

Interreg
ITALIA-SLOVENIJA



Fondo europeo di sviluppo regionale
Evropski sklad za regionalni razvoj

Project Visual identity and logo placement

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Managing Authority staff

Nova Gorica, September 26, 2018

Legal basis

- EC Regulation 1303/2013
 - Articles 115-117 (requirements at programme level)
 - Annex XII (requirements at programme and project level)
- Commission Implementing Regulation (EU) No 821 2014
 - Articles 3-5 (specific rules for the EU flag, how to display the emblem and how to create permanent plaques or - temporary - billboards).
- General Data Protection Regulation(EU) No 2016/679:
Implementation date: **25 May 2018** ○ ○

See Programme event on
GDPR held in Gorizia on
May, 28 2018

Responsibilities of the beneficiaries

During project implementation the beneficiary shall:

- 1. acknowledge support from the Funds** to the operation/project by displaying the European Union emblem + reference to the European Union + a reference to the ERDF
>>> **USE PROJECT LOGO AS PROVIDED BY JS!**

EC Regulation No
1303/2013
Annex XII - 2.2 (1)

- 2. inform the public about the ERDF support by**
 - the Project website (short description of the project with aims and results, the financial support from the EU)>>> **UPDATE PROJECT WEBSITE HOSTED BY PROGRAMME OFFICIAL WEBSITE**
 - placing at least one poster (minimum size A3) with information about the project at a location readily visible to the public (this poster is mandatory for all partners of operations/projects not falling under Annex XII, 2.2. points 4 and 5 of Regulation (EU) No 1303/2013)

EC Regulation No
1303/2013
Annex XII - 2.2 (2)

- 3. ensure that those taking part in the operation/project have been informed of ERDF funding.**

EC Regulation No
1303/2013
Annex XII - 2.2 (3)

4. for infrastructure/ construction projects with total public support exceeding EUR 500 000

- during the project **implementation place a temporary billboard** of a significant size at a location readily visible to the public

EC Regulation No
1303/2013
Annex XII - 2.2 (4)

5. for projects with total public support exceeding EUR 500 000 and including purchase of a physical object or financing infrastructure or construction

- No later than three months after completion of the operation/project place a **permanent plaque or billboard** of significant size at a location readily visible to the public

EC Regulation No
1303/2013
Annex XII - 2.2 (5)

>> To ensure transparency, the Interreg V-A Italy-Slovenia Programme strongly encourages all projects to apply the same rules (temporary billboard or permanent poster).

6. display the EU emblem clearly visible in a prominent position, with the name 'European Union' always spelled out in full (use project logo provided by JS), of at least the same size as the biggest of other logos, if displayed.

Regulation (EU) No
821 2014
Art. 4

Programme documents

- Interreg V-A Italy-Slovenia Cooperation Programme
2014-2020

last approved by European Commission Decision No C(2017)6247 dated Sept. 14, 2017

- Programme Communication Strategy
- VISUAL IDENTITY STYLE GUIDE for projects information and communication activities in the framework of the Interreg V-A Italy-Slovenia Cooperation Programme 2014-2020

Published in December 2017>>>new edition is coming!

Reference at project level

- AF - WP2
- Subsidy contracts

European Commission's FAQs

[Cohesion policy communication rules - Questions and answers:](http://ec.europa.eu/regional_policy/sources/policy/communication/qa_comm.pdf)

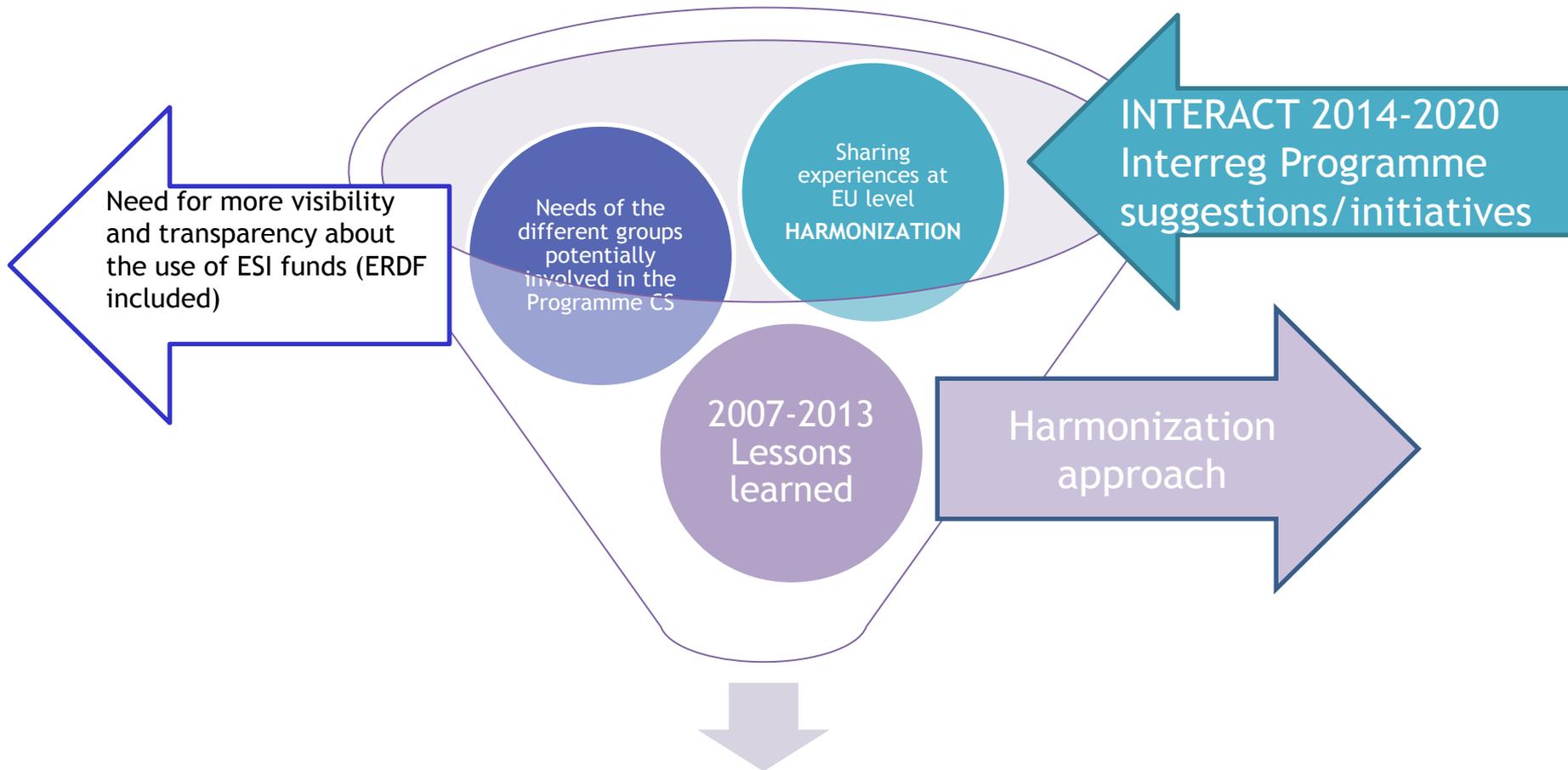
http://ec.europa.eu/regional_policy/sources/policy/communication/qa_comm.pdf

Projects must follow all requirements (EU+Programme) in order for spending to be considered eligible.

