



# Communication Strategy



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## 1. Abbreviations

AIPAP – annual information and promotion action plan

CfP – Call for Proposals

EU – European Union

JS – Joint Secretariat of the Interreg NEXT Poland – Ukraine 2021-2027  
Programme

LBO – Lviv Branch Office of the JS

MA – Managing Authority

MC – Monitoring Committee

PL – Poland

RCPs – Regional Contact Points

UA – Ukraine

UA NA – Ukrainian National Authority

## 2. Introduction

The goal of this document is to set a framework for communication and visibility activities which shall support the implementation of the Interreg NEXT Poland – Ukraine Programme 2021-2027. The document describes the processes and rules for information and promotional activities designed for all relevant target groups.

The Communication Strategy represents a joint effort of the Managing Authority (MA), Ukrainian National Authority (UA NA), the Joint Secretariat (JS), which, along with the Branch Office in Lviv (LBO) as well as a network of Regional Contact Points (RCPs) are responsible for its implementation. The document shall be approved by the Monitoring Committee and shall serve as a basis and reference for annual information and promotion action plans (a template of the plan is presented in Annex 1.) to define specific information and promotion measures to be undertaken during different stages of the Programme implementation every year.

This document is based on relevant EU regulations, as well as on communication experiences that proved to be effective during the past three Programme editions. The overall objective of the Programme remains to support development processes of the borderland and to enhance relations between communities from both sides of the EU border. Furthermore, the main actors (public, non-profit institutions, civil society, actors operating in various thematic fields) and target groups for the Programme communication remain relevant to the Programme since its 1<sup>st</sup> edition, which started in 2003. Therefore, we will use the tools that worked well in previous editions of the Programme as well as implement new communication activities, where necessary. Operations of

Strategic Importance (Large Infrastructure Projects) will be the flagship projects used for the promotion of the Programme.

## 2.1. Implementation phases of the Programme and information and promotional activities

### Initiation phase

The information and promotional activities shall be appropriately adapted to the subsequent phases of the Programme implementation. In the initial phase of the Programme implementation, along with announcing calls for proposals, the communication activities will focus on raising awareness about the Programme and on popularization of opportunities it provides (opening conferences, attention of the media). This is also the time, when the Programme shall provide a platform for building cross-border contacts and partnerships for future projects (partners search forums, partners database, thematic meetings etc.). In addition, potential applicants shall be duly informed about crucial aspects of the implementation of cross-border projects (training across the Programme area, consultations, open days, cross-border academies of development, capacity building seminars, instructions, guidelines, etc.

### Implementation phase

In the next phase, once projects are selected for financing and during their whole lifecycle, Project Partners shall be taught how to implement their activities in the most effective way, making the best possible use of the funds allocated (training on particular aspects of implementation, individual consultations etc.). That also relates to the project communication goals, as such communication thematic training is also organized for the Project Partners to improve their skills and potential in this area.

## Results phase

When the results of the first projects start to appear in the Programme area, the main focus of information and promotion activities will be on sharing and showing them to the world. Firstly, the other Project Partners need to know how these results were achieved and how they can collaborate with each other and build on them in their actions (thematic and capitalization meetings, thematic groups on the Programme FB etc.). The communities targeted by the projects activities will be informed about the opportunities they can benefit from (Programme communication events, contests open for public/kids/youth, local media) and, most widely, information on the Programme and the achievements of the projects will be shown on the regional and upper levels (participation in crucial regional, national and international events such as Economic Forums, Europe (Poland)-Ukraine Forums, Cross-border Cooperation Congresses and similar), cooperation with regional/local media, involving various stakeholders and policy makers in promotion of the Programme results, study tours for journalists, bloggers, but also across the whole Europe (cooperation with the European Commission, Interact, Tesim on promoting projects funded by the Programme, participation in Europe-wide competitions for projects, etc.). Whenever possible, we will organize events open for the public to maximize the impact of the Programme communication.

