

Information and Publicity requirements

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Content

1. EU regulatory requirements
2. Interreg NPA requirements
3. Reporting on Communication
4. Next steps
5. Guidance and Templates

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1. EUROPEAN REQUIREMENTS





EUROPEAN INFORMATION and PUBLICITY requirements

For all types of projects

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Open access products

Outputs and results of all Interreg NPA funded projects must be openly accessible, the results must be free of charge and available to anyone.

- Publicly available outputs and results
- All materials should be: **royalty-free, non-exclusive and with irrevocable license to use**
- Read about open access [here](#)

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Failure to comply

Risk of cuts in funds

Applies to all partners and products

- Having received guidance
- Remedial actions are not put in place
- Tolerance period until 3rd Project report



2. INTERREG NPA REQUIREMENTS

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Information and publicity requirements

For Main and Small-scale projects

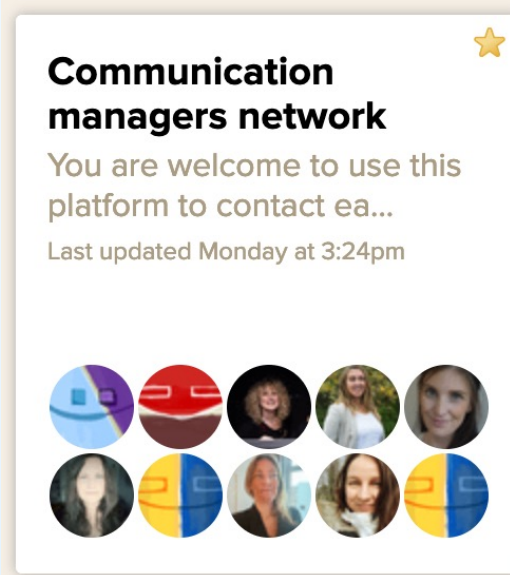
1. Maintaining and updating the project information online - **project mini-website**
2. Produce at least **2 media products** outlining the project's vision and achieved results
3. Organising **activities, events and any other relevant initiatives** to ensure the engagement of relevant target groups across all participating countries and partners
4. Attending **NPA events** during the project lifetime


Project mini-website

Standardised information meeting all requirements

- Target: mostly institutional
- Hosted on the Interreg NPA website also after project closure
- Credentials from the programme
- Keep it up to date!


Dedicated webinar coming up!



Communication managers network 

You are welcome to use this platform to contact ea...

Last updated Monday at 3:24pm



3. REPORTING ON COMMUNICATION



Reporting on Communication

By the 1st Project report

- Check that all partners and materials meet the EU requirements
- Complete and submit the **communication checklist** ([here](#))
- Populate the project website
- Have a social media presence

All following reports

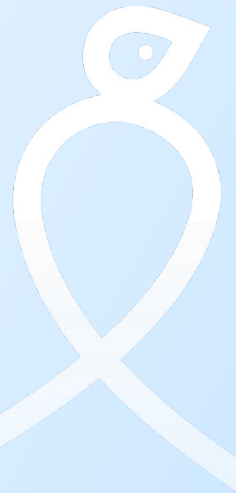
- Regularly share news with the programme
- Keep checking that all documents/materials have the logo

