

**Interreg**



Co-funded by  
the European Union

**Greece – Italy**

# Communication Guide for Project Beneficiaries

Version 1.0

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## Part 1: Introduction

As recipients of EU funding have a general obligation to communicate and raise EU visibility, this “Communication Guide”, can be used by all beneficiaries (partners) involved in Operations (Projects) of the Interreg VI-A Greece - Italy 2021-2027 Programme, co-funded by the European Regional Development Fund (ERDF) and national funds of the participating countries.

It is a supporting tool for implementing the obligations of the Programme regarding visibility, transparency, communication and includes:

- The legal framework of the Project Beneficiaries in terms of visibility, transparency, communication, as they arise from Regulations (EU) 2021/1060 based on the Common Provisions Regulation - CPR), 2021/1059 (Interreg Regulation) and ERDF and Cohesion Fund 2021/1058.
- The instructions for the formation of a common image and identity of the Programme / Projects.

It is the basis for beneficiaries to build their own communication strategy as every Interreg project responds to specific communication needs based on local cultures, partnerships, technical requirements, etc.<sup>1</sup>.

More specifically, the guide provides information on Visibility, Transparency and Communication and is designed to raise the awareness of specific and / or general audiences for the co-funded actions, the EU support for these actions and the results and impact of this support. Effective communication can contribute to boosting appreciation of the EU benefits to our lives, creating a community that brings people together to cooperate and share innovative and sustainable solutions.

### Interreg Programmes

- *Interreg Vision: A European Union where people naturally cooperate across and beyond borders.*
- *Interreg Mission: Creating a Culture of Cooperation across and beyond borders.*


Interreg is much more than a funding instrument for the projects. It is a community and every single person within the Interreg community is ultimately working. The Interreg community co-exists with providers, institutions, media outlets and citizens who are not members but rather “friends” of the community.

So, it is important that beneficiaries of Interreg Programmes need to understand that the success of a project is a result of teamwork and dedication of many within the community and thus, try to organise activities as a community in order to strengthen the perception and understanding of Interreg.

The value that Interreg programmes offer to project actors goes far beyond funding projects. Through resources, skills and connections, project partners are being empowered with the tools to one day implement cooperative projects on their own, always counting on the support and supervision of referral Programme. In the above framework, to provide beneficiaries with information and materials defining Interreg’s brand strategy and support them in fulfilling the minimum visibility requirements efficiently, the following closely-knit tools have been created:

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<sup>1</sup> The Programme’s Communication Strategy is defined as a planned approach to communication and described in chapter 5 of the approved Programme Document.

 **Online Generator:** Using the “[Online Generator](#)” (as soon as it will be online we’ll update the guide with link), beneficiaries can create a simple, step-by-step, print-ready pdf files of billboards, plaques and/or posters for their project.

↓ **(EC) Download Centre by the EC:** The EU emblem and funding statement elements are available in all EU languages in the [Download Centre](#)<sup>2</sup> and can be **displayed prominently** and correctly by the beneficiaries in all communication materials to acknowledge the support received under the EU programmes and comply with the minimum visibility requirements.

The tools contribute to creating different visibility elements that can be easily used in a variety of contexts, showcasing EU support for local achievements and enabling project beneficiaries to focus on further communication actions.

#### Critical highlights I

The success of communication depends on the substantial commitment, professionalism and experience of project beneficiaries.

In other words, communication should not be treated as a bureaucratic task, but should be a key priority for each individual project.

Beneficiaries must send a clear message to the public: activities and corresponding results are the fruit of the benefits of EU funding.

In the case that a beneficiary decides to take communication measures for an activity that may not have been explicitly mentioned in this Guide, these measures should ensure the reference to the EU contribution.

In case a beneficiary decides to carry out communication activities related to co-financed operations (projects), even if they are covered by the beneficiary's own funding, they must comply with EU co-financing requirements. During the overlapping period between the programming periods, the beneficiaries comply with the communication obligations arising from the Regulation/s of the period from which the project they implement is financed. Communication and visibility material of projects is made available upon request to Programme and EU and a royalty-free, non-exclusive, and irrevocable license to use such material and any pre-existing rights attached to it is granted in accordance with Annex IX [Reg, 2021/1060, Art. 49 (6)].

<sup>2</sup> [https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)

## Part 2: Compliance with EU Regulations

The Regulations (EU) 2021/1060 (Common Provisions Regulation - CPR) and (EU) 2021/1059 (Interreg Regulation) set the minimum requirements for the visibility, transparency and communication activities for Cohesion Policy.

**The project beneficiaries are required to use in their communication the EU emblem with the relevant reference to cofinancing** (Annex IX, Reg. 2021/1060), which should be **prominently displayed on all printed and digital materials**, such as billboards, plaques, and/or posters (at the project site), websites, social media channels, and other communication materials. It is a tangible requirement on visibility and transparency, acknowledging the EU support received under the “Interreg VI-A Greece – Italy 2021-2027” Programme. The main legal requirements are as follows:

### 2.1. Regulations (EU) 2021/1060 (CPR) and 2021/1059 (Interreg)

CPR - Article 47 Emblem<sup>3</sup> Reg.: the beneficiaries shall use the emblem of the European Union when carrying out visibility, transparency, and communication activities, in accordance with Annex IX of the Regulation (Communication & Visibility).

