

**HUSRB/1903**  
**Guidelines for Implementation of**  
**Information and Publicity Measures**  
**for Projects**

Approved by the Joint Monitoring Committee on  
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## 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.

Within the 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 15<sup>th</sup> 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](http://www.interreg-ipa-husrb.com).

This document is intended for implementation of the projects selected and contracted within the Third Call for Proposals. Its contents differ from the previous version, intended for the Strategic and Second Calls for Proposals, although the requirements are the same.

### 1.1. 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 CBC Mađarska-Srbija**

### 1.2. Cross-border cooperation

Cross-border Cooperation projects involve partners from both sides of the border, and the cooperation means the following:

- Working together as a team
- Respect for one another

- Fulfilling the set requirements on communicating externally about the project and the partnership

### **1.3. 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 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 Interreg-IPA CBC Hungary-Serbia Programme, 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 EU (IPA) through the Programme
3. to ensure transparency in the use of public funds

### **1.4. Purpose of the Guidelines**

The *HUSRB/1903 Guidelines for Implementation of Information and Publicity Measures for Projects* (hereinafter referred to as the Guidelines) is a document designed to provide the Beneficiaries (the term hereafter includes both the 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](#), the [obligatory communication tools](#), and specific obligatory tools for infrastructural projects; as well as the recommended tools;
- provide information on reporting and keeping the records of accomplished communication activities;
- instruct on the communication with the Joint Secretariat of the Programme (hereinafter referred to as JS);

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 refer to the *Visual Identity Manual of the Interreg-IPA CBC Hungary-Serbia Programme – the revised edition* (hereinafter referred to as *the Visual Identity Manual*) in explaining the obligatory communication elements, and providing ready-to-use templates for project promotional material.

### **1.5. Roles in project communication**

All Beneficiaries within a project must comply with the set of requirements related to the information and publicity measures prescribed by the EU regulation and the Programme:

- Display the EU emblem with obligatory phrase and a reference to the IPA fund supporting the operation;
- Ensure that those taking part in the project have been informed about the IPA funding from the present Programme;
- Provide clear and visible notice that the project was selected under the present Programme, supported by the IPA fund;
- Any document, relating to the implementation of an operation which is used for the public or for participants, including any attendance or other certificate, must indicate that the operational programme is supported by the IPA fund;
- 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 the Point 3 – [Obligatory communication elements](#) of this document).

The Lead Beneficiary coordinates communication activities of the project, including communication with JS on behalf of the project and reporting to 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/the Contract.

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

## 1.6. Communication with JS of the Programme

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

JS closely monitors fulfilment of information and publicity requirements described in this document through the Project Reports. 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 Project Reports, and in the Communication Reports on project events. 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 JS Programme Manager. JS will use the project-related material to promote the project and the Programme itself. Information on reporting is elaborated in [the Point 7 – Reporting](#), of this document.

## 1.7. 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.

1.7.1. [Obligatory Communication Approach](#) – Beneficiaries answered the related questions in the Application Form.

1.7.2. [Obligatory communication elements](#) – to be included in all communication tools and project material:

- **Programme logo**
- **EU emblem with the obligatory phrase about the project co-funding**
- **Disclaimer**

### 1.7.3. [Obligatory Communication Tools](#)

1. **Poster** – at least one poster (minimum size A3), with information about the project, including the financial support from the European 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 provided in Hungarian and Serbian, and it is recommended to produce them in English, as well. Other language-versions, depending on the needs of the Project (e.g. tourism related projects) may be produced too;

3. **Communication/visibility event(s)** – at least one visibility event.
4. **Media coverage** – secure the minimum of one piece of media coverage promoting the project in the traditional media (print – newspapers and magazines; electronic – TV and radio) or online (web portals).
5. **Social media network page** - at least one social media network page of the project is required to launch and maintain.
6. **Project photography** – it is mandatory to produce photos about project events and activities. The project photos are 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.

The Lead Beneficiaries must report to JS on regular basis and archive the produced material and proof of conducted activities as elaborated further in this document.

### 1.8. Project's visual identity

Projects are required to use the Programme's visual identity. In order to create a more personalized visual identity of the project, the Beneficiaries may design the project logo and use it alongside [the obligatory communication tools](#). However, project logo is not required.

Project-related photos also give projects more personalized appearance.

## 2. Obligatory Communication Approach

The projects are required to develop a 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 an 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 which 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 the 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

One of the requirements for projects to receive the IPA co-financing is to include reference to the EU fund (IPA) and Programme in the project activities and produced material. The following elements are considered as obligatory for the projects.

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.

#### **NOTE:**

- Upon signing the Subsidy contract, the Beneficiaries will receive the files for 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.

