Interreg NEXT MED

Co-funded by the European Union

Interreg NEXT MED Programme

Guidelines for Communication and Visibility

Version 1.0 – October 2026

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List of main modifications

Compared to previous version 1 – 03.07.2025, this update version of the guidelines for communication and visibility contains the following main modifications:

- Page 11: avoid the use of AI to reproduce the official project logo;
- Page 14: considerations for opening an Instagram account dedicated to the project;
- Page 21: for Reels, project logo at the end permitted (standard videos: logo at the beginning);
- Page 24: recommendations on where to place the mandatory A3 poster or equivalent display at partners' premises;
- Page 33: fill in a template on communication indicators and include in each six-month report
- Page 37: updated table on key deadlines for communication deliverables. In particular, deadline connected to the first six-month period to deliver mandatory communication requirements: communication plan (if foreseen as project output), reference to the project on partners' institutional websites, posts on partners' social media accounts, project kick-off press release, display of A3 poster or equivalent display at partners' premises, and project introductory video. For all, if possible, implement within the first 3 months of project implementation.

1. Communication, a strategic driver of project implementation

Communication is not just a side activity: it is a strategic pillar to build the success of any project funded under the Interreg NEXT MED Programme. Far from being a mere obligation required by the European Union (EU) and the Programme, communication plays a central role in achieving project objectives, ensuring transparency in the use of EU funds, and reinforcing the importance and unique value of addressing shared Mediterranean challenges through the power of cooperation.

From the earliest stages of project implementation to the final dissemination of results, communication enables partners to efficiently reach diverse audiences, provide adequate visibility to the project's opportunities and achievements, and showcase how public funds are invested through highlighting the tangible benefits they bring to people and territories. In the Mediterranean context, communication plays an even greater role. It helps build trust, encourage dialogue, and create a sense of shared purpose in a region rich in cultural diversity and challenges to be addressed. By sharing stories of cooperation and positive

change, communication can contribute to connecting people beyond borders and highlight what can be achieved together in the Mediterranean area.

The purpose of the Programme's guidelines for communication and visibility is to help project beneficiaries plan and implement communication activities in a clear, consistent, and impactful manner, ensuring that the EU and Programme support is properly acknowledged and that project achievements are effectively shared with the public and other key stakeholders, including the media and institutions.

It is expected that every funded project will go beyond merely complying with the visibility requirements set by the relevant EU Regulations and engages in a wide range of activities, including but not limited to online communication (website and social media), media relations, public relations (events), and the production of materials (printed, digital, audio-visual).

To this end, all projects have been required to design a dedicated communication work package in their e-application form: the contents of this work package-– and the associated financial, human, time resources - shall guide the entire partnership in implementing efficient communication, with actions and tools appropriate for the target audiences and proportional to the scale and ambition of the project.

Given the importance of communication for project success, the Programme management bodies - including the Managing Authority, the Joint Secretariat, and the two Branch Offices - will provide continuous support, capacity-building opportunities, and tailored guidance to ensure that all projects communicate effectively, professionally, and with impact.

It is essential that these guidelines are shared with all partners involved in the project, including those with only limited communication tasks, to ensure a coherent, consistent, and coordinated approach across the partnership.

2. Legal background and key visibility requirements

The main legal reference for communication and visibility activities is contained in the Common Provisions Regulation (EU) 1060/2021 - articles from 46 to 50 and Annex IX - as well as in article 36 of the Interreg Regulation (EU) 1059/2021. Key requirements are to ensure that appropriate information on the project is communicated to the public, while providing adequate visibility of the EU/Programme contribution to the project to strengthen public awareness of the EU/Programme action and create a consistent image of the EU/Programme support in all participating countries.

Based on the relevant EU provisions, the main visibility obligations to be ensured at project level can be summed up as follows:

- Prominently display the **project logo** on all communication materials, including printed and digital products.
- Include a **statement** that highlights the support from Interreg NEXT MED in all documents and communication materials for participants in project events and the general public.
- Include on the partner's official website and social media sites, if such exist, a **short description of the project**, proportionate to the level of support, including project's aims and results, highlighting the financial support from the EU.
- Display **durable plaques or billboards clearly visible to the public** for physical investments or purchase of equipment for projects the total budget of which exceed EUR 100,000 showing the project logo and installed at the start of implementation.
- Publicly display at **least one poster of a minimum A3 size or equivalent electronic display** at partner locations with information about the project to highlight the support from the EU.

These guidelines contain detailed instructions on how to adequately and consistently apply these provisions for the different types of communication actions and tools to be implemented under Interreg NEXT MED projects.

Compliance with visibility rules is of utmost importance to secure Programme funding to communication activities and avoid ineligible expenses when disregarding EU and Programme branding requirements. When remedial actions or amendments to violated requirements are not possible and in accordance with section 6 of Article 36 of Regulation (EU) 2021/1059, the Managing Authority shall recover up to 2% of the support from the funds awarded to any beneficiary who fails to comply with their obligations on transparency and communication, taking into account the principle of proportionality by considering the infringement.

3. Management of communication activities and relations with Programme bodies

Considering the importance of communication in project implementation, the Managing Authority decided that Work Package 2 (Communication) shall be coordinated by the Lead Partner: this is to ensure the full ownership of the Lead Partner on communication activities and a consistent link between the implementation of project activities, results achieved and

their sound, timely promotion under communication efforts. As a matter of fact, the Lead Partner possesses a comprehensive overview of the project, along with detailed knowledge of the key activities to be implemented and those that require visibility or promotion. This position enables the Lead Partner to effectively coordinate and guide the communication efforts across the entire partnership.

While the supervision of communication activities is the responsibility of the Lead Partner, all partners should contribute to the implementation of the project's communication strategy. Each partner is expected to carry out its own communication activities, supported by dedicated budget allocations and human resources, fostering a collective commitment toward enhancing the joint outreach and visibility of the project.

Considering the pivotal role of the Lead Partner in steering the implementation of the project's communication strategy, it shall appoint or hire a **dedicated communication manager** - ideally at a **senior level with at least five years of experience** - given the demanding and complex nature of Mediterranean transnational cooperation projects and the need to coordinate and lead communication activities across diverse groups of organizations and stakeholders.

The **communication manager shall act as the sole contact point** with the Interreg NEXT MED Programme appointed communication manager and will deal with any request coming from the Programme regarding communication issues.

Key responsibilities and tasks of the project communication manager include:

- Coordinate and supervise the implementation of project communication activities - such as event organization, material design, website and social media management, video production, media relations, and stakeholder engagement - according to the communication strategy, schedule, and available resources.
- Support the design and implementation of communication activities by project partners, providing expert guidance and ensuring compliance with EU and Programme visibility rules.
- Coordinate information flows related to communication among partner organisations.
- Manage and update the project webpage hosted on the Programme website, ensuring regular publication of content aligned with Programme targets.
- Run and maintain the project's social media channels, regularly posting engaging and relevant content.
- Collect project output and result indicators related to communication.

- Monitor the effectiveness of communication activities and suggest improvements.
- Identify high-quality content from the project to contribute to Programme-level communication efforts.
- Provide the requested communication materials and outputs to support Programme visibility and outreach.
- Liaise with the Managing Authority to contribute to Programme events, publications, campaigns, and other communication activities.
- Ensure smooth collaboration and consistent messaging within the partnership, by establishing clear internal communication mechanisms among project partners. These may include shared editorial calendars, dedicated communication focal points (from each partner), collaborative platforms (e.g., Trello, Google Drive, Slack), and regular coordination calls.

