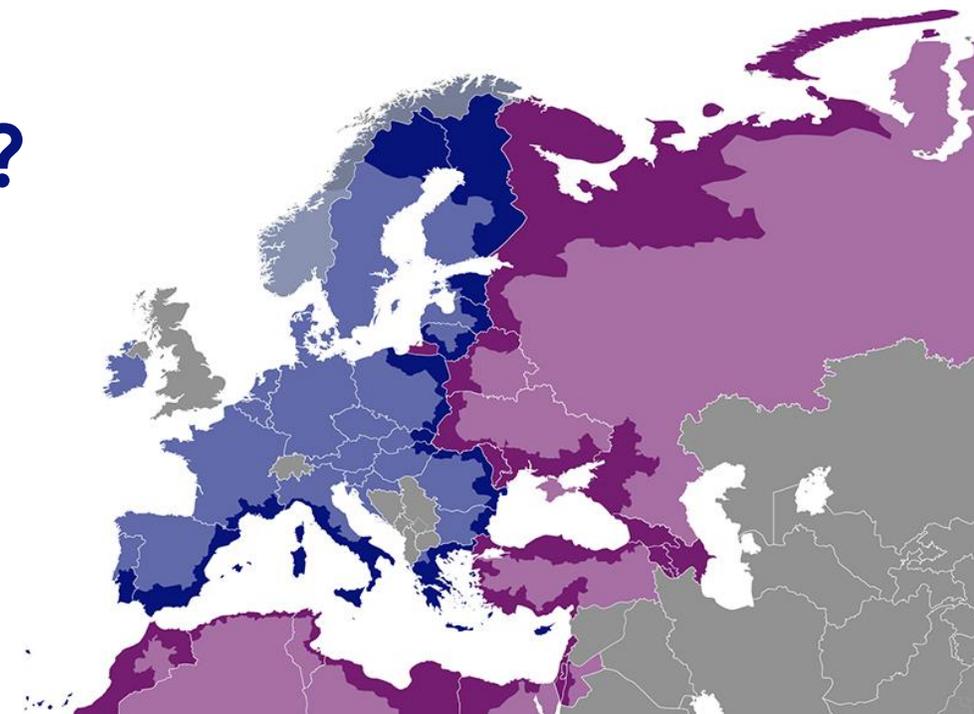




Technical support to the implementation and management of ENI CBC programmes

# Interreg Branding: what's for NEXT?

ENI CBC CommNet meeting (9 June 2020)



