Interreg NEXT Poland – Ukraine

Co-funded by the European Union

PL-UA

Communication Guide

for Project Partners

Version 3
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1. Introduction

Dear Project Partner,

You are warmly invited to familiarise yourself with communication issues in projects financed under the Programme Interreg NEXT Poland – Ukraine 2021-2027.

In this guide you will find, among other things, 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. Good luck!

JS Team

2. The importance of communication

Communication serves the effective implementation of the project. Thanks to it, partners can reach various social groups with information about the project in order to, for example:

- encourage participation in the project, e.g. in the training that is organized in it,
- attract potential partners for the implementation of future projects,
- inform and encourage the local community to take advantage of the project's effects,
- get the media interested in the results of the project and thus build a positive image of yourself and the European Union (EU) that co-financed the project,
- inspire local decision makers to take further steps in the subject of the project, no longer supported by the EU.

That is why it is so important to plan communication activities at the project preparation stage and include them in the communication plan, which is an integral part of the Application Form.

Objectives, principles and benefits of project implementation should be formulated in an understandable way. This information should also be easily accessible, that is, easy to find and read without the use of special hardware or software. They should be visible primarily on the project website and on the project's social media profiles. They can also be disseminated in traditional form, such as brochures or publications, available at partners' premises, meeting places or at project events. Also in such cases, care should be taken to ensure the simplicity and clarity of the published content.

3. Communication in the project – mandatory actions

The communication obligations of each partner are laid down in the Common Provision Regulation[1] and the Interreg Regulation[2] . Belong to them:

a) use of the Programme logo when implementing visibility, transparency and communication activities,
b) publishing on own website or own social media (if partners run them) a short description of the project, also including:
   - goals,
   - results,
   - information about receiving financial support from the Programme,
   - Programme logotype,
c) placing information about the support from the Programme in a visible way in documents and information materials related to the implementation of the project, intended for the general public or participants,
d) for projects above EUR 100 000 that involve infrastructure, infrastructural component or the purchase of equipment: permanent durable information boards in public places containing the Programme logo. This should take place immediately after the start of the physical implementation of the project or after the installation of the purchased equipment,
e) for projects that do not fall under point d) placing in public places at least one poster of at least A3 size or equivalent electronic display with information about the project and support from the Programme,
f) for projects of strategic importance (Large Infrastructure Projects) and the projects whose total budget exceeds EUR 5 million: organizing an information event and involving the European Commission (EC) and the Managing Authority (MA) in it.

Partners are also obliged to provide communication and visibility materials at the request of EU institutions, bodies and agencies, e.g. the EC. The EU should be granted a royalty-free, non-exclusive and irrevocable license to use these materials and any pre-existing rights that derive from such a license. This obligation will not entail additional costs or administrative burdens for partners. Detailed information on the rights transferred under the license is provided in the Programme Manual (chapter 11.2.1.).

> IMPORTANT
>
> If a Project Partner does not comply with the obligations set out in point 3 lit. a) – f) and fails to take remedial action, the MA shall reduce the co-financing granted to a given partner by a maximum of 2%. Detailed rules concerning the reduction of co-financing are presented in chapter 11.2.2 of the Programme Manual.

[1] REGULATION (EU) 2021/1060 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 24 June 2021 laying down common provisions on the European Regional Development Fund, the European Social Fund Plus, the Cohesion Fund, the Just Transition Fund and the European Maritime, Fisheries and Aquaculture Fund and financial rules for those and for the Asylum, Migration and Integration Fund, the Internal Security Fund and the Instrument for Financial Support for Border Management and Visa Policy.
[2] REGULATION (EU) 2021/1059 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 24 June 2021 on specific provisions for the European territorial cooperation goal (Interreg) supported by the European Regional Development Fund and external financing instrument

4. How to prepare a communication plan?

Partners jointly develop a communication plan and present it in an appendix to the Application Form.
We recommend developing a communication plan in the following order:

1. 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.
2. Indicate target groups that are directly linked to the communication objectives.
3. Describe your communication activities, at least those that are mandatory and result from the regulations - general one and that concerning Interreg. It is recommended that you also indicate additional activities that will help you reach the target group.
4. Match a communication tool to each activity and specify a target value (units or persons) for it.
5. Assign a partner to the communication activity, who will be responsible for its implementation.

Fig. 1. Project communication plan

Prepare a project communication plan according to a scheme so as 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.

When you complete the communication plan be sure to include:

1. How do you plan to disseminate information about the project and its co-financing from the Programme (at least mandatory elements, the lack of which may result in lowering co-financing for the project - see Programme Manual), who are you going to reach with this information and how?
2. If your project requires the active participation of target groups, e.g.:
   - schools, students who are to participate in internships planned in the project,
   - experts who will take part in the workshops,

   how will you reach these groups with information about the project, how will you encourage them and ensure their participation in the project?
3. How will you communicate each of the project's products (e.g. educational materials developed, strategies for adapting to climate change in a specific area, joint tourist offer, etc.) to the intended recipients/potential users of these products? Who are these potential users/recipients?

In each case, take into account that different groups of recipients can and must be reached in different ways (using different activities, tools and communication channels).

> IMPORTANT
>
> Examples of communication objectives, target groups, activities, communication tools can be found in the further part of the guide. The document also contains an example of a completed attachment to the Application Form.

