Communication Guidelines for Project Beneficiaries

Interreg South Baltic Programme 2021-2027

Interreg South Baltic

Co-funded by the European Union

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Version 2

1. Introduction

Thanks to this guide you will **get familiar with communication issues** in projects financed under the Interreg South Baltic Programme 2021-2027. You will also find **tips** on how to prepare a communication plan for your project and how to conduct communication and promotional activities within the project, including the mandatory ones. There are practical examples and good pieces of advice. We hope that they will make it easier for you to conduct effective project communication.

2. How to prepare a communication plan?

Partners jointly develop a communication plan and present it in an appendix to the grant application.

Develop a **communication plan** in the following order:

- Identify **communication objectives**. As a minimum, indicate a communication objective at the beginning of the project and at the end of the project. Optionally, you may provide additional communication objectives for important stages of the project.
- Indicate **target groups** that are directly linked to the communication objectives.
- Describe your **communication activities**, at least those that are mandatory and result from the regulations - general one and that concerning Interreg[1]. It is recommended that you also indicate additional activities that will help you reach the target group.
- Match a **communication tool** to each activity and specify a target value (units or persons) for it.
- Assign a **partner** to the communication activity who will be responsible for its implementation.

[1] Communication obligations for project partners are outlined in chapter 3 (3.1) of the Programme Manual.

Figure 1. Project communication plan

Prepare a project communication plan according to a scheme to:

- systematise the whole concept,
- organise your ideas,
- plan your activities logically right from the stage when you apply for funding.

A course of action presented in this way will lend credibility to your promotional plans and ensure that the communication plan is not a list of random tasks to be carried out but a sensible sequence of events.

Examples of communication objectives, target groups, communication tools and activities can be found in tables "Project Communication Plan" at the end of these Guidelines.

2.1. Communication objectives

Communication objectives should be directly linked to the overall project objectives but not identical. As a minimum, define two communication objectives: at the beginning and at the end of the project. If the specifics of your project require it, you can provide additional objectives for important stages of the project.

To define your communication objectives, ask yourself some supporting questions:

- What is the goal of your project and how can you achieve it?
- What do you want to promote – what activities, what product or service?
- What do you want to communicate at the beginning/during/at the end of the project and for what purpose?

Example:

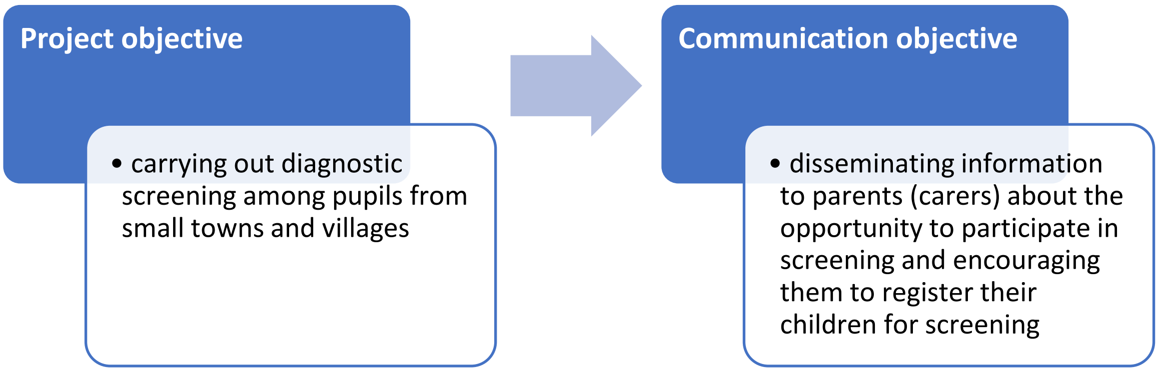

Figure 1. Relation between the project objective and the communication objective.

2.2. Target groups

Once you have defined your communication objectives, decide which target group you want to reach with your message about the project, project activities or results. Consider who will be interested in being informed about your activities.

The effectiveness of your communication depends on the correct identification of the addressees of your activities. Target groups in the context of communication and promotional activities do not have to be the same as the project target groups and may change at different stages of the project.

Target groups for communication and promotional activities can be e.g.: participants in project activities, media, local and regional authorities, etc.

If you direct the promotional message to the so-called 'general public' without specifying the group, you will not reach the key groups for your project. For example, potential trainees will not learn about a training course. In addition, it is impossible to effectively reach 'everyone potentially interested', so target groups need to be narrowed down.

Each target group should be reached with an appropriately tailored message (information) about the project. It should take into account the needs and capabilities of a particular target group. The message to the media will be different from the message to young people. It will differ depending on the chosen communication tool.

2.3. Communication activities

Think through and select activities that will help you achieve the communication objective and reach the target group. As a minimum, indicate the communication activities that result from the beneficiary's obligations. We recommend indicating also additional activities. For example:

- a thematic conference on a particular issue, combined with a presentation of the project and research results, and a discussion with experts,
- a social media campaign,
- cooperation with the media: regular dispatch of press releases about news, effects, changes brought about by the project to a regional weekly newspaper; sponsored article in a national newspaper; interview on regional television.

2.4. Communication tool

Next, decide which communication tools you will use to reach your chosen target groups with information about the project, project activities and results.

When selecting communication tools, also consider:

- the reach/popularity of the tool among the target group – what proportion of this group can be reached with the message,

- the direction of influence (one-way, interactive) – one-way media are those where the recipient does not have the opportunity to respond directly to the sender e.g.: an article on the Programme website, and interactive media are those where there is such an opportunity, e.g.: social media,
- the form of distribution (active, passive) – active means that it is initiated by the sender, e.g.: advertising in urban space; passive means that it is initiated by the recipient, e.g.: search engine queries,
- the specifics of the project (e.g. training, research, other) and the project deliverables to be promoted,
- the size of target group,
- the degree of difficulty of the message.

Selected basic tools:

- internal materials,
- in-person/online meetings,
- website,
- public relations activities (conferences, events, publications, collaboration with influencers),
- advertising campaigns.

For each communication tool, specify a target value (pieces or people). This will allow you to assess during the project whether you have reached your target and check that the project communication is going according to plan.

For example:

- project launch meeting (100 people)
- articles in the local press (3 pieces)
- map - guide (1,000 pieces)

2.5. Division of tasks between partners

Decide which of the project partners will be responsible for a given communication objective and the communication and promotional activities aimed at achieving it. You can identify several partners responsible for the same task.

In order to streamline work in the project team, **identify one person who will coordinate the project communication and liaise with external stakeholders**.

Depending on the type and size of the project, this person may be supported by the communication team.

3. How to communicate in the project

3.1. Website or social media

Website

Publish on your institution/organisation's website or social media (if you have one) a **short description of the project**, which will include:[2]

- objectives,
- results,
- information on receipt of financial support from the Programme,
- the Programme logo.

Include the description right after launching the project. This is important as during the verification of the very first payment claim, the First Level Controller (FLC) will check if you have completed this obligation.

Furthermore, we recommend that you include additional information on:

- name of the project,
- lead partner and project partners (their names, website addresses),
- project implementation period,
- value of the project and amount of the European Union funding,
- target groups (whom the project is directed to and who benefits from the project)
- results of the project after its completion.

We recommend also that you publish audio-visual materials (e.g. photos, maps, video clips) to be produced in the course of project implementation.

The Programme logo, as it links to the European Union symbol, should be prominently displayed. Preferably at the beginning, at the top of the website.

You do not need to create a separate **website for the project**, but if you do so, provide a description which includes the above elements and place the

[2] Pursuant to Art. 36(4)(a) of the Interreg Regulation.

Programme logo in a visible position. This website should also be in the language of the Programme, i.e. in English.

Remember to keep the project information updated on the institution/project website. Publish news and information after achieving important milestones, deliverables and results.

For example:

- announce that you are organising a training course, workshop, conference, outdoor event, describe it and, after its completion, prepare a report, publish photos, upload a video,
- inform about the publication, completion of a cycle path, renovation of a building, etc.

The update applies to all language versions of the project website. If you decide to develop a project website, it is best that it has a short and simple address referring to the project name. This will make it easier to promote it, e.g. through printed and electronic publications, press releases, newsletters, business cards, etc.

Websites should be maintained for at least the lifetime of the project. As far as possible, due to the nature of the project, it is recommended to continue the activity on the website, e.g. in the form of information about further cooperation or future joint activities of the partners.

Social media

For social media (SM), include information about the support from the Programme in a visible place in the profile description. This information should contain the same elements as those on the website and it should also be published at the beginning of the project implementation as well. Also **place the Programme logo in a prominent position**, for example where the banner or profile picture (avatar) is. Ensure that the logotype is not cropped due to the limitations of the banner or profile picture.

In posts about the project that you will publish on social media, also refer to the support from the Programme by including appropriate information in the text or the Programme logo on the graphic/photo.

Also, add hashtags #:

- related to the Programme (#Interreg #SouthBaltic #SailingTogether)
- related to the European Union (#UE #EuropeanCommission)
- other, for example thematically related to the project activities (#GreenEnergy #InnovativeTourism, #CooperationCapacity).

This will help other social media users find information about your project activities more quickly.

Remember to update information on the project on your social media profiles. Profiles should be maintained for at least the lifetime of the project.

Good practices

- For investment projects, post 'before' and 'after' photographic documentation of the project. It is a good idea to choose a few photos that best show the change.
- Publish on the website short videos (max. 3 min.) of promoted places, organised events.
- Place electronic versions of printed publications and newsletters on the website. This will make them accessible to more users, including people with disabilities (blind or visually impaired people).
- We recommend electronic publications. These are so-called "green" activities, i.e. respecting the environment and the climate.
- We recommend keeping website visit statistics (e.g. using the free Google Analytics application).
- The mentioned above good practices can be also applied to a website or to social media profiles.