#### **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.

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



Hungarian



Serbian



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

**NOTE:**

- Detailed information and instructions on the logo usage are provided in the Programme's *Visual Identity Manual* – Chapter 1.

### 3.2. EU emblem with the obligatory phrase

Beneficiaries are required to communicate about the source of funding of the project and 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-related material.

The EU emblem with the obligatory phrase 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: **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 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 details are elaborated in the Programme's *Visual Identity Manual* – Chapter 2 – the section *Obligatory Communication Elements for Projects*

**NOTE:**

- If projects use logos of other organizations on the same page, or the same side of the project-related material, they must be either the same size in height and width as the EU emblem, or smaller.

### 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. 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 page, etc. should contain the Disclaimer.

English

**This <document, product, event, website> has been produced with the financial assistance of the European Union through the Interreg-IPA Cross-border Cooperation Programme Hungary-Serbia. 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 of the Programme.**

Hungarian

**Ez a <dokumentum, termék, esemény, weboldal> az Európai Unió pénzügyi támogatásával valósult meg a Interreg-IPA Határon Átnyúló Együttműködési Program Magyarország-Szerbia által. 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 a programot Irányító Hatóságnak állásfoglalását tükröző tartalomnak.**

Serbian

**Ovaj <dokument, publikacija, internet stranica> je <odštampan, organizovan> uz finansijsku podršku Evropske unije kroz Interreg-IPA program prekogranične saradnje Mađarska-Srbija. 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 Programa.**

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 the other two obligatory communication elements, 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.

#### CHECK LIST:

To be included in all communication tools that the project uses:

- ✓ The Programme logo;
- ✓ EU emblem with the obligatory phrase about the co-financing of the project;
- ✓ The Disclaimer (for material expressing a point of view or an idea);

Files for the obligatory communication elements provided by JS!

Files to be used as provided!

Usage further explained in the *Visual Identity Manual!*

#### 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 should be used as provided by the Programme:

English:

##### **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 territories: 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](http://www.interreg-ipa-husrb.com).*

Hungarian:

##### **Az Interreg-IPA Határon Átnyúló Együttműködési Program Magyarország-Szerbia**

*Az Interreg-IPA Határon Átnyúló Együttműködési Program Magyarország-Szerbia az Európai Unió 2014-2020 időszakra vonatkozó pénzügyi keretrendszerének Előcsatlakozási Támogatási Eszköze (IPA) keretében valósul meg. A résztvevő országok - Magyarország és Szerbia - közös irányítási rendszerén alapulva a Program különböző nonprofit szervezetek közötti együttműködési projekteket támogat a magyarországi Csongrád és Bács-Kiskun megyékből és a következő szerbiai területekből álló programtérképben: Nyugat-Bácska, Észak-Bácska, Dél-Bácska, Észak-Bánát, Közép-Bánát, Dél-Bánát és Szerémség. Sajtóközlemény 3 A Program egy stabil és együttműködő régió kialakítását és a határtérség általános életminőségének javítását támogatja. Lehetővé teszi a két ország szervezetei közötti gazdasági együttműködést, támogatja a közös identitás erősítését és a határtérség kulturális és történelmi örökségét, továbbá hozzájárul a régió környezeti fenntarthatóságának és biztonságának javulásához. További információkért látogasson el a [www.interreg-ipa-husrb.com](http://www.interreg-ipa-husrb.com) weboldalra.*

Serbian:

**O programu Interreg-IPA CBC Mađarska-Srbija**

*Interreg-IPA program prekogranične saradnje Mađarska-Srbija implementira se u okviru finansijskog perioda 2014-2020 Evropske unije, putem Instrumenta za pretpristupnu pomoć (IPA). Po principu „zajedničkog sistema upravljanja“ zemalja učesnica – Mađarske i Srbije, program finansira i podržava projekte saradnje organizacija iz Programске oblasti – okruga Čongrad (Csongrád) i Bač-Kiškun (Bács-Kiskun) u Mađarskoj i okruga Zapadna Bačka, Severna Bačka, Južna Bačka, Severni Banat, Srednji Banat, Južni Banat i Srem u Srbiji.*

*Program pomaže razvoj i stabilnost pograničnog regiona, unapređuje opšti kvalitet života u njemu, omogućava ekonomsku saradnju organizacija iz ove dve zemlje, neguje zajednički identitet, kulturno i istorijsko nasleđe pograničnog regiona i doprinosi njegovoj ekološkoj održivosti i sigurnosti. Za više informacija, molimo posetite internet stranicu Programa: [www.interreg-ipa-husrb.com](http://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**

| *Good neighbours*  
*creating*  
**common future**

Hungarian: **JÓ SZOMSZÉDOK A KÖZÖS JÖVŐÉRT**

| *Jó szomszédok*  
*a közös*  
**jövőért**

Serbian: **DOBRI SUSEDI STVARAJU ZAJEDNIČKU BUDUĆNOST**

*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**

It is highly recommended that the project communication material also includes the reference to the Programme website: [www.interreg-ipa-husrb.com](http://www.interreg-ipa-husrb.com), where more information about the Programme and the relevant documents may be obtained. Upon signing the Subsidy Contract, projects will receive the web banners from JS, which they may use on their web page or website (if available).