CPR - Article 50 & Interreg– Article 36 (4) Reg.: Responsibilities of beneficiaries regarding transparency and communication

(4) Beneficiaries shall acknowledge support from the Funds, including resources reused (CPR - Art. 62), to the operation by:

- a) providing on the beneficiary’s (project partner’s) official website or social media sites, where such sites exist, a short description of the operation (project), proportionate to the level of support, provided by an Interreg fund, including its aims and results, and highlighting the financial support from the Interreg fund;
- b) providing a statement highlighting the support from an Interreg fund in a visible manner on documents and communication material relating to the implementation of the operation, intended for the public or for participants;
- c) displaying durable plaques or billboards clearly visible to the public, presenting the emblem of the Union in accordance with the technical characteristics laid down in Annex IX of Regulation (EU) 2021/1060, as soon as the physical implementation of an Interreg operation (project) involving physical investment or the purchase of equipment starts or purchased equipment is installed, with regard to operations supported by an Interreg fund, the total cost of which exceeds EUR 100.000;
- d) for operations not falling under point (c), publicly displaying at least one poster of a minimum size A3 or equivalent electronic display with information about the Interreg operation highlighting the support from an Interreg fund.
- e) for operations of strategic importance and operations whose total cost exceed EUR 5.000.000 organising a communication event and involving the Commission and the responsible managing authority in a timely manner.

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<sup>3</sup> No other visual identity or logo must be used to highlight the support from the EU.

The term '**Interreg**' shall be used next to the emblem of the Union in accordance with Article 47 of Regulation (EU) 2021/ 1060.

Where remedial actions have not been put into place, the managing authority shall apply measures, taking into account the principle of proportionality, by cancelling up to 2 % of the support from the funds to the beneficiary concerned who does not comply with its obligations falling under Article 47 of Regulation (EU) 2021/ 1060 or paragraph 4 of the above article.

### Critical Highlights II: Operations of strategic importance

The operations of strategic importance are the most representative projects of the Programme and those that express its main objectives.

Ideally, the main event concerning a project of strategic importance will be its inauguration, but even in a crucial moment for a goal achievement or to promote a result ready to be announced.

The Managing Authority / Joint Secretariat of the Programme and the EC should be informed in time (i.e., at least three months in advance), so that they have the possibility to participate.

In addition, an organized visit can be foreseen for the journalists and / or a specific public on a crucial site/location for the project during its implementation.

## 2.2. Communication and visibility

### Annex IX (Art. 47 and 50 of Reg. 2021/1060)

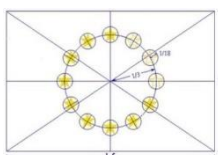
The use and technical characteristics of the Union emblem:

1. The emblem shall be **prominently featured**<sup>4</sup> on all communication materials such as printed or digital products, websites and their mobile views relating to the implementation of an operation, used for the public or for participants.
2. The statement «Co-funded by the EUROPEAN UNION» shall be written in full and placed next to the emblem.
3. The typeface to be used in conjunction with the emblem may be any of the following fonts: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana, Ubuntu. Italic, underlined variations or font effects shall not be used.
4. The positioning of the text in relation to the emblem shall not interfere with the emblem in any way.
5. The font size used shall be proportionate to the size of the emblem.
6. The colour of the font shall be reflex blue, black or white depending on the background.

<sup>4</sup> The meaning of the phrase "prominently featured" means that:

- Recipients of EU funding have the obligation to ensure that the EU emblem is clearly visible.
- Attention must be paid to the size, position, colors and clarity of the emblem.
- Beneficiaries must be able to demonstrate that they ensure the visibility of the EU emblem and the funding statement and explain how they achieve it at all stages of a project or partnership.

7. The emblem shall not be modified or merged with any other graphic elements or texts. If other logos are displayed in addition to the emblem, the emblem shall have at least the same size, measured in height or width, as the biggest of the other logos. Apart from the emblem, no other visual identity or logo must be used to highlight the support from the Union.
8. Where several operations are taking place at the same location, supported by the same or different funding instruments, or where further funding is provided for the same operation at a later date, at least one plaque or billboard shall be displayed.
9. Graphic standards for the emblem and the definition of standards colours:
  - a) **SYMBOLIC DESCRIPTION:** Against a background of blue sky, twelve golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity.
  - b) **HERALDIC DESCRIPTION:** On an azure field a circle of twelve golden mullets, their points not touching.
  - c) **GEOMETRIC DESCRIPTION:**



The emblem has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the hoist.

Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

- d) **REGULATION COLOURS:** The emblem is in the following colours: PANTONE REFLEX BLUE for the surface of the rectangle; PANTONE YELLOW for the stars
- e) **FOUR-COLOUR PROCESS:** If the four-colour process is used, recreate the two standard colours by using the four colours of the four-colour process.

PANTONE YELLOW is obtained by using 100 % 'Process Yellow'.

PANTONE REFLEX BLUE is obtained by mixing 100 % 'Process Cyan' and 80 % 'Process Magenta'.

INTERNET

PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and PANTONE YELLOW corresponds in the web-palette colour RGB: 255/204/0 (hexadecimal: FFCC00).

- f) **MONOCHROME REPRODUCTION PROCESS**



Using black, outline the rectangle in black and print the stars in black on white.



Using blue (Reflex Blue), use 100 % with the stars reproduced in negative white.



**REPRODUCTION ON A COLOURED BACKGROUND** If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle.

The principles of the use of the EU emblem by third parties are set out in the Administrative agreement with the Council of Europe regarding the use of the European emblem by third parties.