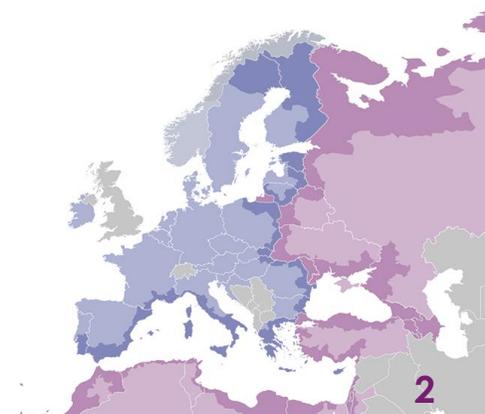
A project funded by the European Union

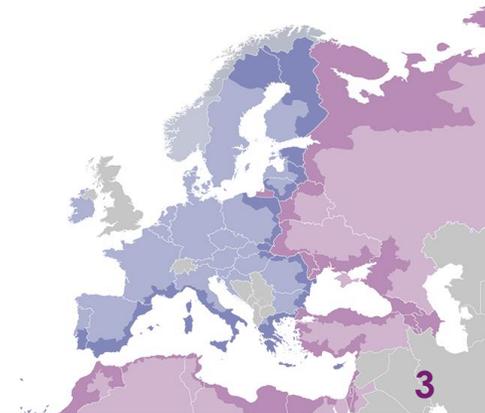


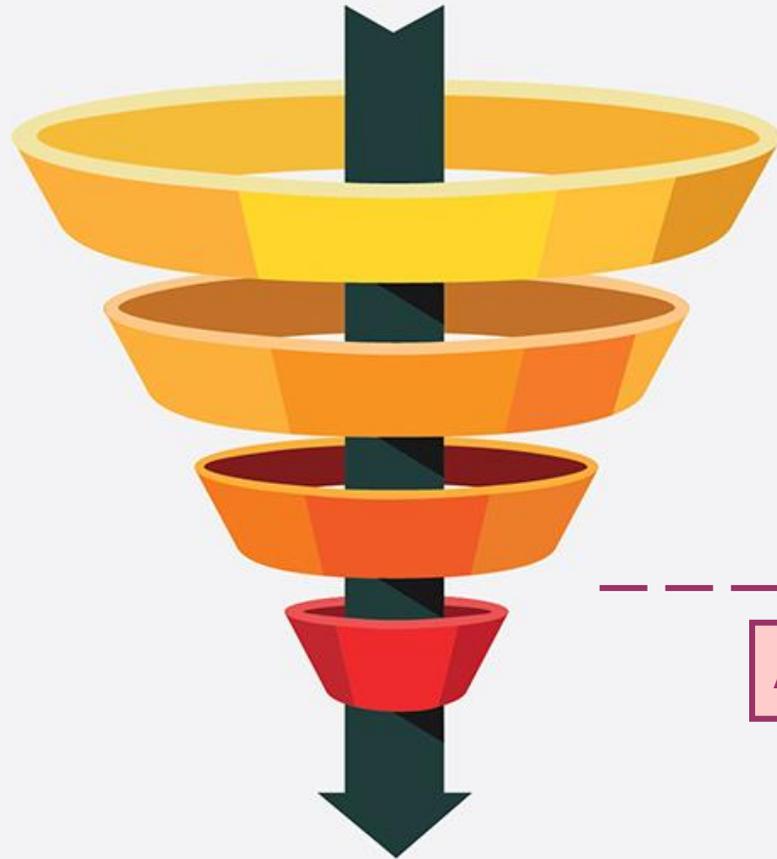
Implemented by a consortium led by