4.1. Communication objectives

Communication objectives should be directly linked to, but not identical to, the overall project objectives. 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.

In order to define your communication objectives, think about and 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:

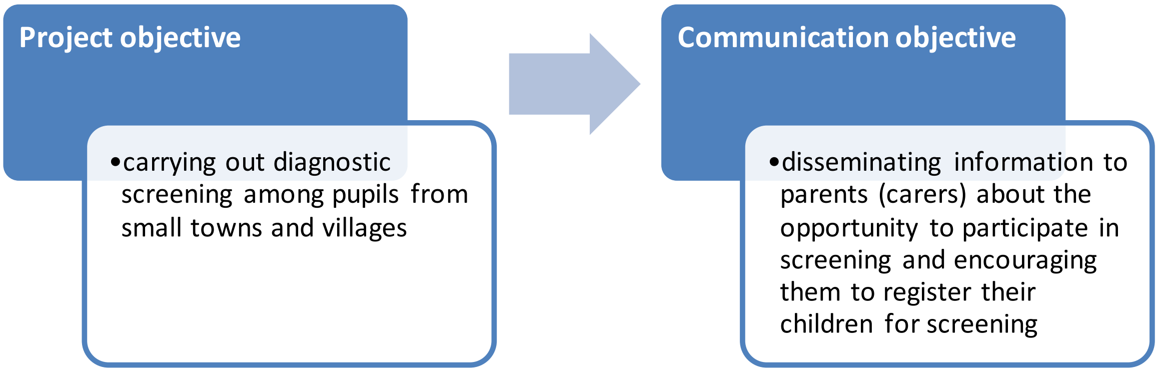

Fig. 2. Relation between the project objective and the communication objective

4.2. 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.

4.3. 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 partner'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.

4.4. Communication tools

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, 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)

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

5. How to communicate in the project

5.1. Website or social media

Website

Publish on your institution/organisation's website or social media sites (if you have one) a short description of the project, which will include:[3]

- objectives,
- results,
- information about receiving financial support from the Programme,
- the Programme logo.

Include this description at the beginning of the project implementation. This is important because during the verification of the first payment claim, the controller will check whether you have fulfilled this obligation.

Furthermore, we recommend that you include additional information on:

- the title of the project or its acronym,
- tasks, activities that will be implemented in the project (description of what will be done, purchased, etc.), unless this information is already included in the results,
- target groups (to whom the project is addressed, who will benefit from it),
- Lead Partner and Project Partners (names, website addresses),
- project implementation period,
- value of the project and amount of the European Union funding,
- results of the project after its completion,

We recommend that you publish audio-visual materials (e.g. photos, maps, video clips) that will be created during the implementation of the project.

The Programme logo, as it links to the EU symbol, should be prominently displayed, 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 Programme logo in a visible position. This website should be in Polish and Ukrainian or English (language of the Programme).

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

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

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 acronym. 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, 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 should also be posted at the beginning of the project implementation. 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 EU within 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, #InterregPLUA, #INTERREGPOLANDUKRAINE, #PolskaUkraina, # ПольщаУкраїна, #PolandUkraine)
- related to the European Union (#EU, #EuropeanCommision, #CohesionPolicy)
- other, for example thematically related to the project activities.

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).
  Recommendations regarding accessibility for applicants and Project Partners of Interreg programmes are published on the Programme website.
- ✓ We recommend electronic publications. These are so-called "green" activities, i.e. respecting the environment and the climate.
- ✓ We recommend keeping statistics on page visits (even only through the free Google Analytics application).
- ✓ You can also apply the above-mentioned advice concerning website to your 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.

5.2. Information on support from the Interreg funds

Include information about support from the Programme in documents and information materials that are related to the implementation of the project and are intended for the general public or project participants. These documents are as follows:

- project leaflets,
- 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.

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

5.3. Durable information board

If you are implementing a project with a value of more than 100 000 EUR that involves physical investment or equipment purchase, you:

- are obliged to place durable information board 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.

This obligation applies to each Project Partner even if its individual budget is lower.

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

The information board should be visible and placed at or near the project site, for example: next to a renovated building, a new building under construction. If you work in several locations, several boards should be placed in key places for the project.

In the case of linear investments (e.g. roads, cycle paths, hiking trails), 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 be displayed during the implementation of the project and during its durability. The durability period of the project is specified in the Grant Contract.

The information board should contain the following elements:

- Programme logo/project logo combined with the Programme logo (according to the guidelines in section 5.11. and 5.12. of the Communication Guidelines. Such a project logo is recommended.),
- project title: preferably short, catchy, meaningful for the public (more tips are in the point 5.12.),
- 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 Programme website. If it will be the address of the project website, the website should exist as long as there is an

information board. And the website should contain up-to-date information about the project.

You can put up to three additional logos on the board, e.g. of the region, poviat, partner that makes the greatest contribution, provided that they are:

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

The Programme logo:

- should be the largest of the characters on the board,
- be on top of the information board and the right size for it dimensions.

Dimensions of the information board:

- 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:

Fig. 3. An example of the information board

Joint information board

In case a Project Partner implements at the same location (understood as its premises or the place where the investment is carried out):

– several projects supported by the Interreg NEXT Poland – Ukraine Programme or

– a multi-stage project co-funded by the Programme,

the Partner can display joint information board for these projects at the location.

