

**Interreg**  
**ITALIA-SLOVENIJA**



Fondo europeo di sviluppo regionale  
Evropski sklad za regionalni razvoj

# Project Visual Identity and Logo Placement

**Ms Sandy Petrossi**

*Autonomous Region Friuli Venezia Giulia  
European Territorial Cooperation and State Aid Office*

*Gorizia, March 26th, 2019*

## 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:

1. shall **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**

- 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**
- 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. Infrastructure/ construction projects with total public support exceeding EUR 500 000

- during the project implementation 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. 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 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 (permanent permanent plaque or billboard).

#### 6. EU emblem

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 programme 2014-2020  
*Published in March 2018>>>new edition available!*

## Reference at project level

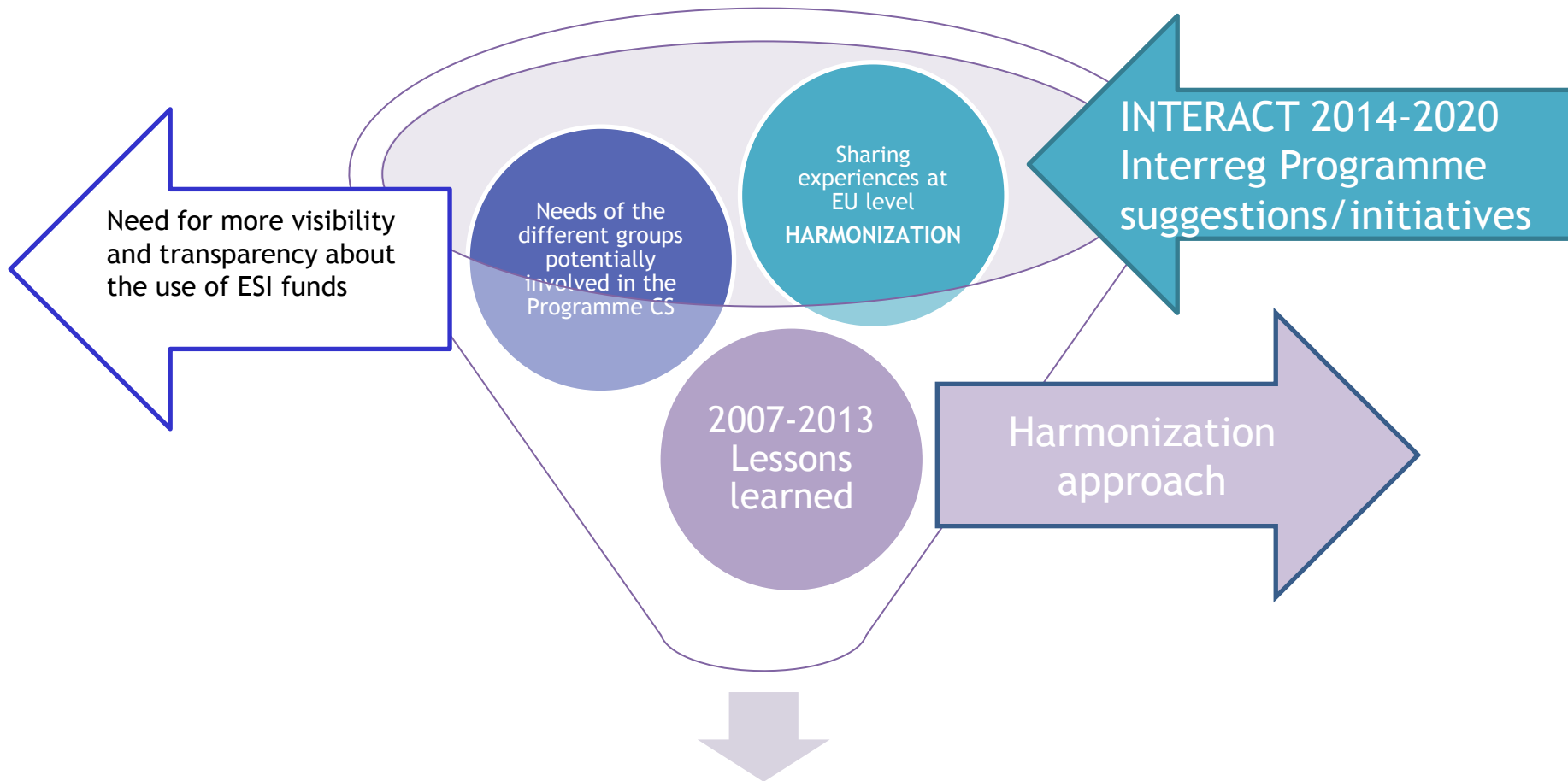
- AF - WP2
- Subsidy contracts

## **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 programme correctly and visibly in all project publications, both online and in print
2. Constantly updating of 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