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4. TEMPLATES AND GUIDANCE

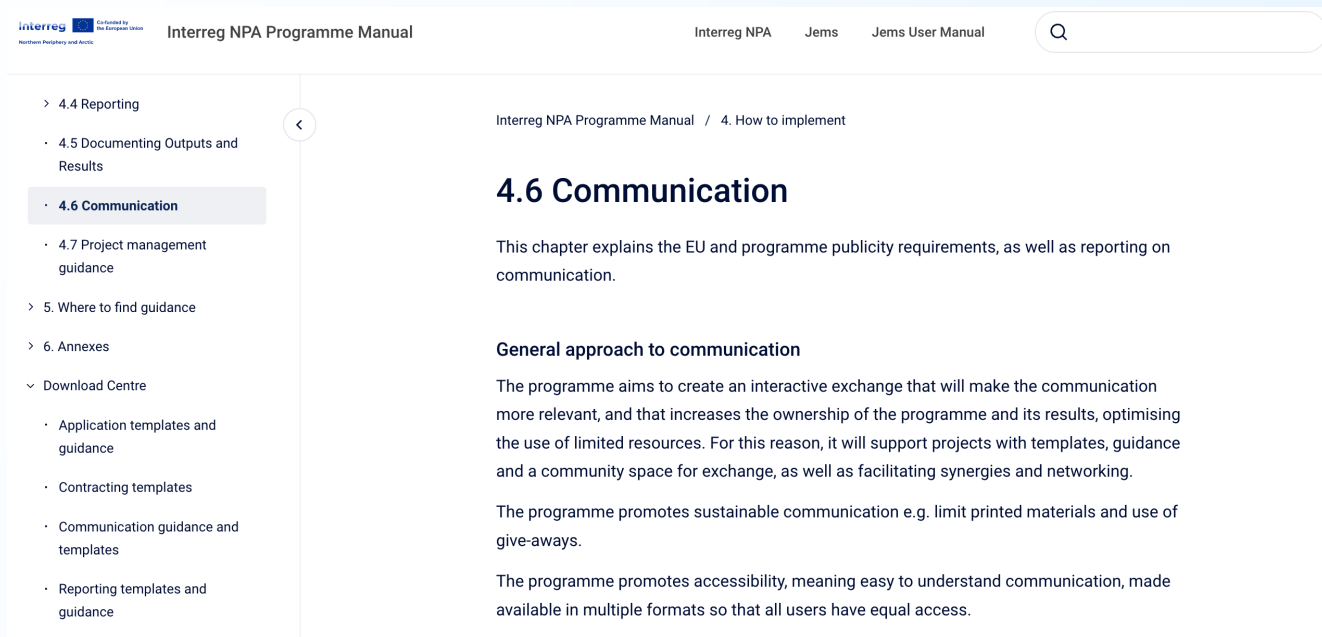
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Photo: Interreg NPA Circular Design

Where to find guidance

Programme Manual chapter 4.6 (link [here](#))



The screenshot shows a web page from the Interreg NPA Programme Manual. The page title is 'Interreg NPA Programme Manual / 4. How to implement'. The main heading is '4.6 Communication'. Below the heading, there is a paragraph: 'This chapter explains the EU and programme publicity requirements, as well as reporting on communication.' Underneath, there is a sub-heading 'General approach to communication' followed by two paragraphs. The first paragraph states: 'The programme aims to create an interactive exchange that will make the communication more relevant, and that increases the ownership of the programme and its results, optimising the use of limited resources. For this reason, it will support projects with templates, guidance and a community space for exchange, as well as facilitating synergies and networking.' The second paragraph states: 'The programme promotes sustainable communication e.g. limit printed materials and use of give-aways.' The third paragraph states: 'The programme promotes accessibility, meaning easy to understand communication, made available in multiple formats so that all users have equal access.'

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Interreg NPA Programme Manual

Interreg NPA Jems Jems User Manual

Interreg NPA Programme Manual / 4. How to implement

4.6 Communication

This chapter explains the EU and programme publicity requirements, as well as reporting on communication.

General approach to communication

The programme aims to create an interactive exchange that will make the communication more relevant, and that increases the ownership of the programme and its results, optimising the use of limited resources. For this reason, it will support projects with templates, guidance and a community space for exchange, as well as facilitating synergies and networking.

The programme promotes sustainable communication e.g. limit printed materials and use of give-aways.

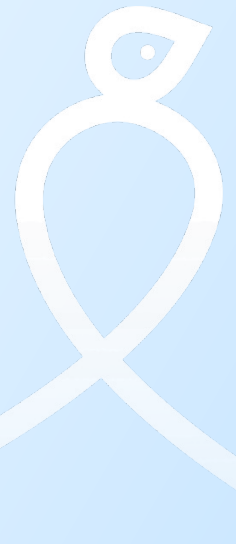
The programme promotes accessibility, meaning easy to understand communication, made available in multiple formats so that all users have equal access.