EU Regulations can be found on the Programme's website: [www.greece-italy.eu](http://www.greece-italy.eu) & the «MA Interreg 2021-2027» website: <https://interreg.gr/en/library/> (EU Legislation 2021-2027)

## 2.3. Use of EU Emblem and the Funding Statement<sup>\*5</sup>

At the heart of the recognition of EU support is the Union's emblem and the funding statement, which beneficiaries must use when carrying out publicity, transparency and communication activities. The Union emblem must always be used in conjunction with the relevant funding statement: "Co-financed by the European Union".

As mentioned in the «Introduction» of this Guide, the EC has created ready-to-use EU emblem and funding statement elements, which are available in all EU languages, that can be used in all communication materials (i.e., printable stickers and adjustable templates for the billboards, plaques and posters). The ready-to-use elements can be downloaded at the download centre: [https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)

The basic rules for the creation and use and application of the EU emblem and the funding statement are as follows.



**Funded by  
the European Union**



**Funded by  
the European Union**

### 1. Horizontal option



Positive version (CMYK or digital impression process)



**Funded by  
the European Union**



**Co-funded by  
the European Union**

Negative version



**Funded by  
the European Union**

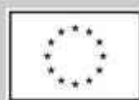


**Co-funded by  
the European Union**

Monochrome reproduction if only black or white is available (Specific print process on clothing and merchandise or with Pantone).

<sup>5</sup> Source: 'Support Kit for EU Visibility 2021-2027' brand book for MA's and project beneficiaries.





**Funded by  
the European Union**



**Co-funded by  
the European Union**

If only one Pantone colour is available (reflex blue is used as an example here)



**Funded by  
the European Union**



**Co-funded by  
the European Union**

## 2. Vertical option



Positive version



**Co-funded by  
the European Union**

Negative version

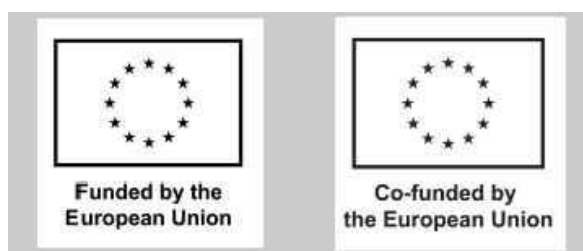


**Funded by  
the European Union**



**Co-funded by  
the European Union**

Monochrome reproduction if only black or white is available (Specific print process on clothing and merchandise or with Pantone).



If only one Pantone colour is available (reflex blue is used as an example here)



**Funded by  
the European Union**



**Co-funded by  
the European Union**

**Critical highlights III**

The regulatory framework sets the minimum requirements for projects' communication.

The rules for the use of the EU emblem are binding and override any other directive.

If other logos are displayed in addition to the EU emblem, the EU emblem shall have bigger size, measured in height or width, from the biggest of the other logos.

Plaques and billboards shall stay in place permanently.

Where multiple operations are taking place at the same location one plaque or billboard shall be displayed.

Any news about the project have to be communicated by the official Programme website through the text template and pictures guidelines, and by the social media accounts of the project, with a coherent tone of voice of the Programme's accounts.

For beneficiaries not complying with visibility obligations (Art. 47 of Reg. 2021/1060), the Managing Authority shall apply measures, considering the principle of proportionality, and the project will face financial corrections of up to 2% of the support received. Engaging with citizens on a constant basis is essential to strengthening European identity and democracy and ensuring greater ownership of the EU cofounded project.

## Part 3: Communication of Projects

Communication plays an important role in ensuring the success of EU funded Interreg projects and therefore, it is a crucial process embedded into every stage of a Project's life cycle. From Project start-up, through implementation, from the beginning until (and even after) the closure of a Project, communication plays a key role in its accomplishment. Considering the diversity of contents communicated to varied target groups through diverse channels, the complex process of communication requires careful planning and implementation.

Beneficiaries, according to the Reg. (EU) 2021/1060 (39), should raise awareness of the achievements of Union funding and inform the wide public accordingly. Transparency, communication and visibility activities are essential in making Union actions visible on the ground and should be based on true, accurate and updated information.

In this context, it is essential for beneficiaries to approach communication as a strategic project tool, dedicate time, skilled profiles and resources to project communication and relevant objectives and take into consideration the following:

- demonstrate EU cofinancing to the wide public,
- show the added value of allocating resources to cooperation and how they use public funds more efficiently.
- let the people understand how the projects improve their daily quality of life.

Please note that it is mandatory for the partnership scheme to identify a professional communication manager with professional skills for the communication activities and social media (*see page 35 of Programme & Project Implementation Manual*).

This chapter provides guidance to projects so that they can take advantage of communication tools and activities and achieve their main communication target(s), with the further goal of informing the public about the Programme achievements. In this context, the Programme encourages beneficiaries to regularly report their communication activities and incorporate several actions, including the following:

### 3.1. Dissemination of Information / Communication Exchange

Beneficiaries should include a project section on their official website and/or social media, providing a description on their project (mandatory). They should also consider including a link (on their website), bearing the Programme logo / Programme website. Moreover, other useful links, such as the links of the MA "Interreg 2021-2027", the EU and National organisations could be included.

The programme expects from projects to keep informed the Programme's Joint Secretariat with the most up-to-date information about their accomplishments and be informed regularly by the programme website: <https://greece-italy.eu/> as well as the MA's website: <https://interreg.gr/en/>.