Projects must:

1. Refer to the European Union, the European Regional Development Fund and the Interreg V-A Italy-Slovenia Cooperation Programme correctly and visibly in all project publications, both online and in print
2. Constantly update the project website and provide regular information about the project
3. Make properly use of the project logo provided by the Joint Secretariat
4. Put up project poster /billboard or plaque according to EC Regulation No 1303/2013 Annex XII - 2.2 (2) (4) (5)

Programme Communication



COMMUNICATION STRATEGY

of Interreg V-A Italy-Slovenia Cooperation Programme 2014-2020

2007-13
Lessons
learned

Interreg branding R-EVOLUTION

CBC Italy-Slovenia Programme 2007-2013

➤ Programme logo



2007-13
Lessons
learned

Interreg branding R-EVOLUTION

CBC Italy-Slovenia Programme 2007-2013

➤ Project' logos



CREAZIONE E SPERIMENTAZIONE
CONGIUNTA DI MODELLI PER
L'OTTIMIZZAZIONE DELL'UTILIZZO DI
ENERGIA FOTOVOLTAICA



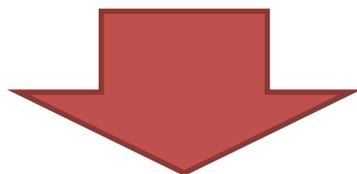
bimobis



Interreg
Brand

Interreg brand HARMONIZATION

Interreg 



Interreg
ITALIA-SLOVENIJA



UNIONE EUROPEA
EVROPSKA UNIJA

Fondo europeo di sviluppo regionale
Evropski sklad za regionalni razvoj

Interreg Brand

Interreg brand HARMONIZATION

75% of Interreg programmes adopted the Interreg logo and majority of them use them also for the projects



Special
needs

Visual Identity

A Visual Identity includes anything visual that Interreg brand produces such as logo design, fonts, and any other visuals that you use to communicate the brand.

Programme Visual identity is part of projects branding that communicates the overall message, values, and promise of Interreg Programme brand through anything that is visual.

Visual Identity Programme/projects

Purposes

- Standardized communication tools to be used continuously during the project lifecycle
- Coherent set of rules for implementing information and communication requirements in the projects financed through the Interreg V-A Italy-Slovenia Programme
- Support EVERY PROJECT BENEFICIARY (not only LP!) in bearing the responsibility for informing the public about the funding obtained from the European Union and for implementing the communication activities to be carried out during the implementation of the project
- Explanation on how to use the Project logo

- **UNIQUE PROJECT LOGO**
 - provided to project LP by JS after the signature of Subsidy Contracts
 - including all mandatory elements according to the EU rules

Mandatory usage

WHAT: for all project information and communication activities carried out by LP/PP

WHO: by all beneficiaries of projects part-funded by Interreg V-A Italy-Slovenia Programme

WHEN: during the whole project implementation

WHERE: Positioning: in the top left corner of the initial page/view.
(exceptional cases when approved by the JS: i.e. electronic media)

HOW: The size of the logo should be reasonable and recognizable

Project logo - standard configuration

Thematic icon according to the Priority Axis to which project relates.

The protection zone "X" specifications are proportionate to the logo and are derived from the height and width of the letter "e" of Interreg.

Programme brand. The height of the European flag "A" is the same as the capital letter "I" of Interreg.



The project acronym stands on 1 line, font Trebuchet aligned left.

The text related to the project typology and ERDF financing is aligned below the thematic icon. It is always exactly as high as the EU label under the EU flag. Following the EU regulation, the European Union labelling is set in Trebuchet.

Clear space of at least half the logo height and width must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise this zone has to be observed for the positioning distance to the page margins. It is highly recommended to increase this space wherever possible.

Programme Thematic Objectives

OT1

Rafforzare la ricerca, lo sviluppo tecnologico e l'innovazione



TC1

Krepitev raziskav, tehnološkega razvoja in inovacij

OT4

Sostenere la transizione verso un'economia a basse emissioni di carbonio in tutti i settori



TC4

Podpora prehodu na gospodarstvo z nizkimi emisijami ogljika v vseh sektorjih

OT6

Preservare e tutelare l'ambiente e promuovere l'uso efficiente delle risorse



TC6

Ohranjanje in varstvo okolja ter spodbujanje učinkovite rabe virov

OT11

Rafforzare la capacità istituzionale delle autorità pubbliche e delle parti interessate e un'amministrazione pubblica efficiente



TC11

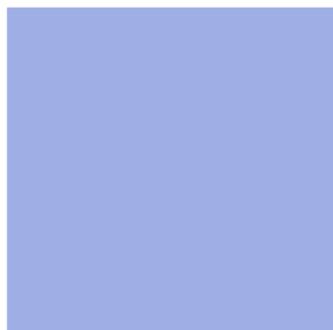
Izboljšanje institucionalne zmogljivosti javnih organov in zainteresiranih strani ter prispevanje k učinkoviti javni upravi

Colours of Interreg brand



REFLEX BLUE
COLOUR CODES

—
CMYK: 100/80/0/0
Pantone: Reflex Blue
RGB: 0R 51G 153B
HEX: 003399



Light Blue
COLOUR CODES

—
CMYK: 41/30/0/0
Pantone: 2716
RGB: 159R 174G 229B
HEX: 9FAEE5



Yellow
COLOUR CODES

—
CMYK: 0/0/100/0
Pantone: Yellow
RGB: 255R 204G 0B
HEX: FFCC00

Colours of Priority Axes



COLOUR CODES
related to PA 1 icon

–
CMYK: 0/24/93/0
Pantone: 109 U
RGB: 253R 198G 8B
HEX: #fdc608



COLOUR CODES
related to PA 2 icon

–
CMYK: 81/13/76/1
Pantone: 347 U
RGB: 21R 153G 97B
HEX: #159961



COLOUR CODES
related to PA 3 icon

–
CMYK: 49/0/99/0
Pantone: 382 U
RGB: 152R 194G34B
HEX: #98c222



COLOUR CODES
related to PA 4 icon

–
CMYK: 87/32/35/16
Pantone: 3145 U
RGB: 60/116/134
HEX: 3c7486

Mandatory Funded Project' logos

Interreg



ITALIA-SLOVENIJA



AGROTUR II

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni projekti sofinancirani Evropski sklad za regionalni razvoj