Bad practices

- Do not publish information on the project only in the 'news' tab. After some time it will no longer be 'visible' and will be difficult to find. Single pieces of information will not give a complete picture of the project status.
- Lack of ongoing updates of project information (e.g. project finished in Q1 of the year, in Q4 there is still information on the website about what is planned in the project).
- Websites that are under construction/unfinished - it is better not to launch a website if there is no content on it or to 'shut it down' for modifications.

3.2. Information on support from the Programme

Include information about support from the Programme **in general documents and information materials** that are related to the implementation of the project and are intended for the general public or project participants: “The XYZ project is co-financed by the Interreg South Baltic Programme 2021–2027 through the European Regional Development Fund”.

These documents are as follows:

- press releases,
- training, conference and multimedia materials (PowerPoint presentations, scripts),
- attendance lists for training courses, workshops, conferences,
- posters informing about the above-mentioned events,
- certificates/ diplomas,
- correspondence on project matters with contractors and institutions involved in the Programme implementation,
- agreements with contractors and tender documents,
- agreements with project staff or job descriptions,
- staff recruitment notices,
- binders with project documentation.

Include information about support from the Programme where **all the information** about the project is included and the communication material requires an amount to be specified: "The XYZ project total eligible budget is EUR X.XXX.XXX,00 and is co-financed by the Interreg South Baltic Programme 2021–2027 through the European Regional Development Fund. Project: XYZ, STHB.XX.XX-IP.XX-000X/XX".

These materials are as follows:

- a project website,
- project leaflets and/or brochures.

Please, remember to indicate whether this is the **total** budget or **ERDF**.

The Programme logo should be prominently displayed, i.e. on the first page, on the first slide, preferably at the top.

In the case of multipage documents (agreements, tender documents), it is sufficient for the Programme logo to appear on the first page. However, such documents should be firmly stapled.

In a PowerPoint presentation, the Programme logo can be on each slide, provided there is space, with a minimum on the first and last slide.

3.3. Information board

If you are carrying out a project with **a value of more than EUR 100,000** that involves in-kind investment or the purchase of equipment, you:

- are obliged to place durable information boards in public places which include the Programme logo,
- should do this **immediately** after the start of the physical implementation of the project or after the installation of the purchased equipment.

To determine whether you as a project partner need to place an information board or a poster, answer the following question:

Do you carry out in-kind investments and/or purchased equipment?

YES	NO
You are obliged to place **an information board** at the investment site or at your headquarters.	You are obliged to place **a poster of at least A3 size** or a similar-sized electronic display in a visible place at the entrance to the project site or at its headquarters.

- in-kind investments or purchase equipment by all partners – all the partners must place boards
- in-kind investments or purchase of equipment by one of the partners and the others only conducts soft activities – the board is placed by the partner who implements in-kind investments or purchased equipment. The project partners with soft activities place a poster of at least A3 size or a similar-sized electronic display
- only soft activities conducted by all the partners – all the partners place a poster of at least A3 size or an electronic display of a similar size.

Durable boards mean that they should be made of durable material, resistant to weather conditions such as rain, snow, wind, frost. The boards can be made of material such as metal, stone, glass, wood, durable plastic. If they are damaged, destroyed or the colours fade, partners are obliged to have new boards installed.

The boards should be visible and placed at or near the project site, for example: next to a renovated building, a new building under construction or – if a project partner does not implement infrastructural investments – at its office or premises, e.g. in a university building, on a wall in a hallway near the project team room or the entrance to a laboratory which is the project pilot site.

In the case of linear investments (e.g. roads, cycle paths, hiking trails), information boards should be placed at the beginning and at the end of the section that is the subject of the project.

The information board should contain the following elements:

- the Programme logo/project logo combined with the Programme logo (recommended, according to the section 3.12.2 of this Guidelines),
- project name: preferably short, catchy, meaningful for the public (for more guidance, see section 3.12.1). If the name is combined with the Programme logo, there is no obligation to repeat it.
- project logo, if it is a separate graphic element from the Programme logo, e.g. logos from earlier editions of the project, from previous perspectives 2007-2013, 2014-2020,
- the address of the project website, if created, or the Programme website. In this situation, the website should exist as long as there is an information board. The website should contain up-to-date information about the project. A QR code is acceptable as an alternative to a project website address.

You can place **up to three additional logos**, e.g. region, municipality, the most contributing partner, under the following conditions:

- the logos will be located at the bottom of the board, but above the project/Programme website address,
- the logos will not be larger or wider than the Programme logo (applies to a single logo or a combination of logos).

The Programme logo:

- should be the largest among the signs placed on the board.
- should be at the top of the board and appropriately sized considering its dimensions.

Dimensions of the information board to choose from:

- 80 cm x 40 cm (width x height)
- 120 cm x 60 cm (width x height)
- 240 cm x 120 cm (width x height)

Information board template:

Figure 3. An example of the information board.

3.3.1 Joint information board

In cases where a partner implements several projects with support from the Interreg South Baltic Programme 2021-2027, in the same location (understood as its headquarters or the place where the investment is being carried out), the project partner may place at least one joint information board for these projects at that location.

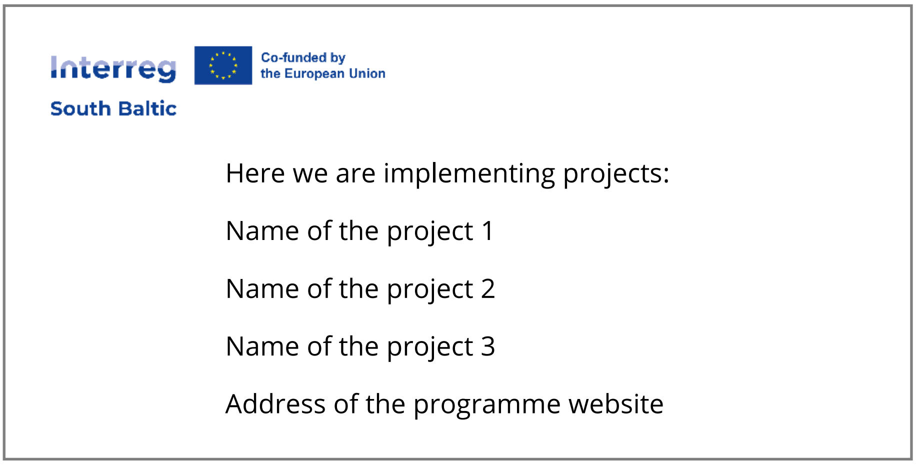

Figure 4. An example of the joint information board.

Consider using a larger board if you are preparing a board for more than two projects.

Placing a joint board for several projects is optional. You may also stick to the solution of setting up a separate information board for each subsequent project.

Information boards in historic and other special locations

In the case of information boards in historic or other special places, we recommend that such carriers match the character of the place and the surroundings, are aesthetically pleasing and respect the landscape of the place. If in doubt about the size and material of boards, please contact the Joint Secretariat.

Good practices

- Match a board to the nature of the investment, e.g. an engraved board placed on the upgraded building or in another visible position at the entrance.
- In tourist projects - prepare a board which will be an element of a larger whole, e.g. a board on a shelter on a tourist trail or a cycle path. Such board should contain all the required elements.
- In the case of longer trails/cycle paths coordinate the placement of boards with partners, so that they appear on the trail/cycle path at even intervals (at least at the beginning and at the end of the section that is the subject of the project).
- Use uniform marking of cycling trails/paths with partners, regardless of which partner performs it (consistent branding on all project sites).

Bad practices

- A standard white board with colour printing, placed next to a restored historic wooden building instead of a board matching the style of the building
- Faded, skewed boards
- A board placed where it is not visible, obscured by trees for example.

3.4. Additional obligations for Polish beneficiaries of grants from the state budget and special purpose funds

Polish partners who carry out tasks financed or co-financed from the state budget or state special purpose funds are obliged to provide adequate information on such financing or co-financing[3]. In the event of simultaneous implementation of projects co-financed by the European Funds (including the Programme), this obligation is performed independently of the information activities resulting from the European Union regulations. Such a combination of different sources of funding may occur when the own contribution that the

[3] Regulation of the Council of Ministers of 7 May 2021 on determining information activities undertaken by entities implementing tasks financed or co-financed from the state budget or state purpose funds (Journal of Laws of 2021, item 953) and Article 35a(1) and Article 35b of the Act of 27 August 2009 on Public Finance (Journal of Laws of 2021, item 305).

beneficiary makes to the project comes from the state budget or special purpose funds.

In practice, this means that a Polish beneficiary, who implements a project under the Programme and in addition receives the above-mentioned state financial support, must prepare two information boards – one in accordance with EU regulations and the other based on the Regulation of the Council of Ministers.

The Regulation of the Council of Ministers specifies:

- the types of information measures,
- the manner in which they are to be implemented, including the period in which they are to be carried out,
- the amount or amounts of financing or co-financing from the state budget or special purpose funds up to which the obligation to provide information does not arise.

3.5. Poster or electronic visual display

If you are not required to prepare a board, then you ought to:

- display publicly at least one poster of at least A3 size or a similar size electronic display with information about the project and the support from the Programme,
- place it **immediately after the launch of the project.**

A poster or electronic visual display should contain the same elements as information boards. When designing such poster/display, use the same principles as when creating boards. It can be placed, for example, at the entrance to the project’s or the partners' headquarters, on the floor, in the room where the project team works.

