Building Partnership

Visibility guide

for projects implemented in the

frame of the

INTERREG V-A

SLOVAKIA-HUNGARY

COOPERATION PROGRAMME

by

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Why is communication important?

Opportunity

Obligation

European Commission

regulations

Raise awareness

to the developments

sustainability

Visibility measures

to promote the visual identity of the Programme and the European Union.

Communication measures

to promote the Beneficiary organization and the results of the project.

Marketing measures

to ensure the future utilization of the project results.

Visibility measures	Tools
to promote the visual identity of the Programme and the European Union.	Poster
	Billboard
	Plaque
	Marking

Poster (mandatory)

- each Beneficiary whose total budget is <u>below</u> 300.000,00 EUR;
- each Beneficiary whose total budget is <u>over</u> 300.000,00 EUR but *soft* elements;
- within 90 days after the project start date until the end of the follow-up period;
- made of plastic in size A2;
- the template is mandatory to use;
- send the layout to the JS programme manager for approval 15 days before the final deadline.
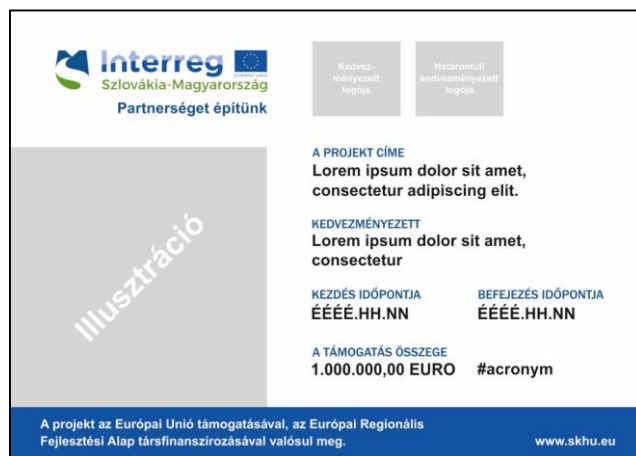
Billboard (mandatory)

- each Beneficiary whose total budget is <u>over</u> 300.000,00 EUR with *infrastructure* elements;
- within 90 days after the project start date until the project end date;
- made of metal or plastic in size 2500 mm x 1500 mm;
- the template is mandatory to use;
- send the layout to the JS programme manager for approval 15 days before the final deadline;
- location must be consulted with the JS programme manager.

Plaque (mandatory)

- each Beneficiary whose total budget is <u>over</u> 300.000,00 EUR with *infrastructure* elements;
- before the end date of the project until the end date of the follow-up period;
- made of metal in size 200 mm x 150 mm;
- the template is mandatory to use;
- send the layout to the JS programme manager for approval 15 days before the final deadline;
- location must be consulted with the JS programme manager.

Marking (mandatory)

- information boards such as route signs, educational boards, guiding boards, etc.;

- high-value vehicles or machines;

- consult and send the layout of the marking to the JS programme manager for approval before printing;

- no need for stickers for other items or equipment.

Visibility elements
logo of the Programme;
slogan of the Programme;
acronym of the project *(in English)*;
name of the fund;
link to the Programme website;

Communication measures	Tools
to promote the Beneficiary organization and the results of the project.	Press release
	Beneficiary website
	Closing event
	Handover ceremony
	Photo documentation – NEW!
	Press conference
	Sponsored article

Press release (mandatory)

- mandatory for each Beneficiary;

- 1 press release within 90 days after the project **start** date;

- 1 press release within 30 days after the project **end** date;

- <u>draft version</u> of the press release and the <u>list of the addressed media</u> to the JS programme manager for approval at least 15 days before the final deadlines.

- language: as used in the given medium.

Mandatory information
<u>name</u> of the Programme;
<u>name</u> of the fund;
<u>title</u> of the project;
<u>summary</u> of the project part;
<u>illustration</u>;
<u>amount</u> of the community contribution;
<u>introduction</u> of the partnership;
<u>benefits of the cooperation</u>.

Beneficiary website (mandatory)

- each Beneficiary must present its project part on its <u>own website;</u>

- within 90 days after the project start date until the end date of the follow-up period;

- language: as used on the website;

- if the Beneficiary does not have a website use the social media page (if relevant);

- send the draft versions to the JS programme manager for approval 15 days before the final deadline.

Mandatory information
<u>name</u> of the Programme;
<u>name</u> of the fund;
<u>title</u> of the project;
<u>summary</u> of the project part;
<u>illustration</u>;
<u>amount</u> of the community contribution;
<u>introduction</u> of the partnership;
<u>benefits of the cooperation</u>.

