**Mandatory activities for ensuring the visibility of the Project and Programme**

Beneficiaries shall ensure adequate visibility of the European Union contribution to projects in order to strengthen public awareness of the European Union action and create a consistent image of the EU support in all participating countries. In this respect, they are responsible to ensure that appropriate information is communicated to the public. [[1]](#footnote-1)

Communication and visibility activities should be properly planned and budgeted at each stage of the project implementation. These activities should not only focus on publicizing the EU support for the project, but also on its outputs and results.

In order to support Beneficiaries in this endeavor, the programme will release a Communication and Visibility Manual.

The main information that must be publicized by the project relates to: the EU financing (programme name and EU financial instrument-European Neighbourhood Instrument);

* the total budget of project and the EU financing
* the project title
* the priority addressed by the project
* partnership
* project objectives, results and main outputs
* project duration
* project location
* target groups and the final beneficiaries

In this respect, all the projects funded by the Programme must enclose at least the following **set of mandatory communication actions**:

* information product (at least leaflets);
* one public event organized by project having minimum 20 participants, which are considered relevant for the scope of the project, and with participation of local/regional media;
* at least 3 press releases timely issued in the local/regional media, informing on the milestones of the project (e.g. project start and closure, finalization of a main stage, reaching a project results etc);
* installing temporary billboards and permanent billboards (in case of projects having an infrastructure component);
* displaying of a project roll-up at the premises where the project is implemented and during the project events;
* stickers bearing the specific visibility elements of the programme displayed on each vehicle, equipment or other endowment purchased by the project;
* a portfolio comprising at least 10 – 15 professional photos and/or a short video (of at least 2 minutes), showing the project events and results, representative images of people participating in the project as staff and/or as beneficiaries/target group, etc) and, in case of projects with an infrastructure component, showing the situation before and after the project implementation;
* updated posts on the webpages of beneficiaries entities (project partners) or, if the case may be, on the newly created website of the project;
* at least 1 article “*telling the project’s story*” (of minimum 200 words and 5 photos) available at the Programme request.;

**▶▶▶ TAKE NOTE THAT**

Minimum 2% of the project direct eligible costs excluding the cost of the infrastructure (budget heading 3. Infrastructure) and the cost of communication and visibility (budget heading 7. Communication and visibility actions), must be allocated to the activities that ensure and the visibility of the project. Besides the mandatory activities listed above the project may envisage supplementary activities appropriate for ensuring the project visibility.

1. COMMISSION IMPLEMENTING REGULATION (EU) No 897/2014 laying down specific provisions for the implementation of cross-border cooperation programmes financed under Regulation (EU) No 232/2014 of the European Parliament and the Council establishing a European Neighbourhood Instrument [↑](#footnote-ref-1)