To ensure communication efforts at project level are impactful, coherent, streamlined and aligned with broader Programme objectives, the management bodies - including the Managing Authority, Joint Secretariat, and Branch Offices - will work hand in hand with funded projects. Each project will be assigned a dedicated communication officer at Programme level, who will act as a reference point for communication-related matters and provide continuous guidance and support. This collaboration includes:

- Reviewing communication materials (e.g., printed and digital content, videos, press releases) produced by projects to ensure consistency with the Programme's communication guidelines and visual identity.
- Checking the content published on project webpages, including news, events, and updates, to ensure relevance, quality, and alignment with the Programme's editorial standards.
- Advising projects on how to improve their communication strategies and outputs, with a focus on enhancing visibility, effectiveness, and audience engagement.
- Organising training sessions and B2B capacity-building opportunities to strengthen the communication skills of project communication managers.
- Identifying and selecting engaging, newsworthy content (e.g., stories, social media posts, videos, photos) with strong potential for promotion through the Programme's own communication channels.

This collaborative and supportive approach aims to ensure that communication is not just a requirement, but a shared responsibility to enhance the visibility, impact, and long-term value of Mediterranean cooperation.

As part of this collaboration, all communication materials produced under the project - including publications, leaflets, gadgets, press releases, videos, infographics, visuals, and event-related content, including those prepared by project partners - must be submitted by the project's communication manager to the appointed Programme communication officer for review and approval before publication or use, acting to the deadlines set in section 13 of this document. This is to ensure alignment with the Programme's communication standards and visual identity, while allowing sufficient time for feedback, suggestions, and necessary adjustments to ensure clarity and quality.

4. Applying the communication obligations

This section outlines the key visibility and communication requirements that all Interreg NEXT MED projects must follow to ensure transparent, consistent, and high-impact communication of EU support. It details the correct use of the project logo, mandatory digital communication practices, media relations, publication standards, audio-visual materials, event visibility, infrastructure branding, and other promotional tools. In addition, this section contains advice and tips on how to enhance the efficiency and impact of the various communication activities and tools foreseen, helping projects to better engage with their target audiences and maximize the visibility of their results.

Adhering to these requirements is not only mandatory for all projects but also represents a valuable contribution to building a shared and recognizable identity for the Interreg NEXT MED community.

4.1 Naming the Programme correctly

While the official and full Programme name is "Interreg VI-B NEXT Mediterranean Sea Basin 2021-2027", for communication purposes it has been abbreviated as '**Interreg NEXT MED Programme**." Interreg, also known as European Territorial Cooperation (more information here), is the name of the initiative funded by the European Union to connect countries, regions and communities through a series of funding programmes – including Interreg NEXT MED, promoting cross-border, transnational, interregional and outermost regions cooperation. NEXT stands for "Neighborhood External" and MED for Mediterranean.

Project beneficiaries are requested to use the correct of the Programme name with **NEXT MED** in capital letters. Incorrect forms of the Programme name shall be avoided: ~~INTERREG Next Med~~ (Interreg is not written all in capital letters while NEXT and MED require capital letters); ~~Interreg NEXT-MED~~ (no hyphen between NEXT and MED), etc. The same rule

applies for project acronyms and titles, which shall always be used in the exact same form they were approved.

4.2 A harmonized branding identity for the Interreg NEXT MED community: use of project logo

Lead partners and partners are requested to ensure high visibility of the EU and Programme support in any action undertaken or printed/digital material produced. Displaying the project logo is the most important element for ensuring that project activities are eligible for funding.

Interreg NEXT MED applies the common Interreg branding used by over 80 programmes to ensure a strong, harmonized, and recognizable visual identity. In practical terms, this means that the Programme provides each project with its own official logo, integrating the EU emblem (flag), Interreg and NEXT MED brand elements along with the project acronym. Projects are not allowed to create their own logos, and related **design costs to create a logo are not eligible**.

The logo provided by the Programme is the **only logo** that the Lead Partner and project partners are authorized to display to highlight the support from the European Union and the Interreg NEXT MED Programme.

In **exceptional and duly justified cases**, a specific logo may be developed for a project output or result - such as a new brand, label, or tourism product - intended for use beyond the project's lifetime. In such cases, **prior approval from the Programme must be requested**, before any logo-related activity is undertaken.

Following the signing of the Grant Contract, the Managing Authority will send the harmonized project logo to the Lead Partner.

The Programme logo includes the following elements:

- European Union emblem (EU flag).
- Statement “Co-funded by the European Union”.
- Name of funding strand (Interreg).
- Programme name (NEXT MED).
- The Project acronym written in color associated with the relevant Programme’s Priority.
- An “identitary” visual element – not exceeding the size of the EU emblem and placed on the upper-left corner of the logo – which aims to symbolize cooperation (through the sun made of people) and the Mediterranean Sea (through the waves). This visual

element, based on the official Interreg colour scheme for the four Priorities addressed by the Interreg NEXT Programme, is inspired by the logos used under the previous ENPI and ENI CBC Med Programmes. It ensures consistent and recognizable branding across the different generations of the Programme.

The project logo, as seen below, is available in English, French and Arabic and in different formats (including jpeg, eps, png, pdf), including monochromatic versions.









Below are some key rules concerning the use of the project logo:

- The project logo must always be **displayed prominently** on all communication materials, both printed and digital, ensuring that EU support for the project is clearly recognizable and properly highlighted.
- The project logo shall always **appear on top of any material**, on the front page (for publication, etc.) and at the beginning of a video.
- The project logo can **never be smaller than other logos placed next to it**. In case the project logo is displayed alongside other logos, the EU emblem (the flag) must have at least the same size, measured in height or width, as the other logos.
- The **minimum size of the project logo** is 52,5 mm in width (width used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype + EU emblem - not including the statement nor the margins) and 1 cm in height of the EU emblem. For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.

To maintain a consistent and professional visual identity, the project logo must **never be altered or modified** in any way. The following practices are strictly prohibited:

- **Do not distort, stretch, slant, or rotate** the logo.
- **Do not delete or separate** any elements of the logo, including the phrase "Co-funded by the European Union" or the EU flag.
- **Do not cut, crop, or separate** the logo components, its composition is fixed and must remain intact.
- **Do not add outlines**, shadows, or visual effects to the logo.
- **Do not change the logo's colours**.
- **Do not place the logo directly on coloured or complex backgrounds**: it must be placed within a white rectangle that respects the clear space defined in the Programme's branding guidelines.
- **Do not use AI tools to generate or recreate the project logo**, as AI-generated versions do not accurately reproduce the official logo and may alter its colours, proportions, typography, or other visual elements. **Only the official logo files provided by the Programme shall be used**.

For detailed instructions on the **correct use of the project logo**, please refer to the Programme brand design manual (available in the Programme website at https://www.interregnextmed.eu/our-projects/resources-for-implementation/). In case of doubts about the use of the logo, please consult with your Programme communications officer.

4.3 Digital communication

Below are the main visibility requirements applying to websites and social media.