### 2.2. Targeted communication activities and channels

For almost ten years now, a separate group of the Programme's communication activities has been dedicated to youth to familiarize them with the European Union and its values, with benefits of cross-border cooperation and the Programme. This part of the Programme communication (educational campaigns for youth/schools, European Cooperation Day celebrations, contests for youth

etc.) has been extremely popular since its very beginning. Involving youth in the Programme activities is an investment in the future of the Polish-Ukrainian cross-border relations as well as the preparation of the accession of Ukraine into the EU. The youth, who participated in the first editions of educational campaign for schools is now ready to get involved in projects and work of the Programme institutions.

The key channel for everyday communication of the Programme with the general public is its website and Facebook fan page. Both instruments have always been highly appreciated by their recipients as well as evaluators, including EC ROM monitors.<sup>1</sup> The website and Facebook fan page will continue to be the main electronic sources of information about the Programme. However, we will keep an eye on trends in social media and, if necessary, we will include other channels.

## 3. Mission and vision of the Programme

### 3.1. Mission

We support cooperation and common solutions in the Polish-Ukrainian borderland to create better life for the future.

### 3.2. Vision

In line with our values, we strive to strengthen the existing links between Poland and Ukraine and build new ones in the field of environment, health, tourism, people-to-people actions, borders and accessibility to make the Polish-Ukrainian

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<sup>1</sup> “[The Programme] has outstanding communication and visibility practices which target not only the Programme stakeholders and Project Partners, but the general public as well. The Programme is very popular in the border region and well covered by the media.” EC ROM report for the ENI CBC Programme Poland-Belarus-Ukraine 2014-2020 (2019).

borderland safer, more attractive to its citizens and tourists as well as active in cooperation and caring for the environment.

We promote the results of cross-border projects in the Programme support area. An important element supplementing this message is also the use and reference to projects implemented in 2007-2013 and 2014-2020 Programme's editions. However, when new challenges for cross-border cooperation between Poland and Ukraine arise, the Programme will be more tailor-made to maximise its impact on the Programme area.

### 3.3. Values

The values of the Programme rest on the European Union values such as:

- freedom,
- human dignity,
- democracy,
- equality,
- rule of law,
- human rights.

The values of the Programme are also based on values of the Interreg community and programmes:

- **Cooperation** – we value cooperation at every level, in every field, and see it as key to the organized EU's vision of peace and prosperity across the European Union.
- **Problem-solving** – we value innovative solutions and learning from each other. We believe that thanks to cooperation we can overcome the challenges we face.



- **Inclusion not exclusion** – we want people to feel welcome, respected and appreciated. We treat differences as opportunities, not problems.
- **Solidarity** - we can rely on each other and help each other. Being part of this community means that we put the common good before the individual.
- **Sustainability** – we aim at long-term solutions rather than short-term gains for common security and prosperity of future generations.

Taking into consideration the values of the EU, Interreg and characteristic of the Programme we establish the values of the Programme:

- **Natural environment preservation** – we act to protect the environment and reduce the negative effects of climate change. We support access to water and sustainable water management, protect biodiversity, raise environmental awareness, develop green infrastructure and reduce all types of pollution.
- **Health protection** – we act to ensure equal access to health care and support the transition from institutional care to family and community care.
- **Tourism development** – we care about strengthening the role of culture and sustainable tourism in development of the Polish and Ukrainian borderland. We support the development of tourism without the negative impact on the environment.
- **Cooperation** – we build mutual trust, facilitate cooperation between institutions and inhabitants of the borderland. We focus on solving problems together and overcoming the challenges that await us on both sides of the border.

- **Borders protection** – in all our activities we make sure that Europe is safer and better protected.
- **Accessibility** – we contribute to increasing cross-border mobility within the framework of the EU-Ukraine Solidarity Lanes.

