



**Guidelines for Implementing Information and  
Publicity Requirements for the Projects in the  
Interreg V-A Hungary-Croatia Co-operation  
Programme 2014-2020**  
*(Project Communication Guidelines)*

*Approved by the Managing Authority on 10 May 2017*



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# 1. INTRODUCTION

Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 (hereinafter referred to as Programme) is the next generation of the cross-border co-operation programmes for the new implementing period of 2014-2020. In this Programme the participating countries i.e. EU Member states, Hungary and Croatia, have continued previously successful cooperation from 2007-2013 and earlier periods.

Publicity, information and visibility (communication) rules for the Beneficiaries will be applied in a harmonised manner on both sides of the border i.e. this Project communication guidelines will be a single source for both Hungarian and Croatian project beneficiaries. The document is published and binding in the English language as the official working language of the Programme, in line with the Co-operation Programme (CP) of the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020, approved by the European Commission with the decision number C(2015)6228 on 7 September 2015, as well as the Guidelines for Applicants and other respective officially published Call for Proposals documents.

## 1.1. Role of Communication

Communication is an integrated part of every project implementation; and successful communication contributes not only to the success of a particular information measure, but also to the success of the project implementation as a whole. It is a practical, relevant and efficient tool for improving the quality of the projects and project management, as well as targeting general audience showing the impact of Programme and EU/Interreg funding and its benefits to the local communities. In the new programming period 2014-2020, the role and the importance of communication and information has been strengthened. The following documents have been taken into consideration when elaborating the present document:

- INTERREG V-A HUNGARY-CROATIA COOPERATION PROGRAMME 2014-2020, approved by the European Commission with Decision No. C(2015)6228 on 7 September 2015,
- REGULATION (EU) No 1299/2013 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 17 December 2013 on specific provisions for the support from the European Regional Development Fund to the European territorial cooperation goal,
- REGULATION (EU) No 1301/2013 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 17 December 2013 on the European Regional Development

Fund and on specific provisions concerning the Investment for growth and jobs goal and repealing Regulation (EC) No 1080/2006,

- REGULATION (EU) No 1303/2013 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006 (hereinafter referred to as CPR)
- COMMISSION IMPLEMENTING REGULATION (EU) No 821/2014 of 28 July 2014 laying down rules for the application of Regulation (EU) No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data
- COMMUNICATION STRATEGY of Interreg V-A Hungary-Croatia Cooperation Programme 2014-2020 approved by the Monitoring Committee (MC) on the 8<sup>th</sup> of December 2015 by MC decision No 7/2015 (8.12)
- GUIDELINES FOR APPLICANTS and other respective officially published Call for Proposals documents

The Project Communication Guidelines have been prepared reflecting and taking into account also:

- The approach suggested by the INTERACT 2014-2020 Interreg Programme Management Handbook and Communication Toolkit from A to Z,
- Information and communication needs of the programme area,
- The special needs of the different groups potentially involved in the Programme, both at management and beneficiary levels,
- Lessons learned and experiences gained within the previous cooperation programmes and especially within the Hungary-Croatia (IPA) Cross-border Co-operation Programme 2007-2013, with taking into consideration the observations from the Final Report of the Programme's on-going evaluation.

The communication requirements for the Beneficiaries are contained in the CPR and in Commission Implementing Regulation (EU) No 821/2014.

The Beneficiaries are required to:

- ensure that those taking part in the project have been informed of the funding from the present Programme,
- provide clear notice to the effect that the project being implemented has been selected under the present Programme,

- ensure a statement included in any document, attendance or other certificate about the effect that the Programme was financed by the EU,
- when communicating on all the matters related to the project, the Beneficiaries should use their normal stationery but should always use the logo of the Programme, as well as the Interreg EU logo (see below).

The Beneficiaries in the Hungary-Croatia Interreg V-A Co-operation Programme 2014-2020 are obliged to:

- **use both the Programme logo<sup>1</sup> and the Interreg logo with the ERDF reference** (as described in the chapter 2 of this Guidelines) and in the respective language (English, Hungarian and/or Croatian) **when using any of the communication tools and whenever communicating and promoting project results** as well as the results of the Programme;
- for operations/projects **not exceeding 500,000.00 EUR** (*as well as for those exceeding 500,000.00 EUR without works component*) **place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location readily visible to the public** such as the entrance area of a building
- respect in details rules on the obligatory communication tools (promotional material, events, web, mass media), as well as specific rules in case of operations/projects with works exceeding 500,000.00 EUR and for all projects which are purchasing equipment

## 1.2. Purpose of the Guidelines

The purpose of the Guidelines for Implementing Information and Publicity Requirements for the Projects in the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 (hereinafter referred to as *Project Communication Guidelines*) is to employ standardized communication tools and coherent set of rules for implementing information, publicity and visibility requirements in the projects financed through the present Programme.

The Lead Beneficiary bears the responsibility on the project level for informing the public about the funding obtained from the European Union, but every Beneficiary included in the project partnership is responsible to implement the communication activities, according to the information and publicity activities planned to be carried out during the implementation of the project (Sheet 13 of the Application form - Information and Publicity).

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<sup>1</sup> Project logo is not obligatory, but recommended to beneficiaries to be created and used alongside with obligatory Programme logo and the EU Interreg logo with the ERDF reference

Communication is an essential part of the project and should be implemented continuously during the project lifecycle. Communication activities should support the projects by bringing their results and benefits to the awareness of the relevant target groups.

Lead Beneficiaries will be encouraged and supported by the Joint Secretariat (hereinafter referred to as JS) in setting up their own communication plans and appointing special communication managers per project (especially relevant for the strategic projects, like De-mine HU-HR II, Beneficiary/PP-light SME scheme and large projects with the works component). It is recommended also for smaller size and “soft” projects to appoint a person responsible for implementation of information and communication measures on the level of project (bearing in mind the size and the capacity of projects, these tasks can be carried out by members of existing project team, for example the project coordinator).