4.3.1 Project website

In line with the common approach for the creation of an Interreg NEXT MED community, all project websites have been standardized and integrated into the Programme website. Therefore, the Managing Authority has designed and will host project web pages on the Programme website at the following address: www.interregnextmed.eu/projects

The use of these web pages is mandatory for each project. **This means that costs for developing project websites are not eligible**. Only in exceptional cases, projects could envisage developing a separate IT platform for a specific output/result when this is duly justified by the nature of project activities (e.g., specific e-learning, GIS, tourism promotion platforms, etc.) and approved by the Managing Authority.

In practical terms, all projects are provided with a standardized space on the Programme website containing a standard set of information, including title and acronym of the project; project description (context, objectives, expected results, target groups and final beneficiaries); implementation period; partnership composition; total budget, European Union co-financing rate; contacts; news and events; deliverables.

The communication manager of the project is responsible for editing and updating its webpage with news, events, videos and other content on a regular basis.

A user manual will be provided to projects beneficiaries on how to use, manage and update their web page on the Programme website.

Projects are requested to update their webpage at least **3 times a month with news, events and other content** after receiving the credentials to access their webpage to keep it attractive and dynamic. Failure to meet this target, which is a mandatory requirement as per the provisions of article 21.6 of the Grant Contract, may lead to potential consequences in terms of eligible expenditure of the human resources assigned to the update of the project website.

In addition, it is **strongly recommended for transparency reasons** that **all tenders, vacancies and opportunities** (participation in training/mobility actions, etc. for instance) launched by the Lead Partner or the partners are published in due time on the project webpage, meaning a sufficient delay is granted to potential applicants/bidders to apply/submit a bid. A synthesis of the call – including its objective, where and how to apply, deadline and link to the actual tender/vacancy description/dossier – is sufficient.

Published contents on the project webpages should not be too technical, tailored to a general audience, and focus on achievements and cooperation stories. Please check the guide "Communicating with impact" (available in the Programme website at https://www.interregnextmed.eu/our-projects/resources-for-implementation/), **which contains some tips and advice to grab readers' attention.**

4.3.2 Reference in institutional websites

Lead Partners and partners must publish information about the project on their institutional websites (where such websites exist), providing a short description of the project, its aims, expected results, partnership and highlighting the financial support received from the European Union through the Interreg NEXT MED Programme (total project budget and EU financial contribution in figures and percentage). This information

can be edited in national languages and must include the project logo placed in a visible place. A link to the project webpage on the Programme website shall be included.

Compliance with this requirement must be achieved within the first six-month reporting period (and ideally within three months from the start of the project). In the first six-month report, the Lead Partner shall include a file containing the links to the partners' institutional websites where the project appears.

4.3.3 Social media

The Programme is present and active on social media (Facebook, LinkedIn and Instagram) and encourages projects to do so on **at least one social media platform** of their choice, ensuring an active presence. Social media are a great way to reach a vast array of target groups, in particular young people, and allow direct connection with followers.

Developing a strong social media presence requires time, specific skills and tailor-made contents. Whenever possible, projects are encouraged to publish content in national languages, always in addition to the Programme's official language (Arabic, French and English). **The decision to open more than one account on social media should be carefully assessed**, considering the volume and type of content the project is able to generate. Furthermore, projects are free to use their entity's existing social media accounts, instead of opening new ones, if it is deemed suitable not to start from scratch. The project is encouraged to consult the Programme communication officer in the mentioned decisions.

The content and tone should be adapted for each social media platform. Simply reposting the same content across all platforms is often ineffective. For instance, promoting content the same way on Facebook and Instagram will not prove an efficient strategy as Instagram is focused on images and visuals, very short texts, and does not allow clickable links in posts. Below are some strategies for adapting your content based on the platform's characteristics:

- **Facebook:** Facebook supports a wide variety of content formats, including posts with active link previews, video playlists, event announcements, and photo galleries. It is ideal for reaching a broad audience, promoting project updates, events, achievements, and community engagement activities. Use active preview links to drive traffic to your website or specific initiatives.
- **LinkedIn:** LinkedIn is the best platform for professional networking and sharing formal opportunities such as training, job vacancies, tenders, and events. It is particularly suited for reaching sector experts and potential collaborators, building a professional community around the project, and sharing its achievements at a

technical level by highlighting effective solutions and showcasing key project documentation.

- **Instagram:** Instagram is a highly visual platform where quality images, reels, and stories are key to engagement. It is ideal for reaching younger audiences and telling powerful visual stories about the people, places, and communities impacted by the project. **The decision to create a dedicated Instagram account for a project shall therefore be carefully considered**, based on whether the project has sufficient content that is suited to the platform. Projects should be able to regularly produce engaging, Instagram-specific content, particularly reels, stories, and strong visual material featuring people, places, activities, and tangible results. Instagram should not simply replicate content published on other channels: routine pictures of meetings, screenshots of webinars or presentations, and other static institutional content should be avoided. Instead, communication should focus on authentic, dynamic, and visually impactful storytelling that brings the project and its results closer to its audiences. Avoid using links directly in posts, as they are not clickable: use stories or the link in the bio when directing users to external content.
- **X**: X is well suited for real-time updates, quick news sharing, and direct engagement with public officials like mayors, policymakers, European Commission representatives, EU institutions, national and regional authorities, journalists, and experts in the field of international cooperation and EU affairs.
- **YouTube**: projects must open a dedicated account on YouTube (or use an existing one) as it is the sole way to share videos on the Programme website.

Please note that single social media posts shall not be approved by the assigned Programme communication officer prior to their publication.

Here are some hints for managing social media:

Regular. Posting frequently is one of the key success factors to build an audience on social media. Therefore, projects shall design an editorial strategy, **foreseeing at least two posts each week**: this will help increase and retain audience.

Concise. Quality and engaging writing is essential for social media. While writing full-length articles is not adapted to social media, projects should focus on writing short previews that attract the audience's attention and convince them to read a full article linked in the social media post. Research says that the ideal length of a Facebook post is 40–80 characters: you should **adjust your copywriting** and be as concise as possible.

Creative. Modern communication involves lots of visuals. In addition to efficient writing, your posts on social media should include photos, reels, stories, and other types of visuals.

Adaptive. News is everywhere and your editorial strategy on social media should be connected to the main policy, social, environmental and cultural developments in the Mediterranean area. For instance, when the EU launches a new flagship initiative for development of renewable energy in the Euro-Mediterranean area, it is worth using social media to highlight how your project will contribute to this new initiative.

Curious. Sharing contents from others that are related to the project, especially from influencers, is a good way to enrich your presence on social media and retain an audience.

Simple language and conversational tone. Texts should be written in simple and concise language in order to be comprehensible and accessible to everyone. Information about the project is also sought by people new in the field of international cooperation, so it is worth ensuring that difficult language is not a barrier. Similarly, the tone used should be able to engage the reader, so using a conversational tone rather than an academic one is beneficial.

In view of building a community among the Programme and the projects, these latest are encouraged to mention/tag the Programme in social media posts so that the Programme is always up to date with the project's activities and can share their contents. Projects are also encouraged to use the official hashtag **#MADE4MED**, which symbolizes the spirit of collaboration, collective commitment and partnership for a better Mediterranean region, serving as a distinct and recognizable brand for the Interreg NEXT MED Programme's community of projects. It is also recommended to use the hashtag **#Interreg with the EU flag (as emoji) next to it** on X and Facebook, as suggested by the European Commission.