Interreg



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ARTE

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BioApp

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BLUEGRASS

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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CAB

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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CB_WBL

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CONA

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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CrossCare

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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EDUKA2

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ENERGY CARE

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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FISH-AGRO TECH CBC

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HARMO-DATA

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Mandatory Funded Project' logos

Interreg



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INTEGRA

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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INTER BIKE II

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LightingSolutions

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MEDS GARDEN

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MEMORI-net

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni projekt sofinancira Evropski sklad za regionalni razvoj

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EVROPSKA UNIJA

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MobiTour

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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MUSE

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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NAT2CARE

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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NUVOLAK2

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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RETRACKING

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SECRET

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SUSGRAPE

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Mandatory Funded Project' logos

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tARTini

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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TRAIN

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TRANS-GLIOMA

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
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ISONZO-SOČA

Progetto ITI co-finanziato dal Fondo europeo di sviluppo regionale
Projekti CTN sofinancirani Evropski sklad za regionalni razvoj

Interreg
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SALUTE-ZDRAVSTVO

Progetto ITI co-finanziato dal Fondo europeo di sviluppo regionale
Projekti CTN sofinancirani Evropski sklad za regionalni razvoj

Funded Project' logos

Alternative versions of the project logo can be used if the design or production method does not work with the original version. Examples: Interfering background images or colours might reduce the logo visibility or readability; or a production method does not allow 4-colour printing.

GREY SCALE



MONOCHROME BLACK AND WHITE



Funded Project' logos

MONOCHROME BLUE PROCESS



MONOCHROME OUTLINE (only in exceptional cases)



Logo usage

“Full colour version” use



On white background (**highly recommended**)



Light background

Logo usage

“Full colour version” use

Whitespace requirements



Allowed logo “Full colour version” use:
In a white box on
a coloured background
or a photo/picture

Logo usage

Monochrome version

The grey scale version of the logo should be used whenever full color is not possible.



DO NOT DO THESE



Sed ut perspiciatis unde omnis iste natus error sit voluptatem **Interreg** ntium dolor emque udanti totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architect



IN COMBINATION WITH OTHER LOGOS



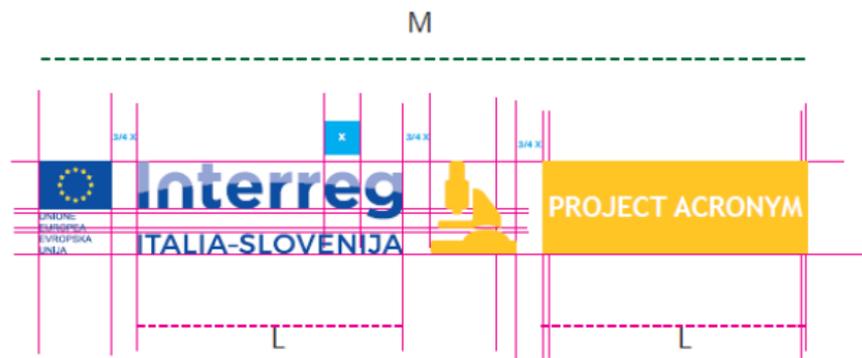
The intention of this rule was to ensure that the European Union involvement in an operation or communication activity is clearly visible: its intention is that the European Union's contribution is not diminished by a much reduced EU emblem next to logos of other institutions or regions involved in an operation.

Only the height of the EU flag must be taken into account, NOT THE HEIGHT OF THE FLAG + TEXT
“EUROPEAN UNION”

Minimum size



Exceptional project logo configuration allowed only if preliminary discussed with JS and authorised by the Programme.



Usage of publications and office documents font

TREBUCHET REGULAR
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

TREBUCHET ITALIC
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

TREBUCHET BOLD
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

TREBUCHET BOLD ITALIC
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

EC Implementing
Regulation No 821/2014
Article 4(4)

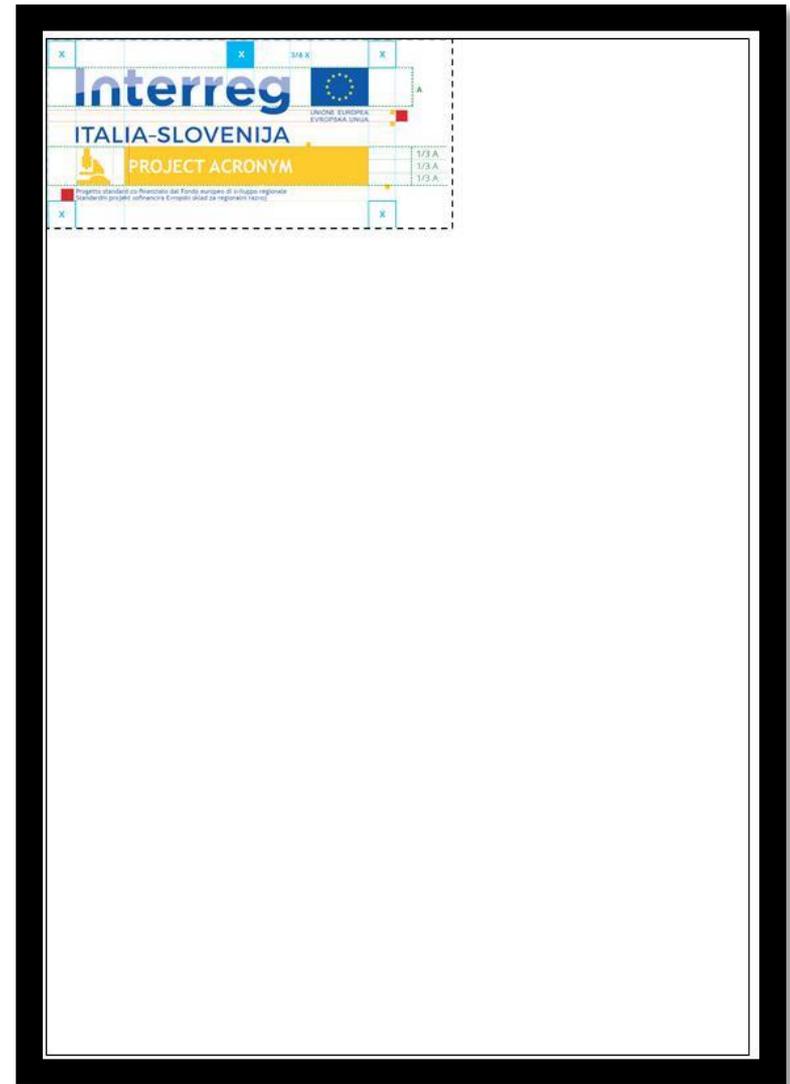
Printed and digital matter produced by project's LP/PPs such as:

- Project stationery
- Press release
- Books, Brochures, Studies
- Leaflets
- Reports (word files and Excel files)
- Presentations (ppt file)
- other

According to EU rules must be **produced**:

- Poster
- Plaques/billboards

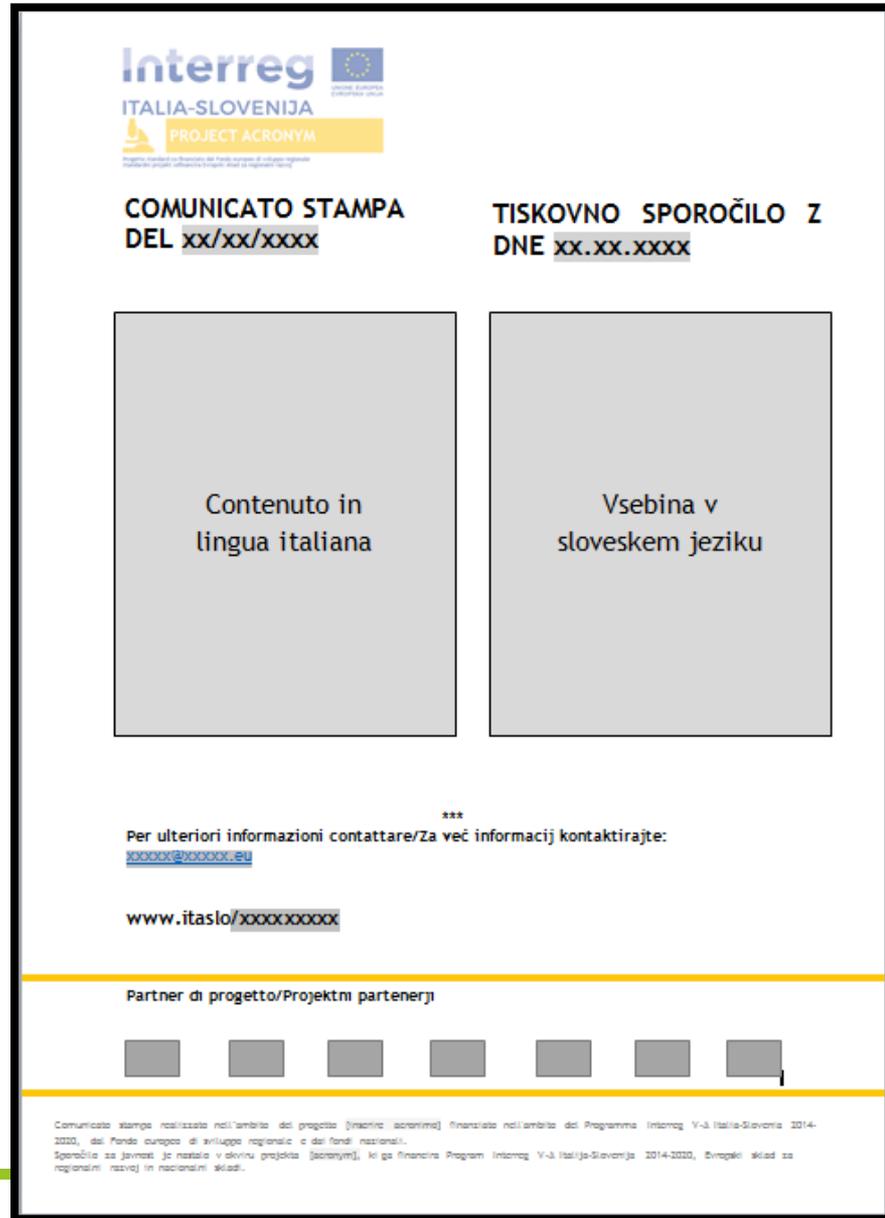
Logo positioning
Project logo should be placed
in the top left corner of the
page.



Press release shall include:

- Project logo (obligatory element) in the top left corner of the page
- Date/Timing (press release date)
- Content in Italian and Slovene language with a sentence to the project acronym/ title/ Programme/ERDF funding)
- >>> Information about the project, including Financial support from the European Union and other contribution (obligatory element)
- About/project/event description (aim, results, etc...)
- Contact, website and social / media references

EC Regulation No
1303/2013
Annex XII - 2.2 (3)



The image shows a template for a press release. At the top left, there is the Interreg Italia-Slovenija logo and the European Union flag. Below this, there is a yellow box containing the text 'PROJECT ACRONYM'. The main title is split into two columns: 'COMUNICATO STAMPA DEL xx/xx/xxxx' and 'TISKOVNO SPOROČILO Z DNE xx.xx.xxxx'. Below the titles are two large grey boxes: the left one contains 'Contenuto in lingua italiana' and the right one contains 'Vsebina v sloveskem jeziku'. At the bottom, there is a section for contact information: 'Per ulteriori informazioni contattare/Za več informacij kontaktirajte:' followed by an email address 'xxxxxx@xxxxxx.eu' and a website 'www.italso/xxxxxxxxx'. Below this is a section for project partners: 'Partner di progetto/Projektni partnerji' followed by seven grey boxes representing logos. At the very bottom, there is a small disclaimer in Italian and Slovene.

Suggestions for project's press release

- Add notes to Editors (in Italian and Slovene language) including:

- project acronym
- full title in Italian and Slovene language
- duration of the project
- total budget
- ERDF contribution
- National contributions
- project partnership
- Detailed description of the project
- progress of projects: state of the art of project activities

Note to Editors No 1 – About the project (in Italian and Slovene language)

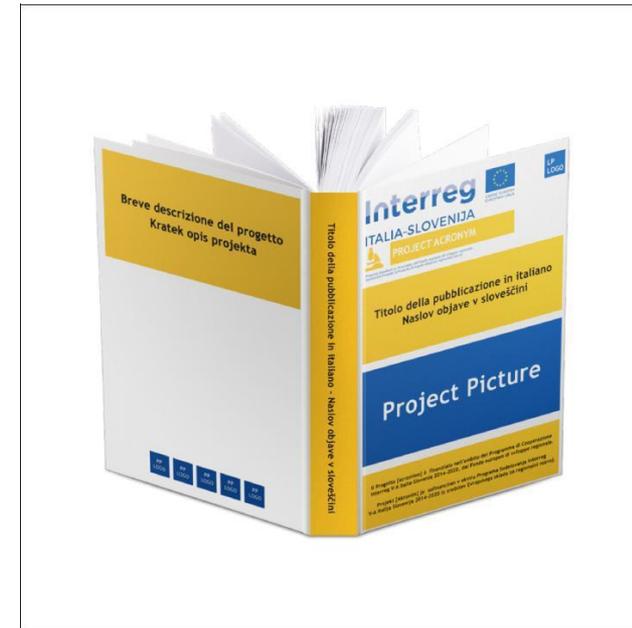
Acronimo/ Akronim	
Titolo in italiano	Naslov v slovenščini
Durata del progetto/Trajanje projekta:	xx/xx/xxxx - xx/xx/xxxx
Budget totale/Celotni znesek:	EUR xxx xxx, xx
FESR/ESRR:	EUR xxx xxx, xx
Cofinanziamento nazionale italiano: Italijansko državno sofinanciranje:	EUR xxx xxx, xx
Cofinanziamento nazionale sloveno: Slovensko državno sofinanciranje:	EUR xxx xxx, xx
Cofinanziamento privato/Sofinanciranje privatnikov:	EUR xxx xxx, xx
Partner di progetto/ Projektni partnerji	LP: PP2: PP3: ...
Sintesi del progetto/Povzetek projekta
Stato di avanzamento/Stanje napredka

