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Key communication provisions and requirements in Interreg NEXT MED

Training for Lead Beneficiaries – Bari, 22 and 23 October 2025

#everythingMEDpossible



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DE SARDIGNA
REGIONE AUTONOMA
DELLA SARDEGNA



GENERALITAT
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Interreg brand recognition

Eurobarometer 2025

Q2 Which, if any, of the following forms of EU support you've heard about before?

	The European Regional Development Fund (ERDF) and/or the Cohesion Fund	The European Social Fund	Interreg	The Just Transition Fund	Next Generation EU/Recovery Plan	Erasmus+	The European Solidarity Fund	Horizon Europe	Connecting Europe Facility	None of these (spontaneous)	Don't know
EU27 	49▲3	44▼-1	11=	13▲1	31▲2	60▲2	42=	12▲1	11▲1	15▼-1	1=



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Legal basis for communication and visibility



- [Common Provisions Regulation \(EU\) 1060/2021](#)
 - ▶ **Articles 46 to 50** and **Annex IX**, with a focus on:
 - [Article 49](#) – Responsibilities of the managing authority
 - [Article 50](#) – Responsibilities of beneficiaries
- [Interreg Regulation \(EU\) 1059/2021](#)
 - ▶ [Article 36](#)
Responsibilities of managing authorities and partners with regard to transparency and communication



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Main legal visibility requirements

All Interreg NEXT MED-funded projects must:



- Display the project logo on all communication materials, clearly, visibly and prominently.
- Include the statement “Co-funded by the European Union under the Interreg NEXT MED programme”.
- Maintain consistent branding across all channels: website, newsletters, social media, videos, etc.



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Consequences of non-compliance with mandatory requirements

Article 36(6) of Regulation (EU) 2021/1059

Non-Compliance → **Remedial Action** → **Penalty (up to 2%)**

- Missing or wrong project logo
- No mention of EU support
- Missing plaque, poster or branding element

- Managing Authority asks project to fix the issue
- Correction must be done within the deadline
- Goal: restore proper visibility

- If not corrected, up to **2 % of EU contribution** may be cancelled
- Applies to the concerned **beneficiary**
- Based on proportionality

Keep in mind

Always show that your project is **co-funded by the European Union** and **Interreg NEXT MED** - in every communication, event, and publication.



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Communication, a core pillar of project success



An indicator of efficient project implementation



Demonstrates accountability and value for money



Raises awareness on importance of Mediterranean cooperation



Enhances potential for replicability and sustainability of results



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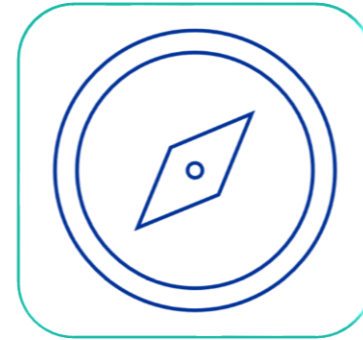


The framework



The context

Fostering clear, consistent communication within a **diverse** community and region.



The driver

Work Package 2 – Communication: led by the Lead Partner, ensures coordination, guidance to partners, coherence, and impact.



Why it matters

Builds a community of recognizable projects with stakeholders, institutions, the public and the Interreg community.



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The communication we want



UNIVERSAL



RESULT-ORIENTED



PEOPLE-CENTERED



CONVINCING



Providing harmonized tools

Delivering as a community



[GUIDELINES FOR COMMUNICATION](#)



[BRAND DESIGN MANUAL](#)



JOINT INTERREG
NEXT MED LOGO



[PROJECT WEBSITE](#)
[HOTED BY THE](#)
[PROGRAMME](#)
[WEBSITE](#)



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Your visibility commitments – within 3 months

Action	Details
1. Website	Reference to the project on partners institutional websites highlighting its objectives, results, and EU financial support.
2. Social Media Post	Posts on social media of partners' institutional accounts Tag @Interregnextmed , use #MADE4MED
3. Poster/Display	A3 poster or digital screen in visible public areas
4. Press Release	Disseminate press releases in the Programme's and local languages. Submit for validation 10 working days before publishing
5. Intro Video	Max 3 min video on project goals/value
 SEND PROOFS OF COMPLETION TO YOUR COMMUNICATION	Links and pictures



Statements and disclaimers

- When making reference to the project on any support and material: *“The XXX project is funded by the European Union under the Interreg NEXT MED Programme”*.
- Disclaimer on press releases, videos, publications : *“The contents of this press release are the sole responsibility of <Lead Partner’s OR partner’s name> and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures”*.
- EU emoticon in social media



