

Fact Sheet 24: Communication

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CORE MESSAGE

Interreg North Sea funded projects are obliged to promote the visibility of their results and impacts as well as the EU funding. You must communicate your project's goals, activities, progress, and results effectively throughout the project lifetime. In addition, all project materials must include the EU emblem in a prominent way and clearly state that your project is funded by the European Union.

Background

Communication is of vital importance for your project to have the strongest possible impact. Also, communicating the EU funding makes clear to the public how EU funds benefit European citizens. The European Commission has adopted rules that guide your project to convey its aims, results, and the EU funding in a strong and effective way.

Your project must follow all applicable publicity and communication requirements to ensure its costs are eligible. This fact sheet provides a summary of the main points.

Summary of requirements

Your project must:

1. Display the EU emblem and the EU funding prominently across all project materials.
2. Refer to the European Union and the Interreg North Sea Programme correctly and visibly in all project publications and materials.
3. Set up a project website and provide regular information about the project.
4. Make use of the project logo provided by the Joint Secretariat.
5. Ensure that each project partner puts up a project poster at their premises.
6. Put up a permanent billboard or plaque when a physical investment or purchase of equipment exceeds €100,000.
7. Make all publicity materials including images available to the Interreg North Sea Programme and any EU institutions or agencies upon request, transferring all rights.

Note: Publicity items provided by the Joint Secretariat – your project website, project logo and poster and presentation templates – are designed to comply with applicable publicity requirements.

Using the EU emblem

The EU emblem (the EU “flag”) is a core visibility element and must be prominent across all project documents and materials, whether public or intended for project participants. This means that the viewer will easily and immediately notice the EU emblem. The emblem can be made prominent through its size and/or placement.

The emblem must be accompanied by the co-funding statement “Co-funded by the European Union”. The emblem usage must comply with all requirements presented in Annex IX of the Common Provisions Regulation (EU 2021/1060).

The EU emblem must be placed at the top of all digital platforms (websites, mobile apps, etc.)

Reference to Interreg North Sea funding

You must include a statement highlighting the Interreg North Sea support in a visible way across all project documents and communication materials. This applies whether the material is intended for the public or for project participants.

Interreg North Sea project logo

The Joint Secretariat provides each project with two project logos including your project acronym in the relevant priority colour. You are obliged to use one of these logos across all your project materials.



Project name



Additional logos and visual elements

Your project may develop its own logo or visual and use it in addition to the official project logo to enhance your project's visibility. Also, you may include additional logos, such as partner logos, in your materials.

When including a special project logo/visual or any other logos, you need to ensure that:

1. The EU emblem ("flag") remains prominent.
2. The project name or additional project logo is never placed above the Interreg logo.
3. No institutional logo is both taller and wider than the largest EU emblem in the material. Institutional logos refer to an organisation, such as a partner organisation. If the institutional logos are too large compared to the largest EU emblem, compliance may be achieved either by resizing the project logo and/or the institutional logos or by adding a separate, larger EU emblem.

Please note:

- An additional project logo or visual is not an institutional logo and may therefore be larger than the EU emblem. Nonetheless, the EU emblem must remain prominent.
- You may only use the EU emblem to highlight the support from the European Union. You may not use any other logo or visual identity for this purpose.

Project website

Throughout the project lifetime, your project must inform the public about its scope and the EU support through a dedicated project website.

The Interreg North Sea Programme offers a website for each project it funds. The project website is embedded in the main Interreg North Sea website. You can create your own news and events, and add content, sections, links, photos, and graphics to your project website.

You are obliged to keep your project website up to date, including news, events, activities, important milestones, achievements, and results.

The website must display the official Interreg North Sea project logo in full colour at the top of the homepage, including the EU emblem and the EU co-funding statement.

In addition, you can create an additional separate website, if strictly needed. E.g., you may need advanced features that are not available in the standard project website. Before you proceed with any such project, we recommend you check if an additional site is an eligible cost.

Please note: An extra website does not exempt you from keeping your allocated project website updated.

Social media

We strongly encourage your project to make use of relevant social media to engage with relevant stakeholders and disseminate your messages, progress, and results. The programme monitors social media and will act as a multiplier of project information to achieve maximum impact.

Partner websites

Each partner must present the project on their official website, accompanied by the Interreg logo including the co-funding statement and the project acronym (or special project logo including the acronym). The project description must at minimum include the project's aims and results. It must also highlight the financial support from the Interreg North Sea Programme.

Project poster

Each project partner must put up a poster at their premises, informing about the project and making the EU emblem and the Interreg North Sea funding visible.

- The poster must be in size A3 or larger.
- The poster may be in digital format as long as the screen is in sufficient size and the poster is on permanent display.

You can generate and customise a ready-made poster in the Online Monitoring System. However, using the template is not mandatory. Your project is free to develop its own poster.

Permanent plaques and billboards

For investments in physical infrastructure or objects with a total budget exceeding €100,000, your project needs to display durable plaques or billboards clearly visible to the public as soon as the physical execution starts, purchase of equipment starts, or purchased equipment is installed. The plaque or billboard must present the EU emblem and the co-funding statement "Co-funded by the European Union" in accordance with the Common Provisions Regulation (EU 2021/1060) Annex IX.

Copyright and licenses

Upon request, you must make all project publicity and visibility materials available to the Interreg North Sea Programme as well as any EU institution, office, or agency. The materials must be delivered with a royalty-free, non-exclusive, and irrevocable license to use such material. You must grant any pre-existing rights to the European Union in accordance with Article 49.6 and Annex IX of the Common Provisions Regulation (EU 2021/1060).

Citing your project in academic publications

Citations of your project in academic publications must refer to the co-funding by the European Union and the Interreg North Sea Programme. In addition, we encourage you to add the project acronym in the citation. Below is an example of a citation which is in line with these requirements:

This research was supported as part of [ACRONYM], an Interreg North Sea project co-funded by the European Union.

Legal framework

The following regulations provide the framework for communication in the 2021-2027 programming period:

The EU Interreg regulation (EU 2021/59)

Article 36 describes key communication and visibility requirements applying to Interreg project partners.

[View and download the regulation](#)

The EU Common Provisions Regulation (EU 2021/1060)

Annex IX describes the rules applying to the use of the EU Emblem and details the requirements for beneficiaries of EU funding to deliver publicity materials, including all rights, upon request.

[View and download the regulation](#)