Visibility requirements shall also be guaranteed on social media. In the description of their profile, projects must add a short reference – for instance "Funded by the #EU under @interregnextmed" on X – to the support of the EU/Programme as well as the link to their webpage on the Programme website. Facebook and Twitter cover photos shall include the project logo. For the header and profile pictures on social media, it is mandatory to use the project logo. **In addition, if stories, reels, visuals are produced to be shared on social media, they shall include the project logo. If a reel or story is produced live during an event for instance, it is not mandatory to include the project logo.**

Finally, and **within the first six-month reporting period (and ideally within three months from the start of the project), all the organizations involved in a project shall publish a post highlighting the project on the social media they normally use. The**

post must mention/tag the Programme. In the first six-month report, the Lead Partner shall include a file containing the links to the posts published on the social media handles of the partners where the project appears.

4.3.4 Smartphone applications

Mobile phones offer a great chance for enhancing project communication. Smartphone applications have the potential to connect projects with their audience, especially a younger one, and their use should therefore be investigated.

As regards visibility criteria, the project logo must be positioned in a place which is visible without scrolling or clicking. It shall be clear to users that the app was developed under an EU-funded project and basic information about the EU financial contribution shall be included.

Mobile apps must be made available for download through the official stores of major phone manufacturers (Google Play and Apple Store), as downloading from unofficial sources may pose security risks and create difficulties for non-experienced users.

4.4 Media relations

Media are a prime target group for project communication and the Programme expects that projects regularly inform media about their activities and achievements so that projects gain awareness with the general public.

Building relationships with the media and raising their interest is not an easy task as journalists are often busy people and EU funded projects are not always considered as the trendiest, most exciting topics. Again, for communication to be persuasive, it should focus on human stories and on the impact of EU/Programme support on people. Telling how a project has changed the life of a young start-upper offering him/her a bright future might have good chances of engaging the media.

Projects should establish an actual strategy to engage the media and achieve sufficient coverage, disseminating press releases as often as possible to inform and keep the media informed about the main developments, achievements and opportunities. Writing style should be adapted to journalists with **attention-grabbing headlines** and with the most important information included at the very beginning of the press release using the inverted pyramid (the most important information - or what might be considered the conclusion is presented first) and answering the five Ws (Who, What, When Where, and Why). For more details about how to write an attention-grabbing headline and how to apply

the inverted pyramid, please check the "Communicating with impact" guide (available at https://www.interregnextmed.eu/our-projects/resources-for-implementation/).

It is recommended for each project to collect a list of relevant media contacts and explain to them from the beginning the project objectives, expected achievements and opportunities.

4.4.1 Press conferences

To foster links with media, projects are encouraged to organize a press conference together with the kick-off meeting (or in the near period after the project is launched) and the final partnership meeting, or any important occasion in the lifetime of the project. Press conferences should always be planned in cooperation with the assigned communication officer from the Interreg NEXT MED Programme, by sharing the main elements (media invitation, participants, organizations details, etc.) about the press conference.

4.4.2 Press releases

During their implementation, projects are expected to disseminate press releases on a regular basis to promote important achievements, key events and any available opportunities.

In particular, it is **mandatory to disseminate a press release** at the **beginning of the project** (to provide information about the project, expected achievements, and opportunities) and **one at the end of project summarizing the main results achieved**. **Each partner shall disseminate a press release to local media**, ideally in the local language for more impact. It is recommended that the project communication manager draft a standard press release that can then be adapted by each partner. It is expected that **press releases are sent at least 10 days prior to their publication** to the assigned communication officer for review and approval.

Press releases shall contain the following elements:

- The project logo.
- A clear reference that the project is funded by the EU under the Interreg NEXT MED Programme.
- The total budget of the project as well as the amount of contribution received (in figure + percentage).
- The following disclaimer: "*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*".

- The name of at least one person whom the journalist can contact for further information (including email address and telephone number) and
- The address of the project webpage on the Programme website.

The release should be kept to one side of an A4 page whenever possible (max. 500 words recommended).

When dealing with journalists, it is important to make sure that published press articles/video features mention the support of the EU/Interreg NEXT MED Programme to your project.

As for other communication requirements, the first six-month report shall include the press releases disseminated by the project within its initial implementation period, together with a collection/links of media appearances.

4.4.4 Press visits

Media visits by journalists to project sites may offer additional opportunities of visibility. Such visits should be well-planned in advance with the assigned Programme communication officer and focus on tangible achievements (pilot plants and actions) and include, as far as possible, meetings with final beneficiaries and local communities.

4.4.5 Media kit

To support consistent and professional media engagement, projects are encouraged to prepare a basic media kit at the beginning of implementation. A media kit may include:

- A short project description (in both the project official language and languages of the countries represented in the partnership), in the form of a visually engaging flyer or fact sheet, including basic information on the project (mission/objectives, (expected) achievements, key activities, budget, duration, geographical scope and partners).
- Main communication messages and points.
- Latest/standard press releases.
- Logo, branding files and visuals, including project high-resolution photos, (link to) videos, infographic, etc.
- Contact details of the communication manager.

The media kit should be regularly updated and made available, via the project webpage or upon request, to journalists.

4.5 Printed material

Publications, including leaflets, brochures, handbooks, studies, infographics, are important tools to ensure a more permanent record of messages and results achieved by the project.

Publications should always be tailored to the specific audience in question, **and focus on the tangible results achieved, not the financial and administrative details.** Texts should be short and simple, and pictures used where possible to illustrate the action and its context. **Pictures should depict the people positively impacted by the project, rather than the officials responsible for its management. It is recommended to take real, high-quality photos instead of using AI-generated images, as they add authenticity and credibility to your communication. If using AI-generated visuals, do so with care - ensure they are clearly labeled, contextually appropriate, and do not mislead or distort reality.**

Besides quality copywriting, projects should keep in mind that attractive, catchy graphic design that invites people to read is a must.

When possible, key parts of brochures or publications (such as summaries or key messages) should be translated into national languages, while always being available in the project's official language. Publications shall always incorporate the project logo on the top of the cover page as well as the following elements:

- A clear reference that the project is funded by the EU under the Interreg NEXT MED Programme.
- The total budget of the project as well as the amount of contribution received (in figures + percentage).
- The following disclaimer: "*This publication has been produced with the financial assistance of the European Union under the Interreg NEXT MED Programme. The contents of this document 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*." Based on the space available, and especially when content is not simple information, but takes a stand on themes relevant to the Programme or topical issues (e.g., studies, reports, publications, press kits, videos, etc.), the disclaimer must be included. Please consult your Programme communication officer in case of doubt.

Long publications shall also contain the general statements about the Programme and the EU:

- Statement about the Programme: "*Interreg NEXT MED promotes transnational cooperation among 15 EU and Partner Countries, focusing on funding projects that address common socio-economic, environmental, and governance challenges across the Mediterranean. Key areas of action include the uptake of advanced technologies, SME competitiveness and job creation, energy efficiency, water management, sustainable agriculture, climate change adaptation, the transition to a circular and resource-efficient economy, education and training, health care and local governance. The Programme, which budget is €263 million, is funded by the European Union through the European Regional Development Fund (ERDF) and the Neighbourhood, Development, and International Cooperation Instrument (NDICI – Global Europe). It is managed by the Autonomous Region of Sardinia (Italy) under the supervision of the European Commission's Directorate-General for Regional and Urban Policy (DG REGIO). For more information, please visit: www.interregnextmed.eu.*"
- Statement about the EU: "*The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders*."

