a poster)
- ✓ the event participants interacting – in case the occasion is a workshop, or a training, a seminar, sports or cultural activity, or alike
- ✓ It should answer to the following questions: WHAT? WHO? WHY? WHEN? and HOW?

Photography always needs to be an appropriate and respectful representation of the project, and the Programme. In line with horizontal principles, whenever possible, project-

related photographs should reflect equality of all persons, as well as equal representation of the Programme partner-countries and their habitants.

A useful rule of thumb would be planning and taking the kind of photography that would appear in a media article describing the project, or in a Programme brochure. The Communication Manager of the JS of the Programme is available for consultation, per request by the Lead Beneficiary.

Technical requirements
Photography needs to be of a quality of a professional photography, and it needs to fulfil the minimum technical requirements that would allow for its application on print material: the minimum photograph resolution – 300 dpi.

Photography involving children
If projects use photographs involving/depicting children, the Beneficiaries must receive the permission in writing from parents or legal guardians of the children for usage of such photography.

NOTE: The Managing Authority of the Programme and the JS reserve the right to use all project-related material, including photographs, by any medium. The Programme will primarily use project-related photography for promotional purposes related to the projects and the Programme.

Reporting
In order to obtain information and instructions on reporting related to photography, please refer to the Chapter 1, point 7 - *Reporting*.

5.7.   Specific obligatory requirements for the projects with the works component
Projects which include infrastructure or construction works have specific obligatory requirements. If the total Community contribution of the operation exceeds EUR 500,000, the Beneficiaries implementing a project consisting of infrastructure or construction activities are obliged to ensure that **a temporary billboard** is put up on the site of the activity.

The name of the operation/ the main objective of the operation, and the EU emblem with the obligatory phrase should take up take up at least 25 % of the temporary billboard.

Beneficiaries are obliged to put up a **permanent explanatory plaque or billboard** that is visible and is of significant size by the time of submission of the Final Progress Report at the latest in case the total Community contribution of the operation exceeds EUR 500,000 and the project has financed any infrastructure or construction-type activities. The proof that the permanent plaque or billboard had been placed must be submitted together with the supporting documentation for the Final Progress Report.

The name of the operation/ the main objective of the operation, and the EU emblem with the obligatory phrase should take up take up at least 25 % of the permanent plaque or billboard.

Templates of the obligatory billboard and the permanent explanatory plaque, as well as their dimensions are illustrated in the Chapter 2, point 1 – *Promotional items – Templates for the projects*; and in the *Visual Identity Manual*.
Upon signing the Subsidy Contract, the relevant JS Programme Manager will provide the Lead Beneficiaries with open-file templates of these tools.

5.8. Specific obligatory requirement for purchase of equipment

Please note that every single piece of equipment purchased through this Programme should be labelled with a sticker.
Chapter 2, point 1 – *Promotional items – Templates for the projects* of this document as well as the *Visual Identity Manual* illustrate the design of the stickers for purchased equipment in two sizes – 90x50mm (for smaller items) and 100x100mm (for larger items). When more pieces of purchased equipment are permanently placed in one location, the room should also be marked with the larger sticker.
In instances when labelling a piece of equipment may interfere with the functionality of equipment, the item should not be labelled. For example, small items such as computer mouse or laboratory disposables do not necessarily need to be labelled with a sticker.

Upon signing the Subsidy Contract, the relevant JS Programme Manager will provide the Lead Beneficiaries with open-file templates of these tools.

6. Recommended Communication tools

The communication tools described in this section are not obligatory but rather recommended to be used, if suitable for the project. The list of recommended communication tools is not exhaustive.

Although the communication tools mentioned in this section are not obligatory, once Beneficiaries opt for them, they must incorporate all obligatory communication elements, as well as the obligatory reporting to the JS and archiving, as they would for the obligatory communication tools.

6.1. Website

It is highly recommended for projects to have a website. In addition to having the ability to provide all project-related information to a wide range of audiences through a single communication tool, the website also serves as the hub of information distributed through other communication channels (e.g. social media, etc.).