**CHECK LIST:**

Recommended communication tools:

The following is recommended yet not obligatory to include in project communication tools:

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

Files provided by JS!

Files to be used as provided!

## 5. Obligatory Communication tools

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

The obligatory communication tools must be selected in the Application Form.

The dimensions of certain obligatory communication tools are provided in the Programme's *Visual Identity Manual* - Chapter 2. Additionally, the Programme will provide the Lead Beneficiaries of the contracted projects with templates for some of the obligatory communication tools.

### 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 type of poster **of minimum A3 format** containing the information about the project and the financial support from the European 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 also required to use billboard and permanent plaque (Point 5.7. – *Specific obligatory requirements for the projects with the works component*).

#### CHECK LIST:

Obligatory poster:

- ✓ Minimum 1 type
- ✓ Minimum size A3;
- ✓ Quantities as stated in the Application Form/the Contract;
- ✓ Contains the obligatory communication elements (the Disclaimer is needed if an idea/opinion is stated);
- ✓ Contains the key info about project:
  - Name
  - Duration
  - Amount of the EU (IPA) contribution
  - Lead Beneficiary and Beneficiary/Beneficiaries
- ✓ Project logo (if available);
- ✓ Language: Hungarian and Serbian versions, and any other language stated in the Application Form;
- ✓ Photo/images for which the project owns the rights of usage;
- ✓ Placed at a visible place at the visible location at the Beneficiaries' premises.

## 5.2. Promotional material

In addition to the Obligatory Poster (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 Contract.

The visibility requirements must be fulfilled in all cases, and include the [obligatory communication elements](#). Small-size promotional accessories may be an exception to this rule if their size does not permit application of 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 must be produced in Hungarian and Serbian language versions.

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

Although at least one type of promotional material must be produced, it is strongly advisable to use several types of promotional material.

### 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 (the Programme's *Visual Identity Manual* – Chapter 1). 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 photos, infographics or graphs. Leaflets presenting the project (about project features) must incorporate the obligatory communication elements, the project details, contact e-mail and website (if applicable) and additional contact information, if needed. The front cover page must include the Programme logo and the EU emblem with the obligatory phrase.

**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. 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 photos used where possible to illustrate the action and its context. Brochures presenting the project (about project features) must incorporate the obligatory communication elements, the project details, contact e-mail and website (if applicable) and additional contact information, if needed.

The front cover page must include the Programme logo and the EU emblem with the obligatory phrase.

The Programme provided the template for brochure cover pages.

**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 presenting the project (about project features) 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.

The Programme provided the template for brochure cover pages, and such template may be used for other print publications, as well.

**Roll-up banner** is intended to serve as a background at 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 photo and video recordings; or entrance to the conference room, or other prominent locations.

Roll-up banner must include the Programme logo and the EU emblem with the obligatory phrase.

The Programme provided the template for brochure cover pages.

**Accessories** – branded promotional items, e.g. notepad, pen, USB memory stick, etc. – 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.

#### CHECK LIST:

Promotional material:

- ✓ Minimum 1 type;
- ✓ Includes the obligatory communication elements (the Disclaimer – when expressing an idea or a point of view);
- ✓ Name of the project or Acronym and project logo (if available);
- ✓ Textual material presenting the project also includes the key information about project:
  - Name
  - Duration
  - Amount of the EU (IPA) contribution
  - Lead Beneficiary and Beneficiary/Beneficiaries
- ✓ Language: Hungarian and Serbian versions, and any other language stated in the Application Form;
- ✓ Quantities as stated in the Application Form/the Contract;
- ✓ Photos/images for which the project owns the rights of usage.

### 5.3. Events

Beneficiaries are required to organize at least one 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.

The visibility requirements must be fulfilled in all cases. The Programme logo and the EU emblem with the obligatory phrase should be used and made 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 roll-up banner).

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

The language used within event's programme – in speeches and presentations depends on the audience. Therefore, event elements should be planned and executed accordingly.

In respect to the bilingual character of the Hungary-Serbia border region, the project events should include promotional material in both Hungarian and Serbian language – 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.

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

Photography requirements are explained in more detail in the 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 [Point 7. – Reporting](#).

#### NOTE:

- If photos from the events submitted to the JS do not display visible obligatory communication elements, within posters, or roll-up banners and other applicable material, the costs of the organized event may not be considered as eligible and reimbursed.