Before issuing any publication, projects beneficiaries shall share the draft version with the assigned communication officer for approval.

Scientific publications and academic papers may have specific rules which prevent applying the visibility rules contained in these guidelines, i.e., displaying the project logo. In any case, scientific papers related to funded projects must include the following sentence to highlight the financial support of the European Union: "*This publication/paper has been produced/This research has been carried out with the financial assistance of the European Union under the Interreg NEXT MED Programme.*"

4.6 Audio-visual material

Videos, especially those of short duration, are quickly becoming one of the most efficient communication means as people enjoy watching videos rather than reading long texts.

Videos shall transmit emotions since creating an emotional response with viewers means raising interest and engagement for the project.

Audio-visual productions shall always acknowledge the EU/Programme support and display the **project logo at the beginning of any video**. In addition, it shall be mentioned as

follows, at the end of the video: "*This video has been produced thanks to the financial support of the European Union under the Interreg NEXT MED Programme. The contents of this video 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".* It is highly recommended to upload videos on YouTube and share them on the project webpage and on social media.

For short video formats designed only for social media, like reels, the use of the disclaimer is not mandatory, while the project logo can appear just at the end of reels, in order to maintain the engagement potential of the initial 'hook'

Projects are invited to discuss the video concept with the assigned communication officer before starting the production phase and share the draft video for approval.

The **Managing Authority requires that each project produces at least two short videos**: **one presenting the project at its inception** - to be produced within the first 6-month reporting period - **and another presenting the project's achievements** towards its end.

Ideally, these two videos should be short (not exceeding 3 minutes) of a reasonable budget (not exceeding 5,000 euros per video), and the script must be shared with all partners to integrate their inputs. Projects are encouraged to produce additional videos about their activities and achievements through the implementation period.

Projects should consider taking short videos in vertical format to be viewed in smartphones and shared through social media (reels), especially when the target audience is young people.

It is recommended to avoid videos that simply show meeting venues and people speaking without clearly conveying the main project messages. Such videos offer little added value for the general audience in understanding the project's purpose and impact and are therefore not recommended. Projects are encouraged to focus on storytelling and clear communication of their objectives and results.

4.7 Events

Any kind of events (seminars, steering committees, press conferences, trainings, public conferences, etc.) organized under a project shall always convey the messages that it is funded by the EU. **The project logo shall appear on all materials (including invitations, agenda, printouts, etc.) and the European flag, a banner, a roll-up poster or a flag including the project logo shall be displayed in meeting rooms**. The same visibility

requirements shall be adapted to and ensured for online events: these shall equally convey the message they are supported by the European Union. For instance, speakers' virtual background should include the project logo.

For relevant and major events organized in Mediterranean Partner Countries, projects are encouraged to invite the local EU Delegation. Please consult with your communication officer on this issue. In any case, the text of the invitation shall be shared beforehand with the assigned communication officer at least 20 days before the event is held.

When planning events, projects should elaborate on what they would like to communicate – i.e., the messages – to the audience, reflecting on the following questions: what the audience would like to learn and take from the event? How will the event engage the audience?

Nowadays, there are many events taking place so making them exciting for participants is a must for projects**. Events, especially those open to the public, should go beyond presentations and panel discussions and find tools and activities that make events more attractive for the audience.** Here are some hints to improve the quality of events:

- Get the right people onboard. To keep the interest of participants high during your events, you need engaging speakers. Finding a moderator/facilitator and involving experts is a good way to make your events more interesting for participants. Testimonials, i.e., people who directly benefit from the project, have the power to connect participants with the project by telling real, human and sometimes touching stories: be sure to involve testimonials!
- Set the mood: first impressions matter so you should create the perfect mood for your event, you need to make good use of lighting, colors and consider using (live) music. Rather than simply organizing an event, projects should really focus on creating an experience.
- Select a convenient venue: although the use of partners' premises is encouraged, projects should consider appealing venues such as museums, universities, business incubators or even outdoor locations next to project pilot plants or within natural areas, for instance. Choosing unique and diverse venues can add a lot to the participants' experience.

Create a learning experience: don't focus on what you want to say but rather on what people would like to learn when designing and delivering your events.

The same recommendations apply to webinars and other online events: there are now many options to produce and host engaging, interactive and high-quality webinars which go beyond a simple "Zoom", "Teams" or "Webex" session by adding vibrant visuals, videos, polls, Q&A, quiz through collaborative platforms such as Mural, Mentimeter, etc.

Don´t forget to announce events organized by the project (and not by third party) in advance by using the "Events" section of your project website.

4.8 Branding premises, infrastructures and equipment

Any premises, infrastructure and equipment supported under the Programme shall be adequately branded to ensure that the EU funding is highly visible, and people can understand the nature of the project.

When the implementation of a project involves the construction and installation of pilot plants or the valorization of a specific site (e.g., archeological site) and thematic itinerary (for touristic purposes for example), these shall be identified by means of display panels containing the project logo. These panels should be clearly visible so that people passing by the site are able to read and understand the nature of the project and of the EU contribution.

Following the requirements of the EU, display plaques or billboards shall be consistent with the following elements:

- Include the project logo.
- Be placed as soon as the physical implementation of the infrastructure or the purchase of equipment starts.
- Be placed on the infrastructure or construction, or (if not possible) at a place nearby, that is readily visible and accessible to the public.
- Be of significant size.
- Be durable and resistant, enabling long-lasting display.
- Use the project language and/or the local language of the country where the plaque/billboard is displayed.
- Include the name of the built infrastructure or equipment as well as short description of the main objective of the infrastructure/equipment, e.g.:
    - "Construction of a green roof on the school of XXXX – This installation will help reduce temperature, improve insulation, and promote biodiversity."
    - "Development of the XXXX Training Center – This project will enhance education infrastructure, support skill-building, and foster innovation."

  - "Installation of solar panels at the XXXX building – This installation will increase renewable energy production, reduce carbon footprint, and lower energy costs."
- Based on the size of the display panel, include a short description of the project (ideally not exceeding 400 characters), explaining its objective(s) in a meaningful and simple manner to the public.
- Partners logo: if other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size as the biggest of the other logos.
- Display the project website or QR Code.

In addition, each partner shall place at their premises a poster of a minimum A3 size or equivalent electronic display with information about the project including the financial support from the European Union and the project logo at a location clearly visible to the public, such as an entrance area of a building.

The poster shall contain the following elements:

- Project logo.
- Description of the project, using simple and clear language is recommended, therefore avoiding the use of acronyms, jargon, ideally in no more than 400 characters.
- Financial information with the project total budget and the amount/rate of EU financial support to the project.
- Project duration, e.g. the starting and ending date (month/year).
- Project website or QR Code.

The A3 poster or equivalent electronic display shall be placed at the partners' premises within the first 6-month reporting period, with photographic evidence of the display of the poster to be provided in the first 6-month report.

Ideally, the photos of the A3 poster at the partner´s premises should be relevant, avoiding photos with neutral, anonymous backgrounds that could be anywhere but reflecting the poster displayed in the actual environment of the organization, university, company, etc.

The design of both the display panels and A3 posters must be approved by the assigned communication officer in order to avoid any visibility mistakes.