If Beneficiaries develop and publish a project specific website, it is recommended to have at least homepage, main articles and data in Hungarian and Serbian, and if, feasible, in English, and other languages which may be relevant for a project (e.g. for tourism-related projects).

> **NOTE:** Projects which launch a website must include all obligatory communication elements the website's homepage. Additionally, they are required to inform the public about the support obtained from the Funds by a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union.
> **The website must be active at least 5 years after the completion of the project.**

It is advisable, yet not obligatory, that project website includes the Programme slogan, and the reference to the Programme website.

> **NOTE:** The following communication tools require more involvement, and they are recommended for projects which wish to expand information and publicity activities beyond required communication tools. These tools are not obligatory.

6.2. Newsletter

Depending on the nature of a project, its communication objectives and the target audience, Beneficiaries may produce electronic newsletters.

Electronic newsletter is a convenient format for providing the stakeholders with the project-related information on regular basis.

Electronic newsletters come in various formats. For the projects which have a website, a hybrid HTML format may be a suitable format, since it connects the featured newsletter articles with the related content on the project website. The format is also convenient as the newsletter is delivered in the body of an email, and it requires no attachments to the email.

Projects may use the existing e-mailing lists or introduce the feature for signing up for the newsletter on the project website (if applicable).

Regardless of the format chosen, regular delivery, and set frequency of delivery is one of the key characteristics of newsletters, and the projects should decide on the frequency of the delivery based on the projects needs and the communication objectives.

6.3. Promotional films or video clips

Promotional films or video clips material may be effective promotional tool with versatile usage. Such promotional tools usually require bigger budget, so it is advisable to produce them when there is a realistic chance of it being distributed by the media.

It is advisable that projects which opt for this tool, keep the video clips short to ensure they will be viewed entirely, and thus make them more versatile for usage – on the project website, web portals, the project's profiles on social media networks, and more.

It is advisable that films and video clips incorporate subtitles. This feature could help projects to promote horizontal principles, inclusion for persons with disabilities, and the bilingual character of the border region area.

6.4. Infographics

Inforgraphic is a visual aid tool which explains or instructs through a graphic presentation. Infographics have versatile usage – they may be used the same way as other visuals (e.g. photographs) – on the project website, social media networks, within a press release, and they may be used as promotional leaflets.

6.5. Survey

Survey may be a useful communication tool if its results are shared externally, and are of interest to the target audiences. Survey may be more comprehensive and take form of a research project, or less comprehensive and take form of a poll.

Statistics and data obtained via surveys are often interesting and useful to media, especially if such survey results can be used to support project activities, or objectives.

6.6. Blog

Blog is a fairly advanced and demanding communication tool (and channel) in terms of Beneficiaries involvement. Blogs may be particularly useful to projects which would like to promote horizontal principles.

Blog may be a part of project's website or it may exist within a social media channel. Blog posts are a good way to cover one topic or several related topics and share related experience and examples. They give a more personalized view than website content. They can be written by a one or a group of project officers. Blog posts are convenient as they are easy to share via other communication channels.

7. Reporting

The JS closely monitors the fulfilment of information and publicity requirements described in this document.

Lead Beneficiary of a project is required to provide information on the implemented communication initiatives through two types of reports:

Progress reports – within the Progress reports, the Lead Beneficiaries are also required to report on the implemented required information and publicity measures within each reporting period.

The Lead Beneficiaries are required to submit the proof of implemented information and publicity measures – the usage of the obligatory communication elements and the minimum set requirements for the usage of the obligatory communication tools.

For each reporting period, Lead Beneficiaries must provide detailed descriptions of each communication activity within that reporting period, as outlined in the Progress Report Form, and inform about the results – e.g. examples of media coverage, photographs of produced obligatory communication tools, and photographs and/or video material (if video material is available) from projects events.