Joint information board template:

Fig. 4. An example of the joint information board

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

Information boards in historic and other special locations

In the case of 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 the 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 a 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.
- ✓ Use uniform marking of cycling trails/paths with partners, regardless of which partner performs it.

✕ 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 borads
- ✓ A board placed where it is not visible, obscured by trees for example.

5.4. Additional obligations for Polish Project Partners 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[4]. 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 EU regulations. Such a combination of different sources of funding may occur when the own contribution that the Project Partner makes to the project comes from the state budget or special purpose funds.

In practice, this means that a Polish Partner, who implements a project under the Programme and in addition receives the above-mentioned state financial support, must prepare for example

[4] 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).

2 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:

- types of information activities,
- the way they are carried out, including the period in which they are to be completed,
- the amount or amounts of financing/grants from the state budget or from state targeted funds, up to which no obligation to inform arises.

5.5. Poster or electronic visual display

If you're not required to put up an information board, you should:

- place at least one poster with dimensions no less than A3 or equivalent electronic display with information about the project and support from the Programme in public places,
- place it immediately after the project starts.

A poster or electronic visual display should contain the same elements as information boards. It can be placed, for example, at the entrance to the project site or the partners' headquarters, on the first floor, in the room where the project team works.

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

5.6. Stickers

If you purchase mobile equipment, we recommend that you attach stickers to them. The stickers should contain the Programme logo/project logo combined with the Programme logo in accordance with the rules described in section 5.11. and 5.12. of the Communication Guidelines.

Stickers should be in a clearly visible place. They should be placed on:

- equipment, devices (e.g. machines, production and laboratory, computers, laptops),
- means of transport (e.g. cars, buses, boats),
- apparatus (e.g. laboratory, medical, training models),
- teaching aids (e.g. blackboards, educational machines), etc.

Sticker template:

Fig. 4. Examples of stickers with the project logo

5.7. Communication event for projects of strategic importance (Large Infrastructure Projects) and the projects whose total budget exceeds EUR 5 million

If you are implementing a Large Infrastructure Project or the project whose total budget exceeds EUR 5 million, you should organise a communication event and involve the EC and the MA. 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 EC and the MA at least three months in advance. The email addresses and names of the invited persons from the EC and MA are available to the communication managers at the JS. They will share them with the Project Partner upon receiving information about the organization of the information event.

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).

In the invitation to the Managing Authority, also include information about the project, as well as the time, place, and format of the event.

You will receive the invitation template from the communication managers at the JS.

Such an 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 project's results.
- an open day in the project, including guided tours, 'behind the scenes' visits, workshops,
- an exhibition, a theatre performance, a trade fair,
- a press conference or study visit(s) for journalists,
- a showcase or concert,
- a networking or industry-specific event,
- a debate or panel discussion,
- a webinar,
- a formal grant contract signing ceremony,
- a media or social media campaign,
- activities targeted at children, e.g. educational initiatives,
- a road show – a recurring or simultaneous event, e.g. in different parts of the border area (lasting a few hours, a day, or longer),
- a joint event of several Large Infrastructure Projects within the Programme.

Cooperate closely with the JS communication managers and the MA when organising the event. Invite also the target audience interested in the results of the project. The Programme / project logo should be properly displayed in the invitation, on informational materials, and during the event.

Invitation for the media

To increase its reach and visibility:

- prepare a media invitation and invite regional/local media, e.g. hold a press conference, invite journalists to visit the project,
- to reach national media, send the invitation content to the JS, who will forward it through the Managing Authority (MA) to the Polish Press Agency (PAP),
- you can run additional campaigns to promote the event and the project,
- you can use social media before, during and after the event to disseminate photos, audio and video material.

When organizing this event, also follow the guidelines presented in section 5.8

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.

Guidelines on how to prepare such a release can be found in this Communication Guidelines, section 5.10 "Press releases." Additionally:

- the press release must reference the European Union budget (Interreg Programme) directly in the title, subtitle, or main text. The Programme name abbreviation, if not widely known, should not be used,

- if an EC representative cannot attend the event, the Project Partner should request a quote from them in advance (before the event) and include it in the press release,

- the press release must include a quote from an MA representative. If the representative is not present at the event, the quote will be added during the consultation process with the JS.after the event the final press release must be sent to local media by Project Partner. If you do not have your media list, contact JS or MA.

Photos from the event should be attached to the press release.

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 Programme 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 Project Partners regarding promotional activities should be made available to the EC.

Vouchers during the ceremonial signing of the grant contracts:

If you are planning to organise an informational event in the format of a grant contract signing ceremony, remember the vouchers/rewards/checks given to Project Partners and beneficiaries 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 activities in the project (see section 5.1.)

#Interreg, #InterregPLUA, #INTERREGPOLANDUKRAINE, #PolskaUkraina, # ПольщаУкраїна, #PolandUkraine

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

We also encourage you to prepare short, universal video spots.

5.8. Other project-related events

In both Large Infrastructure Projects and regular 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.

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 effects 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 for the disabled, e.g. a room on the ground floor or in a building with a lift;
- choose an appropriate date - it is a good idea to 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, place 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 title, 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 JS 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.