Remember to replace the poster if it gets damaged or worn out.

3.6. Stickers

If you purchase mobile equipment, we recommend that you attach stickers to them. The stickers should contain the Programme logo or the project logo combined with the Programme logo in accordance with the rules described in section 3.12.2 of the Guidelines.

Sticker templates:

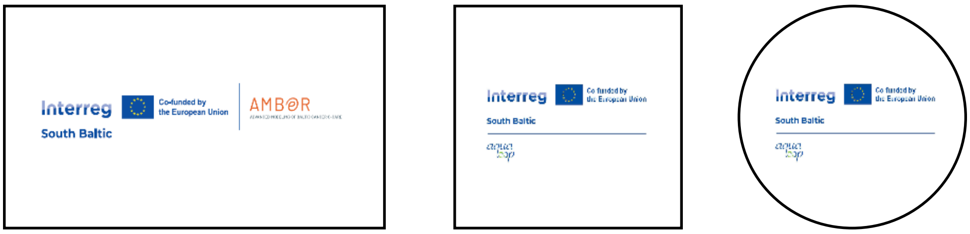

Figure 5. Examples of stickers with the Programme logo in combination with the project logo.

3.7. Communication event for strategic projects

If you are implementing **a project of strategic importance (OSI)**, you should organise an information event and involve the European Commission and the Managing Authority. This is an opportunity to present the project to a wider audience and show the positive changes for the country and region that are the result of the project.

Send the invitation to the European Commission and the Managing Authority at least three months in advance. In your invitation to the EC, be sure to include the following information:

- basic details of the project,
- time, venue and format of the event,
- expectations regarding the role and contribution of the EC representative (Active participation is preferred, e.g. a speech, and optionally a recorded speech.)

Such event might be:

- a launch conference, either during the project or at the end of the project. The last two options provide an opportunity to inform the audience about the results of the project,
- an open day on the project site, including guided tours, 'behind the scenes' visits, workshops,
- an exhibition, a theatre performance, a fashion show,
- activities aimed at children, e.g., educational,
- ceremonial signing of the co-funding agreement,
- a social media campaign,

- a road show – cyclic or simultaneous event, e.g., in different parts of the Programme area (a few hours, one-day, or longer meetings),
- a joint event of several strategic projects.

Cooperate closely with the Managing Authority (MA) when organising the event. Invite also the target audience interested in the results of the project.

To increase its reach and visibility:

- prepare an invitation and invite regional/local media, e.g. hold a press conference, invite journalists to visit the project,
- run additional campaigns to promote the event and the project,
- use social media before, during and after the event to disseminate photos, audio and video materials.

Organise this event following the guidelines presented in section 3.8.

Press release about the event

Before the event, prepare a press release about the event and consult it with the MA (contact address for the MA can be obtained from JS). Also, send it for JS information.

You will find information about crafting a press release in section 3.10 of the guidelines. In addition to the guidelines in section 3.10, include a reference to the EU budget / Interreg programme in the press release (directly in the headline, subheadline, or text (expansion) of the press release). Do not use the programme abbreviation unknown to the public.

If the EC representative cannot participate in the event, request a quote in advance (before the event) and include it in the press release. After the event, send the final press release version to local press agencies. All project partners should forward this release to their local agencies. Meanwhile, the MA will send it to the Polish Press Agency. Attach photos from the event to the press release. If you do not have your media list, contact JS or MA.

Audio-Visual Materials

When preparing audio-visual materials related to the informational event or other information and communication activities, remember the following:

- a clear reference to EU funding should be included in every audio-visual material: the program's logo should be constantly visible in the layout (small print or a few-second reference at the end of the spot is insufficient),
- audio-visual materials should exclusively promote the project and contribute to EU policies, excluding the promotion of institutions, individual persons, and local political entities/activities,
- in communication with the public and other recipients, use the term “strategic project”,
- all materials prepared by the beneficiary regarding promotional activities should be made available to the EC.

Vouchers during the ceremonial signing of the co-funding agreement

If you are planning to organise an informational event in the format of a co-funding agreement signing ceremony, remember the vouchers/rewards/checks given to beneficiaries and project partners should display the programme logo. The programme logo should also be in appropriate proportions to other logos. We encourage consulting graphics with the JS.

Social Media

Remember to inform about EU funding in your social media channels. Use hashtags below and hashtags thematically related to actions in the project (see section 3.1.)

#CohesionPolicy #Interreg #SouthBaltic #UE #EuropeanCommission #SailingTogether

In posts, tag the European Commission, DG Regio/Interreg department, or EURegioInterreg (Facebook).

We also encourage you to prepare short, universal video spots. The JS will be helpful in this area.

3.8. Other project-related events

In both strategic and non-strategic projects, you can organise different types of communication and promotional events to present your project and its results. For example:

- thematic conferences on a given issue, combined with the project presentation, research results and discussion with experts,
- workshops in the area of innovation, entrepreneurship, e.g. for young people, in projects which deal with these issues,
- walks in the park which has been renovated as part of the project.

Note:

If you decide to organise this type of event, bear in mind a few rules:

- match the type of event to the nature of the project and the audience - for example, thematic conferences are a good opportunity to present to organisations and local decision-makers the results of research, as well as good practices developed as part of the project; walks in the renovated park should be aimed at local residents and media to show the tangible results of the project. You can also organise an open-air photo exhibition showing the park "before and after" the investment;
- choose appropriate meeting venues - i.e. easily accessible by public transport, including persons with disabilities. For people who have mobility problems, it is best for a room to be on the ground floor or in a building with a lift;
- choose an appropriate date - make sure that there is no other event taking place on the planned date, which could be equally attractive for your target group;
- invite partners and the local community from the other side of the border, as events organised in cross-border projects should be organised jointly;
- mark the venue with information about its co-financing from the Programme. For example, hang a poster on the entrance door to the building or the room where the event takes place, put a roll-up in the middle of the room. These media must include the Programme logo, information that it has been organised within the framework of a given project (project name, logo if applicable). You can also communicate the co-financing verbally at the beginning of the meeting and include it in the materials for participants or in the presentation;
- try to make the event 'green', i.e. minimise the impact on the environment:
    - do not print invitations, send them by e-mail,
    - do not print materials for participants, just send them by e-mail after the conference or post them for download from your website,
    - do not use plastic utensils or cutlery.
- Inform the Joint Secretariat and a relevant controller of the planned event. The information should be sent to the e-mail address of the JS and the controller at least 14 days before the planned activity. This will provide you with an additional channel for promoting your project - e.g. the Programme website hosted by the JS.

3.9. Events organised by the Programme or EU institutions

The JS, MA and the EC (through the JS, MA) may invite you to participate in various events, competitions and actions aimed at promoting the effects of the Programme, the European Funds, the Interreg brand or cohesion policy.

You are encouraged to participate in them. By doing so, you can gain:

- additional opportunity to present the project at regional, national or European level,
- interest from wider community,
- new partners to work with on a current or another project,
- new knowledge and experience through interaction with other participants.

These events include:

- Interreg Cooperation Day (IC Day) – it is celebrated on 21 September each year. However, a number of activities associated with this celebration take place both before and after 21 September. Events are held all over Europe to demonstrate the achievements of territorial cooperation. Projects open their doors to visitors, organise competitions and other attractions. Descriptions of these attractions are posted on the Interreg website. If you are planning project events, it is worth considering dates close to IC Day. This way you will have the chance to promote your project more widely. The initiative is coordinated by the INTERACT Programme.
- Regiostars Awards – a competition organised by the EC for projects financed with EU funds. Its aim is to identify good practices in regional development and EU innovative projects that can inspire regions and project promoters across the European Union. The winners are at the heart of EU communication activities.
- Dni Otwarte Funduszy Europejskich (European Funds Open Days - EFOD organised in Poland, in Polish language only.) – the largest event related to European Funds in Poland, during which projects co-financed by EU funds open their doors and organise many attractions for those interested. EFOD is part of the #EUinmyregion campaign run by the European Commission. The Open Days provide an opportunity to

promote the project to local residents and tourists, and even internet users across Poland, through the organisation of online events and promotion on the EFOD website. In addition, there are also competitions for beneficiaries in which attractive prizes can be won.

- Other, e.g.: the European Union Strategy for the Baltic Sea Region (EUSBSR) Forum, the Baltic Sea States Subregional Co-operation (BSSSC) or external events at local/regional level, such as Open to Scandinavia in Olsztyn, Europa forum for Småland/Blekinge/Halland etc.

> **Note:**
>
> Information and promotional activities within a project **should be carried out only in the area of the Interreg programme (i.e. European Funds)**, excluding self-promotion of the institution.
>
> It is not allowed to promote **persons and their activities of a political nature**, such as electoral or political campaigns.
>
> The communication activities are primarily intended to promote efficient and effective investments of EU funds. The use of the Programme logo, which includes the emblem of the European Union, serves to inform the public about co-financing of projects and undertakings from the Programme (EU funds).

3.10. Promotional materials and publications

Promotional materials

Promotional materials should serve to promote the Programme and the project, therefore they should be marked with the Programme logo/the project logo in combination with the Programme logo or alternatively separate project logo. These materials should be:

- practical and essential
- preferably European, local products,

- durable and environmentally friendly (e.g. recycled, recyclable, made of materials that do not harm the environment when decomposing),
- reusable,
- appropriate to the nature/theme of the project.

