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# Guidelines on project promotion

## Interreg Hungary – Slovakia Programme

*#interreghusk*

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## History of changes

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1.10	10/07/2023	Mandatory hashtags were modified in chapter 6.

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## 1. Basic principles

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This guide sets out the detailed rules for eligible expenditures under the Interreg Hungary-Slovakia Programme. The document provides guidance to applicants on how to plan their promotional activities and expenditures in line with EU legislation and specific programme rules. The programme distinguishes three types of promotional measures.

### **Visibility measures**

Each partner is obliged to promote the visual identity of the European Union and the Programme, as well as the funding from the European Regional Development Fund. These provisions are implemented as 'Visibility measures', which are binding for each partner.

### **Communication measures**

Each partner must communicate its objectives and results to stakeholders, decision-makers and the public. These commitments are implemented as 'Communication measures', which are also binding for each partner.

### **Marketing measures**

In addition to the visibility and communication measures, partners can use different marketing tools as well, to reach their target groups and ensure the sustainable use of the project. These tools are 'Marketing measures', and are optional for each Partner.

### **Visual elements**

Each measure must contain specific information and **Visual elements**. The visual elements are described in detail in chapter 6. Expenditures related to promotion must meet all the financial criteria described in the Eligibility of Expenditures document. For more information, please contact the designated Programme Manager at the Joint Secretariat (JS).

### **Project types**

The measures must be used in connection with the activities of the project partner. Partners implementing activities that does not involve any construction works are implementing a 'Soft project'. Partners carrying out investment in infrastructure are considered as an 'Infrastructural project'.

**Please note that partners who do not follow the rules described in this guide shall face financial consequences.**

## 2. Visibility measures

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Visibility measures shall promote the visual identity of the Programme and of the European Union. Each Partner shall use the following mandatory (●) visibility measures:

Measure	Soft project	Infrastructural project
<i>Poster</i>	●	
<i>Billboard</i>		●
<i>Plaque</i>		●
<i>Mark</i>	●	●

### 2.1. Poster

Poster must be placed out by each partner implementing a soft project. The poster must be displayed within 90 days of the signature of the Subsidy contract until the end of the follow-up period. The poster must contain the following information and visual elements in Slovak and/or Hungarian:

1. logo of the Programme;
2. slogan of the Programme;
3. link to the Programme website;
4. name of the Partner;
5. logo of the Partner;
6. name of the cross-border Partner;
7. logo of the cross-border Partner;
8. title of the project;
9. acronym of the project;
10. amount of the EU contribution;
11. estimated end date of the project;
12. illustration;

The posters must be made of plastic in A2 format. The size and placement of the poster(s) must be agreed in advance with the designated Programme Manager of JS. The partner must send the draft layout of the poster to the programme manager for approval at least 15 days before the deadline mentioned above. The template for the poster can be downloaded from the Programme website.

### 2.2. Billboard

Billboard must be placed out by each Partner implementing infra project within 90 days after the Subsidy contract is signed until the project end date. Billboards must contain the following information and visual elements in Slovak and/or Hungarian:

1. logo of the Programme;
2. slogan of the Programme;

3. link to the Programme website;
4. name of the Partner;
5. logo of the Partner;
6. name of the cross-border Partner;
7. logo of the cross-border Partner;
8. title of the project;
9. acronym of the project;
10. amount of the EU contribution;
11. estimated end date of the project;
12. illustration;

Billboards shall be made from metal or plastic approximately in size 2500 mm x 1500 mm. Placement of the billboard shall be consulted with the JS programme manager in advance. Partner must send the draft layout of the billboard to the JS programme manager for approval at least 15 days before the deadline specified above. Template for the billboard can be downloaded from the Programme website.

### 2.3. Plaque

Plaque shall be placed out by each Partner implementing investment in infrastructure before the end date of the project until the end date of the follow-up period. Plaques shall contain the following information and visual elements in Slovak and/or Hungarian:

1. logo of the Programme;
2. slogan of the Programme;
3. reference to the investment;
4. year of handover.

