

COMMUNICATION GUIDELINES

LEGAL REQUIREMENTS

- Section 2.2 of Annex XII of the Common Provision [Regulation \(EU\) N°. 1303/2013](#), establishes the responsibilities of the beneficiaries with **regards to information and communication measures for the public.**
- Articles 4, 5 and Annex II of the Commission Implementing [Regulation \(EU\) N°. 821/2014](#) establishes the rules to comply **with EU visibility and ERDF support.**
- The **Subsidy Contract** establishes the beneficiaries' responsibilities and obligations in terms of publicity, communication and branding of projects (this document will be available soon).

If projects do not comply with the legal responsibilities regarding the implementation of visibility and publicity requirements in communication materials, any related expenses may be considered as ineligible and it could lead to the recovery of the funds unduly paid.

PROJECT RESPONSIBILITIES

- Each project should appoint a **communication manager** who will develop and implement a communication plan and also set up processes to involve all partners in communication activities. He/she will liaise with the JS for communication purposes.
- All information, communication and branding measures provided by the project, including presentations at conferences or seminars, shall **acknowledge the financial assistance from ERDF funds** of the Interreg Atlantic Area programme .
- These measure shall be carried out in accordance with the aforementioned legal regulations, the latest version of the Project Approved Form (PAF), the Programme Manual and any other guidelines that could be issued by the programme on this matter.

PROJECT RESPONSIBILITIES

- Any notice or publication relating to the project made in any form and by any means, including the Internet, must state that it **only reflects the author's view** and that the programme authorities are not liable for any use that may be made of the information contained therein.
- Each **partner also takes the full responsibility for the content of any notice**, publication and marketing product provided to the managing authority (MA) and is liable in case a third party claims compensation for damages. The partner will indemnify the MA in case the MA suffers any damage because of the content of the publicity and information material.
- The **lead partner shall ensure that the project partners comply with all publicity, communication and branding obligations** (e.g. on the use of the programme logo, information requirements, organization of events etc.).

PROJECT RESPONSIBILITIES

- The programme authorities shall be authorized to publish in any and by any means information about the project (e.g. project contacts, activities and objectives, etc).
- The lead partner shall **inform the JS about any communication campaign, media appearance or other publicity** of the project for potential website updates or showcases.
- The lead partner shall provide the JS with project statistical information, promotional items, publications, newsletters, content for digital or print material, photographs and videos necessary to carry out the programme communication activities.

PROJECT RESPONSIBILITIES

- The MA on behalf of the monitoring committee and of other programme promoters at national level **are entitled to use the outputs of the project** in order to guarantee a wide spreading of the project deliverables and outputs **and to make them available to the public.**

The following list of the main project responsibilities in terms of communication do not replace the careful reading of the mentioned documents and regulations.

COMMUNICATION REQUIREMENTS

Project branding

OPTION 1

- Project logos can be **based on the programme logo** by adding the project name (acronym) in the colour of the matching thematic priority (**integrated project logo**). The template of integrated project logo for each thematic priority is available on the website.



COMMUNICATION REQUIREMENTS

Project branding

OPTION 2

- Projects can, however, develop their own logo or brand. In those cases, **the Interreg Atlantic Area logo must be displayed** in all communication materials (printed or digital, e.g. publications, newsletters, flyers, studies, manuals, presentations, promotional material, videos...), must be placed in a visible position and it can never be smaller than any other logo included in the same material. The Atlantic Area logo already assures the acknowledging of the EU support and ERDF co-financing.
- **Note:** Article 4, point 5 of the EU Commission Implementing Regulation (EU) N° 821/2014 states that “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.”

COMMUNICATION REQUIREMENTS

Project branding

- In cases where it is not possible to display a logotype, projects shall use the sentence:
“This project is co-financed by the European Regional Development Fund through the Interreg Atlantic Area Programme”.
- For more information, see the **Brand Design Manual**, section ‘2.5 Combination with other logos’.

COMMUNICATION REQUIREMENTS

Projects on the web

- Projects are strongly advised to **develop a website** or use the website of the lead partner organisations to promote their activities, results, tools or products.
- This website has to provide an **evolutionary description** of the project, including its aims and results and must also highlight the European financial support by displaying the **Interreg Atlantic Area logo** and also a link to the programme website.
- The Interreg Atlantic Area website (www.atlanticarea.eu) will provide one page per approved project, displaying information about the project.
- Projects are also advised to disseminate information about their activities and results on social networks. The INTERREG Atlantic Area programme has INTERREG a Facebook page and a Twitter account.

COMMUNICATION REQUIREMENTS

Project events

- **A launch event should be organised at the beginning of the project and a final event at the end of the project implementation.** The audience of both events should not be limited to the project target groups, but should be as wide as possible.
- To ensure the visibility of the programme, the **integrated project logo** or the **Interreg Atlantic Area logo** shall be used in all documents addressed to the events participants (e.g. agendas, list of participants, presentations, exhibition stands, etc.).
- Projects are encouraged to place the EU flag in the meeting rooms of all events.

COMMUNICATION REQUIREMENTS

Poster A3

- Each project beneficiary **must display a poster (minimum size A3) at a location readily visible to the public**, such as the entrance area of a building. It should contain information about the project and the Interreg Atlantic Area logo. The poster must remain visible for the whole duration of the project.

COMMUNICATION PLAN

- Useful tool for the partnership to **achieve the project main goals, disseminate results and inform audiences**
- The structure of a communication plan gives an overview of at least the following main elements:
 - Communication objectives.
 - Target groups.
 - Messages.
 - Tactics.
 - Time plan.
 - Budget.
 - Evaluation.

CONTACT

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