Also, projects are advised to design their own logo and to establish a new website (existing ones with special project section is also acceptable). In addition, projects have to ensure that their final outputs have clear reference to EU contribution, while Programme and EU (EU Interreg with ERDF reference) logos are obligatory to be used.

These Guidelines should help to implement the communication tasks and requirements successfully. The Guidelines are targeted to be used by the Lead Beneficiaries and Beneficiaries<sup>2</sup> during the implementation of the projects.

In the present document you can find explanation on how to use the Programme logo as well as the EU logo with the obligatory phrase; explanation of the obligatory as well as recommendable communication tools; information on how to keep records of the accomplished communication activities plus the annexes with the obligatory design elements for the billboard, permanent explanatory plaque and stickers.

Project Communication Guidelines are available on the Programme web page under the menu point ‘Project Implementation Documents’:

<http://www.huhr-cbc.com/en/project-implementation-documents>

Should there be any amendments made to the Project Communication Guidelines due to legislative changes or other requirements, which influence implementation of already approved projects, they will be available on the official website of the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020: <http://www.huhr-cbc.com>, and as a general rule within the ‘Projects’ section of web page <http://www.huhr-cbc.com/en/project-implementation-documents>.

## **2. USE OF EU AND PROGRAMME LOGO AND SLOGAN**

The Hungary-Croatia logo as part of the Programme’s well-established brand has been recognised by the stakeholders and the programming Task Force, who decided on their

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<sup>2</sup> Term Beneficiary (-ies) has been used in this Guidelines and other relevant Programme documents instead of the old term: Project Partner

4<sup>th</sup> meeting to keep the Programme's branding elements also for the new programming period 2014-2020. The Task Force further decided that the Programme would participate in the joint branding initiative of the ETC / Interreg programmes in such a way where the Programme's already established brand would be kept and the elements of the joint branding used in addition to the Programme's visual identity, so as to multiply the benefits of the established, locally-recognised brand by those of one with a Europe-wide presence.

For all Beneficiaries this means in practice that, based on the decision, first of the Task Force, and later also of the Monitoring Committee (MC), they will have to use the harmonised ETC / Interreg brand in combination with the Programme logo, but as two distinct elements (as also presented visually in this Chapter).

The Programme slogan is highly recommended to be used where applicable with all communication tools. When using the slogan the language rules have to be respected (English, Hungarian and/or Croatian) i.e. adjusted with the language of the logos.


## **2.1 EU Interreg logo with the reference to the ERDF**


The European Union logo has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the hoist.

Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is inalterable.

## Colours:

CMYK colour codes will be used on all printed materials. For special printed materials PANTONE code will be used. RGB will be used on the web site and other electronic applications.

	CMYK	RGB	Pantone
	C 4	R 255	PMS
	M 0	G 204	Pantone
	Y 93	B 0	Yellow
	K 0		

	CMYK	RGB	Pantone
	C 100	R 0	PMS
	M 72	G 0	Reflex
	Y 0	B 153	Blue
	K 6		

### **Colours:**

CMYK color codes will be used on all printed materials. For special printed materials PANTONE code will be used. RGB will be used on the web site and other electronic applications.

### **Internet:**

PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and PANTONE YELLOW corresponds in the web-palette colour RGB:255/204/0 (hexadecimal: FFCC00).

### **Backgrounds:**

the emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue. If there should be no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25 of the height of the rectangle.

The European Union negative logo will be made up of the black flag and white stars.

Graphical specifications of the EU logo can be downloaded from:

[http://europa.eu/abc/symbols/emblem/index\\_en.htm](http://europa.eu/abc/symbols/emblem/index_en.htm)

Besides the European Union logo, the Interreg logo with the reference to the European Regional Development Fund (hereinafter referred to as ERDF) should be obligatory used as below:



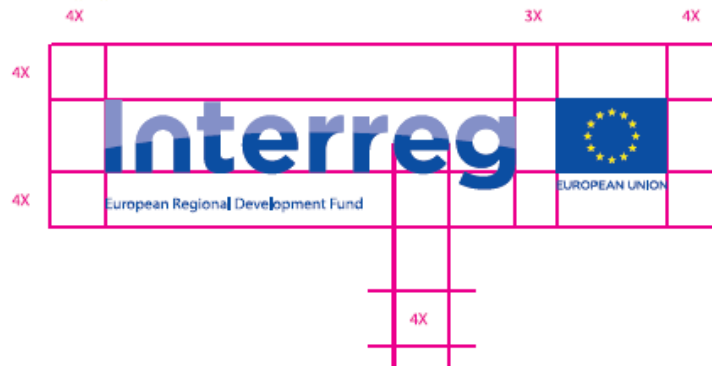
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## **ERDF in all languages:**

- (HU) Európai Regionális Fejlesztési Alap
- (HR) Europski fond za regionalni razvoj
- (EN) European Regional Development Fund



### Proportions:



Please note that the EU Interreg logo as presented in this Guidelines is sufficient for use, there is no need for additional EU logo!  
The EU Interreg logo should be aligned to the right if used on the top of the page, and to the left if used on the bottom of the page!

### Language versions:





**Please, take into the consideration which language version of the EU Interreg logo with the reference to the ERDF you will use - it should be in compliance with the language of the respective communication tool and it should be always the same language version as the language of the Programme logo.**

## 2.2 Programme logo

Programme logo symbolises the connection and co-operation between the participating countries Hungary and Croatia, through the common geographical elements of the eligible area and the tourism and environment as the strongest cooperative thematic fields in the Mura, Drava and Danube area. Furthermore it is a continuation of the Programme logo chosen for the Hungary-Croatia (IPA) Cross-border Co-operation Programme 2007-2013. Although the logotype is playful due to its basic colours, it is also a strong form which can be unmistakably associated to the Program and the co-operating beneficiaries.

### Minimum size:

The logo of Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 should not be recreated in any circumstance! Only the logo version presented in the Project Communication Guidelines is the correct one and only it should be used. The minimum size of the logo should be 10mm (height).