An example would be a set of materials for a conference, a workshop or a meeting:

- a paper or cloth bag, a notebook made of recycled paper, a pencil, a paper pen instead of a plastic one, a pen drive with recorded presentations instead of hard copies, or presentations made available only on the organiser's website)
- an event agenda can be in a digital form, accessible via a QR code. If the registration for an event was done in MS Forms, the QR code can be generated there free of charge.

Note:

The purchase and distribution of promotional materials classified as gadgets are only allowed as prizes in competitions or if they support the implementation of other information and promotional activities.

Figure 6. An example of the QR code generated for the registration for the Annual Event 2022.

Good practices

- Place the Programme logo or the Programme logo in the combination with the project logo on the material in question using a durable method, e.g. engraving, printing, embroidery or other durable method.

Bad practices

- Marking promotional materials with a non-durable sticker, i.e. susceptible to abrasion, negative influence of weather conditions (rain, snow), easy to peel/unstick.
- Marking only the box/other type of packaging in which the promotional material is contained.

Publications

If you plan to produce a publication such as a book, a handbook, an album, etc. in your project, it is recommended to publish it also in the language of the project partners.

To increase the reach of your publication, prepare **an electronic version** (accessible to people with various needs), and place it on your project website/your institution's website.

Inform the JS that you have issued a publication (this is the beneficiary's obligation) and provide one copy or send a link to it. This way you will not only fulfil your obligation, but also gain an additional channel of promotion (website and social media profiles of the Programme).

Mark the publication with the Programme logo or the Programme logo in the combination with the project logo, alternatively a separate project logo. This should be on the outside part of the cover.

Add the notation "Free copy" and a disclaimer: "The content of this publication is the sole responsibility of its author[s] and can under no circumstances be regarded as reflecting the position of the European Union, the Managing Authority or the Joint Secretariat of the Interreg South Baltic Programme 2021-2027“. All written outputs developed by projects must include the following disclaimer:

All foreground intellectual property, i.e. outputs created within a South Baltic project, must be made publicly available.

Keep one copy of the publication in the project file in case of possible inspection.

Note:

Remember that all text documents and elements included should be in a format accessible to people with special needs. **An alternative text should be added to images.**

The nature and structure of an image's ALT text will depend on the type of file in question. For example, ALT text for a decorative image will differ from ALT text for a logo. ALT text is not required for purely decorative images or elements which do not offer a meaningful content.

In general, ALT text should offer a descriptive explanation of an image while keeping in mind user search intent.

More information about accessibility recommendations can be found on the Programme website.

Press releases

A press release is a piece of information with which you can communicate to journalists and then to the project target groups, the public, the most important information related to your project, the activities carried out or the results achieved.

Why prepare and send press releases?

Press releases can give you, among other things, a wider audience, and free publicity. Make sure, however, that you only send press releases that contain "news". Note, that not every piece of information is "news".

What is news?

Information which is:

- relevant and interesting to the audience of the journalist concerned. Send press releases about the project on the topic of natural and cultural heritage to a journalist writing for travel magazines,
- new,
- unusual, surprising,
- showing a change - a positive change has taken place as a result of the project,
- representing impact on people, their lives, their wallets etc.,
- representing nearness - local news, people's stories.

What is not news?

Information that presents internal processes and that is poorly written and complex.

What to write about?

- an important/major event that will take place within the project or that has already taken place, e.g. a launch conference or a project closing event,
- the start of research and later about its results,
- the completion of an important phase of the project, the achievement of an important result, e.g.: the completion of a cycle path, the refurbishment of a museum and its opening to visitors,
- the launch of a new product on the market, e.g.: a tourist product – creation and signposting of a new tourist trail, preparation of a mobile application concerning the trail.

How to write?

- use simple language, avoid specialist jargon or abbreviations.

- write briefly. A press release should not exceed one A4 page.
- check your news release for linguistic mistakes, spelling, grammar, and style.
- provide up-to-date and truthful information.
- give specific data. Think about how you can give credibility to what you are writing about – whether it be specific figures, research findings or perhaps statements from experts.
- add multimedia – photos of the event, graphics, video, audio files of people talking about the event, etc. The media are very keen to receive such material and include it in their published releases. Ensure the quality of the media you add to your press release.
- direct the press release to the media that match the theme of your project.
- keep your press list up to date.
- send information by email.
- prepare a press release according to the following template.

Press release template

- **Date** – put it at the very top, it is confirmation that the information is up to date.
- **Title** – interesting and catchy, it is often the title that determines whether a journalist will read the rest of the press release and find it interesting.
- **Sub-title** – which will provide more information.
- **Lead/short summary** – this is the main message that summarises the whole press release. It should consist of up to three simple, factual sentences, answering the questions: **who?, what?, when?, where?, why?, how?**
- **Body** – further you can include a statement by a person (quote should be short, written in simple language, it should convey an opinion, not a fact, it should also use repetition, contrast) that you consider important for various reasons, then give more details, describe the context.
- **Additional information/contact** – provide contact details (name, email address, phone number) of yourself or another person familiar with the topic in case journalists have additional questions. Also give the **name of the project, the name and logo of the Programme**.
- **Image** (link or attach. Size: 150 and 600 KB for Internet)

- **Image title** – if applicable.
- **Name and contact details of the author** (name, email address) - The details are necessary for the photo license/authorisation form.
- **Image alternative text (ALT text) -** it is recommended to include descriptive file names in addition to ALT text.
- **Video** – if applicable (link or attach).
- **Video description**
- **Keywords** – a list of all words that are relevant to the text.

3.11. Programme logo[4]

The **Interreg logo** consists of the term Interreg, the emblem of the European Union and information about co-financing. It was used as the basis for the Interreg South Baltic Programme logo. The name of the Programme is placed below the Interreg term.

Figure 7. The Interreg South Baltic Programme 2021-2027 logo.

Programme logo

The Programme logo can be downloaded from the Programme website. It is available both in colour and black and white.

[4] The chapter on the Programme logo, project name and logo and colours is based on the Interreg Brand Design Manual. This document was commissioned by the Interact Programme.

As a rule, **we recommend using a coloured logo on a white or a very light background.**

It is acceptable to use the logo in black-and-white/monochrome logo, for example:

- when it is not possible to place a coloured logo due to the type of material/surface on which the logo is applied, e.g.: stone;
- in monochrome, paper-based materials, e.g. publications, flyers, project documentation;
- when it involves lower costs, e.g.: the cost of printing a black-and-white logo on a fabric bag is lower than printing a colour logo; black-and-white photocopying of materials for workshops in the project is cheaper than colour photocopying;

If you need to apply a coloured Programme logo to a dark background, use a white rectangle underneath it.

Figure 8. An example of using the basic logo of the Interreg South Baltic 2021-2027 on a dark background.

If the use of a white background is not possible (due to lack of space, context or because a white background will cover an important element of the photo), you can use a white and colour version of the logo. In this case, the Programme logo, the European Union symbol and the information about the co-financing must be in white. The size of the border around the EU symbol is 1/25th of the symbol height.

Figure 9. An example of using the basic logo of the Interreg South Baltic 2021-2027 on a dark background.

3.11.1. Rules for using the Programme logo

It is compulsory to use the Programme logo on:

- the project website (if you maintain one), partners' websites where the project description is published,
- social media profiles (if you maintain one),
- information boards,
- posters,
- communication and promotional materials,
- stickers on purchased equipment,
- correspondence with Programme institutions,
- tender documentation, contracts, etc.

3.12. Project name and logo

3.12.1. Project name

We recommend **short, catchy**, socially relevant project names because they will be easier for audiences to remember and therefore **easier to promote** the project. We also recommend short names because of the technical requirements for combining names with the Programme logo.

Use the following tips to create a project name:

- Briefly state the topic of the project, e.g. Circular Ocean-bound Plastic (COP); CoBiUM - Cargo bikes in urban mobility,
- Indicate where it will be implemented (geographical area): Baltic Biking UPGRADE,
- Use a play on words: AMBeR; ECONUT.

Exceptionally, you can use an acronym if, for some reason, you could not formulate a short name for the project.

Figure 10. An example of a project logo from the first call for proposals in the perspective 2021-2027

3.12.2. Project logo

Partners can create logos for their projects. These logos should be attached to the Programme logo according to the guidelines below. If you are not planning a logo for your project, **you can use only the project name but combined with the Programme logo.** No other visual elements should be added in the area of the Programme/project logo and the project name.

> **Note:**
>
> Whenever the project name or logo is used, the Programme logo should also be used.

If you are planning a logo for your project, be sure to allocate funds for its development. Graphically combining the project name/logo with the Programme logo may also incur costs.

Project logos developed in the previous editions of the Programme (2014-2020, 2007-2013) can still be used in communication activities. They can be used according to the new rules for combining the Programme logo with the project logo. If in doubt, consult the Joint Secretariat.

3.12.3. Technical issues related to the project name and logo

A. Introduction

Project names should:

- use the colour of the relevant thematic objective (area) under which they have been supported,
- be written in Montserrat Bold font.

The name of the project must not exceed the width of the area indicated in figure no 10. In addition, the font size may not be larger than 1 "e" nor smaller than ½"e" (the pink squares in the graphic). In both cases, the first capital letter is used.

If the name of the project does not fit on one line in the aforementioned area, it may be divided into two lines, but the name may not exceed the designated area.

Alternatively, simply use the name of the project written in the colour of its thematic objective.

