

**Communication measures according to Article 36(4) (e) of the Interreg Regulation
applicable to partners from operations of strategic importance financed within the
framework of Interreg VIA Romania-Bulgaria Programme**

The regulatory framework for the 2021-2027 period introduces a new feature: beneficiaries are required to organize a communication event. The quality of these events is crucial, as they contribute, among other things, to enhancing the image of the European Union.

The Managing Authority of the Programme Interreg VI-A Romania-Bulgaria Programme established few minimum criteria of communication standards, mandatory to be applied by the partners from operations of strategic importance financed within the framework of Interreg VIA Romania-Bulgaria Programme in organizing communication events according to the Article 36(4(e)) of the Interreg Regulation, based on the recommendations provided by European Commission - Directorate General Regional and Urban Policy.

The aim of the communication standards outlined below is to raise continuous awareness of the European dimension of the financed actions. In order to achieve this, the beneficiaries are requested to apply the following minimum criteria:

1. Event Preparation Phase

- a. Ensuring appropriate visibility: The European Union flag should always be prominently displayed on invitations, informational materials and during the event itself.
- b. Informing the European Commission at least four weeks in advance about the event's date, venue and nature.
- c. Where relevant, including a reference to a speech by a European Commission representative in the event's agenda.

2. Media Outreach

- a. Preparing a press release and consulting it with the managing authority to ensure that the European dimension is ensured.
- b. The reference to the European Union budget should be made directly in the header, sub-heading or text of the press release (not to be replaced by programme abbreviations such as MAC/ POCTEP/ ALCOTRA/PCIA etc., which are generally unknown to the general public).
- c. When the Commission representative cannot attend, a quote from the Commission representative should be requested in advance and included in the press release.

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- d. If public authorities are involved in organizing the event, the press release should be shared with national press agencies representing all Interreg project partners.

3. Audio-Visual Material

- a. A clear reference to European Union Funds as the source of funding should be included in any audio-visual material: the European Union flag logo or the European Union flag emoticon should be visible in the layout (fine print or a brief reference at the end of the spot are not sufficient).
- b. The audio-visual material should serve solely to promote the project and its contribution to European Union policies, excluding the promotion of institutions, individuals, or local political entities/activities.
- c. All materials prepared by the beneficiary (as presentations, press releases) for promotional activities should be shared with the European Commission.

4. Vouchers at Co-Financing Agreement Ceremonies

- a. The EU flag/emblem should be displayed prominently on vouchers/prizes/cheques given to beneficiaries and project partners and should be proportionate to other logos.

5. Social Media

- a. Beneficiaries and public authorities involved in the project - either materially or territorially - should also inform about European Union funding on their social media channels.
- b. In line with the Horizontal European Funds Communication Strategy, standard hashtags such as **#CohesionPolicy** or **#Interreg** should be used.
- c. The European Commission's social media accounts, as well as the European Commission representations in the respective country, DG REGIO and the Interreg Unit, should be tagged in the posts: /EURegioInterreg (FB), @RegioInterreg (X).