### 3.2. Online Communication and Media

The developments in new technologies and the adoption of Information and Communication Technologies (ICT) seem to coexist harmoniously with projects' communication activities.

The constant interplay of technological progress and communication regarding the Interreg projects, implemented under the Programme, results in the transformation of communication and the development of strategies and applications that broaden the communication horizon of both the beneficiaries themselves and the target audience to which they direct their communication activities.

Moreover, social media has strongly shaped the communication landscape in the past few years. The main reason why social media has emerged as an efficient communication tool lies on its interactivity. Users can generate content as they have become active online members. Now users not only read information but create their own by expressing their views and sharing information with a potentially large audience.

It should be noted that projects have more possibilities to attract media than Programme as a whole, because of their concrete results with impact at local/ regional level, which can catch the attention of local/ regional Media, as well as digital Media. Therefore, projects implemented under the Programme should try to attract media as much as possible during their implementation activities as a good way to disseminate their results.

According to project's budget availability for communication activities, in the occasion of important projects' event or results/goals achievement, could be helpful for the project to appoint a press media manager, a public relations manager, etc., if the beneficiaries consider necessary such a collaboration for the media involvement, the projects' media visibility, etc.

### **3.3. Communication Strategy / Communication Plan**

It is important for each project partnership to draw up a project communication strategy, defining a specific mix of tools and activities. A project's communication strategy sets out the way that its communication activities can contribute to achieve the relevant objectives. The strategy also identifies how the project can reach the necessary target groups and what is essential for them to ensure its success.

In this context, it is important to highlight, through the different communication channels, that the project is part of the Programme and that it is co-financed by the EU.

As the "Interreg VI-A Greece – Italy 2021-2027" Programme has its own communication strategy with the relevant objectives, target groups, channels, etc., included in chapter five (5) of the approved Programme document, projects are expected to contribute to this strategy.

Moreover, it would be useful for each project to develop a Communication Plan that defines what information should be communicated, who should receive that information, when that information should be delivered, where communication will be shared (e.g., email, social media), and how it can be analyzed. In this context, it is important for the project to:

- a) define the project's visual identity as well as the tools and activities in addressing the target groups to achieve relevant objectives,
- b) define the project's communication target groups (i.e., local, regional, national authorities etc., MA / JS, public / citizens) and analyse them to identify the key message to be delivered,
- c) define the communication objectives and key messages / information you want to convey,
- d) define the communication channels.

### 3.4. Project tools

The general regulatory requirements mentioned in Part 2 of this Guide are applicable to all communication tools. Indicatively, the communication tools are as follows:

- Project branding and main project visual identity
- Plaque/ Billboard template / A3 poster template
- Project description on the beneficiary's official website (mandatory)
- Professional and HD photos and (short) videos
- Template to send contents to Programme website
- Template to publish contents to beneficiary's or project's social media accounts
- PowerPoint template
- Newsletter<sup>6</sup> template
- Press Releases, press reviews, etc.

### 3.5. Communication activities

Indicatively, the communication activities include the following:

- Organising a final project dissemination event
- Participating in the events at programme level during the project lifetime
- Providing at least five (5) high-quality photos related to the project topic
- Producing and publishing short videos about the project achieved results or about the events in English or English subtitled
- Publishing and regularity updating of news and achievements of the project

### 3.6. Quality Photos & (Short) Videos

Harnessing the power of image, provision should be made by the beneficiaries to produce high-quality photographs and (short) videos (i.e. production of professional material) of their project in operation. Indicatively, if the deliverable is a room, a museum, etc., it is important that the photo and/or video of the relevant space is taken by a photographer / videographer when it is occupied by people and not when it is empty, taking always into account the Regulation (EU) 2016/679.

Moreover, it is important for the beneficiaries to show through the project's photos and/or videos, that the project's deliverables bear the EU emblem and reference to co-financing (e.g., with a close up to some output such as roll up, panels, folder, etc., with participants in the background).

So, indicatively, if the deliverable is a room for organizing events, the photos / videos can show a poster, a banner, etc., bearing the relevant logo. In different types of deliverables (e.g., an electric vehicle, etc.), there could be a special sticker, etc. The aim is to create communication material showing that the

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<sup>6</sup> A newsletter is issued to inform different audiences about the Project achievements. It can be mailed in electronic format or published on the website/ social media.

projects' communication activities are in accordance with the rules of visibility, transparency and communication.

It is worth mentioning that the communication material produced by the projects can be used by the beneficiaries for the visibility of their project (i.e., pamphlets, booklets, etc.) as well as the JS / MA "Interreg 2021-2027" for the visibility of both the projects and the Programme under which the relevant projects are implemented.

Note: Photos used for verifications (controls), etc., do not need to be professional (e.g. photos could be taken using a mobile phone).

### **3.7. Participating / Organizing Events**

Beneficiaries are expected to participate and / or organize different events. Thus, it is advisable for the projects to include the relevant costs in their budget. Such events are as follows:

- Programme Events: info-days, seminars, presentations of best practices, etc.
- Project events: workshops, meetings, events for presenting results and achievements, etc.
- Events organized by European Institutions (Interreg Slam / Regiostars / EURegionsWeek), which may help projects to better communicate their results and gain considerable visibility.
- Interreg Cooperation Day (yearly, in September), in cooperation with the Programme's MA/JS, can help projects to disseminate their results to the local and general public, offering visibility / publicity via Media.
- Other european events (e.g., Interact, etc.) that contribute to the improvement of projects' communication strategy, strengthening of know-how, including the project's own possible presentation through running a stand in an event/show/fair/exposition on coherent themes.
- Events material: Projects which organise or participate in events in the framework of the Programme, must display the Programme / Project branding on all documents, publications, presentations or other materials (digital and/or printed) made available during the event. The beneficiary shall ensure that those taking part in an operation/ activity are informed of the EU funding.