5.9. 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:

- IC Day – Interreg Cooperation 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 EC Day website: www.interregcooperationday.eu. If you are planning project events, it is worth considering dates close to EC 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 EU. The winners are at the heart of EU communication activities.
- European Funds Days (Dni Funduszy Europejskich) are organized in Poland only in Polish language) – 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. European Funds Days are part of the #EUinmyregion campaign run by the European Commission.
- Other, e.g.: festivals, fairs, networks, forums, also on the side of the partner country (Regional Conference of the Subcarpathian Association of Territorial Self-Governments, Congress of Polish Clusters, Cross-border Cooperation Congress).

5.10. 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/project logo combined with the Programme logo, or alternatively with a separate project logo. These materials should be:

- practical and essential (without the so-called 'gadgets'),
- preferably European, local products,
- sustainable 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, workshop or 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),
- for open-air events, competitions: plant seeds for planting, seed sets and bases for making flower bombs for pollinators, self-assembly insect houses made of environmentally friendly materials, small DIY water testing kit (for educational use), stickers or magnets with tips on how to save water at home, mini first aid kit (in eco-friendly packaging), a water bottle or thermal mug encouraging regular hydration, cooling gel pack (hot/cold therapy) in reusable pouch, stress ball in the shape of a heart, lungs, or other organs.

IMPORTANT

The purchase and distribution of promotional items classified as gadgets are allowed only as prizes in competitions or if they support the implementation of another information and promotion activity.

GOOD PRACTICES

- Place the Programme 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, handbook, album, etc. in your project, be sure to publish it also in the language of the Project Partner. You can prepare a bilingual version or two separate ones language versions: Polish and Ukrainian. If the second option is selected, each copy should bear the following information in both languages: "This publication is also available in Ukrainian/Polish." (select appropriate)

To increase the reach of your publication, prepare an electronic version and place it on your project website/your institution's website.

Inform the JS that you have issued a publication (this is the partner'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/project logo combined with the Programme logo, or alternatively with a separate project logo. This should be on the outside part of the cover.

Add the notation "Free copy" and "The content of this publication is the sole responsibility of its authors and can under no circumstances be regarded as reflecting the position of the European Union".

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

Press releases

A press release is a piece of information with which you can communicate to journalists and then to the project's 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?

Because they can give you, among other things, a wider audience, free publicity. Make sure, however, that you only send press releases that contain news. And 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 environment to a journalist writing for nature 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 proximity – local news, people's stories.

What is not news?

- Information that presents internal processes and that is poorly written, complicated.

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,
- take care of linguistic correctness. Check your news release for linguistic mistakes, spelling, grammatical and stylistic errors,
- 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 – 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 title of the project, the name and logo of the Programme.

You will receive the press release template from the communication managers at the JS.

5.11. Programme logo[5]

The Interreg logo consists of the term Interreg, the symbol of the European Union and information about co-financing. It was used as the basis for the Interreg NEXT Programme Poland – Ukraine 2021-2027 logo. The name of the Programme is placed below the Interreg term. The acronym NEXT can also be found below the term and to the left of the Programme name. NEXT stands for external neighbourhood.

Fig. 5. The Interreg NEXT Poland – Ukraine 2021-2027 logo

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

> IMPORTANT
>
> As a rule, we recommend using a coloured logo on a white or 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;

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

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

Fig. 6. An example of using the basic logo of the Interreg NEXT Poland – Ukraine 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.

Fig. 7. An example of using the basic logo of the Interreg Poland – Ukraine 2021-2027 on a dark background

Colour white

Pantone /
CMYK 0 / 0 / 0 / 0
HEX fffff
RGB 255 / 255 / 255

It is mandatory to use the Programme logo on:

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

5.12. Project name, acronym and logo

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

IMPORTANT
Use the following tips to create a project acronym: • Briefly state the topic of the project. Example: Music of Borderland - acronym *MuzA* • Indicate where it will be implemented. Example: Carpathian Starry Sky – acronym *CarpathianSky* • Use a play on words. Example: Two cultures, one Europe – acronym *2cultures*

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 to create such a separate logo for your project, you can create one using only the project acronym combined with the Programme logo:

Fig. 8. An example of a project logo

Whenever the project name/acronym or logo is used, the Programme logo should also be used.

No other visual elements should be added in the area of the Programme/project logo and the project acronym.

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 JS.

Project acronyms should:

- use the colour of the relevant priority under which they have been supported,

- be written in Montserrat Bold font.

The project acronym must not exceed the width of the area indicated in figure no 9. In addition, the font size may not be larger than 1 "e" nor smaller than ½"e" (the grey squares in the graphic). In both cases, the first capital letter is used.

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

Width: the area for the project acronym 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).

The project acronym can only be used in one language.

Project acronyms should always match the colour of the project's priorities.
See figure no. 12 and 13 (below).

Standard position of the project logo

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

Fig. 9. Positioning of the project acronym/logo in combination with the Programme logo (vertically)

The project logo cannot be larger (in either hight or width) than the EU emblem.

Horizontal position of the project logo

The project acronym/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 logo cannot be larger (in either hight or width) than the EU emblem.