#### CHECK LIST:

Visibility events:

- ✓ Minimum 1 type;
- ✓ The 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 is available in Hungarian and Serbian, and if applicable, in English;
- ✓ Photo (and video) recording;
- ✓ Obtained permissions to make the photo/video recording public;
- ✓ [Project Events Infographic](#) on organizing a project event – for guidance purposes.

#### 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.

Media coverage promoting the project should have positive to neutral tone, and must mention the name of the project, as well as the co-financing received from the EU (IPA) through the Interreg-IPA CBC Hungary-Serbia programme.

Language of the media coverage should correspond to the language of the publication.

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 results 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.

Project-related press releases must include the [obligatory communication elements](#). The Programme provided a template for project-related press releases, which the Beneficiaries may adapt and use as such.

**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. In case of using PR articles, the projects must include the [obligatory communication elements](#).

**Ads** are paid-for promotional tools, which projects may also use if suitable for the project purposes. In case of using ads, the projects must include the [obligatory communication elements](#).

#### NOTE:

- The Lead Beneficiary must submit the achieved media coverage to the JS no later than seven business days after it is published. The details are provided in the [Point 7 - Reporting](#).

#### CHECK LIST:

Media coverage:

- ✓ Minimum 1 piece of generated media coverage;
- ✓ The tone – positive or neutral;
- ✓ The minimum information it should contain:
  - Name of the project
  - Name of the Programme
  - the EU (IPA) co-financing
- ✓ Ways to achieve media coverage:
  - Media events
  - Press releases – template provided
  - Interviews
  - Paid-for ads and PR articles (must include the obligatory communication elements).

### 5.5. Social media

Social media networks are platforms, which offer organizations options to create a page and post and share the relevant content via that page.

Projects are required to have a page on at least one social media network with free-of-charge usage available to general public (e.g. Facebook, LinkedIn, Twitter, etc.).

The aim of a social media page is to provide online presence for the projects since the page must contain the key information about the projects, the [obligatory communication elements](#), and updates on the project initiatives, as elaborated further in this section.

In case the social media network does not provide space to include the information about the project, the project must include a link to the source containing the required information (project website or its information on the Programme website).

It is important to launch a social media network page in early stages of the project implementation, so that the page 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 project, as well as the possibility to present the key project information. The Programme does not specify the social media networks that are to be used, since social media trends may change in terms of features and popularity during Programming period.

### **Requirements**

Each social media page 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 the 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.

Language of the page should be determined by the page Administrator – one or more persons managing the social media page. However, the description of the Project, including the information about the EU (IPA) co-financing must be available in Hungarian and Serbian version, and English version is also recommended.

### **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 Project Reports, the Lead Beneficiaries are required to submit print screen images of the social media page, which prove the usage of the above-mentioned obligatory

communication elements, such as: the 'About' section of the page, 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 Seminars.

All launched social media pages 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 Project reports.

#### **NOTE:**

- The page of the project should take the appropriate format of a social media network, which is intended for organizations and companies, be it a “profile”, a “page” or a “group”. Such format must be public (accessible to all visitors).

#### **CHECK LIST:**

Social media page:

- ✓ Minimum 1 social media network page;
- ✓ It must comply to the Terms and Conditions of the social media network;
- ✓ Launch the page in the beginning of the implementation;
- ✓ The obligatory communication elements;
- ✓ Name of the project (or acronym) and logo (if applicable);
- ✓ Language of the posts – up to the project;
- ✓ Contains the key information about the project:
  - Similar to the one on the Programme website
  - Hungarian and Serbian as a must, and English is highly recommended
  - Link to the source with more information if there is no space to post it
- ✓ Posts about the project's milestones, news, and results;
- ✓ Connects to the Programme's pages and share their content
- ✓ Page must be available for 5 years after the project is completed (the social media network itself is still active).

### **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.

### ***Content requirements***

Project photos need 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 roll-up banner, a poster, a PowerPoint Presentation at the event, or other promotional material;
- ✓ information about the EU co-funding, if possible (appearing on the roll-up 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?

Photos always need to be an appropriate and respectful representation of the project, and the Programme. In line with horizontal principles, whenever possible, project-related photos 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 photos 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***

Photos need 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.

### ***Copyrights and right of usage***

Projects are required to use only photos for which they have the rights of usage.

Beneficiaries of a project are responsible for ensuring that they have the rights of usage for all photos used within the project, as well as the permissions from people captured in the photos.

At project events, it is necessary to obtain a prior consent from participants/audience to make such photos public. A clear stipulation of this intention in an event registration form may be a good way to obtain a signed permission from attendees to publish the photos. In case of mass events, or whenever it would not be possible to obtain individual permissions,

the information about the photo recording and public usage of such photos should be clearly stipulated at event invitations, announcement, and other appropriate forms.