In the cover

- project logo (obligatory element) in the top left corner of the page.
- project partnership
- title of the publication
- project picture/s
- content of the publication in Italian and Slovene language (other language in addition are allowed)
- project website

Inside

- colophon
- introduction including information about the project, including financial support from the European Union (Programme/ERDF) and other contribution (**obligatory element**); aim, results, etc...
- contacts, website and social /media references



Suggestions for Colophon, including:

- editor
- translation service/agency
- editing
- photo credits
- print service data
- edition data
- publishing place and date
- link for downloading the e-version of the publication
- reference to the Financial support from the European Union (Programme/ERDF funding) and other contribution
- This sentence is recommended when you express a position or opinion: *“The content of this publication does not necessarily reflect the official positions of the European Union. The responsibility for the content of this publication belongs to the author [insert author’s name].”*



Citing your project in an academic publication

When citing a project funded by the Programme in an academic publication, it is recommended to refer to the European Union, the European Regional Development Fund and the Interreg V-A Italy-Slovenia Cooperation Programme.

Below is an example of a citation which is in line with these requirements:

“This research was supported as part of [INSERT PROJECT ACRONYM], an Interreg project supported by the Italy-Slovenia Cooperation Programme of the European Regional Development Fund of the European Union.”

- project logo (obligatory element) in the top left corner of the first page
- title
- project picture/s
- information about the project (aim, results, etc...) including Financial support from the European Union (Programme/ERDF) and other contribution (**obligatory element**)
- content of the leaflet in Italian and Slovene language (other language in addition are allowed)
- project partnership
- project contacts, website and social/media references



The full page cover should be used for project:

- reports
- strategies,
- studies,
- other outputs or public documents that reach an external audience.

Cover page





The diagram illustrates the internal pages of a project word file. At the top left, the 'Interreg ITALIA-SLOVENIJA' logo is displayed, including the European Union flag and the text 'UNIONE EUROPEA EVROPSKA UNIJA'. Below the logo, a yellow box contains the text 'PROJECT ACRONYM'. The main content area is divided into two vertical columns. The left column is titled '1 TITLE 1 ITA' and contains a large grey rectangular area labeled 'Content in Italian language'. The right column is titled '1 TITLE 1 SLO' and contains a large grey rectangular area labeled 'Content in Slovene language'. At the bottom left, the text 'Date of the report: xx/xx/xxxx' is shown. At the bottom right, the text 'Title of the report Version No. X' is shown. A small number '3' is positioned at the bottom center of the diagram.

Internal pages

Agenda

- project logo (mandatory element) in the top left corner of the first page
- type of event
- title of the event date and venue of the event
- Programme of the event
- project partnership

The content shall be available in Italian and Slovene language.



Interreg
ITALIA-SLOVENIJA

UNIONE EUROPEA
EVROPSKA UNIJA

Fondo europeo di sviluppo regionale
Evropski sklad za regionalni razvoj

LP/PP logo

WORKSHOP

Titolo in italiano Naslov v slovenščini

Data-Datum
Città- Mesto
Luogo dell'evento - Kraj dogodka
Indirizzo - Naslov

	PROGRAMMA	PROGRAM
8:30 - 9:00	Registrazione dei partecipanti	Prijava udeležencev
9:00 - 9:15	Saluti E Introduzione a cura di	Pozdravi in Uvodni nagovor Govornik
9:15 - 10:00	Titolo presentazione a cura di	Naslov predstvitve govornik
10:00 - 11:00	Titolo presentazione a cura di	Naslov predstvitve govornik
11:00 - 11:15	Pausa	Odmor
11:15 - 12:30	Titolo presentazione a cura di	Naslov predstvitve govornik
12:30 - 13:00	Conclusione dei lavori a cura di	Zaključek govornik

LP/PP logo LP/PP logo LP/PP logo LP/PP logo LP/PP logo LP/PP logo LP/PP logo

Attendance sheet



PROJECT ACRONYM

Progetto finanziato dal Programma di Sviluppo Regionale di Cooperazione Interregionale
finanziato in Italia e Slovenia con contributo dell'Unione Europea

Title of the meeting in Italian and Slovene language
Place and date of the meeting

	COGNOME/NOME	NOME/IME	ENTE/INSTITUCIJA	FIRMA/PODPIS
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				



Interreg
ITALIA-SLOVENIJA

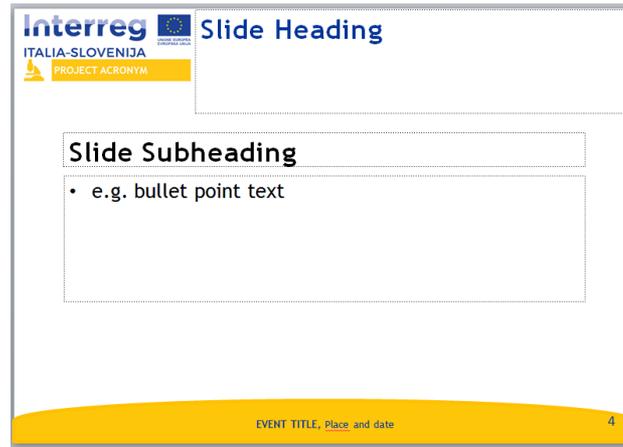
PROJECT ACRONYM

FULL PROJECT NAME IN ITALIAN LANGUAGE
SECOND LINE
FULL PROJECT NAME IN SLOVENE LANGUAGE
SECOND LINE

PRESENTATION TITLE
(in Italian and Slovene language; font Trebuchet; min pt 60 pt and Bold)

Speaker references
(font Trebuchet; min 32 pt)

