



INTERREG ATLANTIC AREA 2021-2027

Communication requirements
and the visibility of the financed projects

Frequently Asked Questions (FAQs)

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Introduction

The communication and visibility requirements for projects supported by the Interreg Atlantic Area Programme are described on the Programme website: <https://www.atlanticarea.eu/for-projects/projects-implementation?tab=communication>.

To facilitate compliance with these requirements, the Joint Secretariat has compiled this document of Frequently Asked Questions (FAQs), addressing common requests raised by beneficiaries.

Communication plan and logo

Is it mandatory to appoint a Communication Manager responsible for carrying out the project's communication activities?

While it is not mandatory to appoint a Communication Manager, the Interreg Atlantic Area Programme considers it good practice for projects to designate a person responsible for coordinating communication activities. This helps ensure greater consistency and effectiveness in project communication. Once appointed, the Project Manager must be informed.

What mistakes should be avoided when developing a Communication Plan for a project supported by European funds?

The Communication Plan for a project supported by the Interreg Atlantic Area Programme must be proportional to the beneficiaries' investment and consistent with the objectives of the partnership. It should also include all the elements set out in the Programme Manual: objectives, target groups, messages, activities, tools and measures to monitor the activities.

Is it mandatory to create a logo for the project and have a brand book?

Although it is not mandatory to create a logo and a brand book, it is considered a good practice to adopt a graphic line coherent with the project. In this sense, if the partnership intends not to involve a professional designer in the development of a logo, the Interreg Atlantic Area provides an alternative logo that can be adapted to the current project, considering the priority in which it is framed. To download the editable project logos available at our website, [please click here](#).

How should the logo be used on small-sized materials?

According to the European Regulation and clarified in the “Support Kit for EU Visibility” – [available for download here](#) – on small-sized materials, it has to be possible to figure at least



the EU emblem, and it is highly recommended to use it in the horizontal version. When partners purchase small equipment, please ensure that any billboards or logo displays are proportionate and clearly visible on the equipment. Stickers should not be used on small-sized equipment.

What are the minimum dimensions allowed for the project logo and the Interreg Atlantic Area Programme logo?

The minimum dimension allowed for the Interreg Atlantic Area Programme logo is defined in its Brand Book – [available for download here](#) – and it serves as a template size for the project logo, i.e. it shouldn't be larger than the Programme logo.

Billboards, posters and promotional materials

What information should be considered on billboards (durable plaques), posters, and promotional materials?

Billboards, posters, and promotional materials must include the project acronym, the project website (where available), the Interreg Atlantic Area and project logos, the priority symbol, a description of the project, the total budget and financed amount, and the project calendar, including the start and end dates. The project partner may also add the total value of their investment and financing, as well as the number of partners and European regions covered.

When should I put up billboards (durable plaques) or posters?

Partners whose project includes the purchase of equipment and/or physical investments are required to display a durable billboard or plaque as soon as the investment has been installed or completed. Partners implementing projects that focus on non-physical actions must display a poster. The poster should be displayed as soon as possible after the project starts, and no later than three months from the project's start date.

Can I use an electronic screen to replace billboards (durable plaques) or posters?

In accordance with European regulations, an electronic screen may only be used as a substitute for a poster. The content displayed must be permanent and cannot be shown in rotation or in a loop with other information.

For how long should I display the billboards (durable plaque) or posters?



Billboards (durable plaques) must be displayed for the entire life cycle of the infrastructure or equipment financed by Interreg Atlantic Area, while posters must be displayed until the administrative closure of the project.

Online Communication

Is it mandatory to have a website and social media accounts to communicate the project?

European regulations do not make it mandatory for funded projects to create a website or social media accounts. The use of such communication tools is a decision from each partnership and may vary depending on the objectives of the investment. Nevertheless, where partners already operate a website or social media accounts, they are required by legislation to refer to the project and present its activities and objectives.

Where should the Interreg Atlantic Area logo be placed on the website, social media accounts and other online tools?

The Interreg Atlantic Area logo must be permanently visible on the project website. Whenever the user browses online, the logo must remain visible. In cases where there is no project website, each promoter must choose to insert the Interreg Atlantic Area logo next to the content where the project is mentioned or, alternatively, replace the logo with textual information: “this project is supported by the Interreg Atlantic Area Programme”.