### Whitespace requirements:

The logo should not be oversized. In order to create the maximum impact and visibility, the presence of a white space around the graphic signature is very efficient. This space individualizes the logo by separating it from the surrounding elements (margin of the page, other logos or graphic elements, etc.). The distance between the margins and the logo are different from one page to another.



### Colours:

	<b>CMYK</b> C 57 M 43 Y 0 K 0	<b>RGB</b> R 117 G 137 B 196	<b>Pantone</b> 7452 C
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	<b>CMYK</b> C 60 M 12 Y 100 K 1	<b>RGB</b> R 117 G 171 B 66	<b>Pantone</b> 7489 C
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	<b>CMYK</b> C 0 M 0 Y 0 K 95	<b>RGB</b> R 51 G 49 B 50	<b>Pantone</b> Black 7 C
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CMYK color codes will be used on all printed materials. For special printed materials PANTONE code will be used. RGB will be used on the web site and other electronic applications.

#### **Internet:**

PANTONE 7452 C corresponds in the web-palette colour RGB: 117/137/196, PANTONE 7489 C corresponds in the web-palette colour RGB: 117/171/66, and PANTONE Black 7 C corresponds in the web-palette colour: RGB: 51/49/50.

#### **Backgrounds:**

the emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue, and green.

**Full Colour version:**

This version is highly recommended when there are no restriction imposed by the texture and colour of the material (white or light gray background only) on which the visual identity of the programme is applied.



**Black & white versions:**

There are two subversions of black & white version: normal and inverted logos. Those versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials – e.g. stickers - whenever the full-colour version of the logo cannot be applied.



**Language versions:**



**Magyarország-Horvátország**  
Határon Átnyúló Együttműködési Program



Program prekogranične suradnje  
**Mađarska-Hrvatska**



**Hungary-Croatia**  
Cross-border Co-operation Programme



**Please, take into the consideration which language version of the Programme logo you will use - it should be in compliance with the language of the respective communication tool and it should be always the same language version as the language of the EU Interreg logo with the reference to the ERDF.**



**The tourism logo as in the Hungary-Croatia IPA Cross-border Co-operation Programme 2007-2013 should not be used in the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 for the tourism projects i.e. bicycle paths, tourism attractions and thematic routes (Specific objective 2.1.). ALL projects have to apply the same Programme logo as described in this chapter.**

### **The Programme slogan:**

The full slogan of the Programme in the English, as the official working language is “*A cross-border region where rivers connect, not divide*”. The Programme slogan, just like the Programme logo, symbolises the connection and co-operation between the participating countries Hungary and Croatia, through the rivers Mura, Drava and Danube. Moreover it is a continuation of the Programme slogan chosen for the Hungary-Croatia (IPA) Cross-border Co-operation Programme 2007-2013.

#### **Slogan**

**hu**

***Egy határon átnyúló régió, ahol a folyók  
összekötnek, nem elválasztanak***

**hr**

***Prekogranična regija gdje rijeke  
spajaju, a ne razdvajaju***

**en**

***A cross-border region where rivers  
connect, not divide***

The abbreviated slogan versions in three languages to be used by projects are the following:

- “WHERE RIVERS CONNECT” (In English)
- “GDJE RIJEKE SPAJAJU” (In Croatian)
- „AHOL A FOLYÓK ÖSSZEKÖTNEK” (In Hungarian)

## Fonts:

Myriad Pro is selected for use in the Programme to ensure consistency and effectiveness throughout all its communication materials. Where Myriad Pro is not available, Arial will be used in all communication materials, including electronic environment (Word, Power Point, etc.).

### Myriad Pro

#### Regular

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

#### Semibold

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

#### Bold

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

#### Bold Italic

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

**Forbidden situations:**



The logo should never appear on one of the colors which compose the logo.



The logo should never be written with another true-type.



No shadow effects should be applied to the logo.



The logo should not be in any way distorted.



The letters of the logo should not appear in different colors.



No element of the logo should change its prescribed position.



The logo should not be rotated.



The minimum distance should be observed between the logos. These appear horizontally or vertically.



### 3. OBLIGATORY COMMUNICATION TOOLS

Communication tools, used throughout the implementation of the project, are generally aimed at publicising the role of the European Union and ensuring that using assistance under the present Programme is transparent.

**Communication is an essential part of the project** and should be implemented continuously during the project implementation. Communication activities should support the projects by bringing their results and benefits to the awareness of the target groups. All Lead Beneficiaries and Beneficiaries should ask themselves the following questions when implementing project-related communication activities:

- What would my project like to communicate and disseminate, and what is the message?
- What communication tools will I use to achieve this? (Besides obligatory promotional material and the organisation of at least one communication event, should I use the web and mass media to easily disseminate the message?) What would my project like to achieve with the chosen communication tools?
- Which are the target groups I should communicate to in order to get the highest possible dissemination results?
- How will the communication tasks be divided in the project partnership between the Lead Beneficiary and the other Beneficiaries?
- What is the indicative budget that I need for the communication activities?

**All communication tools used should be in line with the planned communication activities and project budgets!**

As specified clearly as well in the relevant communication chapter of the Guidelines for Applicants, among communication tools Lead Beneficiaries and Beneficiaries are required to:

- have **at least one communication event**;
- produce **promotional material about the project (at least one trilingual** i.e. Hungarian-Croatian / Croatian-Hungarian alongside with English as the official working language of the Programme);
- have an **own project specific website** or ensure **relevant space for the promotion of the project results** within the Lead Beneficiary's / Beneficiary's website(s);
- have **at least one media activity** (press release, media broadcast etc.) about the project.

**For the obligatory communication tools Lead Beneficiaries/ Beneficiaries should always use the reference:** "This document (product, event) has been produced with the financial assistance of the European Union. The content of the document is the sole responsibility of *<Lead Beneficiary's or Beneficiaries' name>* and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority."

### 3.1. Events

Among communication tools, Lead Beneficiaries and Beneficiaries are required to have at least one communication event, but it is strongly recommendable to have more than one event, covering all the stages of the project implementation.