EVENT TITLE (font Trebuchet; min 32 pt)
Place and date



Interreg
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PROJECT ACRONYM

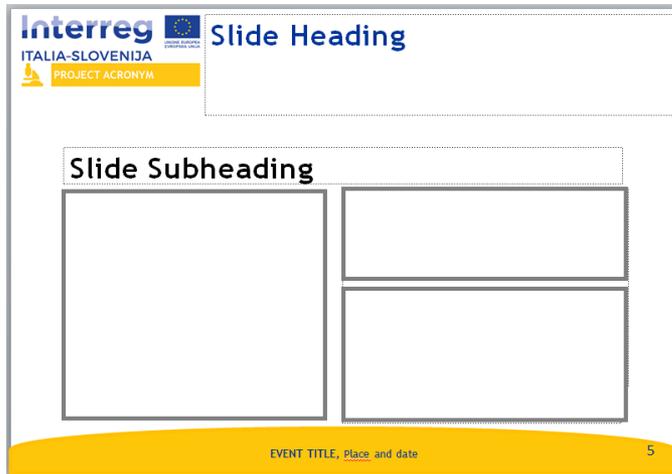
Slide Heading

Slide Subheading

- e.g. bullet point text

EVENT TITLE, Place and date

4



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PROJECT ACRONYM

Slide Heading

Slide Subheading

EVENT TITLE, Place and date

5



Interreg
ITALIA-SLOVENIJA

PROJECT ACRONYM

Grazie per l'attenzione!
Hvala za pozornost!

TITLE OF THE PRESENTATION
Speaker references
(font Trebuchet; 32 pt)

www.ita-slo.eu/acronym

Who?

Mandatory for all partners of operations/projects not falling under Annex XII, 2.2. points 4 and 5 of Regulation (EU) No 1303/2013

What?

Placing (at least) one poster with information about the project including the financial support from the EU (Programme/ERDF).

Why?

EC Regulation No 1303/2013 Annex XII - 2.2 (2)

When?

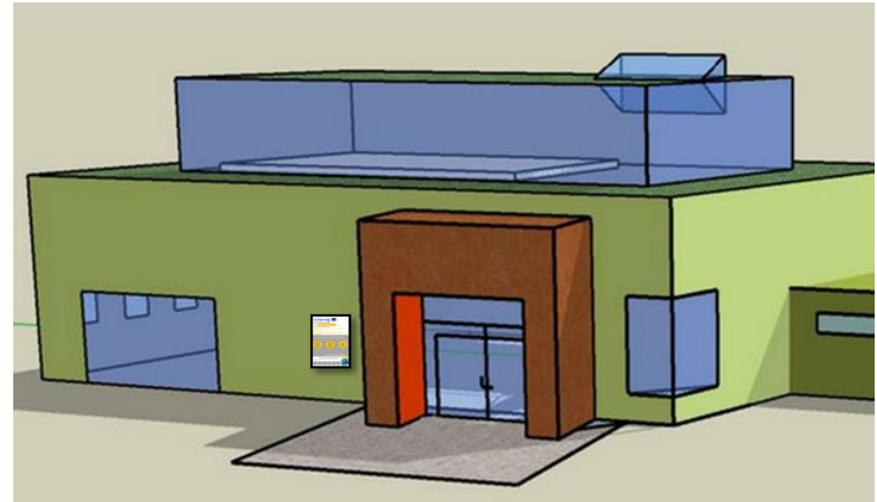
After signature of the Subsidy Contract,
During the implementation of the project

How?

Minimum size: A3
Content in Italian and Slovene language

Where?

At a location readily visible to the public,
such as the entrance area of a building (such as reception area, notice board at the entrance to beneficiary headquarters).



Poster: minimum requirements

- Paper quality: minimum size A3 (mandatory) + a weight of 170gsm (recommended) to ensure that the poster has durability.
- information about the project including:
 - Project logo (mandatory)
 - Full project name/title (in Italian and Slovene languages)
 - Short and concise description of the project (in Italian and Slovene languages) including the aim/objective of the project. (ATTENTION: avoid using any technical jargon or acronyms).
 - Pictures easily associated and representative of what your project is about (ATTENTION: Avoid copyright infringement!!!)
 - project total budget
 - Programme/**ERDF contribution**
 - Project duration
 - Project website/contact details

Electronic displays can only be an addition to the poster or billboard. One poster could contain information about several operations carried out in the same location.



The poster template features the Interreg Italia-Slovenija logo and the European Union flag at the top left. A yellow box contains the 'PROJECT ACRONYM'. Below this, the full project name is written in Italian and Slovene on two lines each. A grey box contains the 'Short project description in Italian and Slovene language'. Three yellow circles are provided for 'Insert project TOTAL BUDGET', 'Insert project ERDF contribution', and 'Insert project duration'. A grey box at the bottom is labeled 'project picture/s on background'. The website 'www.ita-slo.eu/projectacronym' is displayed, along with a 'Project area' label and a map of the region. A 'Partnership:' section at the bottom contains six grey boxes for partner logos.

Interreg
ITALIA-SLOVENIJA

UNIONE EUROPEA
EVROPSKA UNIJA

PROJECT ACRONYM

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni projekt sofinanciran Evropski sklad za regionalni razvoj

**FULL PROJECT NAME IN ITALIAN LANGUAGE
SECOND LINE**

**FULL PROJECT NAME IN SLOVENE LANGUAGE
SECOND LINE**

Short project description in Italian and Slovene language

Insert project TOTAL BUDGET

Insert project ERDF contribution

Insert project duration

project picture/s on background

www.ita-slo.eu/projectacronym

Project area

Partnership:

Interreg

ITALIA-SLOVENIJA



ARTE

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni projekt sofinancira Evropski sklad za regionalni razvoj

ECOSISTEMA PER LE TERAPIE AVANZATE DI MEDICINA REGENERATIVA

SINTESI DEL PROGETTO

La sfida di ARTE è far diventare l'area programma un punto di riferimento dell'ecosistema EU per le terapie innovative e la Medicina rigenerativa. Il cambiamento previsto è lo sviluppo di trattamenti innovativi, tra cui un progetto pilota di terapia cellulare per l'Osteoartrite. Il progetto è altamente innovativo perché introduce nuove metodologie di medicina personalizzata e rigenerativa (impiego di cellule staminali), con un enorme potenziale di mercato e un miglioramento della qualità della vita dei pazienti.

OBIETTIVI PRINCIPALI DEL PROGETTO

L'obiettivo complessivo di ARTE è di favorire gli investimenti, l'innovazione imprenditoriale e la competitività, migliorando la cooperazione tra strutture ospedaliere, Centri di Ricerca, Università, PMI e Parchi Tecnologici in tema di Medicina Rigenerativa. Il focus è sulle nuove terapie per l'osteoartrite e su dispositivi biomedicali e servizi che consentano di ridurre i costi. Verrà creato un Network pubblico-privato che favorirà la nascita di un ecosistema collegato ad iniziative europee e ad investitori internazionali.