Plaques shall be made from metal approximately in size 200 mm x 150 mm and mounted on the infrastructure permanently. Placement of plaque shall be consulted with the JS programme manager in advance. Partner must send the draft layout of the plaque to the JS programme manager for approval at least 15 days before the deadline specified above. Template of the plaque be downloaded from the Programme website.

### 2.4. Mark

Marks shall be placed out on any information board, vehicle or machine financed by the Programme. Mark must contain the following information and visual elements in Slovak and/or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project;
- 4) link to the Programme website.

Size and the placement of marks shall be consulted with the JS programme manager in advance. Partner must send the draft layout of the information board or sticker to the JS programme manager for approval before it is placed out.

### 3. Communication measures

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Communication measures shall be used to promote the beneficiaries' objectives, results and outcomes to the stakeholders, decision-makers, media representatives and the general public. Beneficiaries shall use the following mandatory (●) and optional (○) communication measures:

Measures	Soft project	Infrastructural project
<i>Press conference</i>	○	○
<i>Press release</i>	●	●
<i>Partner's website article</i>	●	●
<i>Social media post</i>	●	●
<i>Photo documentation</i>	●	●
<i>Public event</i>	○	○
<i>Closing event</i>	●	
<i>Handover ceremony</i>		●

#### 3.1. Press conference

Any partner organising a press conference must inform the media representatives about the following:

- 1) name of the Programme;
- 2) title of the project;
- 3) summary of the project part;
- 4) amount of the EU contribution;
- 5) introduction of the partnership;
- 6) benefits of the cooperation.

The partner must ensure that the following information and visual elements in Slovak and/or Hungarian are visible to the participants at all times:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project;
- 4) link to the Programme website.

This requirement can be fulfilled by a poster or other item (e.g. a roll-up). The invitation for the press conference must be sent to the designated programme manager at least 15 calendar days before the event.



### 3.2. Press release

Each partner is obliged to publish at least two press releases during the implementation. The first press release must be published within 90 days of the signature of the subsidy contract. The second press release must be published by the end date of the project. The press release must contain the following information in Slovak or Hungarian:

- 1) name of the Programme;
- 2) title of the project;
- 3) acronym of the project;
- 4) amount of the EU contribution;
- 5) introduction of the partnership;
- 6) summary of the project part;
- 7) benefits of the cooperation.
- 8) illustration;

The press release must be delivered to different media organisations (e.g. online and print press, TV, radio) operating in the partner's wider area. The partner must send the draft press release and the list of addressed media to the programme manager of JS for approval at least 15 days before the deadlines mentioned above.

### 3.3. Partner's website article

Each partner must present its project part on its website within 90 days of the signature of the subsidy contract until the end date of the follow-up period. The article must contain the following information in Slovak and/or Hungarian:

- 1) name of the Programme;
- 2) title of the project;
- 3) summary of the project part;
- 4) amount of the EU contribution;
- 5) amount of the national contribution;
- 6) introduction of the partnership;
- 7) benefits of the cooperation
- 8) illustration.

The website must contain the following information and visual elements in Slovak and/or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project with hash symbol in English;;
- 4) link to the Programme website;

In case the Partner does not have an own website, the project shall be introduced on social media.

### 3.4. Social media post

Each partner must present its project part on social media. The first post must be published within 90 days of the signature of the subsidy contract by the ~~Lead Partner~~. The second post must be published by the end date of the project. Each post shall contain the following information and visual elements in Slovak and/or Hungarian:

- 1) name of the Programme;
- 2) summary of the project part;
- 3) amount of the EU contribution;
- 4) introduction of the partnership;
- 5) benefits of the cooperation;
- 6) illustration.

In case the Partner does not have social media profile, the project shall be introduced on partner's website.