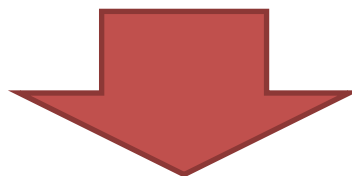
bimobis



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 your 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

- for all project information and communication activities carried out by all beneficiaries
- during the whole project implementation
- Positioning: in the top left corner of the initial page/view.  
(exceptional cases when approved by the JS: electronic media)
- 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.



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 (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 (PA)



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 sofinancira Evropski sklad za regionalni razvoj

**Interreg**  
ITALIA-SLOVENIJA



**ARTE**

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

**Interreg**  
ITALIA-SLOVENIJA



**BioApp**

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

**Interreg**  
ITALIA-SLOVENIJA



**BLUEGRASS**

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

**Interreg**  
ITALIA-SLOVENIJA



**CAB**

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

**Interreg**  
ITALIA-SLOVENIJA



**CB\_WBL**

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

**Interreg**  
ITALIA-SLOVENIJA



**CONA**

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

**Interreg**  
ITALIA-SLOVENIJA



**CrossCare**

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

**Interreg**  
ITALIA-SLOVENIJA



**EDUKA2**

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

**Interreg**  
ITALIA-SLOVENIJA



**ENERGY CARE**

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

**Interreg**  
ITALIA-SLOVENIJA



**FISH-AGRO TECH CBC**

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

**Interreg**  
ITALIA-SLOVENIJA



**HARMO-DATA**

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

# Mandatory Funded Project' logos

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**INTEGRA**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**INTER BIKE II**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**LightingSolutions**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**MEDS GARDEN**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**MEMORI-net**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**MobiTour**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**MUSE**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**NAT2CARE**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**NUVOLAK2**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**RETRACKING**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**SECRET**

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

**Interreg**



UNIONE EUROPEA  
EVROPSKA UNIJA

ITALIA-SLOVENIJA



**SUSGRAPE**

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

# Mandatory Funded Project' logos

**Interreg**  
ITALIA-SLOVENIJA



tARTini

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

**Interreg**  
ITALIA-SLOVENIJA



TRAIN

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

**Interreg**  
ITALIA-SLOVENIJA



TRANS-GLIOMA

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

**Interreg**  
ITALIA-SLOVENIJA



ISONZO-SOČA

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

**Interreg**  
ITALIA-SLOVENIJA



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.*



# Funded Project' logos

## 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

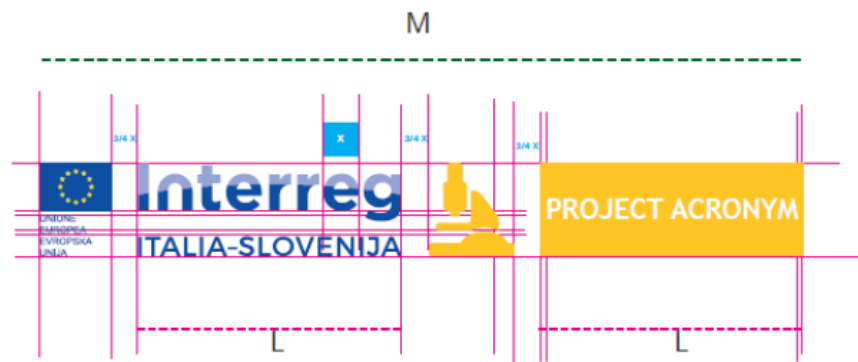


The intention of this rule was to ensure that the European Union involvement in an operation or communication activity is clearly visible: its intention is that the European Union's contribution is not diminished by a much reduced EU emblem next to logos of other institutions or regions involved in an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