Finally, vehicles, supplies, small equipment (including computers), etc. purchased by projects should be clearly identified and visibly carry the project logo with the mention "Provided by the European Union - Interreg NEXT MED Programme" in English, French, or

Arabic. This should be preferably done by putting a visible sticker on the item. There is no required template for stickers, but recommended sizes are 90 mm x 50 mm (smaller items) and 100 mm x 100 mm (larger items).

4.9 Promotional items and other material

Stationery (e.g., letterheads, business cards, email signatures, PPT templates) used under the project shall be branded with the project logo. **Promotional items** such as goodies, gadgets, bags, pens, notebooks, USB sticks shall always display the project logo.

It is strongly recommended to print a **project flag**, including the **project logo** and the **hashtag #MADE4MED**. This flag can be easily displayed on any occasion and ensures high visibility, by creating a sense of community.

5. Greening of communication activities

Communication activities in Interreg NEXT MED funded projects should actively contribute to environmental sustainability. Projects are therefore encouraged to adopt eco-friendly practices, such as minimizing printed materials, prioritizing digital dissemination, choosing recycled or sustainably sourced materials for any printed items, and reducing the environmental footprint of events. In particular, it is recommended to avoid producing meeting-specific materials (such as roll-up posters, banners, notebooks, badges, etc.) and instead prefer generic versions that can be reused throughout the entire project implementation period.

To further support this objective, events may also include additional sustainability measures, such as opting for reusable or compostable materials, promoting waste separation and recycling on site, and involving local social enterprises or startups, especially those offering sustainable or inclusive catering services, in event logistics. Catering should prioritize local, and seasonal products, and participants may be encouraged to use public transport or shared mobility options whenever possible.

Projects are also encouraged to communicate these greening efforts, both on-site and through their communication channels, to demonstrate their commitment to environmental responsibility.

In order to boost the integration of greener practices into communication efforts, projects are invited to read the Interreg NEXT MED Guide for greening project implementation.

6. Other recommendations and suggestions

To further enhance the efficiency and impact of communication activities, the following suggestions are proposed:

- **Hire experts**. It is recommended to hire/contract video makers, photographers, and graphic designers to create engaging communication products and visuals. These are specialized skills that require professional expertise, and investing in qualified experts significantly enhances the effectiveness and quality of project communications.
- **Use paid ads**. Advertising on social media and Ads Campaigns are cheaper than on traditional media (newspaper and TV/radio), fully customizable and impact in terms of engagement and reach can easily be measured. **Display the project logo strategically**. When taking pictures or shooting videos, ensure that the project logo appears subtly but clearly in the background. This helps maintain a professional and consistent visual identity without overwhelming the content. The logo can be displayed on a project flag, roll-up banner, or other branded items like a cap or a T-shirt. See examples below.



Programme logo displayed on caps and branded background during a TV interview

- **Action shots.** Photographing participants actively engaged in project activities provides authentic visuals that enhance storytelling and demonstrate impact.
- **High-quality photos.** Pictures featuring people, infrastructure, or key project milestones should be high-resolution and original to ensure professional quality.

When sharing visuals, avoid compressed formats and, if using messaging apps like WhatsApp, select the HD option to preserve image clarity.

- **To ensure maximum flexibility and reusability**, try to take photos that can be easily cropped both vertically (great for Instagram) and horizontally. Alternatively, take a few shots in each format.
- **Take a family picture (group photo) during the project kick-off meeting** and share it on social media. On this occasion, it is a good idea to display a project flag while taking the family picture, as shown below.
- **Create a shared folder** between the project communication manager and the communication focal point of each partner. The purpose is to collect nice, relevant photos from all the partners. Make sure that each photo reflects a visibility element of the project, **avoiding copy/pasting the project logo on the pictures but making some elements (flag, roll-up, screen) are visible and noticeable on the pictures.**



- **Choose visuals that are easy for everyone to understand and relate to.** Use images that are inclusive, gender-balanced, and respectful of the different cultures and communities across the Mediterranean. This helps ensure that your communication is accessible, representative, and emotionally engaging for a wide audience.
- **Boost people's engagement in communication actions**. By implementing interactive and educational initiatives, such as campaigns offering practical advice (e.g., energy-saving tips, waste reduction techniques) and gamified experiences like

quizzes and competitions, it is possible to raise awareness and actively engage participants, making communication efforts more dynamic and impactful.

- **Establish partnerships with influencers.** Collaborating with influencers, especially those who align with the values and themes of Interreg NEXT MED projects, can significantly expand the reach and visibility of communication activities. Influencers can engage diverse audiences in an impactful way, helping to amplify project results, and foster stronger public engagement.
- **Host an Interreg Volunteer Youth (IVY) within your project**. An initiative of the European Commission to engage young people in the implementation of European Territorial Cooperation's programmes and projects. It is encouraged to involve IVYs, as they specifically support project communication, provided they cannot replace essential staff for the project's implementation. For more information, please visit the IVY website: https://www.interregyouth.com
- **Exploit the potential of Artificial Intelligence (AI) in a responsible manner.** The potential of AI for the communication of EU-funded projects is immense. AI tools can assist in generating texts, designing social media content, and even producing short videos. By saving time and enhancing creativity, AI allows communication teams to focus more on strategic planning and storytelling. However, it is essential to **use AI responsibly**: all AI-generated content should **remain genuine**, aligned with the project's objectives and actual content, and carefully reviewed to ensure authenticity and maintain the human touch that builds trust with audiences. **It is recommended that content that is either generated or modified with the help of AI – like images, audio or video files - are clearly labelled as AI generated so that users are aware when they come across such content**. For more information on the use of AI applied to Interreg programmes, please check the presentations prepared by Interact available here.

7. What to communicate?

Besides coping with the visibility requirements described in this document, beneficiaries and partners shall take into consideration the following principles when designing and implementing communication activities.

Addressing broad and everyday issues: people are interested in big issues - health, jobs, environment, youth, etc. - and everyday local issues that have an impact on their lives. Your project addresses both types of issues in one way and another so **your communication should speak to readers in a way that makes them feel engaged**.

Highlighting the positive role and contribution of the European Union: in addition to the mandatory requirements described below – displaying the project logo, reference to funding source, etc. – it is important to make sure that the positive contribution of the European Union to the implementation of Euro-Mediterranean cooperation projects is always and adequately highlighted and promoted. In press releases and other written communications, it is recommended to insert a reference to the European Union in the headline as in the following example: "**EU-funded** (Acronym of the project) project to improve energy efficiency in the Mediterranean". In the body of an article or press release, it is equally important to make an additional reference to the support of the EU to the project through the Interreg NEXT MED Programme: "The (Acronym) project, funded by the **European Union under the Interreg NEXT MED Programme**, aims at …"

Focus on human stories: one of the distinctive features of the Interreg NEXT MED Programme is its investment in people, especially the youth, for which there is a specific strand. This should be reflected in the communication activities implemented by projects with an attention on the tangible impact of the EU funding on target groups/final beneficiaries: whether dealing with a start-upper, a student, a researcher, a woman, vulnerable and unemployed people or a farmer, communication shall insist on **how the EU support has changed their lives**. To do that, stories can be broken into three parts. Let's take the example of Amir, a farmer from Jordan and father of three.