In case of usage of stock photography for project's communication tools (posters, roll-up banners, brochures, presentations, etc.), it is necessary to select the option intended for the purpose (e.g. mass production/distribution, or using photos in a video content, etc.).

### ***Photos involving children***

In case projects intend to use photos involving children and under-age persons (below the age of 18), the Beneficiaries must obtain prior permission in writing from parents or legal guardians of the children for usage of such photos.

### ***Reporting***

In order to obtain information and instructions on reporting related to photos, please refer to the [Point 7 - Reporting](#).

### **NOTE:**

- On behalf of the Programme, the Managing Authority of the Programme and JS reserve the right to use all project-related material, including photos, by any medium. The Programme will primarily use project-related photos for promotional purposes related to the projects and the Programme.
- If photos 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.

### **CHECK LIST:**

Project-related photography:

- ✓ Obligatory;
- ✓ Event photos must include:
  - The speakers
  - The audience (ideally the audience interacting)
  - The obligatory communication elements (e.g. on promotional material)
  - The storytelling element, if possible – answering the questions: WHO? WHAT? WHERE? WHEN? WHY? And HOW?
- ✓ Rights of usage:
  - Project must own the usage rights for the photos used on any project material;
  - Project must obtain permissions from persons on the photos to have the photos published, and permission from parents/legal guardians of the children/minors in the photos to have the photos made public;
  - At events: requesting the consent in the registration form;
  - For mass events, include information about it in the event announcements and/or the Agenda.

### **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 at least 25 % of the temporary billboard.

Language of the temporary billboard should match the language of the country where it is placed (where the works are taking place) – Hungarian in Hungary and Serbian in Serbia.

Beneficiaries are obliged to put up a permanent explanatory plaque or billboard that is visible and is of significant size no later than three months after completion of the operation 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 Project Report.

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

The obligatory billboard and the permanent explanatory dimensions are illustrated in the *Visual Identity Manual* – Chapter 2.

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

Language of a permanent explanatory plaque or billboard should match the language of the country where it is placed (where the works are taking place) – Hungarian in Hungary and Serbian in Serbia.

#### **CHECK LIST:**

Specific obligatory tools for projects with work component

- ✓ Billboard – during the implementation of an operation;
- ✓ Permanent Explanatory Plaque or Billboard – no later than 3 months after the completion of the operation;
- ✓ Templates provided!
- ✓ Language version of the billboard or the permanent plaque to match the language of the country where it is placed.

### **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.

Programme's *Visual Identity Manual* illustrates 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.

In case when labelling purchased equipment is not possible for a justified reason, a poster containing the information about the equipment purchased through the Programme may be used. Such poster should contain the obligatory communication elements, and it should be placed at a visible place at the location where the equipment is to be used.

Upon signing the Subsidy Contract, JS will provide the Beneficiaries the ready-to-use stickers for purchased equipment within the project, upon request.

The language of the stickers for the purchased equipment is English, for practical reasons.

#### **CHECK LIST:**

Stickers for labelling purchased equipment

- ✓ Obligatory;
- ✓ The Programme provides ready-to-used stickers per request;
- ✓ Projects may produce stickers, if needed.

## 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, or any other communication tool, 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

Website or a web page is a highly recommended tool for projects. 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.).

Although it is not obligatory, if Beneficiaries develop and publish a project-specific website, it must include the [obligatory communication elements](#) on 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 European Union.

If the website is in one language, it should include at least on its homepage the main project 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).

It is advisable for the project website to include a link to the Programme's website. Upon signing the Subsidy Contract, JS will provide the Beneficiaries with ready-to-use web banners for their project's website or web page.

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

#### NOTE:

- The project website or the web page must be active at least 5 years after the completion of the project.

#### CHECK LIST:

Project website:

- ✓ Recommended communication tool;
- ✓ Must include the obligatory communication elements;
- ✓ Name of the project, acronym and the project logo (if available);
- ✓ The minimum of having the key project information in Hungarian and Serbian on

- the homepage (English highly recommended);
- ✓ The project information:
  - Name of the project
  - Amount of EU (IPA) co-financing
  - Duration
  - The partnering organizations
- ✓ Web banner provided by the Programme (linked to the Programme website);
- ✓ Project contact information;
- ✓ Project website/ webpage must be available for 5 years after the project is completed.

## 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.

Although it is not obligatory, if Beneficiaries develop and publish a project-specific website, it must include the [obligatory communication elements](#).

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.

Although it is not obligatory, if Beneficiaries develop and publish promotional films or video clips within the project, they must include the [obligatory communication elements](#).

As in the case of photos, as explained in the section 5.6. *Project photography*, it is required of projects to obtain permissions from the persons captured in the project's promotional films and video clips prior to publishing them.

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 pages on social media networks, and more.