1.285.297,50€

BUDGET TOTALE

1.092.502,87€

FESR

6

PARTNER

30

MESI

SITUAZIONE ATTUALE DELL'IMPLEMENTAZIONE PROGETTUALE

Nel primo periodo si sono raggiunti importanti risultati. L'Ospedale ortopedico Valdoltra ha già presentato la documentazione professionale di uno studio clinico alla Commissione per l'etica medica della Repubblica di Slovenia, che ha emesso il suo consenso il 22 febbraio 2018. Sono iniziate le attività di organizzazione dei bandi per la selezione di PMI fornitori di servizi e prodotti e per coinvolgere PP ed investitori EU e internazionali.

PARTNER DI PROGETTO

- LP: VIVABIOCELL SPA
- PP2: Tehnološki park Ljubljana d.o.o.
- PP3: Ortopediska bolnišnica Valdoltra
- PP4: Univerza v Ljubljani (Fakulteta za farmacijo)
- PP5: Azienda Sanitaria Universitaria Integrata di Udine
- PP6: Biovalley Investments S.p.A.

www.ita-slo.eu/ARTE

Fonte: scheda progettuale e LP



Interreg

ITALIA-SLOVENIJA



ARTE

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni projekt sofinancira Evropski sklad za regionalni razvoj

ECOSISTEM ZA NAPREDNE TERAPIJE NA PODROČJU REGENERATIVNE MEDICINE

POVZETEK PROJEKTA

Skupni izziv ARTE je razviti programsko območje v referenčno točko evropskega ekosistema za inovativne terapije in regenerativno medicino. Predvidena sprememba je razvoj inovativnih metod zdravljenja v okviru pilotnega projekta celične terapije za osteoartrito. Projekt je zelo inovativen, saj uvaja nove metodologije na področju personalizirane in regenerativne medicino z uporabo matičnih celic, ima izjemen tržni potencial in bo izboljšal kakovost življenja pacientov.

GLAVNI CILJI PROJEKTA

Splošni cilj ARTE je spodbuditi naložbe, podjetniško inovativnost in konkurenčnost ter izboljšati sodelovanje med bolnišnicami, raziskovalnimi središči, univerzami, MSP ter tehnološkimi parki na področju regenerativne medicino. Poudarek je zlasti na uvajanju novih terapij za osteoartrito in biomedicinskih pripomočkov ter storitev, ki bodo zmanjšali stroške zdravljenja. Vzpostavljena bo čezmejna javno-zasebna mreža, ki bo spodbudila nastanek ekosistema, povezanega z evropskimi pobudami in mednarodnimi investitorji.

1.285.297,50€

SKUPNO FINANCIRANJE

1.092.502,87€

ESRR

6

PARTNERJI

30

MESECI

TRENTNO STANJE IZVAJANJA PROJEKTA

Že v začetni fazi so bili doseženi pomembni rezultati. Ortopedska bolnišnica Valdoltra je Komisiji RS za medicinsko etiko že predložila strokovno dokumentacijo klinične študije, le-ta je dne 22.02.2018 izdala svoje soglasje. Stekle so pripravljalne aktivnosti za izvedbo razpisov za izbor MSP, ki bodo izvajali storitve ter aktivnosti za vključitev PP in sodelovanje z evropskimi pobudami ter mednarodnimi investitorji.

PARTNERJI

- LP: VIVABIOCELL SPA
- PP2: Tehnološki park Ljubljana d.o.o.
- PP3: Ortopediska bolnišnica Valdoltra
- PP4: Univerza v Ljubljani (Fakulteta za farmacijo)
- PP5: Azienda Sanitaria Universitaria Integrata di Udine
- PP6: Biovalley Investments S.p.A.

www.ita-slo.eu/ARTE

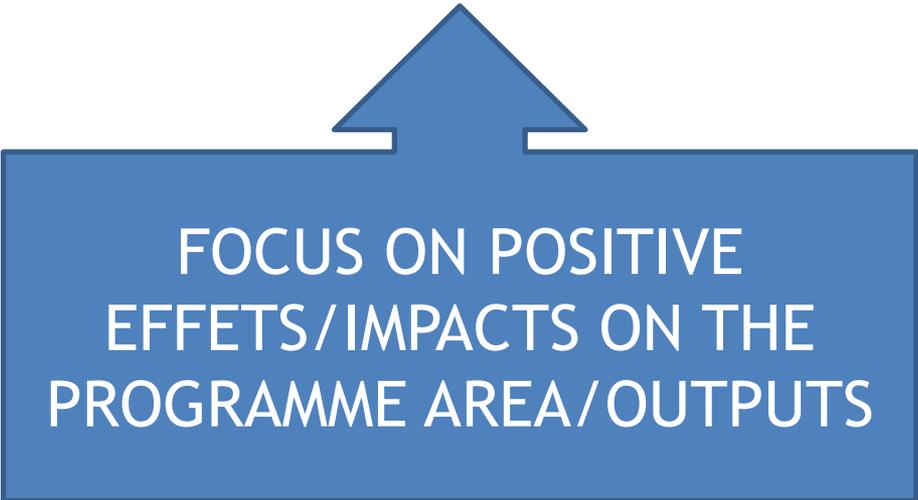
Vir: prilavnica in LP



Suggestions:

- To include Programme reference into the short description of the project:

This project is supported by the Interreg V-A Italy-Slovenia Cooperation Programme funded by the European Regional Development Fund. This projects aims...



FOCUS ON POSITIVE
EFFETS/IMPACTS ON THE
PROGRAMME AREA/OUTPUTS

Who?

Mandatory for project partner for each project consisting in the financing of infrastructure or construction works for which the total public support to the operation exceeds € 500 000.

>> To ensure transparency, the Interreg V-A Italy-Slovenia Programme strongly encourages project partner for each project consisting in the financing of infrastructure or construction works for which the total public support to the operation NOT exceeds € 500 000 to apply the same rules.

What?

Placing temporary billboard of a significant size with information about the project including the financial support from the EU (Programme/ERDF)

Why?

- EC Regulation No 1303/2013 - Annex XII - 2.2 (4)
- ENSURING TRANSPARENCY FOR ALL PROJECTS that include infrastructure or construction works

When?

After signature of the Subsidy Contract, during the implementation of the project. Remind that this temporary billboard must be replaced by a permanent billboard plaque no later than 3 months after completion of the works.

How?

Significant size . The actual size of the billboard must be proportionate to the size of the project.

For project partner for each project consisting in the financing of infrastructure or construction works for which the total public support to the operation

> exceeds € 500 000 (mandatory) > Mininum size: 1 x 1,5 metres.

> NOT exceeds € 500 000 (highly recommended) > Mininum size: A3.