These values are included in the support programmed under the six priorities of the Programme:

PRIORITY	OBJECTIVE
PRIORITY 1 – ENVIRONMENT	1.1 Promoting climate change adaptation, and disaster risk prevention and resilience, taking into account eco-system based approaches
	1.2 Promoting access to water and sustainable water management
	1.3 Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution
	1.4 Promoting the transition to a circular and resource efficient economy
PRIORITY 2 – HEALTH	2.1 Ensuring equal access to health care and fostering resilience of health systems, including primary care, and promoting the transition from institutional to family-based and community-based care

PRIORITY	OBJECTIVE
PRIORITY 3 – TOURISM	3.1 Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation
PRIORITY 4 – COOPERATION	4.1 Build up mutual trust, in particular by encouraging people-to-people actions
PRIORITY 5 – BORDERS	5.1 A safer and more secured Europe
PRIORITY 6 – ACCESSIBILITY	6.1 Developing and enhancing sustainable, climate resilient, intelligent and intermodal national, regional and local mobility, including improved access to TEN-T and cross-border mobility

## 4. Communication objectives

### 4.1. Main communication objective

Promotion of opportunities and positive changes in the Programme area caused by cooperation between local and regional actors as well as societies in Poland and Ukraine supported from the Programme’s funding. The above-mentioned groups are public institutions and inhabitants of Polish-Ukrainian borderland.

### 4.2. Specific objectives

1. enhancing awareness about EU funding and support in neighbouring border regions of Poland and Ukraine;

2. demonstration that the Programme creates stronger links and relations between borderland societies and that their common goals can be achieved thanks to the Programme support;
3. promotion of integrated regional development in the Programme area;
4. support for Project Partners in implementing and promoting their projects;
5. informing target groups about the results of the Programme;
6. promotion of the benefits of cooperation and increasing the Programme's visibility among target groups;
7. increasing the involvement in the Programme communication and direct contacts with Project Partners/partners/stakeholders;
8. promoting and consulting the future of cross-border cooperation on the Programme area.

## 5. Target groups

The information and promotional activities should be conducted at two levels of communication: external and internal. We will adapt information and promotional activities both to the stage of the Programme implementation and the type of the target group. Different needs of recipients determine the message and used channels and communication tools.

### External:

- (potential) Project Partners

On different stages of the Programme's implementation it will be the potential Project Partners or the Project Partners. An important group of the Programme –

institutions (e.g. public authorities and their units, NGOs, business support organisations, higher education and research institutions) that may be interested in implementing projects, applying for such support or that already use the Programme funds and implement projects.

- general public

The broadest group is the general public. We reach the inhabitants of Poland and Ukraine who use or may benefit from the results of the projects implemented thanks to the Programme funds. Our communication activities are aimed at inhabitants of the Polish-Ukrainian borderland, tourists, visitors, youth, journalists.

#### Internal:

- institutions involved in the Programme's implementation e.g., the Monitoring Committee (MC), the Managing Authority, the National Authority, Controllers, the European Commission (EC), other Interreg programmes and initiatives including the process of embedding relevant EU strategies and the national strategies of participating states into the Programme, other relevant institutions.

We actively cooperate with institutions involved in the Programme implementation, informing them about the current status of the Programme implementation and final project results.

## 6. Key message

We work for the Polish-Ukrainian borderland, implementing projects in the areas of: environment, health, tourism, people-to-people cooperation, borders and

accessibility, so that the region develops in terms of environment protection and tourism and becomes a healthy, safe and friendly place to live for its inhabitants.

Our motto is "Together Developing the Borderland".

We will emphasize the role of the Polish-Ukrainian cross-border cooperation and the EU's financial contribution.

The message will be adapted to different target groups, their needs, age, specialties, and will be communicated in plain language.

We respect the horizontal principles of the European Union – we ensure equal opportunities for women and men, access to information and projects results for persons with disabilities, and we prevent any form of discrimination.