It is advisable that promotional 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.

#### CHECK LIST:

Promotional video clips and films:

- ✓ Recommended communication tool;
- ✓ Must include the obligatory communication elements:
  - Programme logo and EU emblem in the opening credits
  - Disclaimer in the closing credits
- ✓ Name of the project, acronym and the project logo (if available);
- ✓ Language – as selected in the application form/the Contract – subtitles are advisable;
- ✓ The same usage rights apply as for the project photos;
- ✓ Project must have usage rights for music and images in the video clips/films.

#### 6.4. Infographics

Infographic 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. photos) – on the project website, social media networks, within a press release, and they may be used as promotional leaflets.

Although it is not obligatory, if Beneficiaries develop and publish infographics within the project, they must include the [obligatory communication elements](#).

#### 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.

Although it is not obligatory, if Beneficiaries conduct surveys within the project, they must include the [obligatory communication elements](#).

#### 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.

A blog may be a part of the 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. One or a group of project officers can write them. Blog posts are convenient as they are easy to share via other communication channels.

Although it is not obligatory, if Beneficiaries run a blog within the project, it must include the [obligatory communication elements](#).

## 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:

**Project reports** – within the Project reports, submitted via IMIS Monitoring System, 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, the Lead Beneficiaries must provide detailed descriptions of each communication activity within that reporting period, as outlined in the Project Report Form in the IMIS Monitoring System, and inform about the results – e.g. examples of media coverage, photos of produced obligatory communication tools, and photos 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.

**Communication reports on events and announcements** – In addition to the Project reports, which are delivered in set timeframe, the Lead Beneficiaries are required to notify the JS Communication Manager about project-related external events. JS uses the information from such reports to promote the projects and the Programme.

The reporting is done via forms *Before Project Event* and *After Project Event*.

The detailed information about reporting is available in the point 7.1. – Reporting on Events and communication activities.

### NOTE:

- These two types of reports cannot substitute one another. They are both required.
- Communication Reports refer to external (publicity and/or informative events), whereas the Project Reports should include information on all types of communication activities (internal and external).

### 7.1. Reporting on Events and communication activities

The Lead Beneficiary is required to report to JS about its external events and the related communication activities. For such purpose, the Lead Beneficiaries must use the forms *Before project event* and *After project event* and deliver them JS with the related material via Back Office of the Programme's website. Usage of the Back Office directory is explained in the point 7.2. - *Website login for the Lead Beneficiaries*.

In case projects would like JS to announce the event, the Lead Beneficiary needs to submit the *Before Project Event* form, along with the supporting event material (e.g. invitation, press release, promotional material, etc.) at least 10 business days prior to the event. Otherwise, this form is not required, but it is highly recommended.

Projects are required to submit the *After Project Event* form along with the supporting event material no later than two business days after the event. The supporting material must include photos from the event, and media coverage.

In addition to reporting on events, Lead Beneficiaries must also submit photo and video material related to the project events and generated media coverage.

The media coverage should be uploaded to the Back Office no later than seven business days after it was published.

The information provided within these forms and the supporting material enable JS, on behalf of the Programme, to provide support to the projects' activities and promote them via Programme channels, such as the Programme website, social media pages, the Programme's publications, and more. Such material is also used for the promotion of the Programme. For that matter, it is important that the Lead Beneficiaries deliver the related relevant and good-quality material timely – as previously specified.

#### CHECK LIST:

Communication reports about project events:

- ✓ Required;
- ✓ Communication reports do not substitute Project Reports;
- ✓ The Lead Beneficiary uploads the reports to the *Back Office*;
- ✓ The Programme uses the information to promote the project and the Programme;
- ✓ *Before project event* form:
  - Optional – in case the project would like the Programme to announce the event;
  - To be uploaded at least 10 business days before the event
  - Supporting material to be uploaded along with the form (e.g. invitation, press release, promotional material for the event, etc.)
- ✓ *After project event* form:
  - Required;
  - To be uploaded no later than two business days after the event



- Supporting material to be uploaded along with the form (e.g. photos, video clips, media coverage, etc.).

## 7.2. Back Office directory for projects

The *Back Office* of the Programme website [www.interreg-ipa-husrb.com](http://www.interreg-ipa-husrb.com) contains a directory intended for the information and publicity activities of the projects.

The Lead Beneficiaries have access to the *Back Office*, on behalf of the project, and they are required to deposit the reports and the supporting material (e.g. promotional material, photo and video material, press releases, generated media coverage, etc.), according to the deadlines explained in the point 7.1. - *Reporting on Events and communication activities*.

## Registration and usage of the Back Office

The login feature is located in the Menu bar on the Programme website.