Organising a public event could be an extraordinary opportunity to generate interest and publicity towards your project and its achievements. The event(s) could be organised aiming to provide information about the signing of the Subsidy Contract for the EU contribution and for the state contribution, about the implementation of the project and about project closure. The events could be organised in the form of project kick-off event (opening event), professional events, press conferences and closing event.

Please note that the visibility requirements should be suited - Programme logo and EU Interreg logo with the ERDF reference should be represented on every event. The EU Interreg logo is to be used on all the promotional materials produced (e.g. print-outs, leaflets, roll-up banners (molinos) etc.)

Using of the Programme slogan is highly recommended during events as well. Please take care that the slogan should be placed in the meeting or conference rooms in a highly visible location. The abbreviated slogan versions in three languages to be used are the following:

- “WHERE RIVERS CONNECT” (In English)
- “GDJE RIJEKE SPAJAJU” (In Croatian)
- „AHOL A FOLYÓK ÖSSZEKÖTNEK” (In Hungarian)

Promotional materials and information materials at the events including Power Point presentations, publications, agendas and lists of participants should also contain Programme logo and EU Interreg logo with the reference to the ERDF.

The Joint Secretariat of the Programme has to be informed about the upcoming project events so that the information can be published on the Programme website <http://www.huhr-cbc.com> under the ‘Events’ menu point. Please make sure to provide this information preferably at least two weeks before the event.

Photographs should be taken on these occasions, when appropriate, but the privacy rules should be strongly observed. Photographs will document the progress of actions and events related to these so they can be used in communication materials as well as to prove that publicity requirements have been met. The events could also attract media attention and improve the publicity of projects.

Inviting officials (EU officials, decision-makers, and different stakeholders, etc.) may help you in promoting your project event or to raise the number of participants. It can also attract media attention and enhance the publicity of projects.

## 3.2. Promotional materials

It is an obligatory requirement for the Lead Beneficiary and Beneficiaries to produce promotional materials about the project and **at least one trilingual** i.e. Hungarian-Croatian / Croatian-Hungarian alongside with English as the official working language of the Programme. According to the planned activities they will use the chosen form of the promotional materials (e.g. leaflets, brochures, accessories, PR films). It is strongly recommendable that the leaflets and brochures, and other (printed) promotional materials as well, are trilingual.

Please note that the visibility requirements should be suited - Programme logo and EU Interreg logo with the ERDF reference should be represented on every promotional material. Using the Programme slogan on the printed materials is highly recommended.

## 3.3. Web

The Lead Beneficiaries and Beneficiaries are required to have an **own project specific website** or at least to ensure **relevant space for the promotion of the project results** within the Lead Beneficiary's / Beneficiary's website(s). The homepage is the key source of up-to-date information: it should be clear and updated with all the relevant news. The visibility requirements should be suited, including visibility on the webpage of the Programme logo and EU Interreg logo with the reference to the ERDF (as explained in the chapter 2 of these Guidelines). Using the Programme slogan on the website developed by the project is highly recommended.

The project web page should contain the link to the website of the Programme: <http://www.huhr-cbc.com> and the disclaimer that the material on the website does not necessarily reflect the official position of the EU and the Managing Authority: "This webpage has been produced with the financial assistance of the European Union. The content of the webpage is the sole responsibility of <Lead Beneficiary's or Beneficiaries' name> and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority."

If developed, project websites must remain active **for the period which is in line with the keeping of the records** of communication activities, in line with the set rules for all files, documents and data, in the Subsidy Contract and as mentioned in the chapter 5 of these Guidelines (*Keeping Record of Communication Activities*).

Beneficiaries are also encouraged to assume an active approach to communicating about their projects on social media platforms (e.g. Twitter, Facebook, Instagram, YouTube, SnapChat etc.), either by creating a project-specific profile or using an existing profile of their organisation to promote project activities. In order to increase the visibility of their project and achieve multiplier effect, the beneficiaries are encouraged to share their content using the appropriate Programme-related key words (e.g. #HUHRcbc

#WhereRiversConnect #Interreg #Cooperation #ECDay etc.) as well as to interconnect their profiles with the existing Programme and project social media profiles.

Please bear in mind that the content should be appropriate for the medium used and for the audiences targeted. All the content created by the beneficiaries is their sole responsibility and should always be in line with all the relevant regulations, including those addressing privacy and copyright issues.

An example of a web page which could help you to develop your own website with the usage of the obligatory elements such as logos:



Please note that the screen shot **just shows an example** of the official Programme web page and **that you are not allowed to make a full copy of the [www.huhr-cbc.com](http://www.huhr-cbc.com) visual design** - in such cases the costs budgeted by the project for the development of a website may be deemed ineligible and deducted accordingly.

### 3.4. Mass media

Lead Beneficiaries and Beneficiaries are required to have **at least one media activity** (press release, media broadcast etc.) about the project. It is highly recommended for the Lead Beneficiary to be active as much as possible in media promotion of project activities. The measures to engage with the mass media are likely to be about specific events or activities, especially after having concrete outputs of the project. The message should be targeted to the general public - to the citizens from the Programme area and to the citizens of Hungary and Croatia, with the means of media communication like press releases, press conferences and visits of the printed and electronic media (radio, TV) to the projects, advertisements in the newspapers.

When communicating with the mass media the Lead Beneficiaries/ Beneficiaries should use the following reference:

“The content is the sole responsibility of <Lead Beneficiary’s or Beneficiaries’ name> and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority.”

