



FACTSHEET

Communicating Operations of Strategic Importance

Version 1.0

INTRODUCTION

Project platforms are Operations of Strategic Importance (OSIs) as they make a significant contribution to implementing the objectives of the Interreg Baltic Sea Region Programme. They demonstrate the efficiency and added value of transnational work by synthesising results from several projects funded by Interreg Baltic Sea Region and other EU and national programmes.

Project platforms are the Programme's main capitalisation instrument, strengthening cooperation across borders and beyond individual projects, boosting knowledge transfer and creating long-term impact. Strong communication is a key pillar of their success.

Project platforms, therefore, receive particular attention at the Programme level, both in terms of visibility and in how their progress and results are communicated to decision-makers and wider audiences.

Interreg Baltic Sea Region Managing Authority/ Joint Secretariat

IB.SH Investitionsbank Schleswig-Holstein | Grubenstrasse 20 | 18055 Rostock / Germany

interreg-baltic.eu | matchmaking.interreg-baltic.eu | facebook.com/InterregBSR | x.com/InterregBSR

linkedin.com/company/interregbsr | instagram.com/interreg.bsr | youtube.com/user/BSRprogramme



● PROJECT PLATFORMS AS STRATEGIC COMMUNICATORS

Project platforms are, by their nature, **strong and experienced communicators**. Bringing together multiple projects, partners, and thematic perspectives, they are well placed to translate complex results into clear messages, connect evidence to policy discussions, and engage diverse target groups across borders.

Through their thematic focus and extensive networks, project platforms already play a key role in:

- explaining why project results matter beyond individual initiatives,
- making transnational cooperation visible and understandable, and
- linking project-based knowledge to strategic and policy-level discussions in the Baltic Sea region.

Their communication work is therefore not an add-on, but **an important part of capitalisation**. By actively sharing progress, insights, and results, project platforms help demonstrate the impact and value of Interreg funding, foster uptake of solutions, and inspire further cooperation among stakeholders and decision-makers. Project platforms are encouraged to communicate **regularly and proactively**, sharing key developments, progress, and events in a clear and accessible way.

Building on this strong foundation, the Programme, through the MA/JS, provides guidance and support to help project platforms strengthen their visibility, ensure compliance with visibility requirements, and make the most of their special role as **Operations of Strategic Importance**. Acting as a natural communication partner, the MA/JS also offers support and additional promotion opportunities through the Programme's available **comms channels, events and campaigns**.

Programme portal: Project platforms/OSIs are more visible from the Programme landing page. A dedicated section on the Programme portal is under construction. It will consolidate key facts and figures about project platforms and provide easy access to their individual pages.

Project library: project platforms/OSIs hold a more prominent position within the family of #MadeWithInterreg projects. Their pages are clearly labelled with an OSI badge and include additional modules to promote projects and programmes that the OSIs build on. The project library's search engine is adapted accordingly.

The MA/JS strongly encourages project platforms to share the latest key developments, upcoming events, and other highlights. Twice a year, the MA/JS also organises **project platforms meet-ups** to provide additional space for exchange and inspiration.

● REVIEW OF PROJECT PLATFORMS

Due to their status as **Operations of Strategic Importance**, project platforms are subject to enhanced oversight. **The Monitoring Committee (MC) takes a particular interest** in the progress and performance of project platforms. The MC regularly reviews their implementation and may be informed about key developments and achievements during MC meetings. Where appropriate, project platform representatives may also be invited to contribute directly.

The MA/JS plays a coordinating and supporting role in this process. It regularly informs the Monitoring Committee about the work and progress of project platforms. To support this, the



MA/JS may request additional information between reporting periods and assist in sharing invitations to major project platform events with selected Monitoring Committee members.

● GENERAL VISIBILITY REQUIREMENTS

All project platforms must comply with the **general visibility requirements** applicable to Interreg Baltic Sea Region projects. This applies to all co-financed printed and digital products, publications, websites (including mobile views), online, offline, and on-site activities and events.

Visibility must clearly acknowledge:

- ✓ the **European Union**, and
- ✓ the **Interreg Baltic Sea Region Programme**.

So, to properly acknowledge the funds, you must in particular:

- Use the project platform logo
- Include a statement on Interreg support (documents, publications, other comms materials)
- Include a statement on Interreg support (partner's official website and social media sites)
- Display project platform poster
- Follow special requirements related to OSIs (communication event)

● PROJECT PLATFORM LOGO AND OSI BADGE

Every project platform co-funded by Interreg Baltic Sea Region receives a **logo package** from the MA/JS. It includes vertical and horizontal versions in several colour schemes to suit different products, publications, events and activities.

The 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 platform's short name;
- the Programme priority (icon) and objective.

The **correct use of the project platform logo** comes along with several implementation requirements:





- the EU emblem (and consequently the project platform logo) should be **prominently visible and readable** on all communication materials, such as printed or digital products, websites, and their mobile view, social media, and events.

- If logos of other institutions are used alongside the project platform logo, the EU emblem within the project platform logo must be **at least the same size** measured **in height or width** as any other logo.



- For printed materials, the EU emblem must be at least **1 cm high**. For smaller promotional items, the EU can exceptionally be smaller (yet it must be readable).