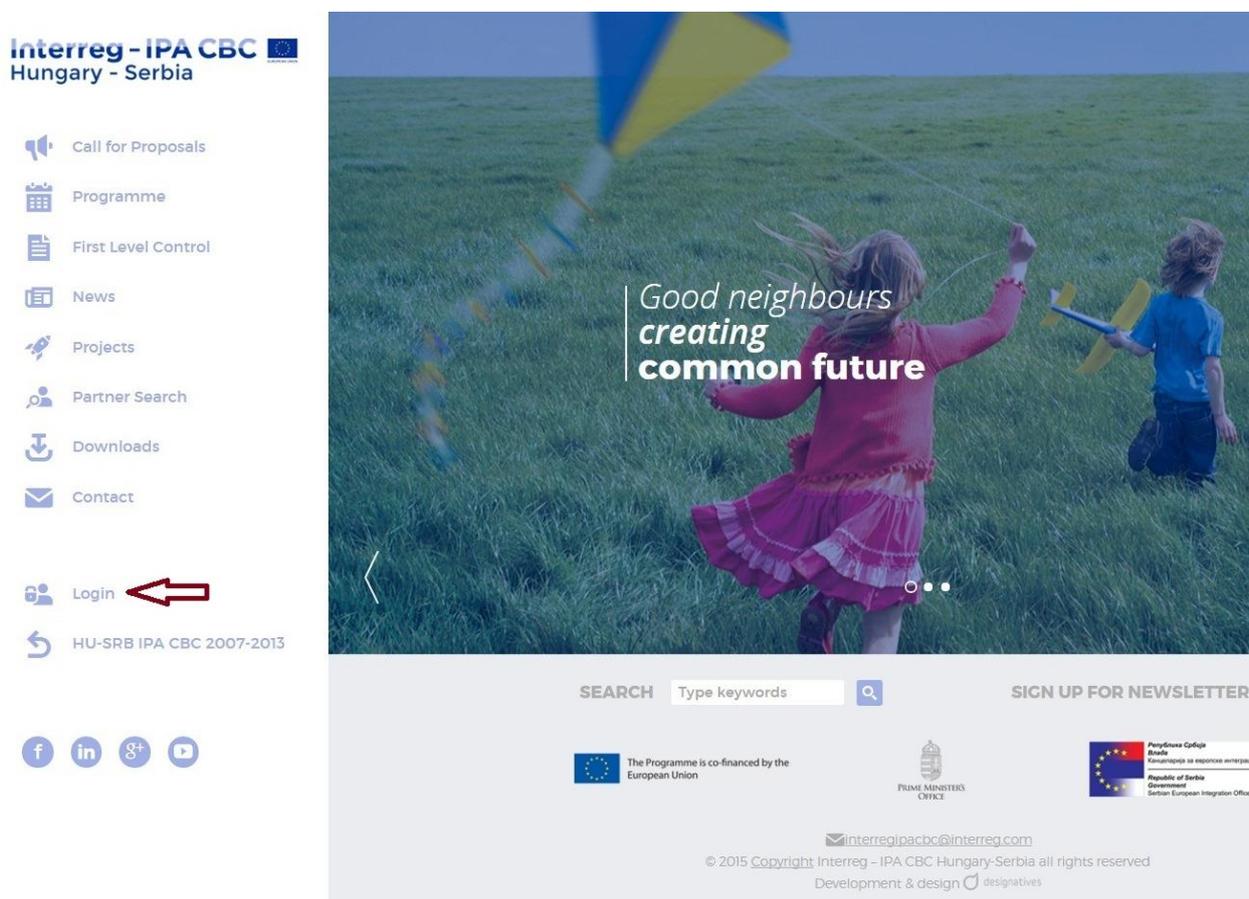


Photo 1 – Login page in the menu section of the Programme website

New users are required to register their project account, selecting the option “LEAD BENEFICIARIES”. Each project may have only one account, and registering more than one account is not permitted.

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



### REGISTRATION

PROGRAMME BODIES LEAD BENEFICIARIES

NAME OF THE ORGANIZATION \*

NAME OF THE PROJECT \*

CONTACT NAME \*

CONTACT PHONE \*

EMAIL ADDRESS \*

EMAIL ADDRESS AGAIN \*

PASSWORD \*

PASSWORD AGAIN \*

**REGISTRATION**

[FORGOT PASSWORD](#) | [LOGIN](#)

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 Communication Manager 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 the related files, as explained in the point 7.3. *Saving the material on the Back Office.* Options to edit folders and update the user information are available as well.