## 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  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*TREBUCHET ITALIC*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

**TREBUCHET BOLD**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

***TREBUCHET BOLD ITALIC***  
***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

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



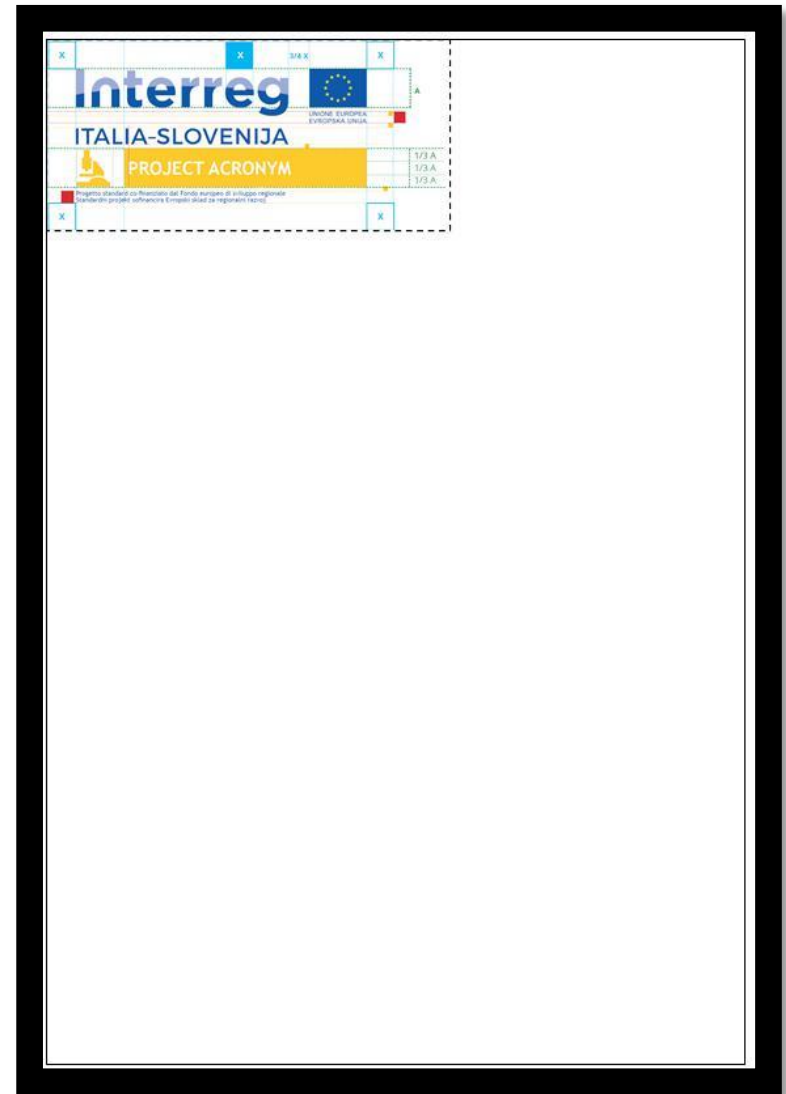
**Printed matter** produced by project's LP/PPs such as:

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

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

- Poster
- Plaques/billboards

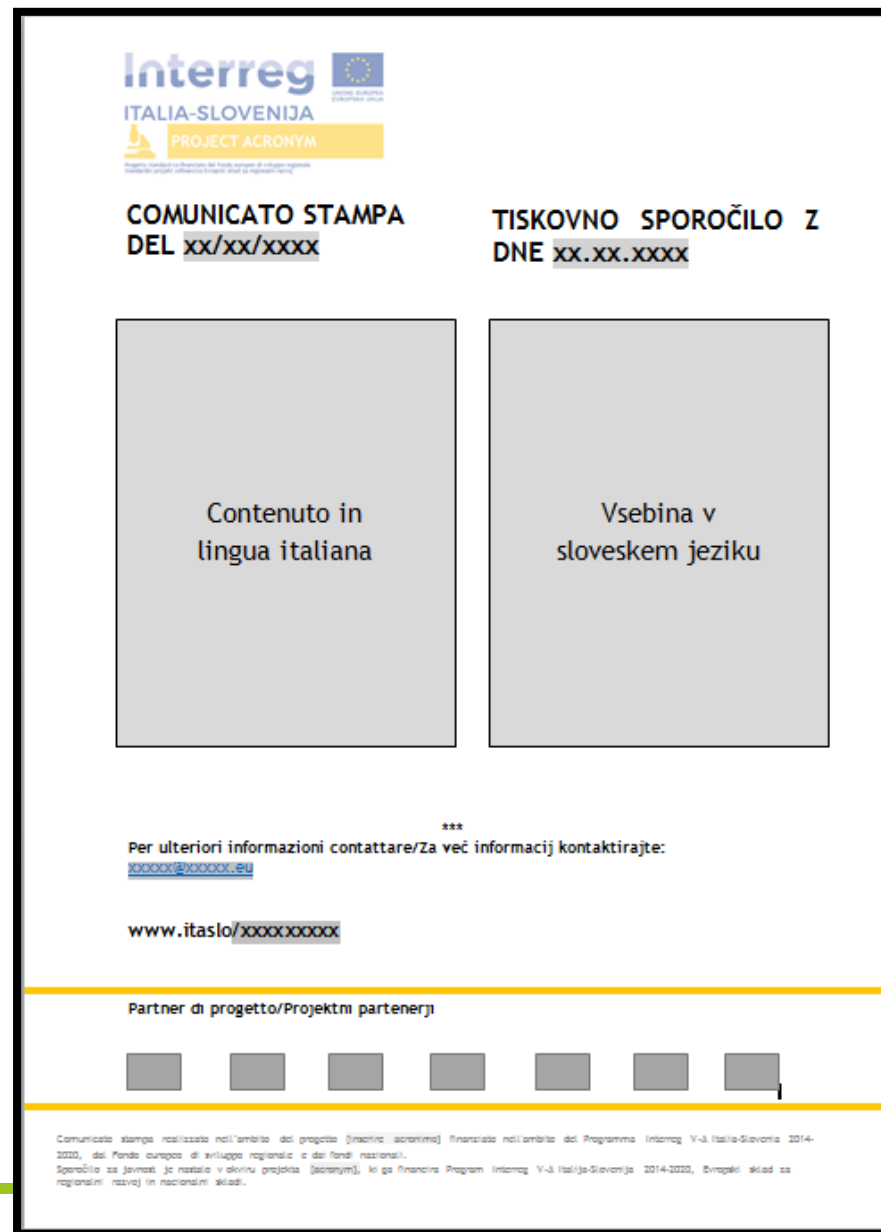
Logo positioning  
Project logo should be placed  
in the top left corner of the  
page.



## 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, ect...)
- Contact, website and social / media references

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



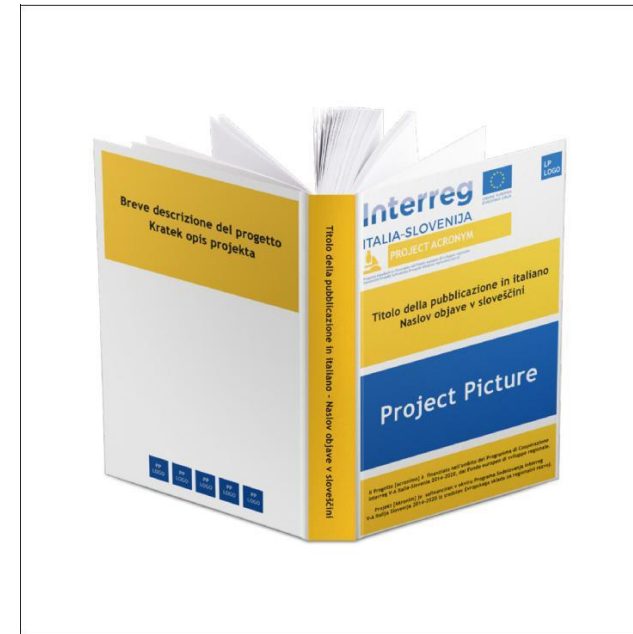
The image shows a template for a press release. At the top left, it features the Interreg Italia-Slovenija logo and the European Union flag. Below this, there is a yellow box for the 'PROJECT ACRONYM'. The main title is split into two columns: 'COMUNICATO STAMPA DEL xx/xx/xxxx' and 'TISKOVNO SPOROČILO Z DNE xx.xx.xxxx'. Below the titles are two large grey boxes representing the content in Italian ('Contenuto in lingua italiana') and Slovene ('Vsebina v sloveskem jeziku'). At the bottom, there is a section for contact information, including a placeholder for an email address and a website URL. Below that is a section for project partners, represented by a row of seven grey boxes. 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
  - Long description of the project