# Where we started from: Vilnius



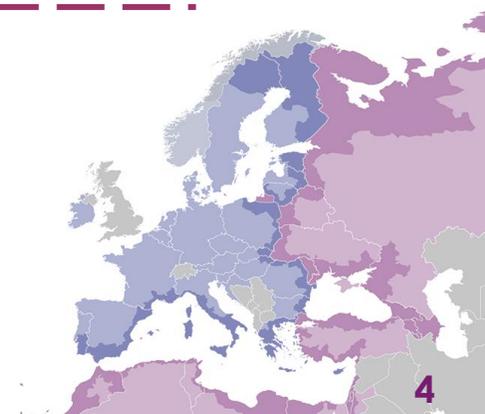




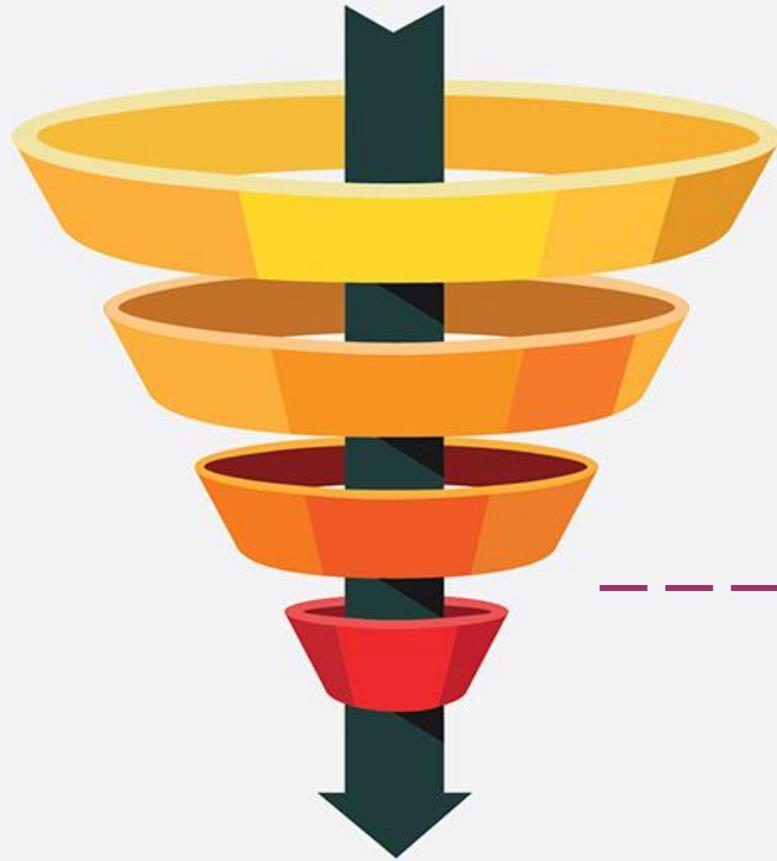
- 1 EC proposal
- 2 Issues common to all programmes
- 3 Issues relevant to some programmes