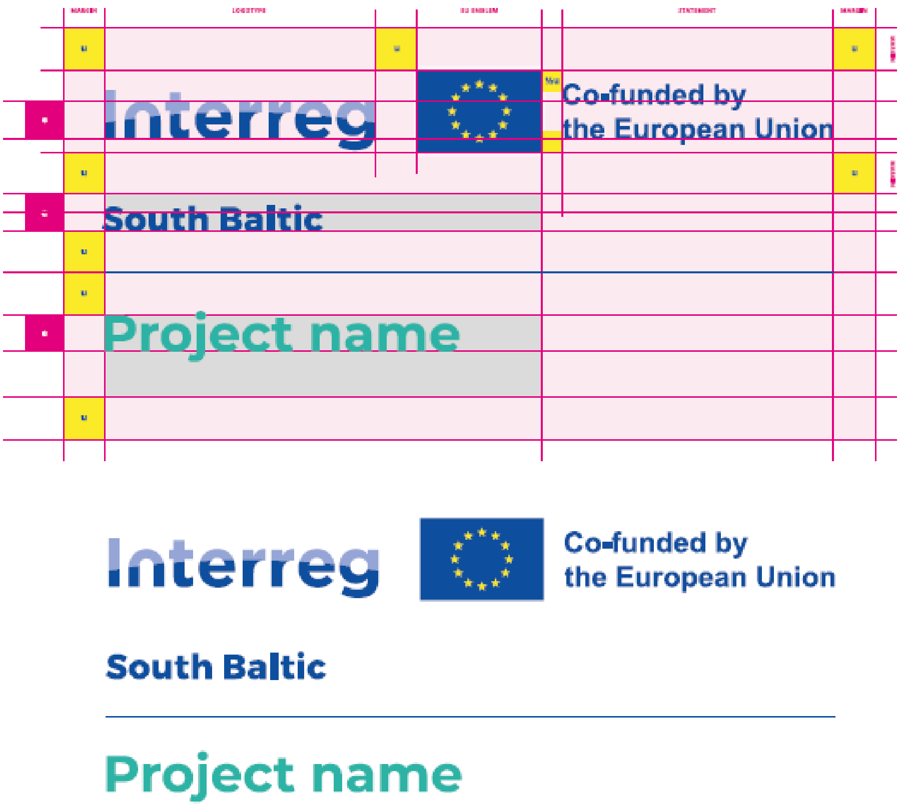

Figure 11. Positioning of the project name in combination with the Programme logo (vertically)

Figure 12. An example of the project name in combination with the Programme logo (vertically)

B. Project name/logo area

Width: the area for the project name or logo corresponds to the width of the combined term Interreg and EU symbol (without white border).

Height: its maximum height corresponds to the height of the EU symbol (without white border).

C. Standard position

The project name/logo should be placed below the Programme logo, further separated by a thin straight line. The project name/logo should be placed in the upper left corner of the designated area.

D. Horizontal position

The project name/logo may also be placed to the left or to the right of the Programme logo, provided that they are separated from it by a thin straight line and that the minimum spaces established on each side of the line are respected.

The project name/logo may never be positioned above the Programme logo.

When the project name/logo is to the right of the Programme logo, it should be aligned to the left-hand side of the designated area – with the base line for the letters aligned to the baseline for the letters of the Interreg term.

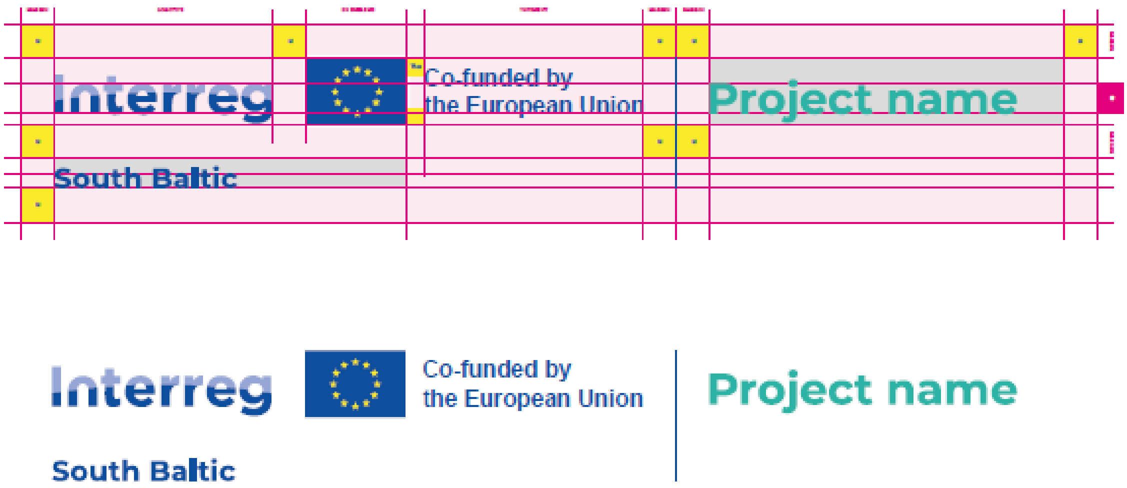

Figure 13. Positioning of the project name in combination with the Programme logo (horizontally) Option 1

Figure 14. An example of the project name in combination with the Programme logo (horizontally) Option 1

When the project name/logo is to the left of the Programme logo, it should be aligned to the right-hand side of the designated area – with the base line for the letters aligned to the baseline for the letters of the Interreg term.

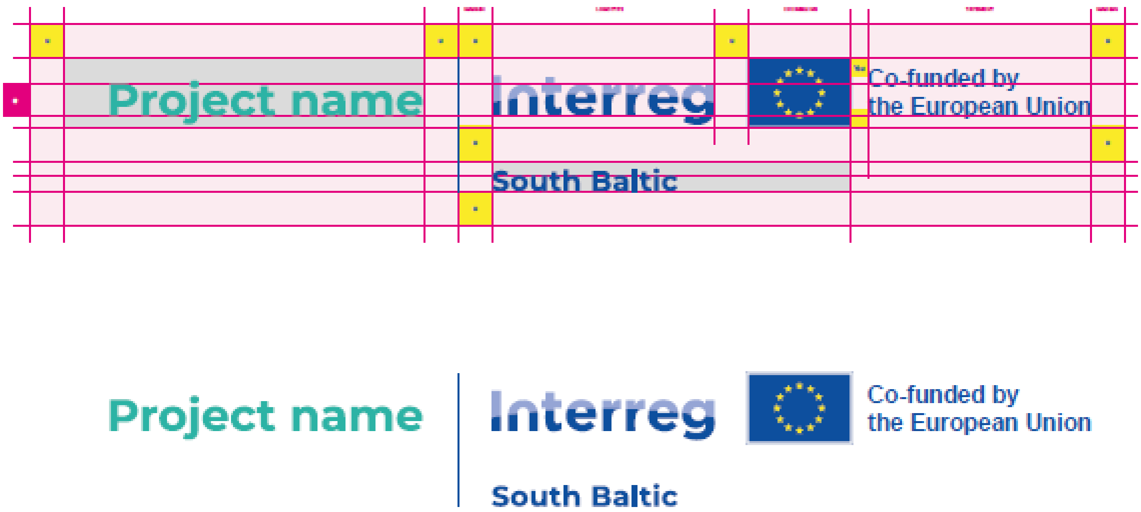

Figure 15. Positioning of the project name in combination with the Programme logo (horizontally) Option 2

Figure 16. An example of the project name in combination with the Programme logo (horizontally) Option 2

E. Line

A line in Reflex Blue (the main colour of the EU brand) is used to separate the Programme logo from the project name/logotype. The line is placed exactly at a distance of 1 "u" below the Programme logo and 1 "u" above the project area (yellow squares in the graphic). The line extends across the full width of the Programme logo, without any spacing areas.

See figure no. 11 (above).

With the horizontal position of the project name/logotype in relation to the Programme logo, the line is vertically aligned, at a distance of 1 "u" from the term Interreg and 1 "u" from the project area (yellow squares).

See figure no. 13 and 15 (above).

Colour: Reflex Blue
Pantone: Reflex Blue
CMYK: 100 / 80 / 0 / 0 (printing)
HEX: 003399 (A system similar to RGB, but with gradation from '00' to 'FF' (hexadecimal) per channel. For designing websites.)
RGB: 0 / 51 / 153 (for monitor display)

F. Language

The project name can only be used in one language. If you need the project logo in different languages, you should prepare separate logos for each language.

G. Colour

Project names should always match the colour of the project's thematic objective (area of support from Interreg).

INNOVATIVE
CMYK: 72 / 0 / 43 / 0
HEX: 18BAA8
RGB: 24 / 186 / 168

SUSTAINABLE
CMYK: 48 / 0 / 89 / 0
HEX: 9ACA3C
RGB: 154 / 202 / 60

ATTRACTIVE
CMYK: 10 / 75 / 60 / 1
HEX: DA5C57
RGB: 218 / 92 / 87

ACTIVE
CMYK: 87 / 51 / 0 / 0
HEX: 0E6EB6
RGB: 14 / 110 / 182

Figure 17. The colour scheme to be used for the matching thematic objective.

H. How to use the Interreg brand, with reference to the Programme logo and the project logo

The type and size of the promotional medium determines how the Interreg brand is presented. The brand stands for the combined term Interreg with the EU symbol without any information on co-financing and a white border. The minimum brand sizes for printed, electronic and video materials are given below.

The width used to calculate the size and position of the brand is the width of the term Interreg and the EU symbol, without any information on co-financing and white border. The brand dimensions should not be smaller than the ones shown in Table 1.

The minimum height of the EU symbol must be 1 cm. For certain materials, such as pens, business cards, the EU symbol can be produced in a smaller size.

Figure 18. Interreg brand dimensions on the example of the Interreg Programme logo.