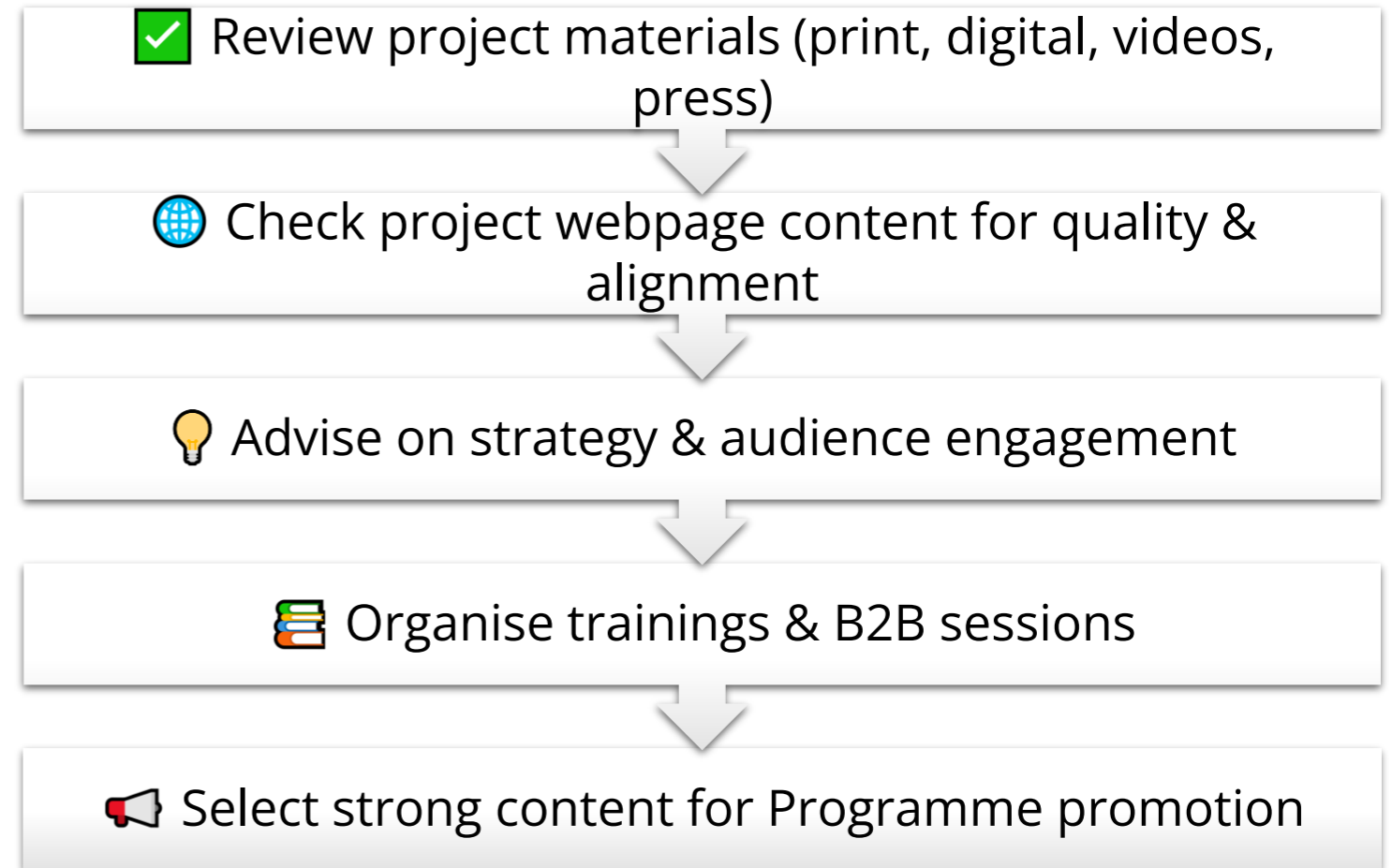
Naming the Programme correctly

- Which one is the correct name of the Programme
 1. Interreg NEXT MED
 2. INTERREG Next Med
 3. Interreg NEXT-Med
- What does NEXT stand for?

“NEXT” refers to ‘Neighbourhood External’, highlighting that the Programme is part of the Interreg strand dedicated to cooperation with countries neighbouring the EU.
- Same rule applies for project acronyms and titles: always use the exact same form they were approved.



Role of the Programme communication officer

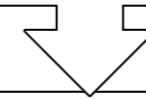


Communication deliverables

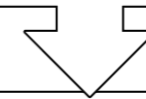
Approval & dissemination process



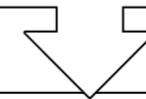
1-Prepare draft (poster, panel, press, social media, concept note, agenda...)



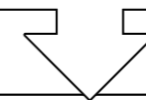
2-The **Lead partner** send to communication officer for approval (10-20 days in advance)



3-Wait for feedback and green light



4- Disseminate only after approval



5- Send evidence (photo, link, or tag @interregnextmed)



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Thank you

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