Additionally, Beneficiaries must archive a sample of all information and publicity material produced and media material. Along with the Final Report, the Lead Beneficiaries are required to submit hard copy of these materials to the responsible Programme Manager in the JS.

Real-time reports on events and announcements – In addition to the Progress reports, which are delivered in set timeframe, the Lead Beneficiaries are required to notify the JS Communication Manager about project-related external events at least 10 business days prior to the scheduled date, and provide the information on the completed events, along with the results, no later than 2 business days following the event. The Lead Beneficiaries must use the forms *Before Project Event* and *After Project Event* and provide the JS with the related material via the Lead Beneficiary login section of the Programme's website.

In addition to reporting on events, Lead Beneficiaries use these forms to report on generated media coverage, and provide photo and video material related to the project events,

The instructions are elaborated in the continued section of this document.

> **NOTE:** These two types of reports cannot substitute one another. They are both required.
> Real-time Reports refer to external (publicity and/or informative events), whereas the Progress Reports should include information on all types of activities (internal and external).

7.1. Website login for the Lead Beneficiaries

Lead Beneficiaries have access to the designated section of the back office of the Programme website www.interreg-ipa-husrb.com, where they are required to deposit the information and material related to project events, as well as the supporting material, such as press releases, photo and video material or generated media coverage.

The login feature is located in the menu bar on the Programme website.
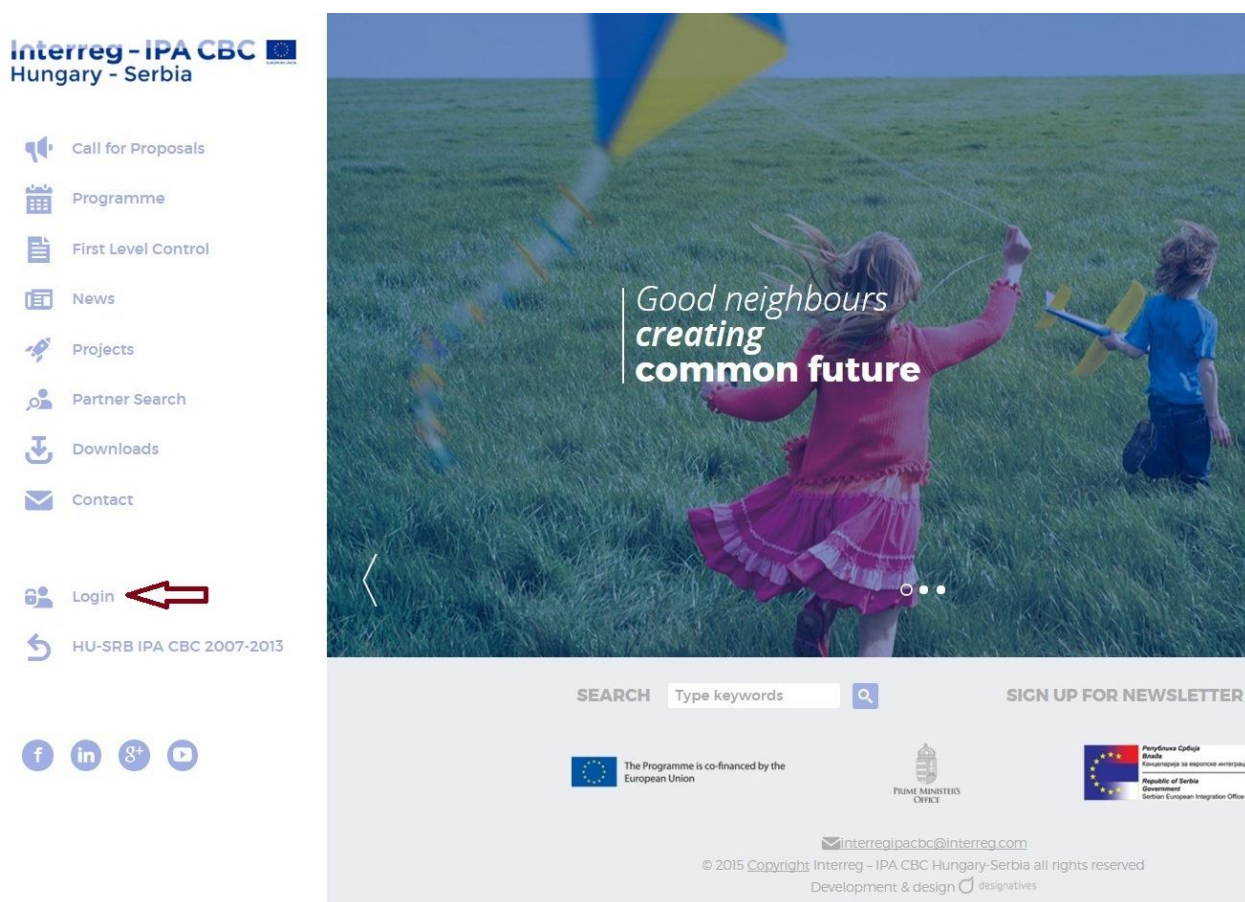
Photo 1 – Login page in the menu section of the Programme website