It is worth mentioning that no matter what type of event beneficiaries decide to organise, it needs to be planned and prepared with a clear purpose in mind and so, it is important for the beneficiaries to ask themselves in advance the following three questions:

1. Objective: What do we want to achieve with the event?
2. Audience: Who do we want to reach?
3. Method/format: What is the most effective way of reaching them and what is the relevant budget?

Note: In case of questions, do not hesitate to contact the Communication Officer of the Programme's Joint Secretariat.

### **3.8 AI and graphic design**

#### **3.8.1. AI in Programme's and projects' communication**

The enter of artificial intelligence (AI) in the management of communication strategies is changing a lot the way to develop tools to communicate information and results. AI is an indispensable tool that can

revolutionize traditional practices and unlock new possibilities in communication. The use of AI is strongly suggested but under the supervision of the communication managers. AI is a tool that could really help the communication managers to speed up and to improve and modernize the generation of contents.

AI ADVANTAGES	AI LIMITS
<b>Streamline routine tasks:</b> A prime advantage of integrating AI into communication strategies is its capacity to optimize workflows by automating repetitive tasks that would otherwise demand substantial human intervention. Through the automation of routine activities like data analysis, content creation and users interactions, AI keep communication professionals free to concentrate on more strategic and creative dimensions of their roles.	The ability of AI to solve questions and process texts could lead to laziness and impoverishment of cognitive abilities, as well as a lack of judgment and creativity.
<b>Improve targeting and personalization:</b> AI's capability to analyze and interpret individual preferences and behaviors makes an highly targeted and personalized communication possible. By understanding the nuances of the audience of projects, the beneficiaries can tailor messages, contents and outreach efforts to resonate with specific segments. This level of personalization not only enhances audience engagement but also fosters a more meaningful connection between the Programme, the projects and their stakeholders.	Content and answers may be superficial or verbose, but it can still constitute a good basis to be implemented or simplified through the precious know-how of the communication managers.
<b>Reduce operational costs:</b> AI-driven automation minimizes the likelihood of errors in routine tasks, further reducing operational costs associated with corrections and revisions. The cost-effectiveness achieved through these automated processes contributes significantly to the financial sustainability of communication teams.	It's important to be careful about the production of content or answers (in the case of searches) that are plausible, but nonsensical or incorrect or offensive. This happens especially in case of ambiguous questions or with linguistic nuances, hard for the algorithm to understand. In this case, a good solution could be to reformulate the input or request.

Anyway, if consciously used, AI could be very helpful to respond to the growing amount of demand for communication, improving its quantity and speeding up the production of qualitative contents, as presentations, social posts, strategies, copywriting, research, images and much more.

Those are the main functions of AI in communication:

- ✓ Chatbots and virtual assistants

The beneficiaries, in the management of their social accounts, could use AI-driven chatbots and virtual assistants to offer instant engagement, simulating human-like conversations, guiding users and delivering relevant information. Their efficiency ensures prompt responses and enhances overall communication effectiveness. The social media manager can cut response time and faster resolve queries. For example, a Facebook chatbot interacts with users via Messenger and answers customer questions using keyword recognition and preprogrammed replies.

- ✓ Automated content generation

AI could be helpful also in generating contents for various tools as press releases, articles and social media posts. By analyzing data patterns, AI algorithms produce relevant content in line with the brand's voice, saving time and ensuring consistent, high-quality output for a more agile and responsive communication strategy.

- ✓ Media monitoring and analysis

AI can be also helpful in real-time monitoring of media channels, providing PR teams with instant insights into public sentiment and media visibility. By analyzing mentions, comments and trends across platforms, AI aids in gauging the effectiveness of communication strategies, allowing for agile adjustments aligned with current public perceptions, creating a more impactful and resonant communication strategy.



### **3.8.2 Main free online AI tools**

AI tools are continuously updated and new and more functional ones are added online frequently. Anyway, as suggestion to start the discover of AI potential, find below some useful examples that the CO can use for free. Those tools are usually recommended by Interact to be used in the free version, mostly enough for Programme and projects tools to develop.

#### **ChatGPT**

It's a tool that lets users enter prompts to receive humanlike images, text or videos that are created by AI. ChatGPT is able to perform numerous functions: dialogue, ask questions, request information, translate and synthesize texts. Through prompts (commands written by the user) can also create images, generate codes and process textual content, providing exhaustive answers, all with a natural language similar to that of the interlocutor.

#### **Microsoft Copilot**

It's a tool that integrates with many other Microsoft applications and services to support user efficiency and productivity. Copilot generates content, offers suggestions and automates tasks. It can be used also on WhatsApp. It is useful to generate texts or images, just indicating prompt as much precise and detailed as possible. Furthermore, it's very easy to ask ideas for a brainstorming, invent stories, etc.

#### **Google Gemini**

It is Google's large language model (LLM). More broadly, it's a family of multimodal AI models designed to process multiple modalities or types of data, including audio, images, software code, text and video. The Gemini apps on both the web and mobile act as a chatbot interface for the underlying models. Google is gradually integrating the Gemini chatbot into its suite of technologies. In Google Workspace, Gemini is available on the Docs side panel to help write and edit content, and on the Gmail side panel to assist with drafting emails, suggesting responses and searching a user's inbox for information.