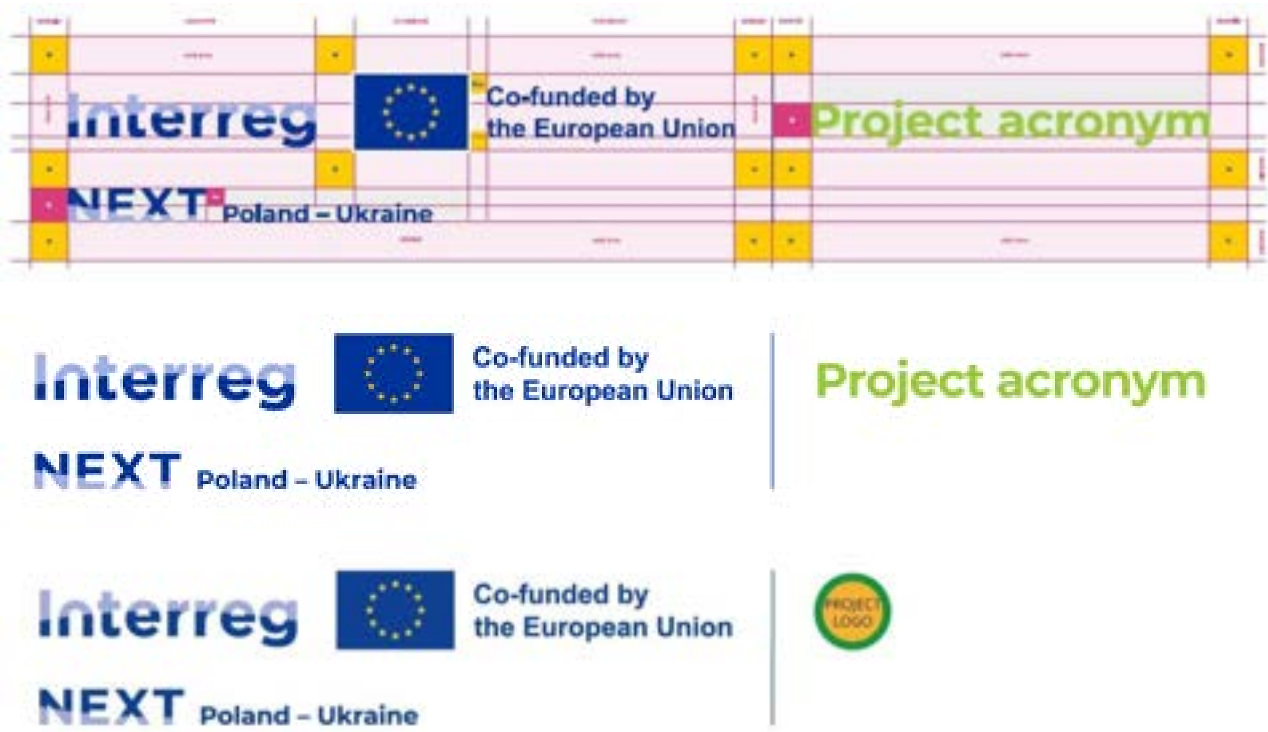

Fig. 10. Positioning of the project acronym/logo in combination with the Programme logo (horizontally) Option 1

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

When the project acronym/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.