## 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, ect...
- Contact, 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, ect...) 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 Contact, 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 layout of internal pages for a project report. At the top left, the 'Interreg ITALIA-SLOVENIJA' logo is displayed, featuring the European Union flag and the text 'UNIONE EUROPEA EVROPSKA UNIJA'. Below this, 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' and 'Version No. X' is shown. A small number '3' is positioned at the bottom center of the diagram.

Internal pages



**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**  **ITALIA-SLOVENIJA**  
PROJECT ACRONYM

Slide Heading

Slide Subheading

- e.g. bullet point text

EVENT TITLE, Place and date 4

**Interreg**  **ITALIA-SLOVENIJA**  
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](http://www.ita-slo.eu/acronym)

## Who?

Mandatory for all partners of operations/projects not falling under Annex XII, 2.2. points 4 and 5 (infrastructure or construction operations/purchase of a physical object as “core elements”) 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?

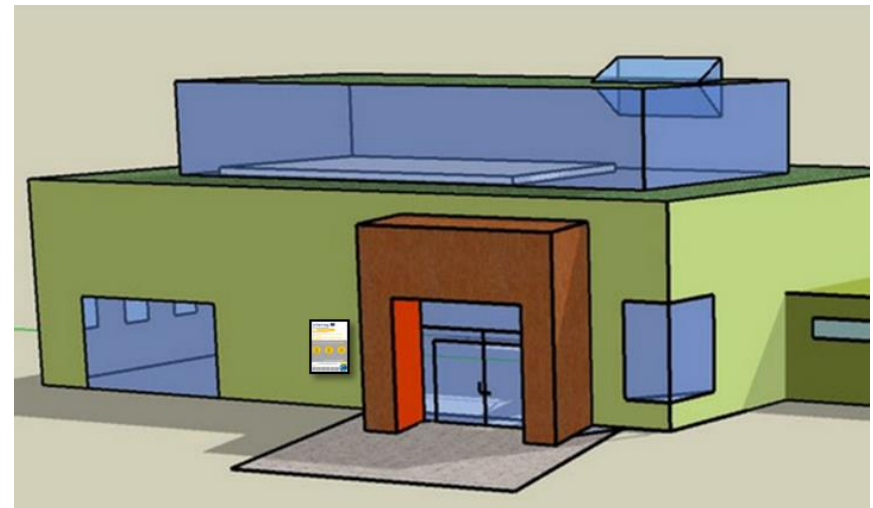
After signature of the Subsidy Contract,  
During the implementation of the project

## How?

Minimum size: A3  
Content in Italian and Slovene languages

## 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 following layout:

- Header:** Interreg logo, ITALIA-SLOVENIJA, and the European Union flag.
- Project Acronym:** A yellow box labeled "PROJECT ACRONYM" with a small icon of a person.
- Project Name:** Two lines of text: "FULL PROJECT NAME IN ITALIAN LANGUAGE SECOND LINE" and "FULL PROJECT NAME IN SLOVENE LANGUAGE SECOND LINE".
- Description:** A grey box containing the text "Short project description in Italian and Slovene language".
- Key Information:** Three yellow circles containing the text: "Insert project TOTAL BUDGET", "Insert project ERDF contribution", and "Insert project duration".
- Image:** A grey box labeled "project picture/s on background".
- Footer:** The website "www.ita-slo.eu/projectacronym" and a "Project area" label next to a map of the region.
- Partnership:** A section labeled "Partnership:" with six grey boxes for partner names and a circular map of the region.