Table 1. Promotional medium vs. the minimum width of Interreg brand.

Medium	The minimum width of Interreg brand
A4 vertical print format (210 x 297 mm)	52.5 mm
A4 landscape print format (297 x 210 mm)	52.5 mm
A5 vertical print format (148 x 210 mm)	52.5 mm
A5 landscape print format (210 x 148 mm)	52.5 mm
Printed business card (85 x 55 mm)	26.25 mm
Printed sign, vertical, any large format A2+	52.5 mm
Printed sign, horizontal, any large format A2+	52.5 mm
Smartphone screen (960 x 640 px)	240 px

Tablet screen (1024 x 768 px)	240 px
Laptop screen (1920 x 1080 px)	300 px
Desktop screen (2560 x 1440 px)	300 px
16:9 PowerPoint presentation (254 x 142.88 mm)	52.5 mm
FULLHD video (1920 x 1080 px)	300 px
HD video (1280 x 720 px)	300 px
SD video (1050 x 576 px)	240 px

Rules

There are three rules that define the size of the Interreg brand. They apply to all formats, whether printed, digital, small, large, vertical or horizontal.

1. The size of logo

The width of the combined Interreg term with the EU symbol without information on co-financing is equivalent to one quarter (1/4 A) of the entire page width (A).

2. The size of margins

After calculating the width of the logotype (1/4 A) in relation to the width of the page (A), the resulting width of the EU symbol (F) is used to determine the size of all the outer margins: top, bottom, vertical and horizontal ones.

Margins in relation to the Programme logo: 1 F

Margins in relation to the project name: 1 F

3. Position of the logo

The logo should always be positioned exactly against the margin lines. A position in the top left corner of the page is preferred, with the left and top margin lines overlapping the left and top of the logo.

In the event that you need to use a smaller logo, for example if you need to use other logos or elements, you do not need to apply this rule. In such a situation, apply the minimum size rule set out in Table 1.

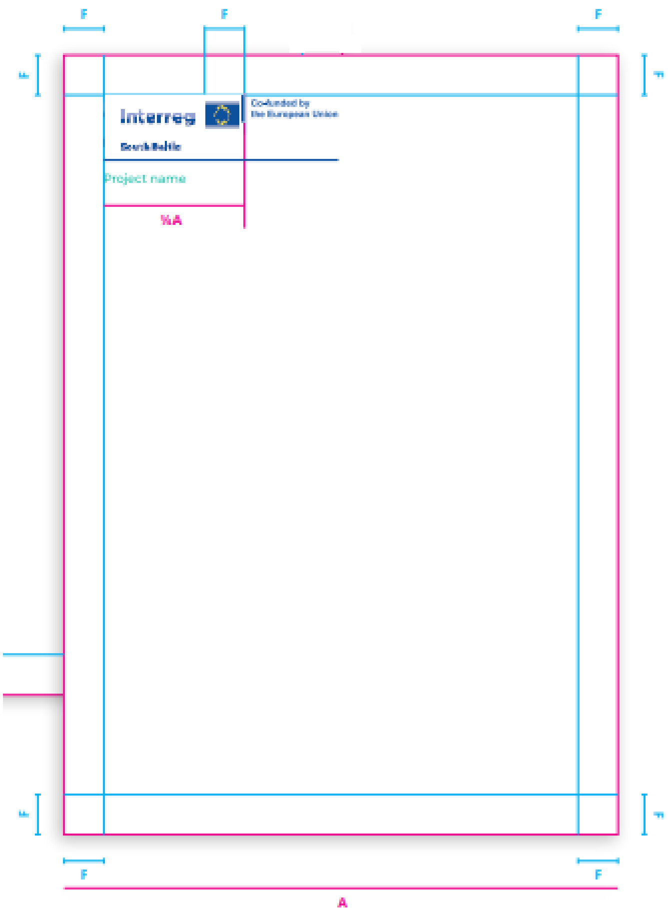

Figure 19. An example of placing a logo in a left upper corner of the page (vertically).

The three aforementioned rules (logo size, margins and position) apply to all formats other than A4.

Tips

- Calculate the width of the given workspace or page (A).
- Divide it by 4 and round the resulting number down to the nearest whole number taking into account a maximum of 2 decimal places (1/4 A).
- Adjust the size of the logo accordingly and calculate the remaining width of the EU symbol.
- Apply the same width to the margins, both horizontally and vertically.

- Place the logo along the margin line - preferably in the top left-hand corner.

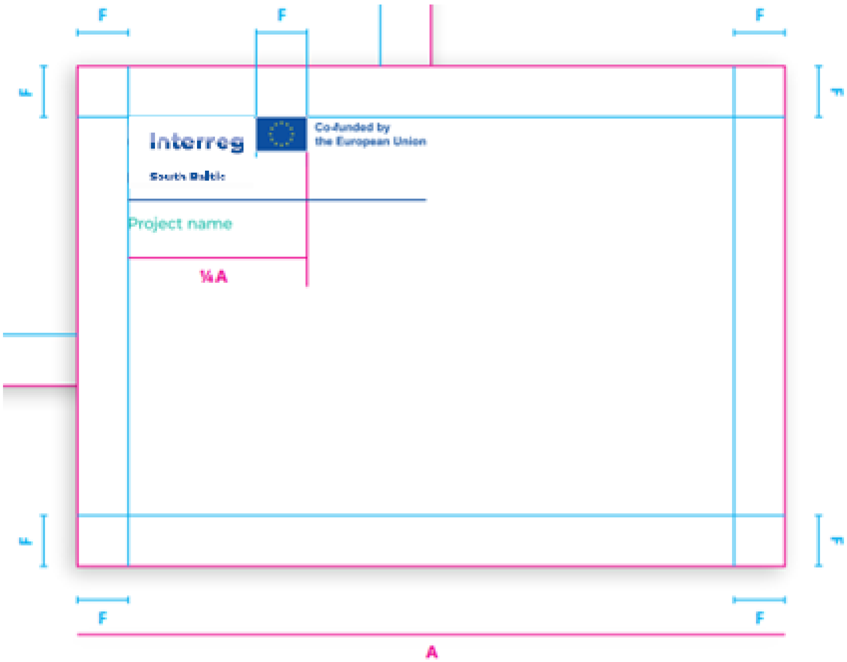

Figure 20. An example of placing a logo in a left upper corner of the page (horizontally).

It is preferable to place the logo in the top left-hand corner, but anytime it is necessary, you can place the logo in another corner, provided you follow the rules on margins and dimensions. This also applies to formats other than A4, whether vertical or horizontal.

You do not have to place the logo several times in one document (this applies to different formats, both vertical and horizontal). In the case of multi-page, stapled documents, it is sufficient to place the logo on the first/title page.

Fonts

The font to be used in printed publications and office applications is **Open Sans**, for both main text and headings. The font is available free of charge at the website here. **Open Sans, a sans-serif type of a font, to meet documents accessibility rules.**

If for some reason the font is not available, you can use universal font: Arial, sans-serif.

Social media

If you create a social media profile for your project, use the following advice:

1. If the social media platform (e.g. Instagram) does not offer the possibility to upload a photo as a banner, place the entire Programme logo/project logo integrated with the Programme logo in place of the avatar/profile photo. See example 1.
2. If a social media platform offers a banner photo (Facebook), include part of the Programme logo including the term Interreg and the Programme name in the avatar. But, place the whole Programme logo/project logo integrated with the Programme logo on the banner. See example 2.

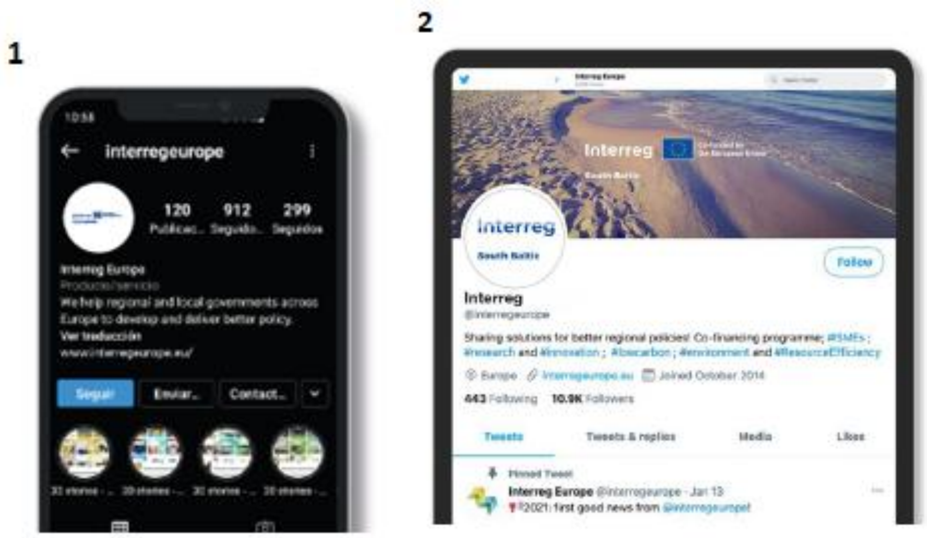

Figure 21. Examples of the Programme logo and banners in social media.

3.13. Other logos

Remember that the Programme logo is of the utmost importance in communication activities related to visibility. Its use is linked to the obligation to provide information on the co-financing of activities by the European Union under the Interreg Programme. We have set out the rules for its use above.

We recommend limiting the number of logos in your communication. If you plan to prepare a project logo, combine it with the Programme logo according to the rules in section 3.12.2. If you use only the project name, combine it also with the Programme logo according to section 3.12.3.