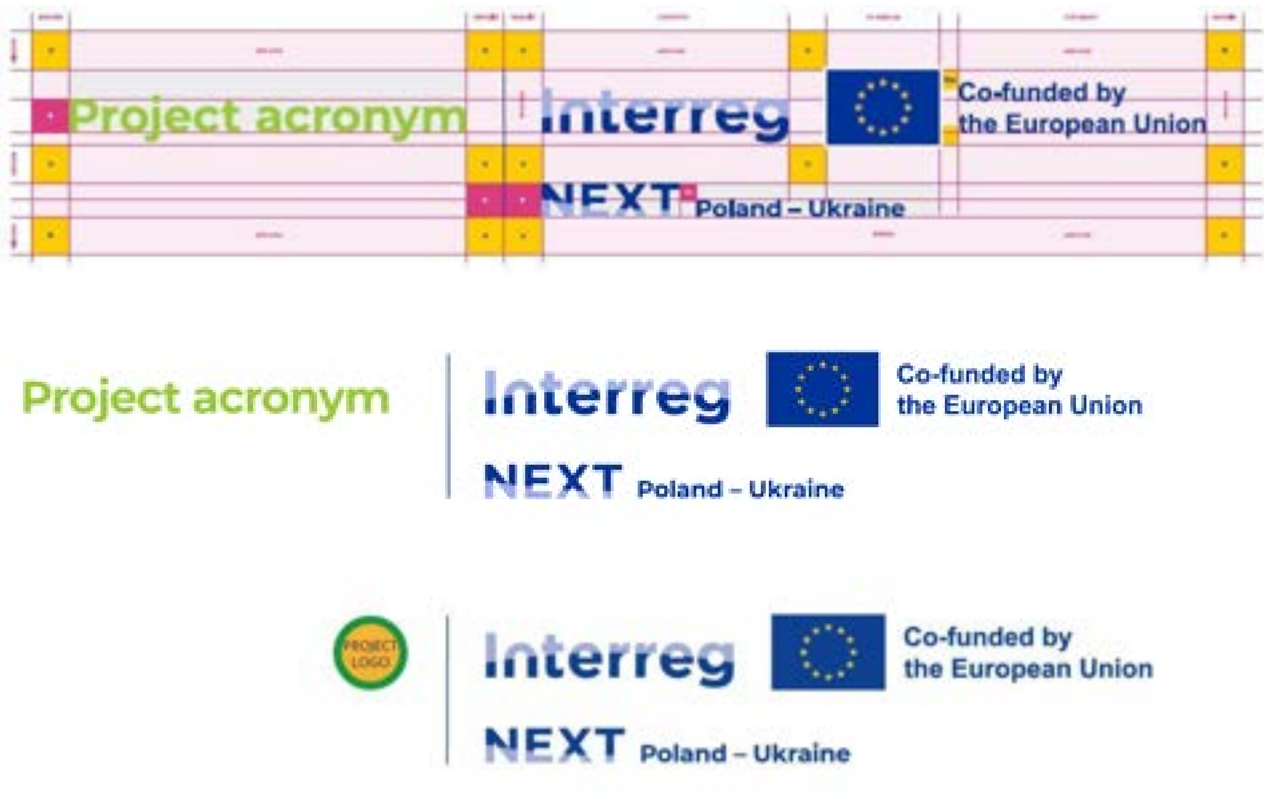

Fig. 11. Positioning of the project name in combination with the Programme logo (horizontally) Option 2

Line

A line in Reflex Blue (the main colour of the EU brand) is used to separate the Programme logo from the project acronym/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. 9 (above).

With the horizontal position of the project acronym/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. 10 and 11 (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)

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.

Fig. 12. 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.

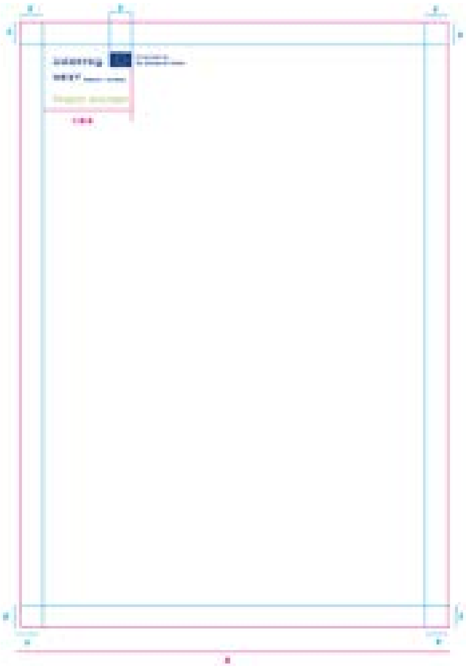

Fig. 13. An example of placing a logo in a left upper corner of the page (vertically)

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

.

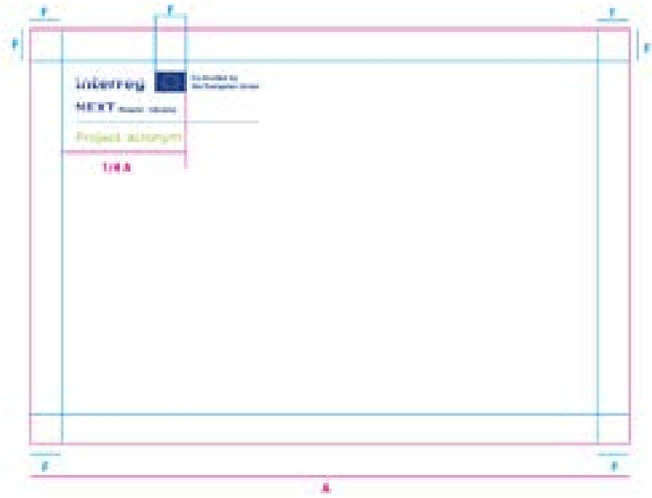

Fig. 14. An example of placing a logo in a left upper corner of the page (horizontally)

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. 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:

- 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.
- 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.