#### **Claude**

The communication officers could use Claude through their own account or creating a Team account to collaborate with the other members of the partnership. It can process large amounts of information, brainstorm ideas, generate texts and codes, help to understand and simplify subjects and so much more. Claude stands out for its elegant interface and the ability to generate executable artifacts. Despite the lack of Internet search and voice interaction, it offers good mathematical reasoning and a large context of 200,000 tokens, making it a valid alternative in the AI landscape.

At the moment, the other most widespread and used AI are Midjourney, Resoomer, Hemingway and Gamma AI. The overview is constantly evolving and updating, so it could be useful to make regularly a brief research to understand which AI is the newest and most suitable for the function we want it to perform.

### **3.8.2 Main free online graphic design tools**

Communication officers will have to face the daily challenge of developing always captivating and cool content to spread and promote results or news about projects. The competition to attract attention, especially on social media, is very high. To live up to the comparison and to maintain the high quality of content regarding projects co-funded by the European Union, communication officers can easily use many free online graphic visual design tools to produce images, infographics, posters, agendas, etc. to publish both through the social media accounts of the Programme, of the project and its partnership, and through the official website of the Programme. Below a brief list of the most useful tools, usually recommended by Interact to be used in the free version, mostly enough for Programme and projects contents to develop.



### Canva

It is a graphic design platform that provides tools for creating social media graphics, presentations, postcards, promotional merchandise. Its offerings include templates for presentations, posters, and social media content, as well as functionalities for photo and video editing. The platform uses a drag-and-drop interface intended to simplify the design process. Canva has expanded its services over the years to include features like a print product platform and a video editing tool.

### Biteable

Biteable is a leading video ad maker. Visuals, brandable templates and one-click editing make it a smart choice for communication officers that want to try to make videos. The 7 days trial is free, then there are 3 different kind of subscription. It is possible to choose a template (or start from scratch), adding extra scenes and footage by the point-and-click video editor, upload Programme's and projects visual (colours, logo, etc), record new video clips and voice-overs without leaving the app. The generated video could be downloaded or shared by a link.

At the moment, there are many other most widespread and used graphic, photo and video free and paid tools. The overview is constantly evolving and updating, so it could be useful to regularly make a brief research to understand which AI is the newest and most suitable for the function we want it to perform.

## Part 4: Personal Data Protection

Interreg VI–A Greece - Italy Programme treats carefully all data collected as confidential and use it only under the legal compliance with EU regulations.

All data collected and managed by the Programme, namely accounts, databases of project partners, beneficiaries list, event participants, etc., is in strict compliance with the [Regulation \(EU\) 2016/679](#) of 27 April 2016, “*on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)*”.

The responsible for management of personal data is the Managing Authority (MA) Interreg VI–A 2021-2027 / JS of the Interreg VI-A Greece - Italy Programme.

To contact the MA Interreg VI–A 2021-2027:

[interreg@mou.gr](mailto:interreg@mou.gr)

[info@greece-italy.eu](mailto:info@greece-italy.eu)

[m.mantuano@greece-italy.eu](mailto:m.mantuano@greece-italy.eu) (Programme's communication officer)

Partners (beneficiaries) participating in projects co-financed by the Programme are likely to collect data within the framework of their project.

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### Critical highlights IV

It is smart for a beneficiary to capitalize instead of “reinventing the wheel” by:

- using the existing knowledge, resources and expertise (from previous projects, other beneficiaries, etc.) to make a more efficient and sustainable project,

- communicating the project results to help other projects also capitalize.

When beneficiaries communicate, it is important that they consider the sustainability aspect and take care of the environment<sup>7</sup>:

- Using products that represent solutions for mitigating and/or offsetting environmental impacts of human activity.
- Focusing on materials that can be re-used several times, that offer good visibility when being used and have an appealing design.
- Choosing digital activities to promote / communicate / organizing events<sup>8</sup>:
  - ✓ disseminating publications electronically,
  - ✓ offering a webinar or a video conference of a live meeting,
  - ✓ selecting locations with access to natural light and/or ventilation,
  - ✓ selection of eco-friendly products in catering (if such a service is included)
  - ✓ using reusable and eco friendly communication materials, etc.

In the Communication activities, beneficiaries can integrate the disability dimension into:

- information / publications, audio-visual communication / advertisements,
- events / seminars / exhibitions, etc.

Indicatively, for the events it is recommended:

- ✓ the invitation to be sent to the collective bodies representing people with disabilities to inform their members.
- ✓ the location must be selected for its accessibility by facilitating access to the event site (ramps, signage, parking, etc.) and attendance by disabled people.