### 3.5. Photo documentation

Each partner must provide professional photographic documentation of their events and results of the project. Each Partner must provide at least 10 high quality professional photographs by the end of the project and send the photo documentation to the designated programme manager. The images must be royalty free so that the programme and other contractors (e.g. European Commission, Managing Authority, National Authority, etc.) can use them freely for promotional and administrative purposes. If there are people on the images, the Partner is responsible for compliance with the General Data Protection Regulation and the relevant national rules.

### 3.6. Public event

The Partner organising a public event must ensure that the following information and visual elements in Slovak and/or Hungarian are visible to the participants at all times:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project with hash symbol in English;
- 4) link to the Programme website.

This obligation can be ensured by using the poster or other item (e.g. roll-up). The invitation and agenda for the event must be sent to the designated programme manager at JS at least 15 calendar days before the event.

### 3.7. Closing event

Each partner implementing a soft project is required to organise and participate in a closing event. During the closing event, the Partner must inform the public about the following:

- 1) name of the Programme;
- 2) title of the project;
- 3) summary of the project part;
- 4) amount of the EU contribution;

- 5) introduction of the partnership;
- 6) benefits of the cooperation.

The Partner organising the closing event must ensure that the following information and visual elements in Slovak and/or Hungarian are visible to the participants at all times:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project with hash symbol in English;
- 4) link to the Programme website.

This obligation can be ensured by using the poster or other item (e.g. roll-up). The invitation and agenda for the event must be sent to the designated programme manager at JS at least 15 calendar days before the event.

### 3.8. Handover ceremony

Handover ceremony must be organised by each Partner implementing an infrastructural project. At the handover ceremony the Partner shall inform the public about the following:

- 1) name of the Programme;
- 2) title of the project;
- 3) summary of the project part;
- 4) amount of the EU contribution;
- 5) introduction of the partnership;
- 6) benefits of the cooperation.

The Partner organizing handover ceremony must ensure that the following visual elements are visible to the participants at all time in Slovak and/or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project with hash symbol in English;
- 4) link to the Programme website.

This obligation can be ensured by using the poster or other item (e.g. roll-up). Date and venue of the ceremony shall be consulted with the JS programme manager in advance. The invitation and agenda for the event must be sent to the designated programme manager at JS at least 15 calendar days before the event.

## 4. Marketing measures

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The partners can use different marketing measures to reach their target groups and to ensure the sustainable use of the project results.

### 4.1. Social media campaign

The Partner may use a social media campaign, as a coordinated marketing effort to develop or promote a specific project goal by using one or more social media channels (*e.g. Facebook, LinkedIn, Instagram, etc.*). Each social media caption (*e.g. post, advertisement, etc.*) published on the social media channels used within the campaign shall contain the following visual elements:

- 1) tag to the Programme;
- 2) hashtags;
- 3) acronym of the project;

Social media captions shall be prepared in Hungarian and/or Slovak depending on the language of the target group.

### 4.2. Leaflets

The Partner may publish different types of leaflets. The leaflets must contain the following information and visual elements in Slovak and/or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project;
- 4) link to the Programme website.

### 4.3. Advertisement

The Partner may advertise the project in different media (*e.g. TV, radio, online or printed press, social media*) or street ads. Advertisements must include the following visual elements in Slovak and/or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project;
- 4) link to the Programme website.

The Partner must send the draft version of the advertisement to the JS programme manager for approval before it is published.

### 4.4. Audio-visual production

The Partner may create different audio-visual productions such as short films, image films or teasers. Audio-visual productions financed by the Programme must include the following visual elements in Slovak, Hungarian or English:

- 1) logo of the Programme;
- 2) slogan of the Programme;

- 3) acronym of the project;
- 4) link to the Programme website.

Audio-visual productions shall be available with Slovak, Hungarian and English subtitles. The Partner must send the draft version of the audio-visual production to the JS programme manager for approval before it is published.

#### 4.5. Publication

The Partner may publish various online or printed publications such as books, studies, brochures etc. Publications must include the following information and visual elements in Slovak and/or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project;
- 4) link to the Programme website.

The Partner must send the draft version of the publication to the JS programme manager for approval before it is published.