Add on

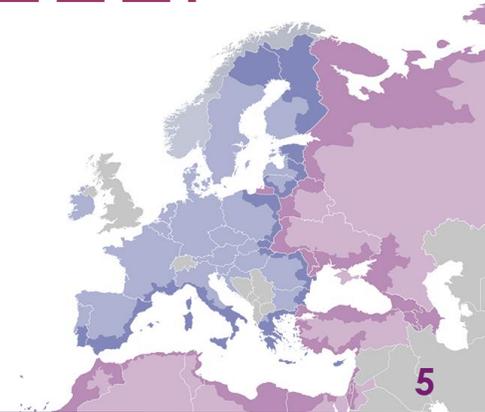
What about projects?



# Three levels and one add-on



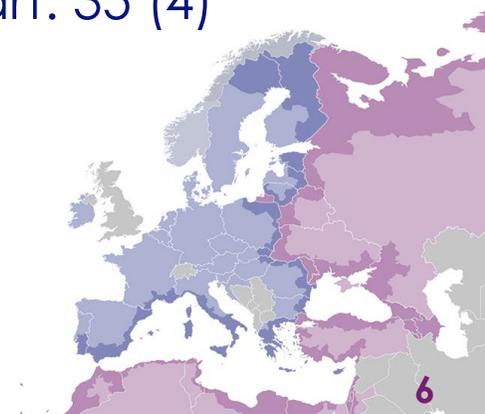
① EC proposal

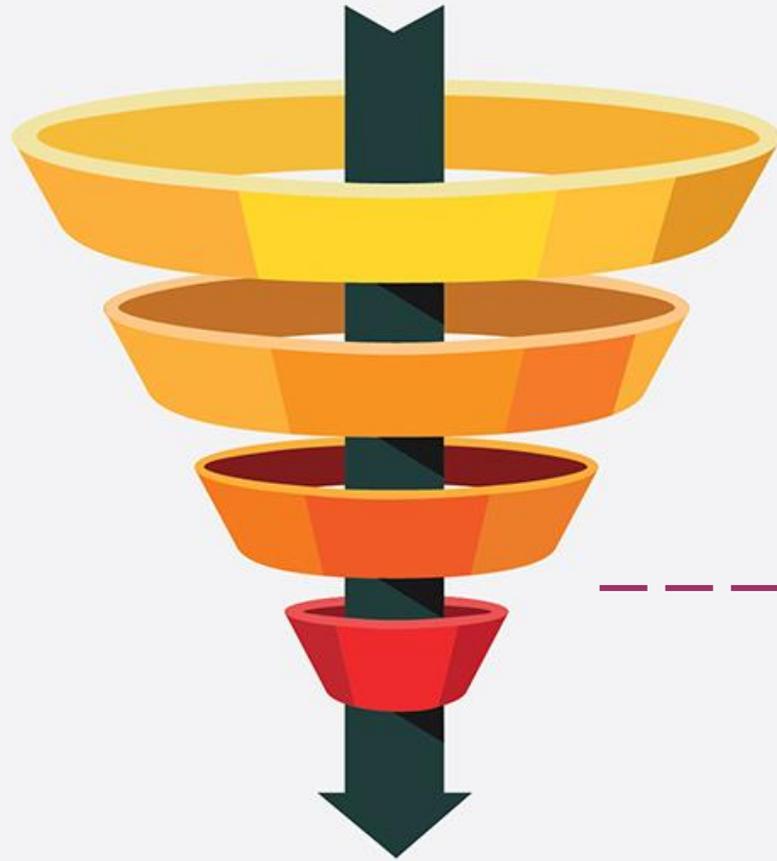


## Single branding- Interreg



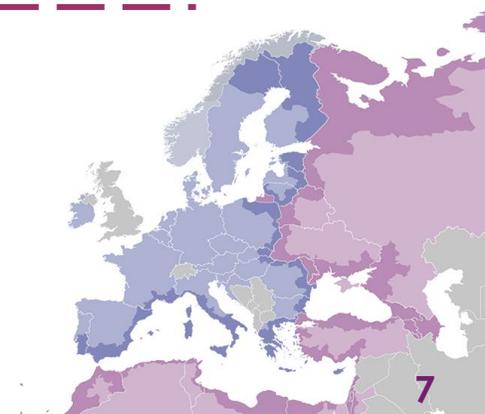
Applicable provisions CPR Art. 42 + CPR Annex VIII + Interreg regulations art. 35 (4)





2

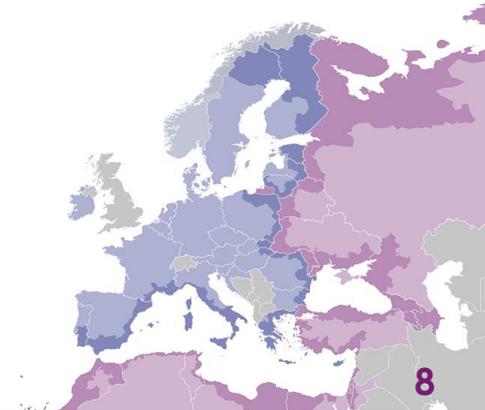
Issues common to all programmes



What about **NEXT**?

Will **NEXT** be accepted between Interreg and the EU emblem?