- **The problem**: *what are the issues Amir is facing in achieving a decent livelihood for his family? Which service, product, knowledge or expertise is he lacking*? As one of the driest countries on earth, Jordan is affected by severe water shortages. Unfortunately, crops don't grow without water. This situation makes Amir's life difficult as he is continuously struggling to get enough water for his crops, meaning low productivity, high costs for fertilization and low income for his family.
- **The journey**: *what kind of support was provided to final beneficiaries? Which solutions were developed and implemented?* Amir received support under an EU project funded by the Interreg NEXT MED Programme dealing with efficient water irrigation. His farm was equipped with state-of-the-art drip irrigation systems as well as a solar-powered pumping system and a small desalination plant. In addition, Amir was trained extensively and learnt how to save water while achieving more efficiency in crop production.
- **The impact**: *to which extent did the project change the life of the final beneficiaries? Which is the final impact achieved? How was the knowledge*

transferred? The project has changed the life of Amir and his family. Thanks to increased water availability, Amir can produce a higher quantity of crops and has reduced the costs for fertilization. That means more money for his family: Amir's son has recently enrolled into a university program in agronomy while Amir was struggling to afford his son's education fees before. But most of all, Amir is now helping other farmers in his village, teaching them about the best practices in water irrigation he learnt during the project.

Telling human stories as the one of Amir, meaning using a story-telling approach, is a great way to engage audiences and makes it feel emotionally connected to the project. Therefore, beneficiaries and partners should seek to upgrade the way they communicate and focus on the tangible, actual benefits delivered to the people involved with the project.

Promotion of Euro-Mediterranean cooperation: one of the objectives of the Interreg NEXT MED Programme communication strategy is to promote the magnitude of mutual interests and long-term objectives of cooperation between the EU and Partner Countries in the Mediterranean area. This objective should be reflected in project communication activities, highlighting joint solutions developed and implemented and explaining how the project could not have been achieved without a real, deep cooperation among partners from different countries. A transnational project is not the sum of individual actions carried out separately by each partner, but the result of joint work implemented together by organizations from different areas of the Mediterranean region. Since cooperation in the Mediterranean does not always come for granted, people having decided to join forces and address common challenges is *per se* a great achievement. Mobility actions - for instance a Palestinian start-upper having the opportunity to carry out a business incubation period abroad - are a great added value of transnational cooperation: this should be told!

Contribution to better public policies and governance: projects will test pilot approaches and develop good practices that prove to be efficient tools to address a specific issue and bring about valuable solutions. Projects should seek to the widest possible extent to raise the awareness of public institutions about the good practices developed and convince them to adopt these practices. Mainstreaming project results in policy debate, eventually introducing policy development and change, should be part of the project communication strategy.

Projects are invited to regularly consult the guide 'Communicating with impact' (available in the Programme website at https://www.interregnextmed.eu/our-projects/resources-for-

implementation/) to ensure their communication activities reflect the Programme's approach and expectations for engaging and impact-based narrative.

Projects can increase their visibility by linking their content to key international, EU and Mediterranean-wide celebrations, that align with their themes and target groups, such as such as:

- International Women's Day (8 March).
- World Environment Day (5 June).
- International Youth Day (12 August).
- Day of the Mediterranean (28 November).

Finally, projects are encouraged to connect their communication to relevant thematic platforms and initiatives, helping them align with global/EU priorities and reach like-minded communities. These broader frameworks may include the EU Green Deal, the EU Mission on Climate Adaptation, the Union for the Mediterranean, etc. To ensure an impact as a Mediterranean-wide community, projects are encouraged to collaborate on specific campaigns and initiatives promoted by the Interreg NEXT MED on thematic/international/EU days by providing the requested information.

8. Drafting the communication plan

It is recommended to foresee a communication plan which will guide the activities of the project: the communication plan should be considered as a roadmap for the timely and effective implementation of the contents included in Work Package 2, detailing at least the following main elements: objectives, target groups, key messages, activities, time plan, budget, evaluation.

In case foreseen in the application form, projects must submit the plan to the Managing Authority before the first six-month reporting period - ideally within the first 3 months of project implementation.

. The proposed communication plan will be reviewed and sent back to the Lead Partner, including potential integrations, within 20 calendar days.

Whilst there is no template for the communication plan, the following elements should be considered:

- **Objectives**
  - Communication objective(s)
  - Target groups

- Key messages by target group
- **Activities**
  - Communication tools and channels identified
  - Main communication activities envisaged and indicative schedule
- **Evaluation**
  - Indicators (see points below on evaluation)
  - Means of verification/feedback
- **Resources**
  - Human resources: organization of communication team within the partnership (who does what)
  - Financial resources: budget available for communication activities

9. Monitoring communication activities

The monitoring of communication activities is a crucial part of the overall communication strategy implemented by projects. Regular assessment brings a double benefit:

- It helps measure the effectiveness and impact of the communication efforts carried out.
- It provides valuable insights to improve both the communication strategy and the overall quality of project implementation.

Project beneficiaries are invited to monitor the impact of their communication activities using specific indicators to be included in each project report, defined as follows:

- 2 **Output indicators** to focus on the final products, not their dissemination.
  - **Number of communication, information and visibility initiatives and products implemented**: the indicator measures the number of communication and information initiatives and products carried out, in particular their main outputs, including:
    - Number of events/seminars held (only those open to the public, stakeholders or target groups, not the technical/internal meetings of the project partners).
    - Number of publications and/or editorial products produced.
    - Number of video productions and/or multimedia products created.
    - Number of press releases.

For all outputs listed, measurement refers to final products only, not their dissemination (e.g., number of events, not participants; number of publications, not copies distributed; number of videos, not views).

- **Number of integrated communication campaigns**: the indicator measures the number of integrated communication campaigns, meaning those that combine elements across at least two different communication platforms (e.g., TV and print, print and social media, outdoor and social media, etc.). In addition, integrated communication campaigns require a focus on a certain topic and ideally should have a transnational reach. The measurement is based exclusively on the number of campaigns implemented (understood as the number of distinct campaign concepts) and does not consider individual products/outputs.

- 1 **Result indicator** to focus on actual engagement, not just the number of activities.
  - **Number of people reached and engaged**. This indicator measures the actual audience impact of communication activities, going beyond the number of actions implemented. It includes individuals who have been exposed to or involved in project communication actions through various channels. This may encompass:
    - Participants attending events, workshops, or trainings.
    - People reached through communication campaigns (online or offline).
    - Readers of publications, newsletters, or articles.
    - Viewers of videos or multimedia content.
    - Social media users who interacted with project content (likes, shares, comments, clicks, etc.).

Each six-month report shall include data on the specific communication indicators listed above, following the template provided by the Managing Authority.

10. Intellectual property rights

Upon request, all project partners are obliged to provide the Managing Authority as well as European Union institutions, bodies, offices or agencies with any communication materials produced in the project (REGULATION (EU) 2021/1060, Article 49(6) and Annex IX of that regulation). All project partners are obliged to offer them under a royalty-free, nonexclusive and irrevocable license and without significant additional costs or administrative burden.

This license on intellectual property rights grant to the EU and the Managing Authority the following rights:

- internal use i.e. the right to reproduce, copy and make available the communication and visibility materials to EU and EU Member States' institutions and agencies and their employees.
- reproduction of the communication and visibility materials by any means and in any form, in whole or in part.
- communication to the public of the communication and visibility materials by using any and all means of communication.
- distribution to the public of communication and visibility materials (or copies thereof) in any and all forms.
- storage and archiving of the communication and visibility materials.
- sub-licensing of the rights on the communication and visibility materials to third parties.
- additional rights may be granted to the EU and the Managing Authority.