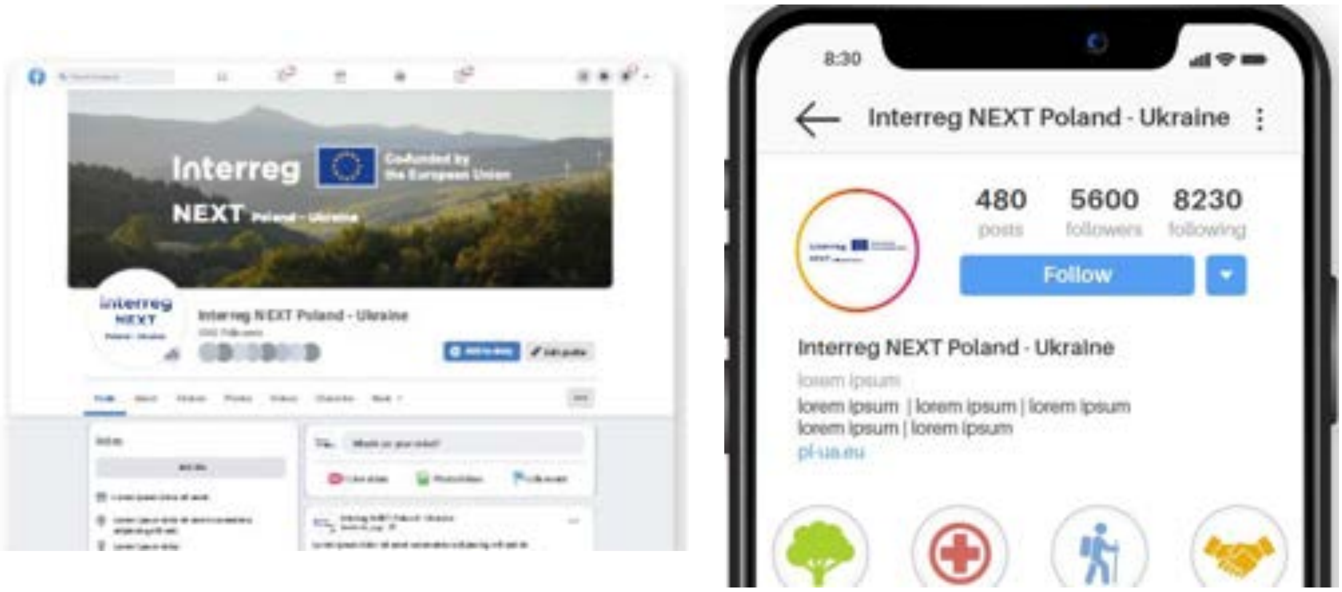

Fig. 15. Examples of the Programme logo and banners in social media

5.13. 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 5.11. If you use only the project acronym, combine it also with the Programme logo according to section 5.12.

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.

5.14. Colours and icons for areas of EU support

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

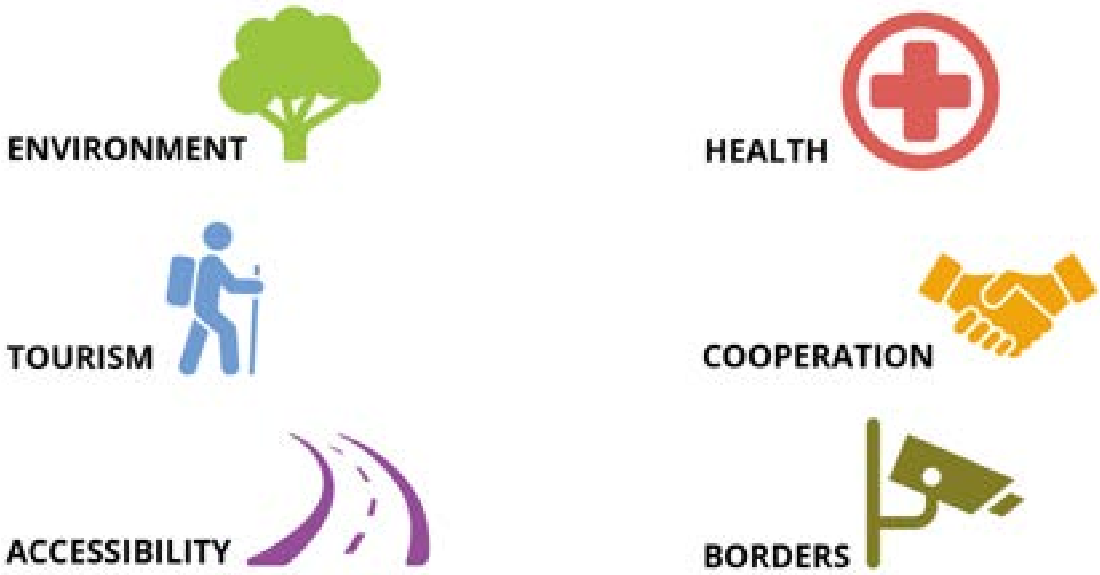

Fig. 16. The icons to be used for the matching priorities

The colour system was developed to clearly indicate the areas of EU support. The colours chosen create a harmonious system, contrasting well with the main Interreg brand and its colours.