This billboard must include the project logo (provided by JS and which includes EU and ERDG reference); the project full title in Italian and Slovene languages; the main objective of the operation (project) in Italian and Slovene languages. All these elements shall take up at least 25% of that billboard to ensure that there is no doubt as to where the funding has come from.

Where?

At a location readily visible to the public



Who?

Mandatory for beneficiaries of operation/project that fulfills CUMULATIVELY the two criteria mentioned in ANNEX XII point 2.2 (5):

- (a) the total public support to the operation exceeds EUR 500,000 and
- (b) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.

>> To ensure transparency, the Interreg V-A Italy-Slovenia Programme strongly encourages all projects to apply the same rules after the conclusion of the project by putting up a permanent poster (minimum size: A3)

If the core element of a given operation consist in the purchase of a physical object or in the financing of infrastructure or in construction operations then a permanent plaque or billboard should be put up.

What?

Placing permanent plaque or billboard of a significant size with information about the project including the financial support from the EU (Programme/ERDF)

Why?

- EC Regulation No 1303/2013 - Annex XII - 2.2 (5)
- ENSURING TRASPARENCY FOR ALL PROJECTS which consists of the purchase of a physical object or of the financing of infrastructure or of construction operations as core element

When?

No later than three months after completion of the operation/project.

How?

«significant size» means that permanent plaque or billboard must attract the attention of someone entering the location without the need for it to be pointed out to them.

Minimum size: 1 x 1,5 metres. Content in Italian and Slovene languages.

Where?

At a location readily visible to the public

Information required:

- Project logo (mandatory): the project logo as provided by JS already includes reference to the European Union and the reference to the ERDF
- Full project name/title in Italian and Slovene languages
- Short description of the project (its main objectives/results) in Italian and Slovene languages
- project total budget
- Programme/ERDF contribution
- Project duration
- Project partnership

which shall take up **at least 25%** of the billboard.

Coherence with the Visual Identity Styleguides

Materials

For the permanent billboard/plaque, projects should use durable materials (metal, glass, stone, cured/reinforced plastic substance, etc).



Coherence with the Visual Identity Styleguides

Project logo in all promotional material/items, such as:

- Folders
- Block notes
- USB
- shoppers

And in all event related material:

- > Roll up
- > Attendance sheet
- > Certificates



During the event **REMIND :**
THE ADDED VALUE OF THE EUROPEAN UNION

Reference

- to the European Union,
- to the Programme and
- to the ERDF.

PROJECT WEBSITE

PROJECT SOCIAL MEDIA CHANNELS





Interreg 
UNIONE EUROPEA
EVROPSKA UNIJA

ITALIA-SLOVENIJA

 **PROJECT ACRONYM**

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni projekt sofinancira Evropski sklad za regionalni razvoj

TITOLO DEL PROGETTO IN LINGUA ITALIANA
NASLOV PROJEKTA V SLOVENSKEM JEZIKU

PROJECT IMAGES

Budget totale
Celotni znesek

ERDF budget
Znesek ESRR

Durata -
Trajanje:
Xx.xx.xxxx -
xx.xx.xxxx

Opis projekta v
slovenskem jeziku

Descrizione del
progetto in
lingua italiana

[Www.ita-slo/projectacronym](http://www.ita-slo/projectacronym)

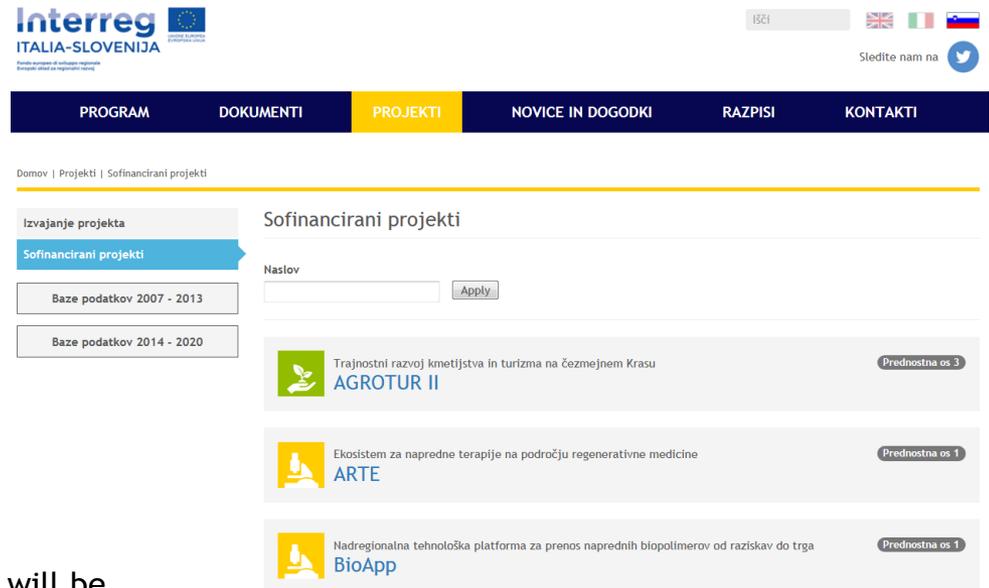
PROJECT PARTNERSHIP

The Interreg V-A Italy-Slovenia Programme website will include one detailed page per project.

<https://www.ita-slo.eu/it/progetti/progetti-finanziati>

<https://www.ita-slo.eu/sl/projekti/sofinancirani-projekti>

Exceptions: Projects could develop a **separate website for self-standing tools or products with a life reaching beyond the project.** The development of such a separate website will be subject to approval during the assessment of the project and a specific justification will be required.



The screenshot shows the website interface for Interreg Italia-Slovenija. At the top, there is a navigation bar with the following menu items: PROGRAM, DOKUMENTI, PROJEKTI (highlighted in yellow), NOVICE IN DOGODKI, RAZPISI, and KONTAKTI. Below the navigation bar, there is a search bar and a language selector with flags for Italy, Slovenia, and Croatia. The main content area is titled 'Sofinancirani projekti' and features a sidebar with filters: 'Izvajanje projekta', 'Sofinancirani projekti' (highlighted in blue), 'Baze podatkov 2007 - 2013', and 'Baze podatkov 2014 - 2020'. The main list of projects includes:

- AGROTUR II**: Trajnostni razvoj kmetijstva in turizma na čezmejnem Krasu (Prednostna os 3)
- ARTE**: Ekosistem za napredne terapije na področju regenerativne medicine (Prednostna os 1)
- BioApp**: Nadregionalna tehnološka platforma za prenos naprednih biopolimerov od raziskav do trga (Prednostna os 1)

Thank you for the attention!
Grazie per l'attenzione!
Hvala za pozornost!

Ms Sandy Petrossi

Managing Authority staff

adg.itaslo@regione.fvg.it

www.ita-slo.eu

*Workshop on communication,
Nova Gorica, September 26, 2018*