**Interreg NEXT** +  + CO-FUNDED BY THE  
**EUROPEAN UNION**



## What about the **names of programmes?**

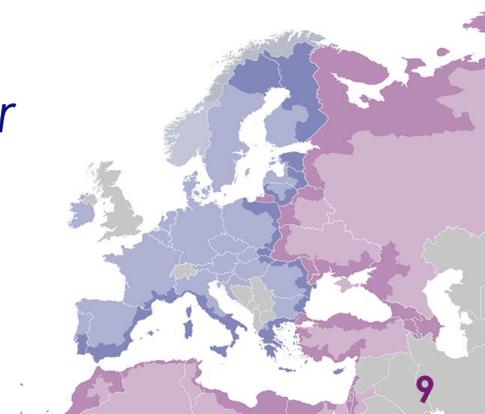
- **Black Sea Basin:**

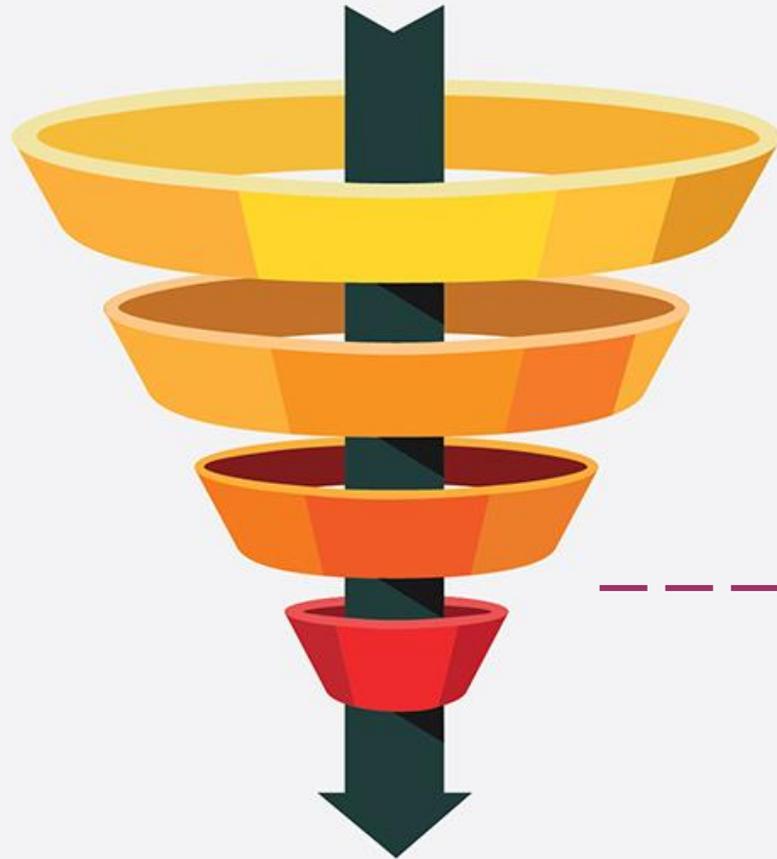
*«The brand is known, it drives confidence and performance. It has been used throughout two programming cycles, could it be kept for a third one?»*



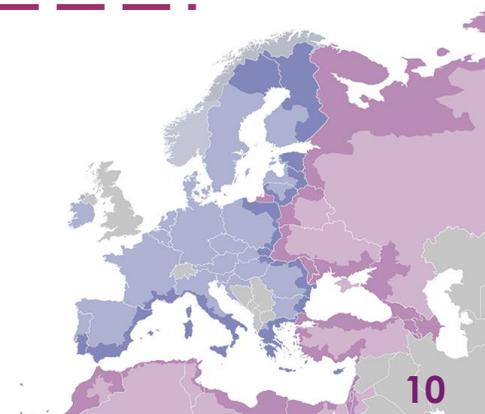
- **Poland-Russia:**

*«We suggest to add the programme name under Interreg, like today for Poland-Saksony. There is no necessity to create a different logo, but adding the name of the programme is crucial»*



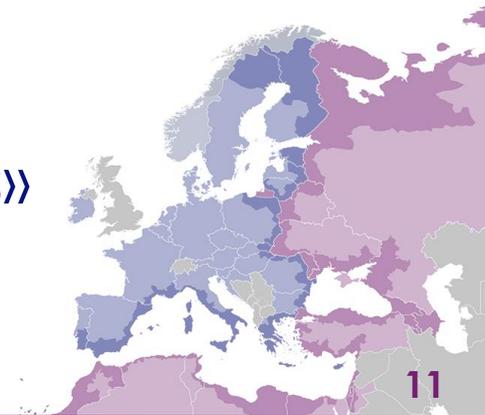


3 Issues relevant to some programmes



What about **partner countries** contributing up to 50% of the funding:  
**Will they be acknowledged?**

- ***Karelia:***  
«We suggest one single logo with EU + Finland + Russia»
- ***South-East Finland-Russia:***  
«We suggest to use national flags, but outside the single branding to ensure equal visibility to programme financiers»