Visibility elements
<u>logo</u> of the Programme;
<u>slogan</u> of the Programme;
<u>acronym</u> of the project *(in English)*;
<u>name</u> of the fund;
<u>link</u> to the Programme website;

Closing event (mandatory)

- each Beneficiary whose total budget is <u>below</u> 300.000,00 EUR;
- each Beneficiary whose total budget is <u>over</u> 300.000,00 EUR but *soft* elements;
- organize or participate in a closing event;

Handover ceremony (mandatory)

- each Beneficiary whose total budget is <u>over</u> 300.000,00 EUR with *infrastructure* elements;

- date and venue shall be consulted with the JS programme manager;
- announce the event to the JS using the Online event announcement platform on www.skhu.eu 15 calendar days before the event;

Events

Mandatory information
<u>name</u> of the Programme;
<u>name</u> of the fund;
<u>title</u> of the project;
<u>summary</u> of the project part;
<u>amount</u> of the community contribution;
<u>introduction</u> of the partnership;
<u>benefits of the cooperation</u>.

Visibility elements
<u>logo</u> of the Programme;
<u>slogan</u> of the Programme;
<u>acronym</u> of the project *(in English)*;
<u>name</u> of the fund;
<u>link</u> to the Programme website;

Press conference (optional)

- at any time of project implementation period;
- announce the event to the JS using the Online event announcement platform on www.skhu.eu 15 calendar days before the event and inform your JS programme manager;
- check the Visibility guide for mandatory information and visibility elements.

Sponsored article (optional)

- same criteria and content as press release;
- at any time of project implementation period.

Photo documentation (mandatory)

- each Beneficiary shall submit 20 pc of high quality photos of its project part;
- within 30 days after the project end date;
- copyright and royalty free;
- the Beneficiary is responsible for the GDPR issues.

Marketing measures	Tools
to ensure the future utilization of the project results	Communication plan
	Social media campaign
	Leaflets
	Advertisement
	Audio-visual production
	Publication
	Promotional products

Communication plan (optional)

- each Beneficiary whose total budget is <u>over</u> 300.000,00 EUR with *infrastructure* elements;

- predefined template;

- during contracting but latest until 60 days after the project start date;

- send the draft versions to the JS programme manager for approval 15 days before the final deadline.

Social media campaign (optional)

- Language used by the target group;

- Mandatory visibility elements:

  ❖ <u>tag</u> to the Programme;

  ❖ <u>hashtags (#InterregSKHU #BuildingPartnership #EuropeanUnion #acronym)</u>;

  ❖ <u>logo</u> of the Programme;

  ❖ <u>acronym</u> of the project (in English);

  ❖ <u>link</u> to the Programme website.

Leaflets, publications, advertisements (optional)

- send the draft version of the advertisement to the JS programme manager for approval before it is printed or published;
- Slovak and/or Hungarian;

Audio-visual production (optional)

- with Slovak, Hungarian and English subtitles;
- send the draft version of the audio-visual production to the JS programme manager for approval;

Visibility elements
logo of the Programme;
slogan of the Programme;
acronym of the project *(in English)*;
name of the fund;
link to the Programme website;
disclaimer (for publications only)

Promotional products (optional)

- mandatory visibility elements:
  - ❖ link to the Programme website;
  - ❖ logo of the Programme.
- where limited space is available: EU emblem
- all-natural or recycled materials or have to be re-usable and sustainable.

Other tools

- agreed during contracting;
- if new tool is planned to use please consult with JS programme manager.

Measures	JS approval needed in advance	Beneficiary whose total budget is below 300.000,00 EUR	Beneficiary whose total budget is over 300.000,00 EUR	
			Soft project (no expenditure on budget line 7)	Infrastructure project (expenditure on budget line 7)
Poster	●	●	●	
Billboard	●			●
Press release (1)	●	●	●	●
Beneficiary website	●	●	●	●
Marking	●	●	●	●
Plaque	●			●
Closing event	●	●	●	
Handover ceremony	●			●
Press release (2)	●	●	●	●
Photo documentation		●	●	●

Tips and hints:

- https://www.skhu.eu/downloads - Visibility guide 4.0

- Logo, slogan, templates (zip)

- Visibility guide – all visibility elements and exact wording (Annex 6);

- Interreg+ Activity 2 - Communication (description and reporting)

- The Lead Beneficiary is responsible to coordinate among the partners and the Joint Secretariat;

- Always consult your JS programme manager before finalizing any material to avoid financial correction;

Thank you for your attention.

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Anti-fraud policy

The programme is following zero tolerance policy to fraud and corruption.

For our Anti-fraud mission statement please visit our website.