



FACTSHEET

Visibility requirements for IBSR projects

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INTRODUCTION

With Interreg funding, you receive a unique chance to address a challenge that you've identified or seize arising opportunities out there. By working together with partners from around the Baltic Sea, your project solutions stick out and push forward the transition to a green and resilient region. Underpinning your project to a more universal initiative, being European Union, gives you more credibility and boosts your recognition. However, with several organisations involved in your project, it is important to make sure that the overarching umbrella provided by Interreg funding is given proper acknowledgment. This is why we talk about visibility requirements. Every project receiving funding from Interreg Baltic Sea Region is obliged to follow them closely.

Interreg Baltic Sea Region Managing Authority/ Joint Secretariat

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● **When do visibility requirements apply?**

You need to apply visibility requirements to **all co-financed** printed and digital products, publications, websites (including their mobile views), online, offline, and on-site activities and events. Specific regulations apply to projects with physical investments and purchases of equipment. In other words, whatever is co-financed by the Programme, requires proper acknowledgment of funds.

Note that both lead partners and project partners need to follow the same visibility requirements. We strongly advise that communication managers get acquainted with the requirements and spread the information across the partnership.

● **What are the visibility requirements?**

Visibility requirements originate from the Regulation (EU) 2021/1060 and Regulation (EU) 2021/1059, which provide a **legal framework for our Programme**, and consequently, for all co-funded projects. Some requirements are issued by Interreg Baltic Sea Region to ensure the proper visibility of Interreg Baltic Sea Region projects within the Interreg community.

To properly acknowledge the funds, you have to follow a list of requirements – please check the overview below. In the following section, we provide you with more explanation of what these requirements mean.

Requirements for project partners in priorities 1-3 and Programme objective 4.1 (project platforms):

- Project logo
- Project poster
- Statement on Interreg support (documents, publications and other comms materials)
- Statement on Interreg support (partner's official website and social media sites)
- Durable plaques or billboards in case of projects with investments and equipment
- Communication event for project platforms and projects the total costs of which exceed EUR 5,000,000

Requirements for projects partners in projects under Programme objective 4.2 Macro-regional governance:

- Programme logo
- Logo of the EU Strategy for the Baltic Sea Region
- Project poster
- Statement on Interreg support (documents, publications and other comms materials)
- Statement on Interreg support (partner's official website and social media sites)



● Visibility requirements: diving deeper

Project logo

Every project co-funded by Interreg Baltic Sea Region receives from the MA/JS **a project logo package**. The official project logo is an obligatory element for every project from priorities 1-3 and 4.1 to use **to acknowledge the Interreg funds**.

The package contains vertical and horizontal logo varieties in several colour schemes to match the needs of various products, publications, events, and activities.

The project logo consists of the following elements:

- the emblem of the European Union following the technical specifications laid down in Annex IX of the EU Common Provisions Regulation 2021/1060;
- the statement 'Co-funded by the European Union' written in full and placed next to the emblem of the European Union;
- the Programme name 'Interreg Baltic Sea Region' placed next to the emblem of the Union;
- the project's short name;
- the applicable Programme priority (icon) and objective.



Project poster

At their locations, lead partners and project partners have to **publicly display at least one poster** of a minimum size A3 or equivalent electronic display to highlight the support from Interreg.

The MA/JS provides all projects with a poster template, which corresponds to the respective Programme priority. You are free to modify all elements within a poster (incl. the header picture). The template you can find [here](#).

Note: The template is not obligatory to use though; you can design a different project poster if this better fits your needs.

Statement on Interreg support

Whenever you create publications, documents, or prepare communication materials meant for project participants, target groups within and beyond the project as well as the general public, you need to include a statement **highlighting support from the Interreg Baltic Sea Region Programme**.



Statement on Interreg support for websites and social media sites

Whenever a lead partner or project partner runs an official website or social media site, they have to include **a short description of the project** proportionate to the level of support, including the project's aims and results, and highlighting the financial support from Interreg.

If a lead partner or project partner does not run an official website or social media site, there is no need to set it up for this particular purpose.

Plaques or billboards

In the case of projects with physical investments or equipment installed, there is a requirement to display **durable plaques or billboards** visible to the public. This requirement applies to projects the total cost of which exceeds EUR 100,000. The plaques or billboards have to present the emblem of the European Union following the technical characteristics laid down in Annex IX of Regulation (EU) 2021/1060. The plaques or billboards should be installed as soon as the physical implementation of the project starts, the purchase of equipment starts or the purchased equipment is installed.

Due to the variety of possible sizes and formats to accompany varied investments and equipment, the MA/JS does not offer a particular design template. To save resources, we encourage you to use a poster template as your reference point.

Communication event

Project platforms and those projects, the total costs of which exceed EUR 5,000,000, have to **organise a communication event** and involve the European Commission and the MA/JS in it. Make sure that you plan the event well in advance and inform the European Commission and the MA/JS accordingly.