- Use the project platform logo in colour whenever possible.
- If you develop additional graphic elements to reinforce your communication, use them only as a supporting element. Your logo must remain untouched and used to properly acknowledge the funds.

In addition, project platforms are invited to use the **OSI badge** as a complementary visual element. The OSI badge helps underline the special status of project platforms, but it does not replace the official project platform logo, which must always be used to meet visibility requirements.



● STATEMENTS ON INTERREG SUPPORT

Statement on Interreg support: Whenever project platforms create publications, documents, or prepare communication materials for participants, target groups within and beyond the project platform or 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, it must include a short description of the project platform proportionate to the level of support. This description should present the project platform's aims and results and highlight 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 obligation to create one for this purpose.

● POSTER

Lead partners and project partners must **publicly display at least one poster** of A3 size or larger, or an equivalent electronic display, at their premises to highlight Interreg support.

The MA/JS provides a poster template. You can find it [here](#). The template is not mandatory. You may design a different project poster if this better fits your needs.



NOTE: Lead partners and project partners are subject to the same visibility requirements. We strongly encourage communication managers to familiarise themselves with these rules and share them across the partnership.

● **OSI COMMUNICATION EVENT – PURPOSE AND EXPECTATIONS**

Each project platform, as an Operation of Strategic Importance, is obliged to **organise one dedicated communication event** during its implementation time and **involve representatives of the European Commission and the MA/JS** in a timely manner.

The purpose of this event is to:

- demonstrate the **strategic relevance** of the project platform;
- showcase how consolidated project results contribute to **policy development, knowledge transfer, and systemic change** in the Baltic Sea region;
- highlight the **added value of transnational cooperation** across projects and funding programmes.

The event may take different formats, but it should:

- actively involve **relevant target groups and stakeholders**;
- clearly present the platform's **role and results**;
- offer **visibility and outreach** potential beyond the project partnership.

NOTE: Project platforms are kindly asked to **consult the MA/JS when planning the event**, to ensure alignment with Programme objectives and visibility requirements.

● **SPECIAL VISIBILITY REQUIREMENTS FOR THE OSI COMMUNICATION EVENT**

OSI event/Visibility requirements

- Ensure the **EU emblem is permanently visible** on all print, digital and audiovisual materials related to this event. If you have any questions, do not hesitate to contact the MA/JS for further guidance.
- Focus your communication on promoting the project platform as an Operation of Strategic Importance, highlighting **synergies** across borders and projects by **consolidating project results and outcomes**. Clearly present **policy impact and benefits** for the Baltic Sea region, with links to **key EU priorities and policies**. Emphasise **transnational cooperation**.
- **Share key communication materials** with the MA/JS (also for the use of the European Commission and/or Monitoring Committee) to support wider promotion.

OSI event/Invitations

- **Send the invitation and agenda** to the MA/JS with sufficient time for revisions. The MA/JS will forward these documents to the European Commission at least **4 weeks before the event**.
- Use your own channels to invite representatives of the European Commission.



- If applicable, include a **reference to the speech** of the European Commission representative in the agenda.
- Publish information about your event in the **event calendar** on your project platform page in the project library.
- The MA/JS may also inform the **Monitoring Committee** about your event.

OSI event/Media outreach

- Draft and coordinate the **press release** with the MA/JS with sufficient time for revisions.
- Include the **reference to the European Union and Interreg** budget in the header, subheading or text of the press release.
- If no European Commission representative attends your event, **request a quote** from the Commission (notify MA/JS for further assistance).
- **Highlight synergies** across borders and projects by consolidating project results and outcomes. Clearly present policy impact and benefits for the Baltic Sea region, with links to key EU priorities and policies. Emphasise the transnational nature of your project platform. Refrain from promoting individual institutions and local activities.

OSI event/Social media

- Use the project platform's social media accounts (when applicable) and social media accounts of project partners to promote the event. Always tag the Interreg Baltic Sea Region Programme: /interregbsr (LinkedIn), /InterregBSR (Facebook), /interreg.bsr (Instagram), /InterregBSR (X)
- Use the following hashtags: #CohesionPolicy #Interreg #MadeWithInterreg
- Tag social media account of the European Commission, e.g. /european-commission-eu-funds (LinkedIn) /EURegioInterreg (Facebook), /euinmyregion (Instagram) /RegioInterreg (X)
- Ensure that visibility requirements are properly met while posting.

● REPORTING ON COMMUNICATION

We request that project platforms keep their pages in the project library up to date: they serve as the main source of promotional material and a reference link. As part of the regular reporting cycle, twice during the project platform lifetime, project platforms are requested to deliver a set of communication products.

By the **mid-term report**, project platforms are requested to prepare and publish on the project platform page:

- A revised project summary, based on the storytelling scheme presented by the MA/JS
- A project story
- Multimedia material (at least one photo or video)
- Two quotes



- A contribution to EU-wide/Commission event (not to mix with an OSI communication event)

By the **final report**, project platforms are requested to prepare and publish on the project platform page:

- A revised project summary, based on the storytelling scheme presented by the MA/JS
- A project story
- Multimedia material (at least one photo or video)
- Two quotes
- A contribution to EU-wide/Commission event (not to mix with an OSI communication event)

More information about the required products, you can check in the comms factsheet available [here](#).

Contact

platform@interreg-baltic.eu

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](#)