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





## PROFILE

This is the project section designed for the Lead Beneficiary to upload communication-related information and material

EN
HU
SRB

Upload
Account
Logout

CREATE NEW FOLDER

SEARCH  

SIGN UP FOR NEWSLETTER 



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Republika Srbija  
Vladavina  
Serbian European Integration Office

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Development & design  designatives

Photo 3 – Example of a project account and its options

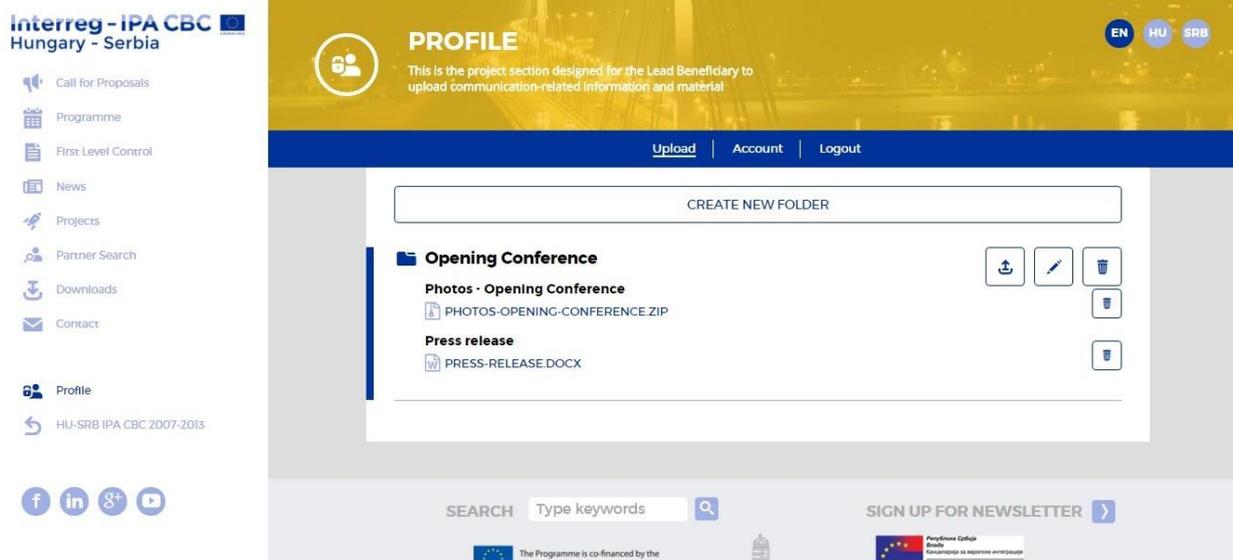


Photo 4 – Project account with created folder and uploaded files

**NOTE:**

- JS Communication Manager receives the material which projects upload to the *Back Office* directory. Uploading the material to the *Back Office* does not substitute the communication between the Lead Beneficiary of the project and the JS Programme Manager assigned for the project.
- The *Back Office* directory is not the same platform as IMIS Monitoring System.
- 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.

**CHECK LIST:**

Back Office directory for projects:

- ✓ Required;
- ✓ Intended for the information and publicity activities of the projects;
- ✓ *Back Office* is not the same platform as IMIS Monitoring System;
- ✓ *Back Office* reports do not substitute Project Reports;
- ✓ JS Communication Manager receives the uploaded project material;
- ✓ JS uses the information to promote the project and the Programme;
- ✓ One account per project;
- ✓ The Lead Beneficiary uploads the communication reports and material to the *Back Office*;
- ✓ Registration:
  - Login section on the Programme’s website
  - Registration via option “LEAD BENEFICIARIES”

- Email to activate the account
  - JS Communication Manager approves the registration.
- ✓ Usage:
- Lead Beneficiary creates folders and uploads the related material based on the communication report schedule.

### 7.3. Saving the material on the *Back Office*

#### **Photos**

Photos should be named 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 photos must be listed (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 photos per occasion. The photos need to be representative of the occasion and fulfil all set criteria in the 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 link.

If uploading a video (the 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:**

- Similarly to photos, the link to the video should be listed in the *After Project Event* form 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 *Before Project Event* form or *After Project Event* form in the previously described manner.

**Media coverage (if available):**

- Print media articles – scanned pieces in a JPEG or PDF format
- Online media articles – a JPEG or PDF format
- TV and radio reports – Link to the file inserted into the *After project event* form and include a brief description.

The Lead Beneficiaries should keep the media files in the project archive, and include them in the Project reports, as needed.

The media coverage pieces in the following manner:

Project acronym\_date published\_name of the publication (e.g. DIAMOND\_YYYYMMDD\_Politika).

**CHECK LIST:**

Saving the information and publicity material onto the *Back Office*:

- ✓ Instructions also available in the in the *Before project event* and *After project event* forms.
- ✓ The Lead Beneficiaries should keep the media files in the project archive.
- ✓ The Lead Beneficiaries should report on the same material within the Project Reports, as well.

## 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, roll-up banners, leaflets, brochures, photos, 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 the Programme encourages.

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

**NOTE:**

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

**Disclaimer:**

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