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<sup>7</sup> [EC Guide Sustainable Meetings and Events \(europa.eu\)](#), EC “Greening of events –best practices for promotional materials” (Interact.eu), 19<sup>th</sup> European Week of Regions & Cities and [Communication of the Commission – The European Green Deal](#)

<sup>8</sup> Embracing sustainability in the Interreg: programme and project management (interact.eu) and Cities forum: Together for green and just cities (Torino, 16-17 March 2023)

## Part 5: Brand Design Guidelines 2021 – 2027

### 5.1. Interreg Branding Guidelines

#### 5.1.1. Introduction

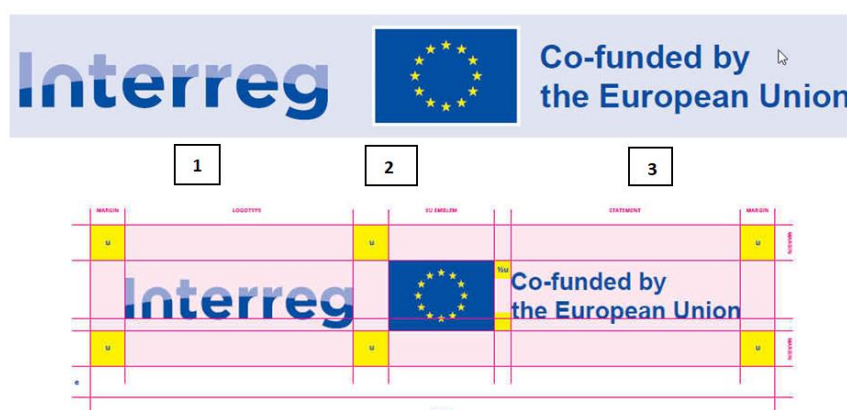
This chapter will help beneficiaries in using the Interreg brand in the context of their projects. The following pages outline a few simple rules for using the brand.

The harmonised Interreg brand provides greater visibility for Interreg, demonstrating that Interreg makes a difference both locally and at European level, providing large-scale evidence that cooperation in Europe brings people closer, makes economies stronger and helps to preserve better our environment.

Whenever possible, the logo should be used in its full colour version. A white outline must be placed around the EU flag. The outline equals 1/25th of the EU flag's height. The Interreg brand must always appear clear and consistent and is designed to provide a robust identity that favors an easy combination with other logos in co-branding situations.

#### 5.1.2. Structure and Specifications

The brand consists of the: logotype (1), EU emblem/ EU flag (2) and statement (3). It is surrounded by a clear space area (3) that defines the minimum distance to other elements (other logos, pictures, texts etc.). The basic unit (u) used for the definition of the brand composition is calculated in reference to half the height of the EU flag. This measure is used to define the space between the elements and the clear space around the brand.



1. The height of the EU emblem (EU flag) sets the tone for the height and placement of all other elements. The width of the flag is proportional to its height at a ratio of 3/2 and such proportions must never be changed.

2. The statement “Co-funded by the European Union” must always be written in Arial Bold. The statement must be positioned to the right of the EU emblem and broken into 2 lines (“Co-funded by” and “the European Union”). The statement is vertically aligned to the middle of the EU flag.

3. The space (u) between the logotype and the EU flag equals 1 “u”. The space between the flag and the statement equals ½ “u” - not including the white border. A clear space of at least 1 “u” in height and width must remain around the brand. Within this area, no other graphic elements or logos may be placed.

- <sup>9</sup> Based on the “Interreg Brand Design Manual”: This chapter has been prepared by Interact and adapted by the Programme for inspiring communication of project partners in handling their daily communication activities.
- The structure of the Interreg logo contained in this publication is based on the instructions received from the European Commission (September 2021). The version of the logo included here is the only one endorsed by the European Commission.

4. The logo's bilingual version respects the same proportional rules as its unilingual one. The rule for spacing between the EU flag and the statements is the same.

The brand elements represent a unit which is defined as invariable. The composition of the brand elements follows specific rules and must not be changed.

Always use the digital brand files provided on Programme's website and do not try to recreate or modify the brand in any way.

## 5.2. Programme Branding Guidelines

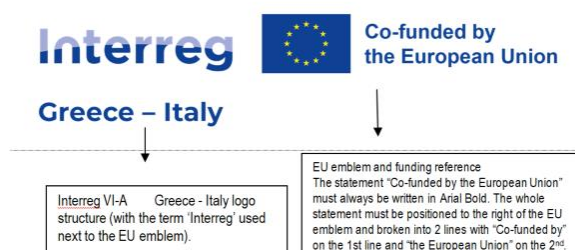
### 5.2.1. Use of the Programme Brand

#### (Logo)

This is the official and only version of the Interreg VI-A Greece - Italy 2021-2027 Programme brand. This branding precedes and represents the basis of the successful Programme identity, mission, and values.

The Interreg VI-A Greece - Italy logo already respects all the Programme requirements, and Projects are obliged to use it on all their communication materials (both hard copy and electronic as well as to display it in events).

The Programme / Project brand (logo) must be prominently featured, placed in a central and visible position of any produced material, and it can never be smaller than any other logo of the same material.



### 5.2.2. Colour use of Programme

Interreg VI-A IPA Greece - Italy Programme name must always be written in Reflex Blue, which is the EU corporate colour, using the exact same colour codes as the EU emblem and statement.

#### Colour

Reflex Blue

#### Pantone

Reflex Blue

#### CMYK

100 / 80 / 0 / 0

#### HEX

003399

#### RGB

0 / 51 / 153

PANTONE > Spot colours

CMYK > Process-colour printing C = Cyan, M = Magenta, Y = Yellow, K = Black

(Cyan / Magenta / Yellow / Black)

HEX > System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites.

RGB > Colour sample for monitor display with 256 gradations per channel R = Red, G = Green, B = Blue (Red / Green / Blue)

## 5.3. Project Branding Guidelines

The use of a “project name” in combination with the Interreg Programme brand is as follows:

### 5.3.1. Components and Positioning

#### A. Vertical Placement

Projects that have been funded by the EU under the “Interreg VI-A IPA Greece-Italy 2021-2027” Programme must comply with the Programme’s visual identity in all their communication materials, as stipulated in the EU Regulations (chapter II of this Guide).

