**Mandatory requirements to ensure the visibility of the project and programme**

The project beneficiaries (Lead Partner and Partners) shall take all actions to acknowledge the financial support of the European Union, as foreseen by provisions of Commission Implementing Regulation no 1059/2021. Programme visual identity shall be displayed on all internal communication materials, as well as on the information and promotion materials aimed at raising awareness of the public on EU contribution.

The Interreg NEXT visual identity requirements are available at [www.ro-md.net](http://www.ro-md.net)

Each partner of an Interreg NEXT operation shall take the following actions:

1. provide on the partner’s official website or social media sites, where such sites exist, a short description of the Interreg operation, proportionate to the level of support provided by an Interreg fund, including its aims and results, and highlight the financial support from the Programme;
2. provide a statement highlighting the support from the Interreg fund in a visible manner on documents and communication materials relating to the implementation of the Interreg operation, intended for the general public or for participants;
3. organize a communication activity, at project level, to publicize the launching and the closure of the operation, including a short description of the project, its aims and results, and the EU support. This may be a media information material, a conference etc., which will be promoted on the online channels of the project partners.
4. keep a record (of the investment) for promotion purposes, in the form of video materials (at least 10 qualitative photos and/or 2 short videos etc.) at the project location, where physical implementation or purchase of equipment is involved, at different stages of implementation. Where events are being organized (other than those dedicated to project team meetings), such video materials will also be prepared, in order to be used for project promotion;
5. display 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 the Interreg operation involving the purchase of equipment starts or purchased equipment is installed, with regard to operations supported by the Interreg fund, if that's the case;
6. for Interreg operations not falling under para e), publicly display 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;

Communication activities shall be embedded in the activity package, with one or more communication objectives and target audiences settled, according to what is relevant for the type of investment, the final beneficiaries envisaged, and the potential stakeholders to be tackled. Activities will be adjusted to every stage of project implementation and will contribute to accomplish overall project objectives. Budget allocated for communication activities shall be proportionate to the amount of support received from the European Union.

When establishing the communication activities, project beneficiaries (Lead Partner and Partners) shall consider the following general aspects:

* Communication activities shall be environmentally friendly, considering the use of resources and adequate to the specificity of the investment;
* Communication activities shall be accessible to all target audience, included disadvantaged groups.

In order to have a coordinated efficient communication of the project, a communication officer shall be designated at the level of the project. This position may be assigned to one of the project team members or it may be a distinct position, according to partners’ decision.

Project beneficiaries shall make available all communication and visibility materials to Union institutions, bodies, offices or agencies, programme bodies, upon request, with a royalty-free, non-exclusive and irrevocable license to use.