*An example of a press release (from Interreg V-A HUHR Programme):*

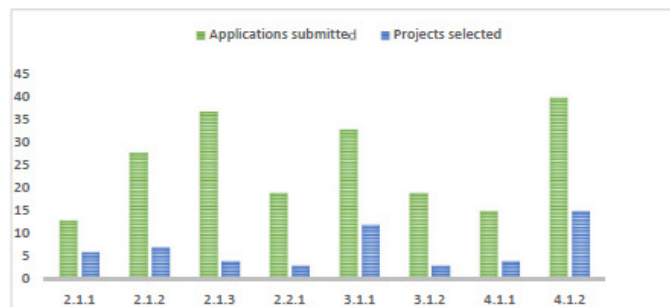


### 23.4 million EUR awarded to projects within the First Call for Proposals of the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020

More than 50 joint Hungarian-Croatian development projects were awarded 23.4 M EUR for investments into tourism development, inter-institutional cooperation and improvement of educational facilities within the first Call for Proposals in the new financial perspective.

The Hungarian Prime Minister’s Office, acting as the Managing Authority of the Programme and the Ministry of Regional Development and EU Funds of the Republic of Croatia, acting as the National Authority in the Programme launched the First Open Call for Proposals on 29 February 2016. The First Call for Proposals proved to be the most popular yet in the history of EU-funded cross-border co-operation between Hungary and Croatia, attracting a record number of joint project proposals from the two Member States, with a total of 207 valid applications submitted.

All the timely applications, submitted until 31 May 2016, 17.00 CET, entered the assessment phase, which included formal, eligibility and quality check of the project proposals, and was followed by the decision on the awarded funding. The Monitoring Committee, as the decision-making body which supervises and monitors the Programme implementation, on its 5th meeting held on the 2nd and the 3rd of March 2017 in Mohács/Mohač (Hungary) selected the 54 projects, with 23.4 mEUR of EU contribution (ERDF), to be supported within the First Call for Proposals.



*A cross-border region where rivers connect, not divide*

### 3.5. Obligatory requirements for the projects with works component

Projects **that finance infrastructure or construction have specific obligatory requirements.** If the total EU contribution of the project exceeds 500,000.00 EUR, the Lead Beneficiary that implements the project consisting of **infrastructure or construction activities** is obliged to ensure **that a billboard is put up on the site of the activity.** The billboard has to be in the national language (Hungarian or Croatian) depending on the country of the location of the works, with the clear aim to be available and understandable to the local citizens.

Lead Beneficiaries are obligated to put up a **permanent explanatory plaque** that is visible and of significant size **no later than six months after the completion of the project** in case the total EU contribution of the project exceeds 500,000.00 EUR and if the project consists of the financing of infrastructure or of construction activities. The plaque has to be in the national language (Croatian or Hungarian) depending on the country of the location of the works, with the aim to be understandable to the local citizens.



**For the compulsory design templates for billboard and permanent explanatory plaque** please see *Annex 1 and Annex 2* of Project communication guidelines.

### 3.6. Obligatory requirements for purchase of equipment

Please note that you should **label every single piece of equipment purchased through the present Programme (and accordingly financed projects) with a sticker.** The obligatory design for the stickers you can find in Annex 3 (Compulsory design templates for stickers). The stickers are designed in two sizes, 90x50mm (smaller items) and 100x100mm (larger items).

When more pieces of purchased equipment are permanently placed in one location, **the room should be marked as well with the larger sticker item or preferably additional poster** (next to the obligatory one as specified in the chapter 1.1. of this Guidelines).

For the design ideas of the promotional materials you should consult *Annex 4* of Project Communication Guidelines.

## 4. SPECIFIC COMMUNICATION ACTIVITIES

Specific communication activities have the role to assist the Lead Beneficiaries and Beneficiaries as an efficient tool for improving the quality of project management and implementation, as well as targeting the general audience, showing the impact of Programme and EU/Interreg funding and its benefits to the local communities.

### 4.1. European Cooperation Day events

Projects are welcome to participate in communication initiatives of the EC, INTERACT and/or national organisations of Hungary and Croatia, especially to take part in European Cooperation Day (ECDay) or similar programmes which will result in stronger dissemination of their results in order to reach a wider audience.

European Cooperation Day is taking place continuously since 2012, on 21 September and the surrounding days, under the coordination of Interact (<http://www.interact-eu.net/>) and organised by the European territorial co-operation/Cross-border/Interreg Programmes (<http://www.ecday.eu/>), showcasing project results or highlighting the importance of territorial cooperation. *'Sharing borders, growing closer'* is the motto for the celebration of this spirit of cooperation throughout Europe and beyond, as territorial cooperation also involves neighbouring countries of the EU.



In the past editions, people cycled together, sang together, and in general had a wonderful time in each other's company in hundreds of local events organised by territorial cooperation programmes and projects in over 30 countries. Hungary-Croatia (IPA) Cross-border Co-operation Programme 2007-2013 joined the initiative from the beginning, and the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 continues to support it by organising Programme and project level events.

Here are the examples, with links to some of the European Cooperation day events organised by the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 and previously Hungary-Croatia (IPA) Cross-border Co-operation Programme 2007-2013:

[De-mine II opening conference and ECDay, October 2016](#)  
[HUHR conference and ECDay, Čakovec, September 2015](#)  
[ECDay project events, September 2014](#)

[HUHR conference and ECDay, Vukovar, September 2013](#)  
[ECDay project events, September 2012](#)

In case that the projects supported within the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 would like to finance the ECDay expenses within their budgets i.e. planned activities in the Application Form (AF), such costs are deemed **eligible if they are clearly identified in the AF**. However, for all their **ECDay communication (visual identity) materials**, besides using the ECDay visual identity elements (available at the website: <http://www.ecday.eu/>), projects **also have to use the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 logo, as well as the EU Interreg logo**, as described in Chapter 2 of these Guidelines.

## 4.2. Tourism-related brown signalisation and usage of logos

Tourism-related brown signs are not, from the Programme point of view, obligatory communication tool for the tourism type projects i.e. bicycle paths, tourism attractions and thematic routes components (Specific objective/ SO 2.1.), but they are recommended to maximise the impact of the project on the target groups. Although the usage of such signs depends on the national legislation, still, in case where tourism-related brown signs are purchased from the budgets of the projects supported within the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020, the use of logos (Programme and EU Interreg logos) has to be in line with Programme rules and Project Communication Guidelines.