It is acceptable to use project logos from previous Interreg Programme implementation perspectives, especially if they are known and recognisable to your project audience. They may be used in accordance with the new rules for combining the Programme logo with the project logo.

3.14. Colours for areas of EU support

When you refer to areas of EU support in your communication activities, use colours specially designed for this purpose.

The colour system was developed to clearly indicate the areas of EU support (cohesion policy objectives). The colours chosen create a harmonious system, contrasting well with the main Interreg brand and its colours. For more details, including colour codes refer to section 3.12.3.G.

3.15. Photographic and audiovisual documentation and communication of activities

Document and record communication and promotional activities in the project. Submit the documentation to the Project Officer and the Communication Officer at the Joint Secretariat. These can be:

1. photographs
2. press articles (scans)
3. videos for the Internet
4. webcasts
5. podcasts
6. radio Programmes
7. TV Programmes

Technical and quality parameters of selected materials:

photographs

- resolution min. 2480 × 3508 pixels
- min. 300 dpi

newspaper articles (scans)

- scanning must be carried out at a resolution that ensures the legibility of the information given in the documents - 300 dpi
- colour materials must be scanned in 256 colour palette
- monochromatic materials should be scanned in 2 colour palette (monochromatic) or if monochromatic scanning does not ensure appropriate quality then the material should be scanned in colour in 256 colour palette

films for the Internet

- resolution 1920x1080 pixels (1080p)
- aspect ratio: 16:9, frame rate 25 fps/s, H.264 codec.
- audio standard: LPCM 16 or 24 bits/sample
- sample rate: 48 kHZ
- required file format: mp4

webcasts

- the necessary equipment and technical infrastructure to record and transmit webcasts in min. HD quality
- the video transmission should be accessible via any web browser and should not require the installation of additional software

podcasts

- audio format: WAV 24bit 48 kHZ, master output: -1dBTP / -14 LUFS
- automation of the instrumental track in relation to the voiceover track (when the voiceover starts talking, the instrumental track is muted by 4 - 6 dB depending on the dynamics of the instrumental track)
- recording of the voiceover in an acoustically adjusted room, at appropriate volume levels to obtain a warm and clear signal,
- voiceover audio file should be subjected to processes of compression, correction and sibilance control, balanced and clear mix between instrumental and vocal tracks

radio Programmes

- audio format: WAV 24bit 48 kHZ

TV Programmes

- file format: MXF container, XDCAM HD422 codec, 50 Mbps stream
- video standard: 1080i/25, image resolution 1920x1080 pixels, 16:9 aspect ratio, scan mode: interlaced, upper field first
- audio standard: LPCM 16 or 24 bits/sample, sample rate 48 kHZ, signal volume level measured from the beginning to the end of the recording should be -23LUFS. Maximum instantaneous signal level ("True Peak") must not exceed - 1 dBTP

Formally, the transfer of the documentation will take place on the basis of separate, royalty-free, non-exclusive licence agreements. You are obliged to agree to the use of this documentation by the MA or the JS in their communication and promotional activities (concerning the Programme, the Interreg brand, the European Funds).

First, a license agreement should be concluded between partner(s) and a Lead Partner (LP) of the project, in which all partners give the LP permission to use this documentation. The contract will specify and grant, without restrictions as to the territory, time, number of copies and carriers:

1. specify:

a) fields of exploitation regarding the use of materials (included in the documentation),

b) the duration of the licence;

2. grant:

a) the right to grant further licenses (a sub-licence),

b) permission to exercise derivative copyright,

c) the non-exclusive right to authorise the exercise of the derivative copyright with the right to grant further permissions in the fields of exploitation referred to in point 1 letter a.

The next stage will be the signing of a license agreement, containing the elements listed in points 1 and 2, between the LP and the JS. On this basis, the JS and later the MA will be able to use the works included in the project documentation. The licence agreement template will be concluded on the template provided by the JS.

Benefits:

The materials can be used to promote your activities, the project and its results in the communication channels of the JS and MA (including the website and social media profiles of the Programme, as well as the interreg.gov.pl website concerning Interreg Programmes with the participation of Poland, the European Funds profile on Facebook, the European Funds Bulletin in Poland called "eFEkty") to a wider audience at the regional and national levels.

In addition, inform the JS of planned and ongoing activities under the project, such as:

- organisation of a project launch conference
- organisation of thematic workshops, training courses
- organisation of an open-air exhibition.

Also inform the JS of significant project milestones achieved, including the resulting deliverables and outcomes of your activities, for example:

- the grand opening of a thematic exhibition in the newly renovated museum,
- the completion of the cycle path,
- a publication.

This also applies to project deliverables developed by external contractors on behalf of partners, for example:

- research report,
- handbook,
- mobile application.

Send the information via email to the Project Officer and the Communication Officer at least 14 days before the planned activity and without undue delay after reaching important milestones in the project.

Benefits:

- You will promote the aforementioned events to a wider audience through the communication channels of the JS and MA.
- You will attract potential participants to the events and encourage them to take part in the events.
- You will gather documentation to confirm that you properly implement the mandatory communication activities.

4. Internal communication within the project team

Good communication between project partners contributes to mutual understanding and trust. This is important for the effective implementation of the project.

Tips:

- Keep in touch with the other members of the project team.
- Hold an in-person or online meeting of the whole team at least once a month.
- Together with your partners, set goals/tasks for the month. Share responsibilities.
- After the meeting, prepare a memo with your findings and conclusions and consult the content with the meeting participants. This will be easier to refer to than verbal arrangements.
- Keep each other informed about the results achieved and problems arising.
- Make use of electronic tools/apps that support the work of the team or tasks in progress (e.g. Kanban information board, Trello).

5. Simple language rules

Texts on the European Funds are public texts. They should be comprehensible and accessible to everyone – regardless of age, level of education or other special needs. They should be written in simple and concise language, so that the reader can understand them after reading them once.

Information about funds is also sought by people who are just beginning to take an interest in them. It is worth ensuring that difficult language is not a barrier for them.

Write in such a way that each recipient of your message can read what you want to convey to them.

What can you simplify?

- project name,
- project description,
- poster,
- publications,
- social media posts,
- flyers, brochures,

- news on the website,
- texts for the press,
- invitations
- newsletter.

You can use the following simplification techniques to make your message clear and accessible.

- **Make sure the information is in the right order**
  Different types of texts are governed by different rules. In reports, keep things in a chronological order. On the other hand, in texts for the general public, give the most important information first.
- **Take care of the structure of the text**
  Divide the text into paragraphs with sub-headings. Try to use sub-headings as a summary of the main idea of the paragraph. Use bullet points. Whenever possible, create paragraphs which contain no more than 6 sentences.
- **Keep one main idea in each sentence**
  Limit the sentence to one leading thought. Create short sentences - up to 20 words. Make sure that the sentences within a paragraph are coherent with each other and form one whole.
- **Address the recipient directly and reveal yourself**
  Most often write "we" (in the sense of "the institution writing the text"), construct sentences in the active voice, in which the performer of the action is the most important. Avoid the passive voice (the performer then becomes less important) and impersonal constructions (the performer disappears altogether).
- **Avoid difficult, specialist terms as far as possible**
  Use words used in everyday communication. Specialised terms make it considerably more difficult to understand texts if they are intended for non-experts. It is preferable to:
  - replace terms with more common words and better-known equivalents,
  - explain terms with accessible definitions (given next to them in brackets, in the margin or at the end of the text) and with examples
- **Decipher abbreviations and acronyms**
  If an abbreviation appears in the text for the first time, write it out in full and explain it in brackets. Write abbreviations and acronyms in a generally

accepted and consistent way. If various ways of writing are possible, choose one and use it consistently.

- **Avoid an official style**
  Use verbs as often as possible. They enliven the text and make people - the doers of actions - visible in the text. Do away with trite words or phrases, e.g.: therefore, with regard to, whereas, hereby. Such words/phrases unnecessarily lengthen the content and do not bring additional information.

Examples of good practices:

- Facebook profile of the Baltic for All project
- Interreg South Baltic 2014-2020 Project Book (an eBook with projects results)
- Branding Annual Event 2019:

Figure 22. An example of the informational brochure issued on the occasion of the Annual Event 2019.

6. Publication of the list of operations (projects)

The MA is obliged to publish the list of projects on the Programme website[5]: https://southbaltic.eu/ Once a project is selected for funding, the following data will be published and regularly updated on the Interreg South Baltic 2021-2027 Programme website:

[5] Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021 Art. 49(3, 4, 5)

- in the case of legal entities, the beneficiary's and, in the case of public procurement, the contractor's name;
- name of the project;
- the purpose of the project and its expected or actual achievements;
- start date of the project;
- expected or actual date of completion of the project;
- total cost of the project;
- fund concerned;
- specific objective concerned;
- EU co-financing rate;
- location indicator or geolocation for the project and country concerned;
- for mobile projects or projects covering several locations the location of the beneficiary where the beneficiary is a legal entity;
- type of intervention for the project.

7. Additional support

At the stage of project preparation and application for co-financing, as well as during the implementation of the project, you can take advantage of various forms of support offered in the Programme.

- On the Programme website you will find:
- Programme documents,
- information on fundings offered by the Programme,
- areas supported by the Programme,
- information about calls for proposals,
- communication & promotion materials.

