



European  
Commission



**\_\_ TELL THE  
\_ STORY OF  
\_\_\_\_\_ YOUR  
\_\_ PROJECT**

Regional and  
Urban Policy

# WHY IS IT IMPORTANT?



## Promote your activities

- Let citizens know how the money is spent
- Network with other projects promoters, find partners



## Raise awareness of EU funded projects

- Inspire other projects
- Find support for follow-up activities

# HOW CAN I DO IT?

Find the best ways to connect with your audience; adapt the message to make it relevant for your public.

## WAYS TO COMMUNICATE:



Publications



Websites



Events - debate, open days



Videos & photos



Campaigns



Social media



Press releases

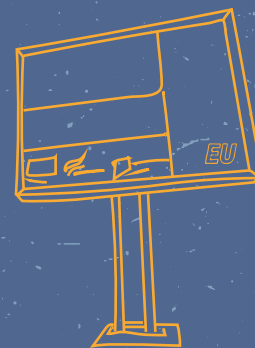
If you are using social media, do not forget to **tag the account** of [operational programme] and/or **use the hashtag** of [operational programme] and **#euinmyregion**



2A



2B



3



# — ALWAYS DISPLAY — THE EU SUPPORT

All the communication activities of the project are required to signal the EU support by displaying the EU flag and the name “European Union”, spelled out in full, and a reference to the fund, next to the logos of [your programme] and of [other entities]

*For example :*



WHILE THE PROJECT IS UNDERWAY, EU REGULATIONS REQUIRE YOU TO:

**1** Provide a catchy description on your website, if you have one, highlighting the EU support

**2<sup>A</sup>** Place a poster of at least A3 size with relevant information about your project, including the financial support of the EU, in a visible spot

**2<sup>B</sup>** If the cost of your project exceeds EUR 500,000 and involves the purchase of a physical object or the financing of infrastructure or of construction operations, place a temporary billboard of proportionate size in a visible spot

If your project is cofunded by the European Social Fund, and in appropriate cases by the European Regional Development Fund or Cohesion Fund, make sure all people involved are aware of the EU support. For instance, if you are giving a training session the material or certificate provided to participants should include a reference to the EU support

**3** After the project is completed, put up a permanent plaque or billboard of proportionate size at a location clearly visible to the public. Make sure the name and objective of the project are stated in your billboard

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*Yes, informing about EU support to your project is a legal obligation ; but it is also an opportunity to tell your story and show how you contribute to society and the economy.*

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europa.eu/!UR46Hx



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cohesiondata.ec.europa.eu



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