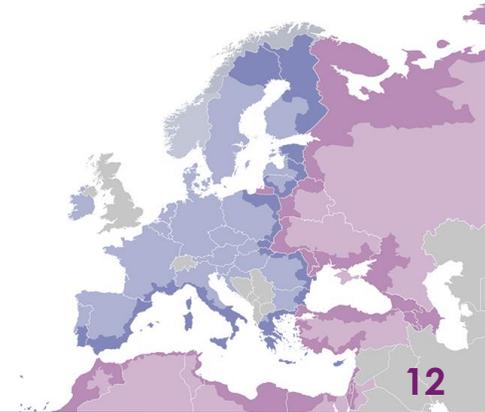


- ***Estonia-Russia:***

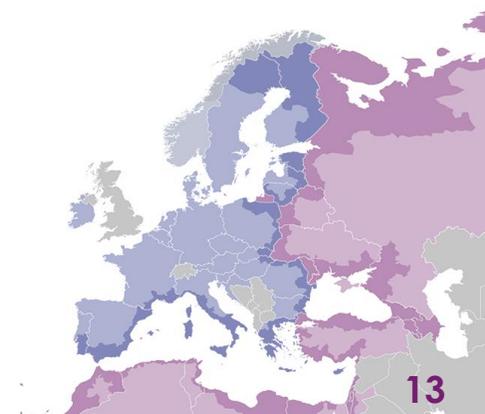
«We suggest the use of national flags beside the EU flags + a statement about the national cofinancing, to ensure equal treatment for all donors»

- ***Kolarctic:***

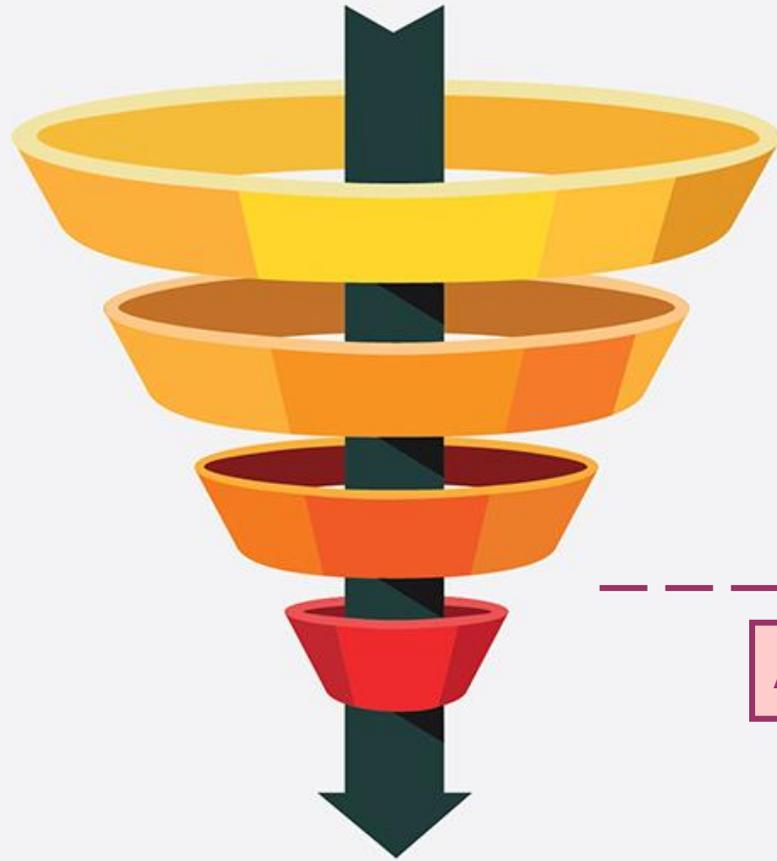
«We suggest to combine national symbols of non-member States with Interreg branding»



- **Latvia-Russia:**

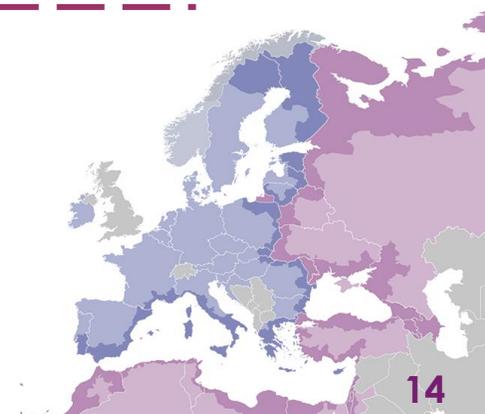


# Three levels and one add-on



Add on

**What about projects?**



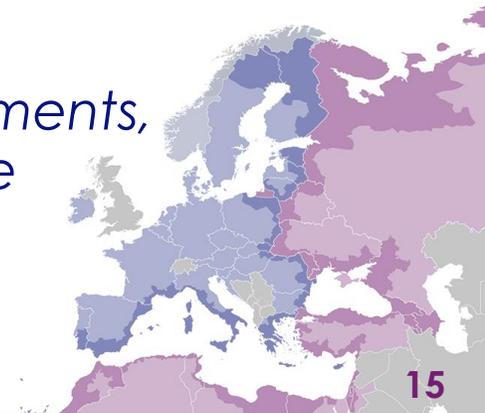
What instructions shall we give to **project beneficiaries**?