During the implementation of the third Call for Proposals projects in the Hungary-Croatia (IPA) Cross-border Co-operation Programme 2007-2013, certain problems were noted with harmonising the national legislation and the visibility rules of the Programme (obligatory use of the Programme and EU logos) by placing the tourism-related brown signs next to the roads etc., and getting the approval(s) from the relevant authorities.



The photographs above show some cases of the brown signalisation usage during the implementation of the Hungary-Croatia (IPA) Cross-border Co-operation Programme



2007-2013, with very good examples how a compromise between the national legislation and the visibility rules of the Programme (obligatory use of the logos) could be reached and which can be of a help for the projects supported within the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020, intending to place such brown signalisation.

### **4.3. Communication managers in the projects**

**Communication is an essential part of the project** and should be implemented continuously during the project lifecycle. Communication activities should support the projects by bringing their results and benefits to the awareness of the target groups.

**Thus, every project is encouraged to designate within their project management staff a communication manager/officer**, to facilitate the communication process and in particular to target the promotion of the results to the general audience. Especially strategic projects (De-mine HU-HR II, B-light SME scheme) and larger projects, with works and infrastructure component, and especially their Lead Beneficiaries, are strongly encouraged to appoint a responsible person for communication who shall promote the results of the whole project (not only their project part). It is recommended also for smaller size and “soft” projects to appoint a person responsible for implementation of information and communication measures on the level of project (bearing in mind the size and the capacity of projects, these tasks can be carried out by members of the existing project team, for example the project coordinator).

## **5. KEEPING RECORD OF COMMUNICATION ACTIVITIES**

The Lead Beneficiaries and Beneficiaries of the projects have the obligation to keep record of information and publicity activities carried out in the projects co-financed by the Programme. The recording should be done in a separate folder by the Lead Beneficiary with an archiving system that can duly prove the conducted communication activities and the results achieved. This is especially relevant to the obligatory communication tools. The conducted activities should be proved by various means e.g. leaflets, brochures, photos, participants lists, video clips, press releases, press cut.

The records of communication activities should be kept in line with the rules for all files, documents and data, set in the Subsidy Contract signed between the Lead Beneficiary and the Managing Authority. The Lead Beneficiary is required to retain, for audit purposes, all files, documents and data about the Project for at least until the time as specified in Article 140(1) of the CPR and further detailed in the Project Implementation Handbook (PiH).

## ANNEXES

### ***ANNEX 1 COMPULSORY DESIGN TEMPLATE FOR BILLBOARD***

hu

Size: 3000mm x 1500mm

The billboard design for Hungary (hu) features a white background with a green and blue header and footer. The header contains the logo of the National Rural Development Programme (Magyarország-Hörvátország Halász-Árnyék Egypártókeletési Program) and the slogan "Ahol a folyók összekötnek". The main content area is a green rectangle containing a table of project details. The footer features the Interreg logo and the European Union flag. A vertical scale on the left indicates 25% for the header and footer, and 50% for the main content area.

Rövid cím:	[Rövid cím]
A projekt célja:	[A projekt célja]
Vezető kedvezményezett:	[Vezető kedvezményezett]
Kedvezményezett:	[Kedvezményezett]
EU támogatás (teljes projekt):	[EU támogatás]
EU támogatás (projektrész):	[EU támogatás]
Projekt kezdete:	[Projekt kezdete]
Projekt vége:	[Projekt vége]

hr

Size: 3000mm x 1500mm

The billboard design for Croatia (hr) features a white background with a green and blue header and footer. The header contains the logo of the Program for Regional Development (Programa razvojnog područja Mađarska-Hrvatska) and the slogan "Gdje rijeke spajaju". The main content area is a green rectangle containing a table of project details. The footer features the Interreg logo and the European Union flag.

Akronim:	[Akronim]
Naziv (cilj) projekta:	[Naziv (cilj) projekta]
Glavni korisnik:	[Glavni korisnik]
Korisnik:	[Korisnik]
Iznos sredstava Europske unije (projekt):	[Iznos sredstava Europske unije]
Iznos sredstava Europske unije (LB/B dio):	[Iznos sredstava Europske unije]
Početak projekta:	[Početak projekta]
Kraj projekta:	[Kraj projekta]



Every billboard should contain the following elements:

- **Programme logo (25% space at the top/ together with slogan)**
- **EU Interreg logo with the reference to the European Regional development fund (25% space at the bottom)**
- Project acronym, objective/goal (title); name of the Lead Beneficiary (LB); amount of the EU contribution for the project and for the project part of the LB; project starting and end date (**50% space in the middle**)
- **If Beneficiaries other than the LB are putting up billboard on the site of the activity, they have to indicate the name of the Lead Beneficiary** as on the compulsory design above and put their name (Beneficiary organisation name) under the name of the Lead Beneficiary, as well their project part EU contribution under the EU contribution for whole project
- **Version of slogan, dependable on the language version of the billboard:**
  - „AHOL A FOLYÓK ÖSSZEKÖTNEK” (In Hungarian)
  - “GDJE RIJEKE SPAJAJU” (In Croatian)

Slogan should be placed on the right side on the top, opposite to the logo, as on the design.

Besides the designed size of the billboard 3000mm x 1500mm, the A2 version (594mm x 420mm) could be used instead as well. It should be made of durable and waterproof material.

Please note that there are only two separate language versions: Hungarian if the infrastructure or construction is to be conducted in Hungary and Croatian if the infrastructure or construction is to be conducted in Croatia. If during same project implementation the infrastructure or construction was conducted in the eligible counties in both Hungary and Croatia than two separate billboards should be erected on the both sides of the border.

**Development vision of the construction (Hungarian - látványterv; Croatian - razvojna vizija) will be presented at the right side of the middle part of billboard, if available.**

**hu**

25%	 Magyarország-Horvátország Határon Átívelő Együttműködési Program	<h2 style="color: #4F81BD;">Ahol a folyók összekötnek</h2>																
50%	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Rövid cím:</td> <td>[Rövid cím]</td> </tr> <tr> <td>A projekt célja:</td> <td>[A projekt célja]</td> </tr> <tr> <td>Vezető kedvezményezett:</td> <td>[Vezető kedvezményezett]</td> </tr> <tr> <td>Kedvezményezett:</td> <td>[Kedvezményezett]</td> </tr> <tr> <td>EU támogatás (teljes projekt):</td> <td>[EU támogatás]</td> </tr> <tr> <td>EU támogatás (projektrész):</td> <td>[EU támogatás]</td> </tr> <tr> <td>Projekt kezdete:</td> <td>[Projekt kezdete]</td> </tr> <tr> <td>Projekt vége:</td> <td>[Projekt vége]</td> </tr> </table>	Rövid cím:	[Rövid cím]	A projekt célja:	[A projekt célja]	Vezető kedvezményezett:	[Vezető kedvezményezett]	Kedvezményezett:	[Kedvezményezett]	EU támogatás (teljes projekt):	[EU támogatás]	EU támogatás (projektrész):	[EU támogatás]	Projekt kezdete:	[Projekt kezdete]	Projekt vége:	[Projekt vége]	
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Projekt kezdete:	[Projekt kezdete]																	
Projekt vége:	[Projekt vége]																	
25%																		

**hr**

	 Program podruganika između Mađarska-Hrvatska	<h2 style="color: #4F81BD;">Gdje rijeke spajaju</h2>																
	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Akronim:</td> <td>[Akronim]</td> </tr> <tr> <td>Naziv (cilj) projekta:</td> <td>[Naziv (cilj) projekta]</td> </tr> <tr> <td>Glavni korisnik:</td> <td>[Glavni korisnik]</td> </tr> <tr> <td>Korisnik:</td> <td>[Korisnik]</td> </tr> <tr> <td>Iznos sredstava Europske unije (projekt):</td> <td>[Iznos sredstava Europske unije]</td> </tr> <tr> <td>Iznos sredstava Europske unije (LB/B dio):</td> <td>[Iznos sredstava Europske unije]</td> </tr> <tr> <td>Početak projekta:</td> <td>[Početak projekta]</td> </tr> <tr> <td>Kraj projekta:</td> <td>[Kraj projekta]</td> </tr> </table>	Akronim:	[Akronim]	Naziv (cilj) projekta:	[Naziv (cilj) projekta]	Glavni korisnik:	[Glavni korisnik]	Korisnik:	[Korisnik]	Iznos sredstava Europske unije (projekt):	[Iznos sredstava Europske unije]	Iznos sredstava Europske unije (LB/B dio):	[Iznos sredstava Europske unije]	Početak projekta:	[Početak projekta]	Kraj projekta:	[Kraj projekta]	
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Iznos sredstava Europske unije (LB/B dio):	[Iznos sredstava Europske unije]																	
Početak projekta:	[Početak projekta]																	
Kraj projekta:	[Kraj projekta]																	
																		

***ANNEX 2 COMPULSORY DESIGN TEMPLTE FOR PERMANENT EXPLANATORY PLAQUE***

hu

**Printed version (Size: 841mm x 594mm)**

25%	 Magyarország-Horvátország Határon Átívelő Együttműködési Program	<i>Ahol a folyók összekötnek</i>
50%	<b>Rövid cím:</b> A projekt célja: Vezető kedvezményezett: Kedvezményezett: EU támogatás (teljes projekt): EU támogatás (projektrész): Projekt kezdete: Projekt vége:	[Rövid cím] [A projekt célja] [Vezető kedvezményezett] [Kedvezményezett] [EU támogatás] [EU támogatás] [Projekt kezdete] [Projekt vége]
25%	  Interreg 	

hr


**Printed version (Size: 841mm x 594mm)**

 Program prikolganicihne susjednje Mađarska-Hrvatska	<i>Gdje rijeke spajaju</i>
<b>Akronim:</b> Naziv (cilj) projekta: Glavni korisnik: Korisnik: Iznos sredstava Europske unije (projekt): Iznos sredstava Europske unije (LB/B dio): Početak projekta: Kraj projekta:	[Akronim] [Naziv (cilj) projekta] [Glavni korisnik] [Korisnik] [Iznos sredstava Europske unije] [Iznos sredstava Europske unije] [Početak projekta] [Kraj projekta]
  Interreg 	

hu

Graven version (Size: 841mm x 594mm)

25%

  
Magyarország-Horvátország  
Határon Átívelő Együttműködési Program


*Ahol a folyók összekötnek*

---

<b>Rövid cím:</b>	[Rövid cím]
<b>A projekt célja:</b>	[A projekt célja]
<b>Vezető kedvezményezett:</b>	[Vezető kedvezményezett]
<b>Kedvezményezett:</b>	[Kedvezményezett]
<b>EU támogatás (teljes projekt):</b>	[EU támogatás]
<b>EU támogatás (projektrész):</b>	[EU támogatás]
<b>Projekt kezdete:</b>	[Projekt kezdete]
<b>Projekt vége:</b>	[Projekt vége]

---

25%

**Interreg**   
Interreg V-A Magyarország-Horvátország

hr

Graven version (Size: 841mm x 594mm)

  
Program prekogranične suradnje  
Mađarska-Hrvatska

*Gdje rijeke spajaju*

---

<b>Akronim:</b>	[Akronim]
<b>Naziv (cilj) projekta:</b>	[Naziv (cilj) projekta]
<b>Glavni korisnik:</b>	[Glavni korisnik]
<b>Korisnik:</b>	[Korisnik]
<b>Iznos sredstava Europske unije (projekt):</b>	[Iznos sredstava Europske unije]
<b>Iznos sredstava Europske unije (LB/B dio):</b>	[Iznos sredstava Europske unije]
<b>Početak projekta:</b>	[Početak projekta]
<b>Kraj projekta:</b>	[Kraj projekta]

---

**Interreg**   
Interreg V-A Mađarska-Hrvatska



**Every permanent explanatory plaque should contain the following elements:**

- **Programme logo (25% space at the top/ together with slogan)**
- **EU Interreg logo with the reference to the European Regional development fund (25% space at the bottom)**
- Project acronym, objective/goal (title); name of the Lead Beneficiary (LB); amount of the EU contribution for the project and for the project part of the LB; project starting and end date (**50% space in the middle**)
- If Beneficiaries other than the LB are putting up **plaque on the site of the activity, they have to indicate the name of the Lead Beneficiary** as on the compulsory design above and put their name (Beneficiary organisation name) under the name of the Lead Beneficiary, as well their project part EU contribution under the EU contribution for whole project
- **Version of slogan, dependable on the language version of the plaque:**
  - „AHOL A FOLYÓK ÖSSZEKÖTNEK” (In Hungarian)
  - “GDJE RIJEKE SPAJAJU” (In Croatian)Slogan should be placed on the right side on the top, opposite to the logo, as on the design.

Please note that the maximum version of the plaque can be A1 form (841 x 594 mm) and the minimum size A4 (297x210 mm). Plaques should be made of resistant materials, preferably metal.

Please note that there are only two separate language versions: Hungarian if the infrastructure or construction was conducted in Hungary and Croatian if the infrastructure or construction was conducted in Croatia. If during same project implementation the infrastructure or construction was conducted in the eligible counties in both Hungary and Croatia than two separate plaques should be erected on the both sides of the border.

**ANNEX 3 COMPULSORY DESIGN TEMPLATES FOR STICKERS**

**Sticker Size: 100mm x 100mm**





## Sticker (Size: 90mm x 50mm)



Please note that the size of the stickers depend on the size of the equipment you purchase. Please take care that you use the required templates from the Project communication guidelines, only in English language, as the official working language of the Programme.

Please note that the full slogan of the Programme in English language: **“A cross-border region where rivers connect, not divide”** will be used in the middle text box **INSTEAD of the project name in certain cases** (e.g. in case Joint Secretariat delivers some stickers to the LBs on the workshops etc.). The Lead Beneficiaries will be informed about that from the side of the JS, and such stickers with slogan are acceptable for labelling the equipment.

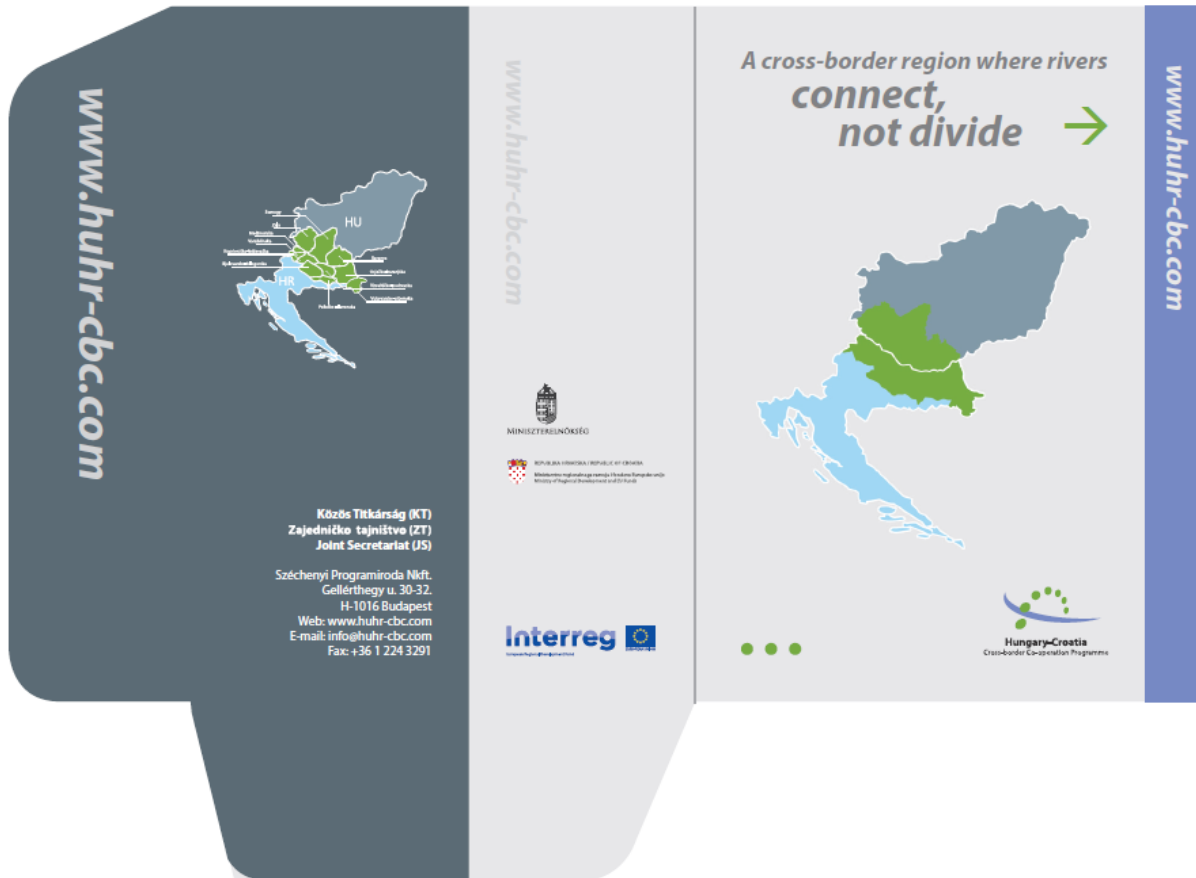
#### **ANNEX 4 EXAMPLES OF PROGRAMME VISUAL IDENTITY**

The examples of the Programme visual identity are not obligatory for the projects, but are the guideline for the further visibility activities of the Lead Beneficiary and Beneficiaries.



Project Communication Guidelines  
Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020





*The Information Icon © by William Drake,*  
<http://www.joejoe.org/forum/index.php?act=Print&client=printer&f=20&t=11045>