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Design guide and templates

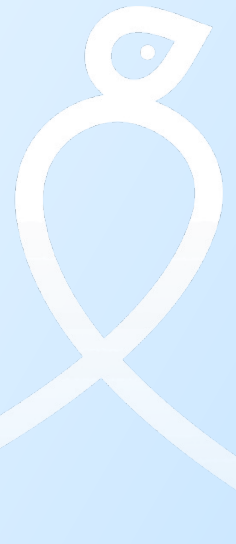
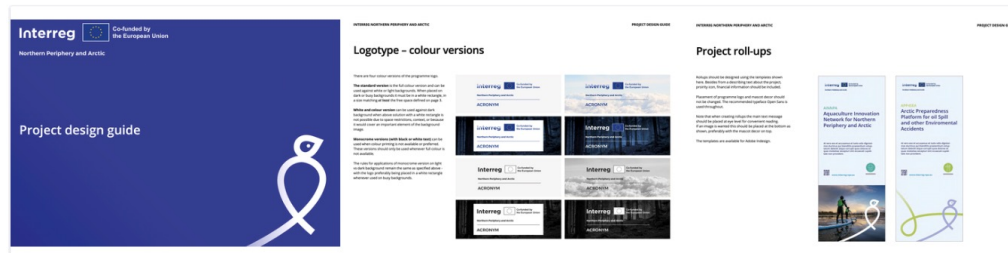
Programme Manual download centre (link [here](#))

Design guide

Project design guidance

This is the main reference documents containing instructions how to use the logo and templates.

 [Interreg NPA project design guide-v2_corr.pdf](#)



Templates

In the download centre

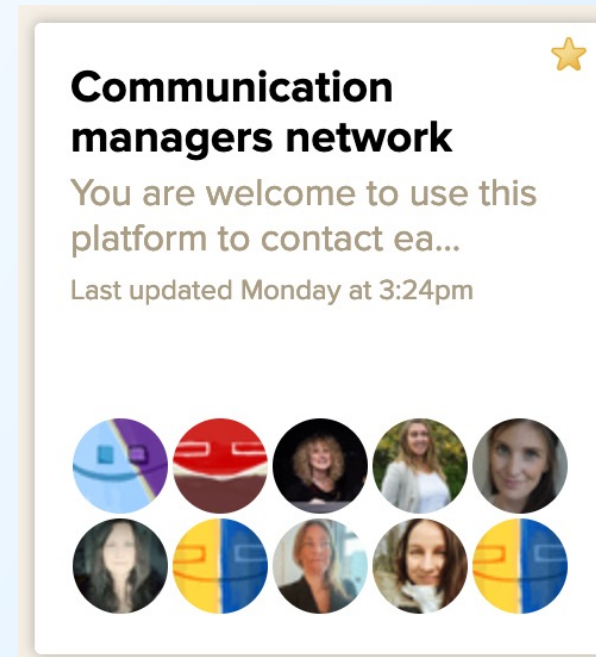
- ✓ Programme-project logo
- ✓ A3 Poster
- ✓ Power Point, Word
- ✓ Programme map vector graphic
- ✓ Roll up
- ✓ Mini-website




Communication network

Project communication managers


- Direct communication channel
- Peer-to-peer exchange
- Dedicated tutorials
- Special requests and participation to EU and Arctic events
- Invitation will follow!



Communication managers network 

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5. NEXT STEPS



Next steps

Kick off the communication work

1. Start a project communication managers group. Share the contacts of the project communication manager with us.
2. Draft a project communication plan and shared messages.
3. Download the communication templates
4. Train the partners
5. Spread the word!

Treasure Hunt

- Please form a team of 4-5 persons, and pick a team name (pub quiz style)
- Collect an answer form
- During the extended coffee break, please try to find answers to the questions in the poster exhibition, and by speaking to other projects.
- Complete the form by **10:45**, and hand it in to a member of the Joint Secretariat.
- **Your team can win a prize!**



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THANK YOU!

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