New users are required to register their project account. Each project may have only one account, and registering more than one account is not permitted.

Photo 2 – Registration for new project profile

Upon registration, the Lead Beneficiary will receive the activation link to the registered email address. After its activation, the JS officer will review and approve the registered account.

Once registered, the Lead Beneficiary may log in to the project account, create folders per each communication-related initiative (e.g. 'Opening conference', 'Workshop'etc.) and upload files. Options to edit folders and update the user information are available as well.

NOTE: In case of updating the registered email address, the Lead Beneficiaries must contact the JS Communication Manager, as security features do not permit them to change the registered email address themselves.

Photo 3 – Example of a project account and its options
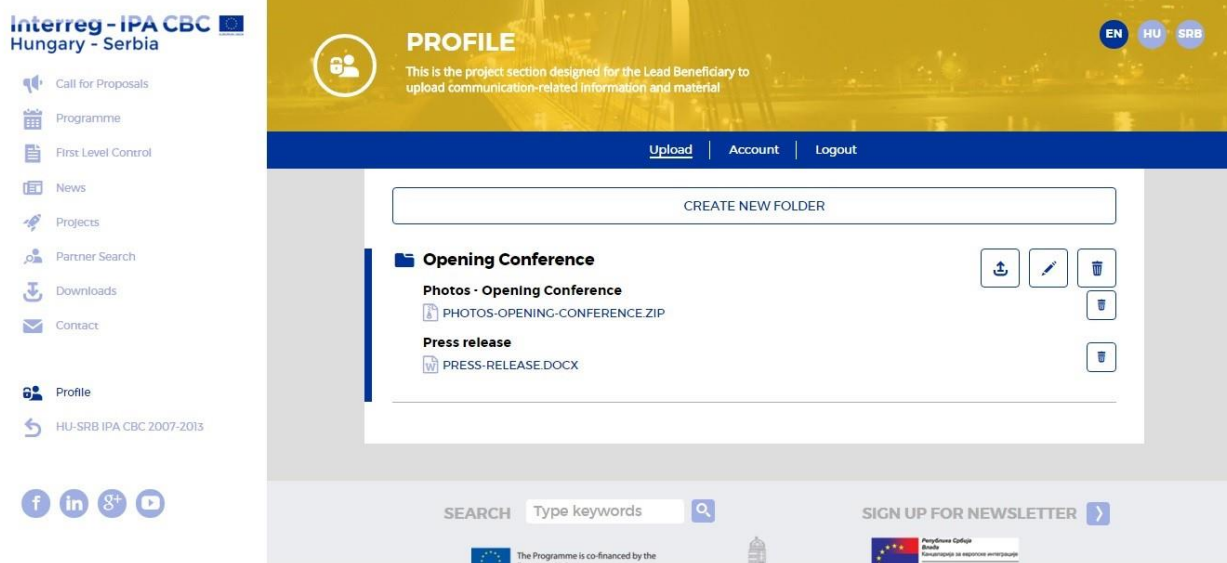
Photo 4 – Project account with created folder and uploaded files

7.2.   Reporting on Events and communication activities

In case of events, the Lead Beneficiary is required to submit to the JS either the form *Before Project Event* – at least 10 business days before the event, or *After Project Event* form – no later than 2 business days after the external project event, or preferably both of these forms, along with the accompanying material, such as photographs or video clips.