## 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](http://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

#### ECOSISTEMA PER LE TERAPIE AVANZATE DI MEDICINA REGENERATIVA

##### 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 osteoartrite. 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 osteoartrite 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

##### TRENTUTNO STANJE IZVAJANJA PROJEKTA

Že v začetni fazi so bili doseženi pomembni rezultati. Ortopediska 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](http://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



# Project temporary billboard

## 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 all projects with infrastructure or construction works to apply the same rules EVEN IF the total public support to the operation not exceeds € 500 000.

## 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.

Minimum size: A3. Recommended size: 1 x 1,5 metres. 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.

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 TRANSPARENCY FOR ALL PROJECTS

## 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

### Size

Temporary billboard: minimum A3

Permanent plaque/billboard should be 1 x 1,5 metres.

The exception should only be cases where it is not possible, due to the nature and place of the operation, to use such dimensions.

### Materials

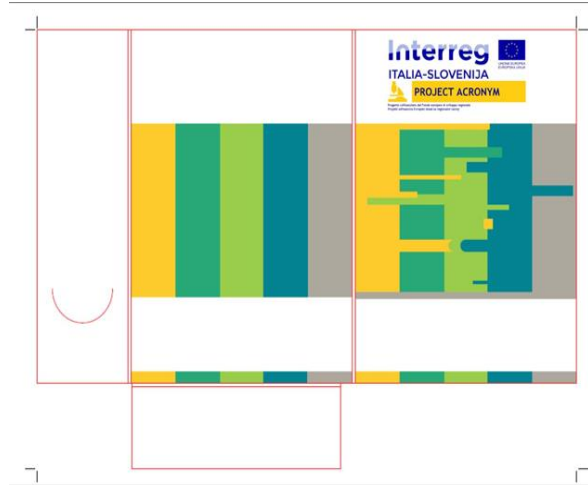
For the permanent billboard/plaque, projects should use durable materials

(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
- Stickers
- USB pen-drivers
- Pens
- Bags



And in all event related material:

- Roll up
- Attendance sheet
- Agenda
- Invitation

**Interreg**  
ITALIA-SLOVENIJA  
PROJECT ACRONYM

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

TITOLO DEL PROGETTO IN LINGUA ITALIANA  
NASLOV PROJEKTA V SLOVENSKEM JEZIKU

PROJECT IMAGES

Budget totale  
Celotni znesek

ERDF budget  
Znesek ESRR

Durata-  
Trajanje:  
XX,XXX,XXX  
XX,XX,XXXX

**Opis projekta v slovenskem jeziku**

**Descrizione del progetto in lingua italiana**

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

Progetto finanziato nell'ambito del Programma di Cooperazione Interreg V-A Italia Slovenia 2014-2020, del Fondo Europeo di sviluppo regionale e dai fondi nazionali. Projekt sofinanciran v okviru Programa Sodelovanja Interreg V-A Italija Slovenija 2014-2020, iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev.










**Interreg**  
ITALIA-SLOVENIJA  
PROJECT ACRONYM

Siete gentilmente invitati alla conferenza stampa del progetto strategico

Vabimo vas na tiskovno konferenco strateškega projekta

**Acronimo / Akronim**

finanziato nell'ambito del Programma di Cooperazione Interreg V-A Italia-Slovenija 2014-2020, del Fondo europeo di sviluppo regionale e dai fondi nazionali

giovedì XX maggio 2010 alle ore XX,00

presso la sede del  
Via ...  
Città ...

**Programa:**  
XX,00 Saluto di benvenuto  
XX,00 Presentazione del progetto  
XX,00 Presentazione dei partner  
XX,00 Domande

Vi preghiamo cortesemente di confermare la Vostra partecipazione all'indirizzo e-mail:

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

Pubblicazione finanziata nell'ambito del Programma di Cooperazione Interreg V-A Italia-Slovenija 2014-2020, finanziato dal Fondo europeo di sviluppo regionale. Objava sofinancirana v okviru Programa sodelovanja Slovenija Italija 2014-2020 iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev.







sofinanciran v okviru Programa sodelovanja Interreg V-A Italija-Slovenija 2014-2020 iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev

ki bo v četrtek, XX. maja 2010 ob XX,00 uri

na sedežu ...  
Ulica ...  
Kraj ...