- You can take part in events organised by regional Contact Points (CP), e.g. information and promotion meetings.
- You can take part in training related to a given call for proposals, including information and promotion requirements.
- You can take advantage of individual consultations provided by the regional CP and the JS. We conduct consultations online, over the phone, via email, in person and Q&A sessions. Information on the dates and events (information meetings, training and consultations), as well as contact details, are published on the Programme website and on the websites of the regional Contact Points.
- The Joint Secretariat contact details:

- address: plac Porozumienia Gdańskiego 1 (Office 121)
  80-864 Gdańsk, Poland
  telephone: +48 58 746 38 55
  email: southbaltic@southbaltic.eu
- Website
- Facebook
- LinkedIn

If you are planning a small-scale project, you will find information on this topic in the Programme Manual on the Programme website.

Link to additional material:

- How to communicate in the 2021-2027 perspective?

Communication plan for the project
Appendix to the Application Form for funding – an example

Project communication plan
Before starting to fill in the project communication plan, please read: 1. Programme Manual (Communication and Management of Outputs and Results, p. 101) 2. Communication Guidelines for Project Beneficiaries 3. Guidelines on filling in and submitting the Application Form
Communication objective, target group, communication activity and tool, target value, distribution of tasks among partners As a minimum, fill in the following fields twice: • separately for the communication objective of the project, which you set at the beginning of project implementation, • separately for the communication objective at the end of the project. Optionally, you may specify additional communication objectives for important project milestones. For each additional communication objective, please complete the table below in a similar way. Examples of communication objectives, target groups, communication activities and tools can be found in the Communication Guidelines for Project Beneficiaries.

Communication objective at the beginning of the project (max. 300 characters). Write down what you want to communicate and for what purpose? What do you want to promote in the project - what activities, what product or service? Presentation of the project objectives and the expected benefits of the activities undertaken.				
No.	**Target group max. 500 characters** Specify who you want to target with your communication activities.	**Communication activity max. 1000 characters** Indicate the planned communication activities that will help you to achieve your communication objective and reach the indicated target group. Include, in particular, the compulsory activities that are set out in the Programme Manual. Communication activities must be in line with the overall objectives and themes of the project.	**Communication tool and target value(pcs/persons) max. 1,000 characters** For each communication activity indicated, specify the tool you will use to carry it out and give a target value (pcs/persons).	**Partner responsible for implementation of the communication activity** Indicate the partner who will be responsible for the implementation of each communication activity. For the compulsory communication activities assign all project partners.
1.	general public (including residents and tourists)	publication of a short description of the project: objectives, results, information on receipt of financial support from the Programme	description of the project on partners' websites (2 pcs.)	names of the organisations of all the project partners

2.	general public (including residents and tourists)	publishing posts on the partners' social media to present the project and the main benefits of the project for residents	social media posts (4 pcs.)	Names of the organisations of all the project partners
3.	general public, (including residents and tourists)	placing an information board at the site of infrastructure investments, at a pilot site, at the beginning and at the end of a co-financed trail section etc.	information board (6 pcs.)	names of the organisations of all the project partners

Communication objective at the end of the project (max. 300 characters)

Write down what you want to communicate and for what purpose?
What do you want to promote in the project - what activities, what product or service?

Presentation of the results of the project and the positive changes in the South Baltic area.

No.	Target group max. 500 characters	Communication activity max. 1000 characters	Communication tool and target value (pcs/persons) max. 1000 characters	Partner responsible for implementation of the communication activity
	Specify who you want to target with your communication activities.	Indicate the planned communication activities that will help you to achieve your communication objective and reach the indicated target group. Include, in particular, the compulsory activities that are set out in the Programme Manual. Communication activities must be in line with the overall objectives and themes of the project.	For each communication activity indicated, specify the tool you will use to carry it out and give a target value (pcs/persons).	Indicate the partner who will be responsible for the implementation of each communication activity. For the compulsory communication activities assign all project partners.

1.	local and regional authorities, local media (editors of "xxxx" and "yyyy" daily newspapers)	project summary seminar on the impact of the project activities in the region, official opening ceremony or integration meeting promoting projects results	invitations to attend seminar with information about investment support from the Programme (200 pieces)	name of the organisation of the responsible project partner
2.	local community	project summary seminar on the impact of the project activities in the region, official opening ceremony or integration meeting promoting projects results	social media posts inviting to the seminar and informing about the support of the project from the Programme (6 pcs.) information on the partners' website with an invitation and agenda of the meeting and information about the support from	name of the organisation of the responsible project partner
3.	residents of the South Baltic area	project summary seminar on the impact of the project activities in the region, official opening ceremony or integration meeting promoting projects results	promotional articles (sponsored) with information about the Programme funding of the project in local newspapers "xxxx" and "yyyy" (2 pieces)	name of the organisation of the responsible project partner

Project communication plan	
Components	**Examples**
Communication objectives	**For the launch of the project:** • encouraging participation in project activities, • informing about the project offer and encouraging to take advantage of the offer, e.g. training courses, medical examinations, • disseminating information about the project offer to the widest possible group of potentially interested social groups, • informing local authorities of planned activities, e.g. a series of meetings and workshops for seniors, to support dissemination of such information among seniors (e.g. putting up a poster in the municipal building), • notifying schools in the municipality about planned prevention meetings, • inviting to an event/information meeting about the project, local picnic, • drawing attention to the issue the applicant wishes to address, • encouraging journalists of a regional weekly to raise an important issue, drawing wider attention to an issue the beneficiary plans to address in their municipality. **At an advanced stage of project implementation:** • communicating the results of the activities and achievements to date, what good has come out of it, and ensuring that the project is ongoing and that one can still benefit from what the project offers, • informing about the results of the research carried out, the results of the analysis,

Project communication plan	
Components	**Examples**
	• reaching out to an audience that may be potentially interested in the meetings, training courses, workshops, events still planned in the project. **At the end of the project:** • informing about what has been achieved, which products are the result of the project, e.g. a handbook or a website with materials that others can learn from, • disseminating the results of the project, communicating what the project has achieved, what the project partners are leaving behind and what can be used further. • informing about what has changed thanks to the activities carried out: improved living conditions, access to legal support – **a storytelling format is most desirable**. • delivering a **success story** summarising the activities carried out and project achievements (e.g. in a storytelling format or a written interview or a video-recorded interview (minimum 2 minutes) with the selected project partner(s).
Target groups	• potential project participants, people to whom the planned activities will be addressed, • persons and institutions that may benefit from its effects, • local community, • authorities: local, regional, national administration, municipality or town council.

Project communication plan	
Components	**Examples**
	• environmental groups, • local/regional media, • young people, • senior citizens - residents of X district (e.g. people 65+), • non-working parents of children under the age of three from the city of X, • people with specific disabilities from the city of X, • community organisations from the municipality, • tourist information centres, • subject-matter experts.
Communication activities	**Obligatory actions that result from the Beneficiary Manual (Article 36(4)-(5) of the Interreg Regulation):** • providing on your website or social media (if you have one) a short description of your project including: objectives, results, information about receiving financial support from the Programme, the Programme logo, • visibly marking documents and information material related to the implementation of the project with information about support from the Programme,

Project communication plan	
Components	**Examples**
	• placing information boards in public places if the project involves investment or purchase of equipment. It applies to projects with a value of more than EUR 100,000. • for other types of projects, publicly displaying at least one poster of a minimum size A3 or equivalent electronic display with information about the project and the support from the Programme, • for projects of strategic importance (OSI) organising a communication event with the involvement of the European Commission and the Managing Authority. **Examples of additional communication activities:** • organising various events, e.g.: an information meeting presenting the assumptions of the project with the participation of project participants, a meeting open to a wider audience and setting up a project stand during local events, a meeting with representatives of the targeted community, a meeting informing about what benefits the project will bring and to whom, a thematic neighbourhood picnic, • cooperation with the media: organising a briefing for local media to inform them about the activities carried out and their effects in the traditional media, organising a separate meeting for the media or inviting journalists to an event aimed at a wider audience during which they will be able to interview the

Project communication plan	
Components	**Examples**
	participants and take photos; this could be, for example, a regular dispatch of press releases to a regional weekly, but also one large story in a national newspaper or an interview on regional television - depending on the possibilities for reaching the media, • organising a thematic conference on a given issue, combined with a presentation of the project, research results and a discussion with experts, • organising workshops, seminars, • carrying out a promotional campaign on the website and social media, • organising a closing event for the project - during a meeting with a wider audience you can show what has been achieved, present the results of the project and how they can be used; this could be for example: presentation of publications/brochures, discussion of training materials that can be used by other organisations or institutions, • organising project open days, • cooperation with an influencer, • participation in fairs and exhibitions.
Communication tools	• TV, radio, press (press releases, articles/advertisements in local newspapers), • trade, specialist magazines (print and electronic),

Project communication plan	
Components	**Examples**
	• distribution of printed promotional material, (posters, advertisements, publications, folders, leaflets, brochures, catalogues), • the Internet: - website or sub-page about the project on the applicant's website (*be sure to keep it updated*) - maintaining a profile on social media (Facebook, Twitter, Instagram, YouTube, others (*be sure to keep it updated*), - mailing to individuals and institutions interested in the issues addressed by the project, - blog (stories in episodes) about the project, - podcast (a type of radio Programme published on the Internet), - vlog (videoblog) a type of Internet blog, which mostly consists of films recorded by the author), - online tools (virtual press office, online conference, during which we will provide information about the project, its progress, results achieved, cooperation with entities from other countries, presentation of photos from the project implementation, online platforms for meetings and conferences).
Target value (piece, person)	• number of visits on the project website or unique visitors to the website, • number of press materials distributed,

Project communication plan	
Components	**Examples**
	• number of people who visited the promotional stand, • number of participants of meetings, training courses • number of people to whom newsletters/invitations have been sent