#### 4.6. Promotional items

The Partner may manufacture promotional items such as bags, mugs, pens, t-shirts, key rings or others. All items funded by the Programme must include the following visual elements:




- 1) link to the Programme website;
- 2) logo of the Programme.

For small items, where limited space is available EU emblem can be used.

## 5. Implementation schedule

Measures	Soft project	Infrastructural project
<i>Poster</i>	●	
<i>Billboard</i>		●
<i>Partner website article</i>	●	●
<i>Press release (1)</i>	●	●
<i>Social media post (1)</i>	●	●
<i>Project event</i>	○	○
<i>Press conference</i>	○	○
<i>Social media campaign</i>	○	○
<i>Leaflets</i>	○	○
<i>Advertisement</i>	○	○
<i>Audio-visual production</i>	○	○
<i>Publication</i>	○	○
<i>Promotion items</i>	○	○
<i>Photo documentation (1)</i>	●	●
<i>Mark</i>	●	●
<i>Plaque</i>		●
<i>Press release (2)</i>	●	●
<i>Social media post (2)</i>	●	●
<i>Closing event</i>	●	
<i>Handover ceremony</i>		●
<i>Photo documentation (2)</i>	●	●

### Schedule:

- : during the implementation of preparatory activities
- : during the implementation of the core activities
- : after the implementation of the core activities

### Legend:

- : mandatory
- : optional

## 6. Visual elements

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### A) Acronym of the project

A short, attention-grabbing title word to identify the project. As it is an international acronym, it is used in English with a hash sign (#) for each measure.

#### **Amount of the EU contribution**

Amount of the contribution received from the European Union in EUR. In Hungary, contribution can be indicated also in HUF.

### B) Benefits of the cooperation

The partners describe why cross-border cooperation was useful to achieve their goals and results.

### E) End date of the project

The end date of the project is specified in the subsidy contract. If the date is changed, the posters and boards must be corrected by a sticker.

### H) Hashtags

Social media posts must indicate the following hashtags:

#BuildingPartnership

#InterregHUSK

#EuropeanUnion

#crossbordercooperation

#regionaldevelopment

#acronym

### I) Illustration

Photo, image or visualisation that reflects the aim of the project part. Copyright issues related to the image must be clarified by the responsible partner.

#### **Introduction of the partnership**

Partner shall introduce his project partners, describe their profile, project objectives and results.

### L) Link to the Programme website

[www.interreghusk.eu](http://www.interreghusk.eu)

#### **Logo of the Programme**

Logo of the Programme can be downloaded in different formats and languages from the programme website.

#### **Logo of the Partner**

Logo of the Partner shall be indicated on all posters and billboards.

#### **Logo of the cross-border Partner**

Logo of the cross-border Partner shall be indicated on all posters and billboards.

#### **N) Name of the Programme**

EN: Interreg Hungary - Slovakia Programme

HU: Interreg Magyarország - Szlovákia Program

SK: Program Interreg Maďarsko - Slovensko

#### **R) Reference to the investment**

Text in any national language indicating that the investment measures completed were financed by the European Union. Example: 'This building was restored with the financial support of the European Union in 2025.' The final text must be agreed with the programme manager of JS before the plaque is installed.

#### **S) Slogan of the Programme**

EN: *Building partnership*

HU: *Partnerséget építünk*

SK: *Budujeme partnerstvá*

#### **Summary of the project part**

The partner summarises its activities, results and outcomes of its project part.

#### **T) Tag to the programme**

Partner shall tag the Programme in every post.

Facebook: @interreghusk

LinkedIn: @interreg-hungary-slovakia-programme

#### **Title of the project**

Title of the project can be found on the cover page of the Subsidy contract.



## 7. Annexes

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Annexes can be downloaded from the Programme website. The download file contains the following templates and images:

- 1) Brand book
- 2) Programme logo
- 3) Programme slogan
- 4) Poster template
- 5) Billboard template
- 6) Plaque template