**Vsebina tiskovne konference:**  
XX,00 Uvodni pozdrav  
XX,00 Predstavitel projekta  
XX,00 Predstavitel partnerjev  
XX,00 Vprašanja

Prosim, da potrdite vašo udeležbo na elektronski naslov:

**Interreg**  
ITALIA-SLOVENIJA  
PROJECT ACRONYM

**WORKSHOP**

Titolo in italiano Naslov v slovensčini

**Data-Datum**  
Città- Mesto

Luogo dell'evento - Kraj dogodka  
Indirizzo - Naslov

**PROGRAMMA**  
8:30 - 9:00 Registrazione dei partecipanti  
9:00 - 9:15 Saluti e introduzione a cura di  
9:15 - 10:00 Titolo presentazione a cura di  
10:00 - 11:00 Titolo presentazione a cura di  
11:00 - 11:15 Pausa  
11:15 - 12:30 Titolo presentazione a cura di  
12:30 - 13:00 Conclusione dei lavori a cura di

**PROGRAM**  
Priloga udeležencev  
Pozdravi in besede nagovni  
Govornik  
Naslov predstavitve govornik  
Naslov predstavitve govornik  
Odlaz  
Naslov predstavitve govornik  
Zaključek govornik









During the event **REMINDE** :  
**THE ADDED VALUE IF THE EUROPEAN UNION**

Reference

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

**PROJECT WEBSITE**

**PROJECT SOCIAL MEDIA CHANNELS**

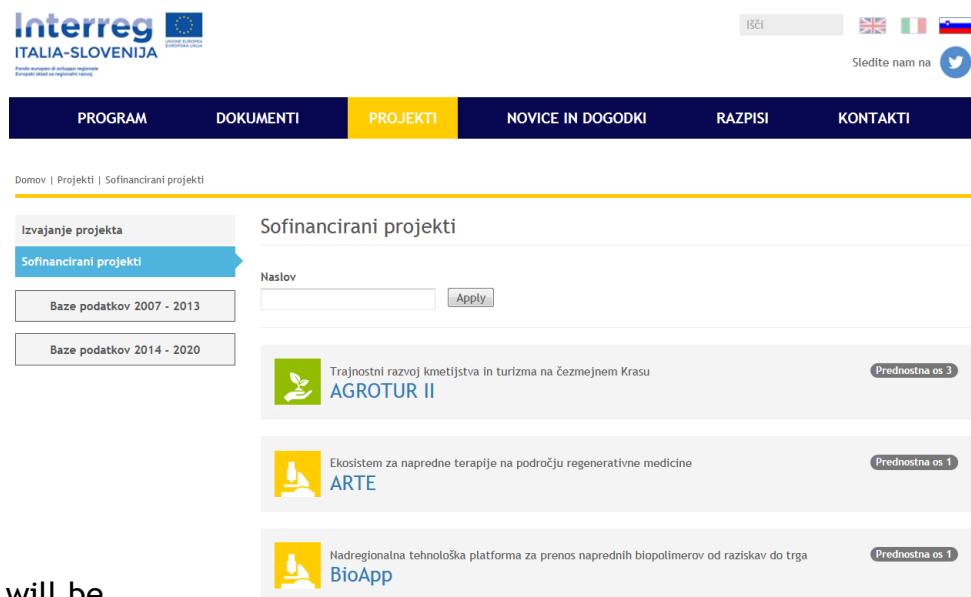


The Interreg V-A Italy-Slovenia programme website will include one detailed page per project.

<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 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**: Trajnosten 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)

...communicating capitalisation is about **SHOWING**, with concrete results and examples, that the Interreg programmes and projects are **RESOURCEFUL and EFFICIENT** in their work. Thus, better communication of capitalisation results can help promote Interreg as an effective cooperation instrument, both to the EU policy makers and to the citizens. In other words, communicating capitalisation is about telling good cooperation stories that will not end in a dusty brochure that no one reads. It is about telling relatable stories - stories that people will want to see, hear, and most importantly, retell.

Communication of capitalisation in Interreg - December 2017



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

Ms Sandy Petrossi

[adg.itaslo@regione.fvg.it](mailto:adg.itaslo@regione.fvg.it)

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

*Workshop on communication,  
Gorizia, March 26th, 2019*