On the project and/or promoter's social media accounts and other online tools like Google Play, it is recommended that the logo be replaced by a textual reference: “this project is supported by the Interreg Atlantic Area Programme”. Where possible, the following accounts should be identified: <https://www.linkedin.com/company/interreg-atlantic-area/>, <https://twitter.com/AtlanticArea>, <https://www.instagram.com/interreg.atlanticarea/>.

On a mobile app developed by the project, the Interreg Atlantic Area logo must be displayed permanently, not only on the cover, but also whenever the user browses it.

How long should the website, social media accounts and other tools remain online?

Information published on project websites, social media accounts and other online communication channels must remain accessible online at least until December 2029. In addition, the content must be archived and stored for a period of five years following the official closure of the project. In the context of project capitalisation, existing online channels should, where possible, be tailored and adapted to newly approved project phases rather than discontinued.

Events

What could a communication event or a communication activity look like?

For projects supported by European funds, the main purpose of communication events and activities is to engage target audiences and to disseminate project outputs, such as products, services, technologies, or methodologies, to third parties. Communication activities can therefore take many different formats, and their selection should be tailored to the needs and characteristics of the target audience.

Possible formats include, but are not limited to, exhibitions or fairs, performances, demonstration actions, open days, site visits or guided tours, project launch and closing events, awareness-raising campaigns, workshops, competitions, and the launch or promotion of publications.

When should I hold the kick-off and closure events?

Considering the different stages of the project supported by the Interreg Atlantic Area programme, it is considered a good practice to promote the kick-off and closure events in the first and last quarter of the project.

When should the Lead Partner invite a representative of an Interreg Atlantic Area Programme to an event?

Whenever events are organised to present results and/or mark symbolic stages of the project, for example, the kick-off or closure, it is considered good practice to invite a representative of the programme to join the agenda.

Is it mandatory to mark Europe Day and Interreg Cooperation Day?

Projects funded by the Interreg Atlantic Area Programme are not required to mark Europe Day (9 May) or Interreg Cooperation Day (21 September). However, when planning the project's activity calendar, it is considered good practice to symbolically include an event on at least one of these dates. In such cases, the Lead Partner must inform the Project Manager, copying the email address js@atlanticarea.eu for information.

Project of strategic importance

Do projects of strategic importance have specific communication requirements?

The European Commission has made available a practical toolbox for projects of strategic importance, which guides partners. The purpose of this document is to inspire Member States, managing authorities and beneficiaries when communicating about operations of strategic importance.

In addition, Member States, managing authorities and beneficiaries shall acknowledge support from the EU Funds, ensure higher visibility and communicate about operations of strategic importance and their achievements. In line with these aims, the EU emblem and (co-)funding statement are key visibility elements. These requirements are outlined in the Visibility, transparency and communication chapter of the [Common Provisions Regulation 2021-2027 \(Articles 46-50\) and in Annex IX](#).

Who is responsible for communicating projects of strategic importance?

In the implementation phase, Member States, managing authorities and beneficiaries shall communicate and ensure visibility of EU support. It is up to Member States and managing authorities to set out the operations of strategic importance. The Common Provisions Regulation 2021-2027 aims to highlight key and emblematic operations, as well as set the stage for them to tell the Programme's story and the Cohesion policy's contribution.

GDPR and privacy policy

Who is responsible for managing personal data in the communication activities of a cooperation project supported by the European funds?

The Lead Partner is responsible for managing personal data involved in the cooperation project, following the [European Regulation](#) concerning the management of personal data and the free movement of such data. In addition, this exercise should be made taking into account the national law where the Lead Partner is based. For example, the Lead Partner must ensure that the management of personal data related to newsletter mailings, surveys, websites or event registration complies with the European and National Regulation.

What measures should the Lead Partner take when managing personal data?

The Lead Partner should ensure that only the categories of personal data strictly necessary for the implementation of the project are managed, avoiding access to sensitive data that is not required. The purpose of managing the personal data must be clearly defined, as well as who has access to the data and who is responsible for its storage and retention. In addition, the Lead Partner should designate a Data Protection Officer, in line with applicable data protection legislation.



Support and doubts

What should I do if I have doubts about applying the communication requirements?

If you have any doubts about applying the communication requirements, please contact the Lead Partner of your partnership, who, unable to clarify the matter, will contact us through the respective Project Manager. Alternatively, please send your questions to js@atlanticarea.eu.