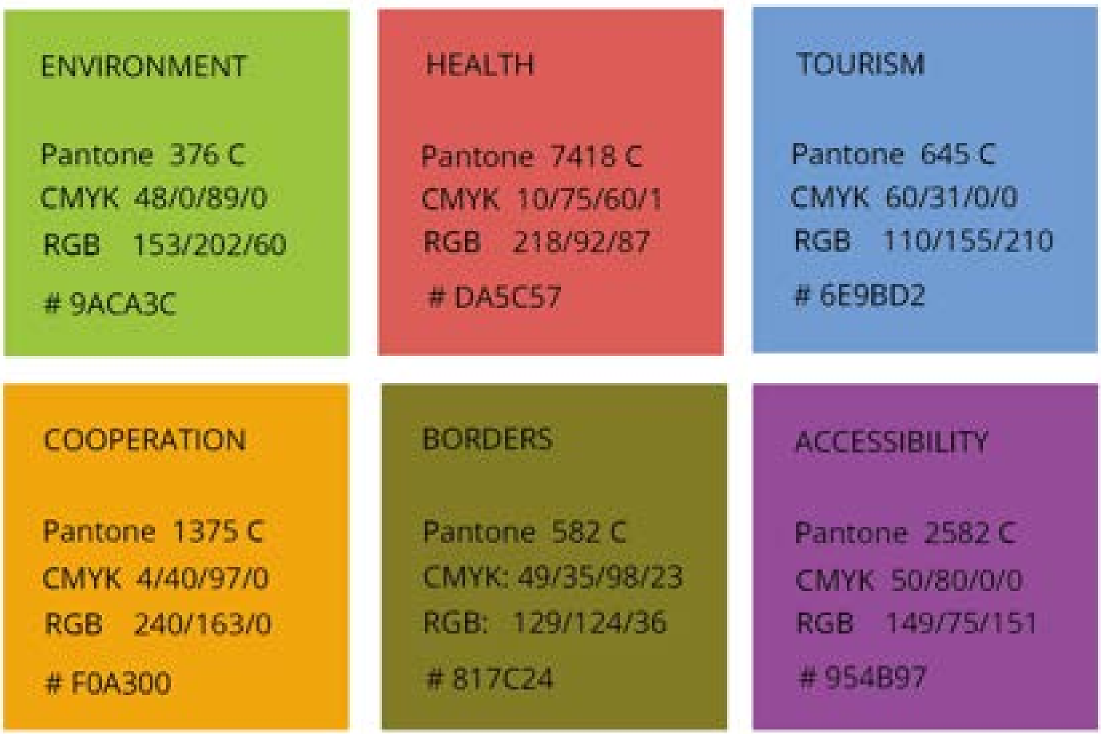

Fig. 17. The colour scheme to be used for the matching priorities.

5.15. Photographic and audiovisual documentation and communication of activities

Document, record communication and promotional activities in the project. Submit the documentation to the communication manager at the JS. This can be:

- photographs
- press articles (scans)
- films for the Internet
- webcasts
- podcasts
- radio programmes
- TV programmes

If the Project Partner prepares audio-visual materials related to the information event or other communication activities, the following guidelines must be followed:

- a clear reference to EU funding must be included in every audio-visual material: the Programme / project logo should be permanently visible in the layout. A small print mention or a brief reference at the end of the video is insufficient.
- audio-visual materials should exclusively serve the promotion of the project and its contribution to EU policies, excluding the promotion of institutions, individuals, or local political entities/activities.
- all materials prepared by the Project Partner in connection with promotional activities must be made available to the EC.

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 the partner(s) and the Lead Partner of the project, in which all partners agree to the Lead Partner to use this documentation. The contract will include, without restrictions as to territory, time, number of copies and carriers:

1. specified:
    a) fields of exploitation regarding the use of works (included in documentation),
    b) the duration of the licence;
2. granted:
    a) the right to grant further licenses (otherwise a sub-licence),
    b) permission to exercise derivative copyright,
    c) the non-exclusive right to authorize the exercise of derivative copyright with the right to grant further permits in the fields of exploitation in question in point 1 lit. a.

The next step will be to sign a license agreement containing the listed elements in points 1 and 2, between the Lead Partner and the JS. On this basis, JS and later MA will be able to use the works included in the project documentation. The agreement will be concluded on the template provided by 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", the Center of European Projects quarterly journal “wCentrum”) 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 to the JS communication manager responsible for your project e-mail address 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.

6. 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.

Advice:

- 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 panel, Trello).

7. 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 title,
- 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 is 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.

8. Publication of the list of operations

Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021, Article 49, paragraphs 3, 4 and 5 requires the MA to publish the list of operations on the Programme website (a link to the website where the information will be published will be provided here). Once a project is selected for funding, the following data will be published and regularly updated on the Programme website:

1. in the case of legal entities, the partner's and, in the case of public procurement, the contractor's name;
2. name of the project;
3. the purpose of the project and its expected or actual achievements;
4. start date of the project;
5. expected or actual date of completion of the project;
6. total cost of the project;
7. fund concerned;
8. specific objective concerned;
9. Union co-financing rate;
10. address or geolocation for the lead project partner and country concerned;
11. type of intervention for the project.

9. Additional support

If you have additional questions or concerns, please contact us:

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Please visit also the Programme website www.pl-ua.eu.

Examples for Project communication plan

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, ➢ 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, ➢ summarising the activities carried out and project achievements.
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 at the level of the voivodship (marshal, assembly, voivodship management information panel), district (staroste, district management information panel, district council), municipality (president, mayor, municipality or town council), ➢ 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 Programme Manual and an article 36(4) of the Interreg Regulation: a) using the Programme logotype while carrying out visibility, transparency and communication activities, b) providing on the partner's official website or social media sites (where such sites exist) a short description of the project, including: – its aims, – its results, – a statement highlighting the financial support from the Programme, c) providing a statement highlighting the support from the Programme in a visible manner on documents and communication material relating to the implementation of the project, intended for the general public or for its participants, d) for projects with a value of more than 100 000 EUR that involves physical investment or equipment purchase displaying durable information board clearly visible to the public, presenting the Programme logotype. This should take place as soon as the physical implementation of the project involving physical investment or the purchase of equipment starts or purchased equipment is installed,

	e) for projects not falling under point (d), publicly displaying at least one poster of a minimum size A3 or equivalent electronic display with information about the project highlighting the support from the Programme f) for the projects of strategic importance (LIP) and the projects whose total cost exceeds EUR 5 million, organizing a communication event and involving the European Commission and the managing authority to participate therein. 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 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), ➢ 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).
Total amount (piece, person)	➢ number of visits on the project website or unique visitors to the website, ➢ number of press materials distributed, ➢ 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.