- **Karelia:**

*«The worst-case scenario is that we would have separate instructions and requirements from both the European Union and Russia. So far, we have been able to sufficiently please all the parties in the programme branding».*

- **Estonia-Russia:**

*«To ensure proper compliance by beneficiaries with the visibility requirements, it would be preferable to have **one single comprehensive logo** for future programmes based on all these details and existing practices».*

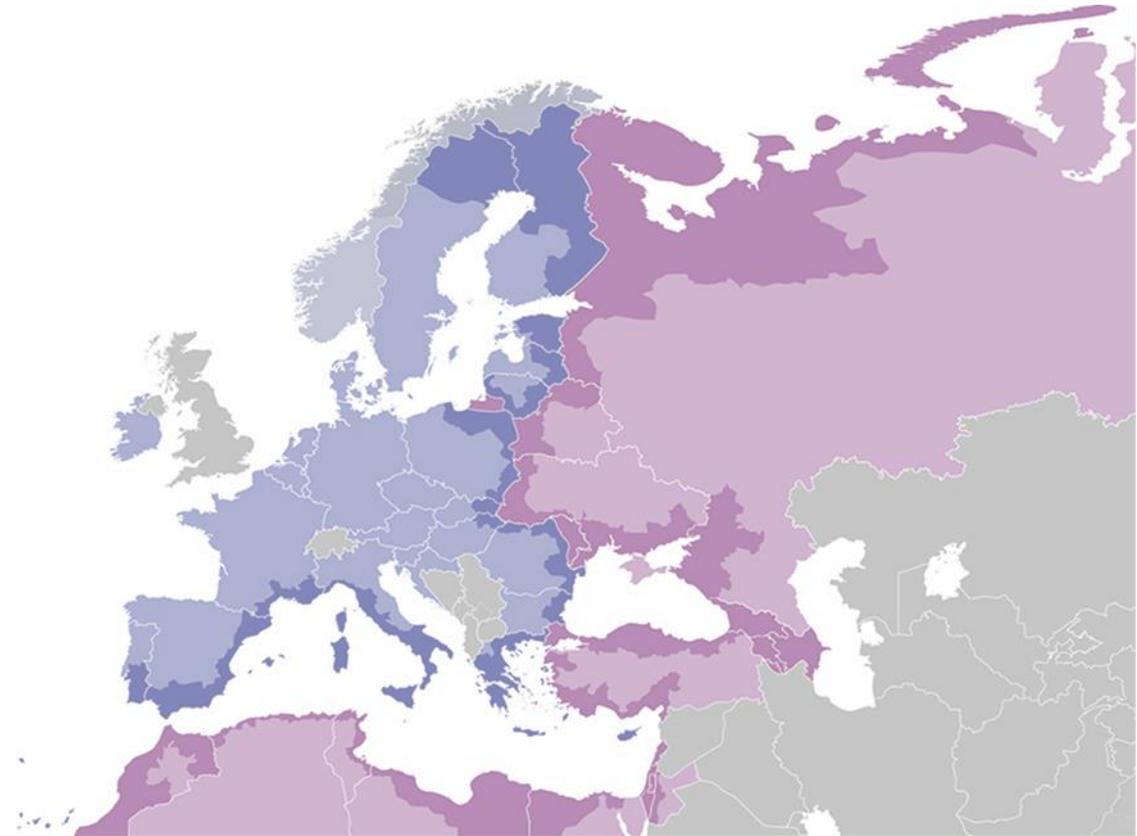




# TESIM

Technical support to the implementation and management of ENI CBC programmes

## Any further question?



A project funded by the European Union



Implemented by a consortium led by:

