

Interreg



Co-funded by
the European Union

IPA Hungary - Serbia

SCO FOR COMMUNICATION

Webinar, 27 September 2024



Good neighbours
creating
common future

The aim of Programme / Project communication activities, is to ensure the visibility of the project activities, our Programme and the co-financing of the EU.

Furthermore, to foster networking and sharing among the involved partner organisations and their audiences.

OBLIGATORY COMMUNICATION*

- **Programme logo**
- Use of the project title/**acronym**
- **Disclaimer** /where appropriate/
- **Typefaces**
- **Social media directions**
- **Project sub-page maintainance**
- **Permanent plaques, billboards** (in case of works)
- **Stickers** (if equipment purchased)

* JUST HIGHLIGHTS, MAIN COMMUNICATION NOVELTIES IN THIS PRESENTATION,
AS INTRODUCTORY TO THE COMMUNICATION SCO SCHEME WE USE.

OBLIGATORY COMMUNICATION

Use of the project name with logo



Project name or project acronym

- / primary position, colour & size
- But can be positioned beside as well, as per guidelines.

OBLIGATORY COMMUNICATION

Project name with logo, some examples

Interreg  Co-funded by
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Project Acronym

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Project Acronym

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OBLIGATORY COMMUNICATION

Project name with logo, some examples

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Project Acronym

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Project Acronym

OBLIGATORY COMMUNICATION

Social media directions

- **GENERAL:**
The visibility of **the Programme logo shall be included in the banner or cover photo** of the profile/page.
All rules as for the correct use of the Programme brand described apply.
- **POSTS:**
It is **not obligatory to have the Programme logo in all posts**, but it's appearance from time to time is appreciated.
Post at least 2x/month, be concise, sharp and eye-catching with your posts.
- **HASHTAGS and tags:**
#Interreg
#HungarySerbia
#husrb
and in case of Serbian partners posts, also **#EUzaTebe**

@interreg.ipa.husrb

OBLIGATORY COMMUNICATION

Social media directions

- **SOCIAL MEDIA PROFILE/PAGE DESCRIPTIONS:**
Have to correspond to the official project description agreed with the Programme CM.
Include the **Disclaimer** as well.
- **SOCIAL MEDIA EVENTS:**
Social media events have their own banners or cover images. **Same rule applies for these as for the page/profile banner** already described above.
- **PHOTOGRAPHY / VIDEO:**
Be aware of the quality,
Also about the **royalty and authors rights**. All the people whose identity could be determined at the photography / video, have to provide a written consent of their appearance. Partnership should plan this when preparing public events.
Special emphasis on children in photography or videos, the way of use and written consent of parents.

RECOMMENDED COMMUNICATION ELEMENTS*

-
- Programme slogan
 - Description of the Programme
 - Reference to Programme website

* JUST A LIST PRESENTED, NO FURTHER ELABORATION IN THE COMMUNICATION **SCO** PRESENTATION.

SCO – SIMPLIFIED COST OPTION

For information and publicity packages



SIMPLIFIED COST OPTION

Info & Publicity

- easily understandable and easy to use process
- to be very clear with what is expected from the Project partners to do/achieve
- to have better communication results with cost-effectiveness and as-less-as-possible paperwork
- clearly separated lump sum and real cost items



What project partners get:

- Programme communication guidelines
- Workshops / consultancy on media-relations, communications
- Logo-packs
- Subpage on the Programme website (!)

Their obligations:

- Choose 1 package
- Produce promo materials and communication activities as per guidelines provided
- Deliver a closing event with a press conference



Types of packages / per partner:

- Basic / Obligatory – 2000 EUR
- Medium – 3000 EUR
- Advanced – 5100 EUR

- Works package + 1600 EUR



Basic / Obligatory – 2000 EUR

- **1 social media /project**, min 2 posts/month, starting at month 1
- Delivering data for **Project sub-page (project level)**
(hungary-serbia.eu/projects/)
- **1 press release /partner** with min local online news media, starting month 2
- **Min. 2 roll up banners /partner** (RS, HU)
- **Min. 1 sponsored article /partner** – Programme branding included
- *Durable stickers /if applicable/*



Medium – 3000 EUR

Basic package +

- **2 additional (altogether 3) timely separated press releases /partner**, resulting in news listings
- **At least 2 local TV or radio reports or spots /partner** (it can be 1-1 of each as well)
- **At least 1 additional sponsored article /partner** (min 2 in total), including elements defined in the guidelines



Advanced – 5100 EUR

Medium package +

- **2 additional (altogether 5) timely separated press releases /partner,** resulting in news listings
- **At least 2 additional local TV or radio reports or spots /partner** (total min 4)
- **At least 1 additional sponsored article /partner** (min 3 in total), including elements defined in the guidelines
- **National level radio or TV appearance /partner,** covering at least the Programme territory



Works package – 1600 EUR

- **Temporary billboard** and **permanent plaque (parnter level)** shall be applied as defined in guidelines, in case works budget heading is applicable and it exceeds 100 000 euro
- the works package is automatically added to the budget based on the planned amount

REIMBURSEMENT PROCESS OF THE LUMP SUM ITEMS

- **50% automatic, when:**

	BASIC	MEDIUM	ADVANCED
<u>project sub-page /project</u>			upload of initial project content
<u>social media profile /project</u>			social media page/group created
<u>press release disseminated</u>	1	1	1
<u>roll-ups delivered</u>	2	2	2
<u>sponsored article published</u>	1	1	1
<u>local TV or radio report or spot aired</u>	n.r.	1	1



REIMBURSEMENT PROCESS OF THE LUMP SUM ITEMS

- **Other 50% automatic, when:**

	BASIC	MEDIUM	ADVANCED
<u>project sub-page /project</u>	continuously updated as requested		
<u>social media profile /project</u>	continuously updated as requested		
press release disseminated	n.r.	2	4
<i>use of durable stickers (if relevant)</i>	<i>if relevant – equipment</i>		
sponsored article published	n.r.	1	2
local TV or radio report or spot aired	n.r.	1	3
National radio or TV appearance	n.r.	n.r.	1



REIMBURSEMENT PROCESS OF THE LUMP SUM ITEMS

- Infrastructure elements, splits **/partner:**

Temporary billboards – 80% (EUR 1280)

Permanent plaque – 20% (EUR 320)



OTHER COMMUNICATION ELEMENTS

- Can be planned in the budget, **separate BL**
- Detailed explanation and reasoning needed
- Especially if a communication tool is for example a touristic product, touristic tool or similiar.



SIMPLIFIED COST OPTION

Examples



SIMPLIFIED COST OPTION

Examples

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 IPA Magyarország - Szerbia

CBC - TELMED

HATÁRON ÁTNYÚLÓ TELEMEDICINA

HUSRB/23R/31/050

Jó szomszédok a közös jövőért



Interreg  társfinanszírozásával
 IPA Madarska - Srbija

FLAME


Učenje o požarima, širenje svesti, ublažavanje posledica i edukacija

DOMOVNO-VAZROČNO DILEKTO BUDUĆINA

BAŠE ONKINES YOGILNO IŠ POLJAROH KČEVISLET

Očekivani rezultati projekta: budućnost



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 IPA Magyarország - Szerbia

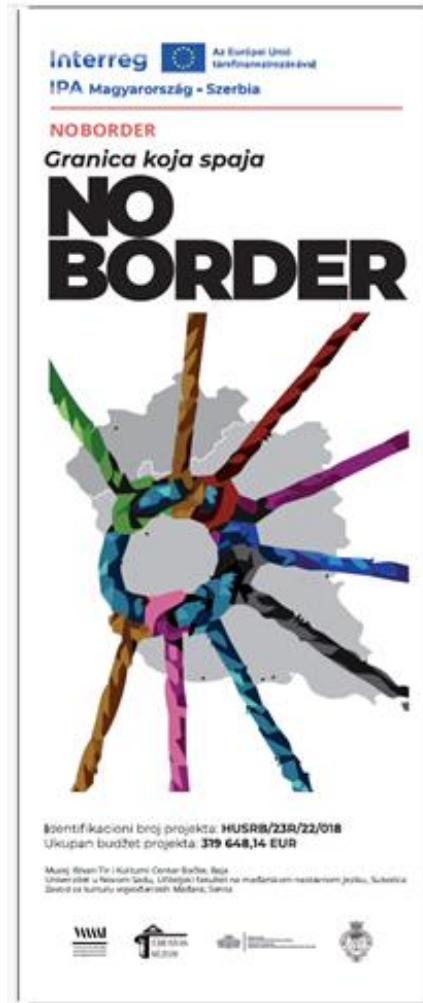
NOBORDER

Granica koja spaja

NO BORDER

Identifikacioni broj projekta: HUSRB/23R/22/018
 Ukupni budžet projekta: 379 648,14 EUR

Muzički Ritmičari i Kulturni Centar Brijuni, Beča, Univerzitet u Novom Sadu, Udruženje kulturnih naftalika i nastavnika iz Srbije, Srbijeke Zvezde sa kulturno umetničkim. Marlene, Sanja



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 IPA Magyarország - Szerbia

RURAL FOODTOUR

520-15R

Udruženje za Digitalnu Regionalnu Ekonomiku i Digitalni Regionalni Razvoj

Jó szomszédok a közös jövőért



THANK YOU FOR YOUR ATTENTION

János Halász / Dejan Vujinović

www.hungary-serbia.eu