Programme logo

The requirement to use the Programme logo applies only to **projects under 4.2 Macro-regional governance**. All other projects have the Programme logo integrated into the project's logo.

Projects on the macro-regional governance have to always include the Programme logo (which consists of the emblem of the European Union, the statement 'Co-funded by the European Union', and the Programme name 'Interreg Baltic Sea Region'). The logo can be found here for download: <https://interreg-baltic.eu/toolkit/comms-visibility/>.

EUSBSR logo

This requirement applies only to **projects under 4.2 Macro-regional governance**. These projects have to additionally include the logo of the EU Strategy for the Baltic Sea Region in their communication publications, materials and activities to underline their contribution to the implementation of the Strategy. The logo can be found for download [here](#).



● Implementation rules to follow

Prominence & readability

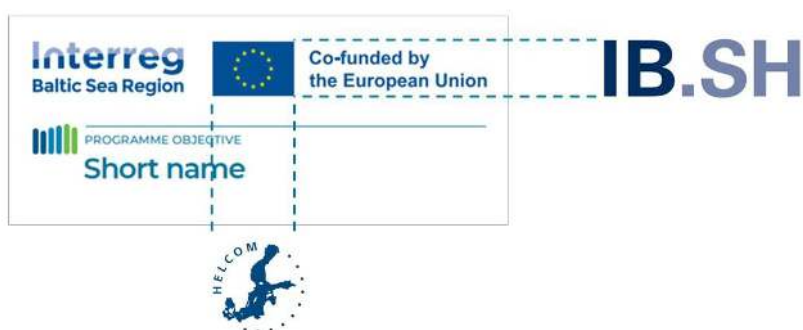
The EU emblem (and consequently the project logo) should be **prominently visible** on all communication materials, such as printed or digital products, websites, and their mobile views. In other words: do not hide the project logo so that the Interreg contribution is not underdiminished: the audience should understand the involvement of EU funds. Moreover, make sure that the EU emblem is **readable**.

It seems to be a good practice to place the project logo on the first slides/publications (or alike) to make sure that the acknowledgment of funds is properly done. Make sure that whenever you indicate authors/contributors to a given publication/product/activity, you also include the logo (and consequently the EU emblem). This will ensure clarity about the role of Interreg.

The rule of prominence also applies to social media channels. If you design graphics for your posts, make sure that you use the project logo whenever it is possible.

Logo size

You can place logos of other institutions e.g. in publications or products in addition to the project logo. In such a case, you need to particularly monitor the size of the EU emblem (note: always compare the size of the EU emblem, not the whole project logo). The EU emblem has to be **at least the same size** measured **in height or width** as any other logo.



For print products, make sure that the EU emblem is at least 1 cm high – this will ensure good readability. In the case of smaller items, the EU emblem can be smaller though.



Individual project graphics

With the project logo we provide you with, you easily comply with parts of visibility requirements. Additionally, unified project logos highlight your belonging to the Interreg family. However, if you wish to develop some additional graphic elements to reinforce your communication, you can do



so. Please remember that the project logo has to remain untouched and used to acknowledge the funds. You can use your graphic elements freely to boost the looks of your products and add to your project brand.

Logo in colour

Use the project logo in colour whenever it is possible. In special cases, you can refer to other colour varieties that we provided you with upon contracting.

● What happens if you don't follow visibility requirements?

The MA/JS will regularly check compliance with the visibility rules throughout the project implementation.

The project risks adverse financial consequences when it disregards visibility requirements. If amendments to violated visibility requirements are not possible, the MA/JS may cancel up to 2% of the support from the Programme co-financing. The financial cuts take into account the principle of proportionality.

● MA/JS support

We understand that visibility rules may cause some difficulties. Whenever you are unsure about the correct acknowledgment of funds, feel free to contact the MA/JS comms team. We are eager to take a look at your drafts and will guide you through the requirements.

Contact:

Interreg Baltic Sea Region Comms team
communication@interreg-baltic.eu

Reference documents:

- Programme Manual
<https://interreg-baltic.eu/toolkit/online-programme-manual/i-communication-in-projects/i-4project-contribution-to-programme-communication/>
- Communication and visibility on the Programme portal
<https://interreg-baltic.eu/toolkit/comms-visibility/>
- Responsibilities of beneficiaries: Article 36 of the [Regulation \(EU\) 2021/1059 of the European Parliament and of the Council of 24 June 2021](#)



- Responsibilities of beneficiaries: Article 47, 50 of the [Regulation \(EU\) 2021/1060 of the European Parliament and of the Council of 24 June 2021](#)
- Technical specifications of using the EU emblem, incl. size and colours: Annex IX of the [Regulation \(EU\) 2021/1060 of the European Parliament and of the Council of 24 June 2021.](#)