In addition, following the provisions of Article 21.5 of the Grant Contract on Visibility, the Lead Partner (LP) is fully responsible for the content of any notice, publication, or promotional material created by the LP, the project partners (PPs), or any third party acting on their behalf. If someone makes a claim for damages, for example, due to a violation of intellectual property rights - the LP is liable. If the Managing Authority suffers any damage because of the content of these materials related to the use of a copyright-protected image on the project page hosted on the Programme website, the LP must cover the costs of the claim.

11. Processing of personal data

Beneficiaries must always remember to ensure that processing of personal data during project implementation and in particular in relation to communication activities complies with the requirements set in the applicable data protection legislation, in particular when applicable the EU General Data Protection Regulation (GDPR). This includes obtaining consent for the use of photos and videos taken at events, using secure and transparent forms for newsletter sign-ups, and clearly providing opt-out options in all email campaigns. These measures are mandatory for EU Member State partners and are strongly recommended for Mediterranean Partner Country (MPC) partners to ensure alignment with best practices in data protection.

12. Contact

For more information, please contact:
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13. Synthesis of key tasks and deadlines

Type of document/material	Key provisions to comply with	Action required	Timing
	ACTIVITIES AT PROJECT START		
Communication plan (if foreseen in the project application)	Must serve as a shared roadmap for implementing Work Package 2 and cover at least: communication objectives, target groups, key messages by target group, communication tools/channels, main activities and indicative schedule, evaluation/indicators, means of verification, human resources and budget.	Send for approval to the assigned communication officer	Within the first 6-month reporting period (and ideally within 3 months from the start of the project)
Reference to the project on partners institutional websites	Must include a short description of the project, its aims, expected results and partnership, clearly acknowledge the EU financial support through Interreg NEXT MED (total budget and EU financial contribution in figures and percentage), display the project logo in a visible position, and include a link to the project webpage on the Programme website.	Include file with relevant links in the first six-month report	Within the first 6-month reporting period (and ideally within 3 months from the start of the project)

Posts on social media of partners' institutional accounts	Each partner must publish at least one post highlighting the project on its social media accounts (when available) and mention/tag the Interreg NEXT MED Programme.	Include file with relevant links in the first six-month report	Within the first 6-month reporting period (and ideally within 3 months from the start of the project)
Project kick-off press release	Must include the project logo; reference to EU funding under Interreg NEXT MED; total project budget and EU contribution; mandatory disclaimer; media contact details; and project webpage address. Focus on tangible results to be achieved and expected impact on beneficiaries. Each project partner shall disseminate a press release on the occasion of the project kick-off meeting or in conjunction with its launch Use of local partner languages if deemed more appropriate	Send the draft press release to your communication officer no later than 10 working days before its planned publication Include copy of press releases disseminated in first six-month report together with collection/links of media appearances	Within the first 6-month reporting period (and ideally within 3 months from the start of the project or in conjunction with kick-off meeting)
Branding of partners organisations premises	Minimum A3 size or equivalent electronic display, placed where it is clearly visible to the public. Must contain the project logo; short and clear project description; total budget and EU financial contribution;	Share draft design with your communication officer for approval	Within the first 6-month reporting period (and ideally within 3 months from the start of the project)

	project duration; and project webpage or QR code.	Include photographic evidence of displayed posters in first six-month reporting	
Project introductory video	Project logo appearing at the beginning of the video. EU/Programme support must be acknowledged and mandatory disclaimer included at the end.	Share concept and draft video with your communication officer for approval	Within the first 6-month reporting period (and ideally within 3 months from the start of the project)
	REGULAR ACTIVITIES		
Project website updates	Content accessible to a general audience, not overly technical, avoid jargon and acronyms, and focus on achievements, people, opportunities and cooperation stories.	Regular update of the project webpage hosted on the Programme website with news, events, opportunities	An average of 3 times a month during the implementation period. Achievement of target number of contents checked in the framework of each six-month report.
Flyers, publications, brochures, handbooks, studies, infographics	Project logo prominently displayed on top of cover page. Reference to total budget and EU financial contribution; project duration; and project webpage or QR code. Include relevant declaimers as the case may be.	Send draft versions for approval to your communication officer	No later than 10 working days prior to planned dissemination (general recommendation is to allow more time to integrate potential feedback from the Programme)
Small equipment, supplies and vehicles	Clearly identify items purchased under the project by displaying the project logo together with the mention “Provided by the European Union – Interreg NEXT MED	Design to be approved by your communication officer	Immediately when the item is being used

	Programme", preferably through a visible sticker.		
Infrastructure and major equipment	Display a durable plaque or billboard including the project logo, a short description of the infrastructure/equipment and its objective, and the project webpage or QR code. The EU emblem must be at least as large as any other logo displayed.	Design to be approved by your communication officer	No later than 10 days before the plaque needs to be implemented.
Videos / audiovisual material	Project logo at the beginning of the video; EU/Programme acknowledgement and mandatory disclaimer at the end.	Share concept and draft video with your communication officer for approval	No later than 10 days before the expected date for the publication of the video.
Short social media reels/stories	Disclaimer not mandatory, and project logo may appear at the end of a reel.	In case Reel is produced, share for approval with your communication officer. Stories, reflecting immediate activities, do not need approval.	
Stationery and promotional items / gadget	Letterheads, business cards, email signatures, PPT templates and promotional items such as bags, pens, notebooks and USB sticks must display the official project logo.	Share draft versions with your assigned Programme officer for approval	No later than 10 days before the material should be produced

Events	All event materials, including invitations, agendas and printouts, must display the project logo and clearly acknowledge EU funding. A European flag, banner, roll-up or project flag must be displayed in the meeting room. Equivalent visibility must be ensured for online events, e.g. through branded virtual backgrounds.	Post event announcement on project website For relevant events, especially those featuring high-level personalities or involving activities addressed to the general public, schools or final beneficiaries, as well as inauguration events, inform your assigned Programme communication officer in advance.	Ideally no later than 10 days before the event is held
Events organized in Mediterranean Partner Countries	In addition to the general event visibility requirements, consult your Programme communication officer on whether the local EU Delegation should be invited for relevant/significant project events (launch/closing events, inauguration of pilot installations, etc.)	Inform your communication officer and assess if it is relevant to invite the local EU delegation Share the invitation to the EU delegation and agenda of the event with the communication officer	No later than 20 days before the event is held
Vacancies, tenders, training, and any project opportunity	Include link to apply, short description of the opportunity, responsible partner, modalities to apply, and deadline.	Publication on the project webpage hosted on the Programme website (**highly recommended**)	A sufficient delay before the deadline of the calls is granted to interested to submit applications/bids (at least 10 days)

Project final video	A video explaining the achievements of the project – ideally including the voices of the beneficiaries positively impacted by the project and footages of pilot installations (as the case may be)	Share concept and grant with your assigned Programme officer for approval	To be published in the last six-moth implementation period of the project
Monitoring of the communication indicators	Reports must include data on output indicators - communication initiatives/products and integrated campaigns - and the result indicator on people reached and engaged.	Including the relevant filled in template in the project reports	In the different interim and final reports based on the timeline set in the Grant Contract.