Projects must share the Programme’s brand just adding the project acronym below it. The Programme and Project brand (logo) are the most important aspect for communication activities.

Project names/logos are not a part of the Interreg logo but rather should be considered as an annexed element. As such, the Interreg logo should always appear any time the project name or logo is used.

##### A1. Font Type and Size

Projects are free to develop their own logo. Alternatively, they should simply use their name written in Montserrat Bold in the colour of their thematic objective.

The project name cannot

exceed the width of the custom area as described below. Additionally, the font size should not be bigger than 1 “e” nor smaller than ½ “e”. In both cases the first capital letter is used as reference. In the event that the name cannot be written on 1 line within these limitations, it can be broken into 2 lines. These need to fit within the project’s custom area.

##### A2. Project’s Custom Area

WIDTH: the area defined for the project name or logo is equivalent to the width of the Interreg logotype and EU emblem combined (not including the white border).

HEIGHT: its maximum height is equivalent to the height of the EU Emblem (not including the white border).

#### B. Standard Placement

The standard placement for project names/logos is below the Interreg logo, separated by a thin straight line. The project name/logo is positioned against the top left corner of the custom area.

#### C. Horizontal Placement

Alternatively, project names/logos can be positioned to the left or right side of the Interreg logo, as long as the two are separated by a thin straight line and that it respects the minimum margins established on each side of the line.

Project names/logos can never be positioned above the Interreg logo.



When the project name/logo is placed to the right of the Interreg logo (A), it should be aligned to the left side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.  
When the project name/logo is placed to the left of the Interreg logo (B), it should be aligned to the right side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

#### D. Defining the Line

A Reflex Blue (EU main corporate colours) line is used to separate the Interreg brand from the project name. This line is positioned exactly 1 “u” below the Interreg brand and 1 “u” above the project custom area. It covers the entire width of the brand, not including the margin areas.

#### 5.3.2. Bilingual Version

The **bilingual version** of the logo respects the same proportional rules as its unilingual version. The rule for spacing between the EU flag and the statements is the same as explained above.

Only one language at a time is permitted for the project name.

Should you need the project logo in various languages, create a separate logo for each language.

Interreg



Co-funded by  
the European Union  
Cofinanziato  
dall'Unione Europea

Greece – Italy

Interreg



Co-funded by  
the European Union  
Συγχρηματοδοτείται από  
την Ευρωπαϊκή Ένωση

Greece – Italy



## 5.4. Colour use of Policy Objectives & Project Names

The European Union has defined seven (7) policy objectives for the 2021–2027 programming period. These are represented by an invariable system of colours and icons to be used across all programmes and projects whenever these objectives are communicated.

### 5.4.1. Colour use of Policy Objectives

The colour scheme was developed to label the policy objectives clearly. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and brand colours of Interreg.

### 5.4.2. Colour use of Project names

Project names should always use the colour of the matching thematic objective, as described here (see page 39 for more information). The colour scheme was developed to label the thematic objectives clearly.

<p>A smarter Europe – innovative and smart economic transformation PO 1</p> <p>CMYK 72 / 0 / 43 / 0 HEX #18BAA8 RGB 24 / 186 / 168</p>	<p>A greener, low-carbon Europe PO 2</p> <p>CMYK 48 / 0 / 89 / 0 HEX #9ACA3C RGB 154 / 202 / 60</p>	<p>A more connected Europe – mobility and regional ICT connectivity PO 3</p> <p>CMYK 0 / 56 / 77 / 0 HEX #F68A42 RGB 246 / 138 / 66</p>
<p>A more social Europe – implementing the European Pillar of Social Rights PO 4</p> <p>CMYK 10 / 75 / 60 / 1 HEX #DA5C57 RGB 218 / 92 / 87</p>	<p>A Europe closer to citizens – sustainable and integrated development of urban, rural and coastal areas through local initiatives PO 5</p> <p>CMYK 73 / 9 / 6 / 0 HEX #00ADD8 RGB 0 / 173 / 220</p>	
<p>A better Interreg governance ISO 1</p> <p>CMYK 87 / 51 / 0 / 0 HEX #0E6EB6 RGB 14 / 110 / 182</p>	<p>A safer and more secure Europe ISO 2</p> <p>CMYK 10 / 75 / 60 / 1 HEX #DA5C57 RGB 218 / 92 / 87</p>	

## 5.5. Icons and Colour use of Policy Objectives

### A. Standard Icons Positive

The icons were designed to work well together as a series, using similar iconography, forms and line weights. The standard use of the icons is in the colour of the policy objective it represents. These icons can be used either with a transparent background or a white background.

If used with a transparent background, they should only be placed on white or clear colours.

When placed on dark colours, graphic background or images, the icons must be used with their white background or negative form.

These icons, as presented here, as suggestions, have been designed (shape and colours) by the European Commission and simplified by Interact with Commission approval. It is not allowed to modify these icons without prior approval from the European Commission.



## B. Standard Icons Negative

The negative version of the icons should only be used when the use of the original icons is not possible - for example, because the background or context infringes on their readability.



## C. Monochrome Icons Positive / Negative

The positive monochromatic version must be used whenever it is not possible or desired to use the colour version.

The negative monochromatic version of the icons should be used as the last option when other solutions are not possible or desired, such as printing purposes when placed on a dark or busy background.