If the project is announcing an event, the form *Before Project Event* must be submitted. If the project is reporting on a completed event or achieved media coverage, produced photographs and video clips, and alike – the form *After Project Event* must be submitted, along with that material.

The information provided within these forms enables the Programme to provide support to the projects' activities and promote them via Programme channels, such as the Programme website, social media profiles, the Programme's publications, and more. Such material will also be used for the Programme promotion. For that matter, the Lead Beneficiaries must deliver the related relevant and good-quality material timely – as previously specified.

7.3. Saving the material

Photographs

The minimum photo resolution requirement is 300 dpi. Photographs need to be edited if needed, and ready-to-use.

Please name the photos in the following manner:

Project acronym_date of the event_number of the photo

(e.g. DIAMOND_YYYYMMDD_1)

In the forms *Before Project Event* and *After Project Event*, uploaded photographs must be listed by the acronym (as described above), and include a caption/brief description. If the photograph includes the project officials, or Programme officials or representatives of relevant institutions, their names and titles should be included. In such cases, before publishing the photo, the Lead Beneficiary should notify the person(s) involved and seek their permission, since the photograph may appear in various Programme-related publications.

NOTE: The Lead Beneficiaries are required to upload the maximum 5 photographs per occasion. The photographs need to be representative of the occasion and fulfil all set criteria in the Chapter 1, point 5.6. – Project Photography of this document.

Video clips

Lead Beneficiaries are advised to upload the video clips on a video-sharing platform (e.g. YouTube), and provide the embedded link

If uploading a video (less preferred option) – the maximum of 1 video clip per occasion may be uploaded onto the back office.

The file should be named in the following manner:

Project acronym_date of the event_video (e.g. DIAMOND _YYYYMMDD_video).

NOTE: The embedded link to the video should be listed in the form After Project Event and named in the previously described manner, and it should include a brief description.

Press release or a promotional article/PR article (if available) prepared for distribution to the media

- Uploaded in Word document format to the Programme website and saved in the following manner: Project acronym_date of the event_pressrelease

(e.g. DIAMOND _YYYYMMDD_pressrelease).

NOTE: The press release must be listed in the form Before Project Event or After Project Event in the previously described manner.

Media coverage (if available):
- Print media articles – scanned pieces in a JPEG format
- Online media articles – print screen pieces in a JPEG format
- TV and radio reports – saved as media files

The media coverage pieces in the following manner:

Project acronym_date published_name of the publication (e.g. DIAMOND_YYYYMMDD_Politika).

NOTE: The media coverage pieces must be listed in the form *After Project Event* in the previously described manner, and include a brief description.

8. Archiving

It is obligatory to record and archive all information and publicity activities carried out during the implementation of the projects co-financed by the Programme. The Lead Beneficiary should create an archiving system that can duly justify the conducted communication activities and the achieved results by saving recorded information in a separate folder. This is especially relevant in the case of obligatory communication elements and tools. Beneficiaries can prove that communication activities took place by presenting (and archiving) posters, rollup banners, leaflets, brochures, photographs, participants' lists, video clips, press releases, media coverage, etc.

It is advisable to keep as many promotional materials and publications in the electronic format, and if possible, distribute them electronically, to respect the environmentally-friendly practices which this Programme encourages.

Size-permitting, all samples of printed communication material should be submitted to the JS at the time of the submission of the Final Progress Report at the latest.

NOTE: The record of documented communication activities should be kept for at least 5 years after the project closure.

9. Check List

The following lists are intended to help Beneficiaries while preparing communication activities to ensure that each activity incorporates all obligatory communication elements and tools.

The check lists are also intended to help Beneficiaries keep the track of fulfilled the set minimum for information and publicity requirements in order to be eligible for reimbursement.

Obligatory elements and tools

Obligatory communication elements	
Name of the element	**Included (Y/N)**
Communication Approach (outlined in the Application Form)	
Programme Logo	
EU emblem with the obligatory phrase	
Disclaimer (except on small items)	

Obligatory communication tools					
Name of the tool	**Included (Y/N)**	**Number of different types of this tool**	**Quantity (if applicable)**	**In both languages (Y/N)**	**Correct use of obligatory elements (Y/N/Template)**
Obligatory poster – min size A3; ; bilingual					
Promotional material – at least 1 type; bilingual					
Events – at least 1 event					
Media Coverage – at least 1 pc. of media coverage					
Social Media Network Profile – profile on at least 1 network					
Project Photography – to be reported on regularly					
Other					

Specific obligatory communication tools					
Name of the tool	Included (Y/N)	Number of different types of this tool	Quantity (if applicable)	In both languages (Y/N)	Correct use of obligatory elements (Y/N/Template)
Temporary billboard					
Permanent explanatory plaque					

Obligatory communication tools for purchase of equipment				
Name of the tool	Included (Y/N)	Number of different types of this tool	Quantity (if applicable)	Correct use of obligatory elements (Y/N/Template)
Sticker – small				
Sticker – large				

Recommended elements and tools

Recommended communication elements	
Name of the element	Included (Y/N)
Programme Slogan	
Description of the Programme	
Reference to the Programme website	

Recomended communication tools					
Name of the tool	Included (Y/N)	Number of different types of this tool	Quantity (if applicable)	In both languages (Y/N)	Correct use of obligatory elements (Y/N/Template)
Website					
Promotional films or video clips					
Infographics					
Newsletter					
Survey					
Blog					
Other					

CHAPTER 2

1. Promotional items – templates for the projects

This section introduces the templates intended for projects. The examples provided in this document are an illustration. After signing the Subsidy Contract, the Lead Beneficiaries can request the electronic package with logos and slogans in relevant formats from the responsible Programme Manager at the JS.

1.1.   Permanent Explanatory Plaque

Hungarian

Printed Versions (Size: 841mm x 594mm)

Graven Version (Size: 841mm x 594mm)

Serbian

Printed Versions (Size: 841mm x 594mm)

Graven Version (Size: 841mm x 594mm)

1.2.   Billboard

Hungarian

Without Photo (Size: 3000mm x 1500mm)

With Photo (Size: 841mm x 594mm)

Serbian

Without Photo (Size: 3000mm x 1500mm)

With Photo (Size: 841mm x 594mm)

1.3. Sticker

Size: 50x90mm

Interreg – IPA CBC
Hungary - Serbia

PROJECT TITLE LOREM IPSUM DOLOR SIT AMET QONQUERUR

The Programme is co-financed by the European Union

Good neighbours creating **common future**

Size: 100x100mm

Interreg – IPA CBC
Hungary - Serbia

PROJECT TITLE LOREM IPSUM DOLOR SIT AMET

The Programme is co-financed by the European Union

Good neighbours creating **common future**

[The rest of the templates will be included here]

2. **ANNEX – Forms *Before Project Event* and *After Project Event***

After signing the Subsidy Contract, the Lead Beneficiaries will receive the report forms *Before Project Event* and *After Project Event* from the responsible Programme Manager at the JS.

3. ANNEX - Promotional items – Examples of the Programme branded promotional items

Please refer to the *Visual Identity Manual of the Interreg-IPA CBC Hungary-Serbia Programme*, which will be available on the Programme website www.interreg-ipa-husrb.com.