## 7. Communication channels

The Programme, considering all the target groups, will use the following communication channels:

- website of the Programme (meeting criteria for accessibility), and websites of relevant institutions involved in the implementation of the Programme and EU funds in each Member State participating in the Programme (e.g., [interreg.gov.pl](http://interreg.gov.pl), Portal Funduszy Europejskich, Center of European Projects);
- social media (e.g. Facebook, YouTube – selection can be adjusted). As online communication tools develop dynamically, the Programme Communication Manager(s) will monitor, follow and introduce the online communication trends accordingly.

- traditional and internet media (local and regional – TV commercials, radio broadcasts);
- information and promotion events (online/hybrid/in-person) organized by the Programme or third parties (e.g. annual event, opening and closing conferences, project events);
- publications (including on-line publications and audio-visual products);
- consultations, training events, workshops addressed to (potential) Project Partners;
- relevant networks (Regional Contact Points in Poland, National Contact Point and Regional Contact Points in Ukraine, Branch Office of JS (BO) in Ukraine, Information Points on European Funds in Poland, EuropeDirect network).

The communication potential and abilities of the Project Partners will be used through:

- building and maintaining relations with the Project Partners;
- involving the Project Partners in various initiatives organized and supported by the institutions implementing the Programme.

### 7.1. Communication languages

Information and promotional actions will be conducted primarily in Polish and Ukrainian languages. If necessary, for the purposes of ensuring wider impact, English, i.e. the official language of the Programme, shall be used.

The Programme website will function in English, Polish and Ukrainian. All documents relevant for the project preparation, implementation and settlement will be published in the language of the Programme, i.e. English with translations

into Polish and Ukrainian. The day to day news about the Programme and projects events will be published in Polish and Ukrainian.

## 8. Assessment of the Communication Strategy's objectives and indicators

The level of implementation of the assumed specific objectives and the effectiveness of the information and promotional activities will be assessed as part of the Programme's evaluation. Evaluation is an important part of planning and implementing communication. Activities are constantly analyzed and monitored. This gives us the basis to modify plans in such a way as to achieve the goals we set in the Strategy.

Communication and visibility actions will be regularly placed under external or internal evaluation and discussed by the MC. The data for evaluation will come from surveys, internal statistics or website analytics.

The JS will continuously monitor:

- performance and popularity of the Programme website and social media,
- distribution of information materials, e.g., audiovisuals, guides,
- attending events.

Indicators will measure whether the specific communication objectives of the Programme were achieved.



Table 1. Indicators measuring the specific communication objectives of the Programme

SPECIFIC OBJECTIVE	OUTPUT INDICATOR (Unit of measurement)	OUTPUT INDICATOR TARGET VALUE 2030	WAY OF MEASURING	RESULTS INDICATOR (Expected results)	RESULT INDICATOR TARGET VALUE 2030	WAY OF MEASURING
1. Enhancing awareness about EU funding and support in neighboring border regions of Poland and Ukraine	Number of training sessions for potential Project Partners (4 in PL and 6 in UA)	10	JS, BO statistics	Value of submitted applications (in EUR)  It will measure the interest of potential Project Partners in taking advantage of the Programme opportunities	> 200% of the call budget	Based on submitted applications for funding
	Number of consultations provided to potential Project Partners	250	JS, BO, RCP statistics			
	Number of users who saw the call for proposal announcement on the Programme website	250	website statistics			
	Number of users who saw the call for proposal posts in social media	200	social media statistics			

SPECIFIC OBJECTIVE	OUTPUT INDICATOR (Unit of measurement)	OUTPUT INDICATOR TARGET VALUE 2030	WAY OF MEASURING	RESULTS INDICATOR (Expected results)	RESULT INDICATOR TARGET VALUE 2030	WAY OF MEASURING
2. Demonstration that the Programme creates stronger links and relations between borderland societies and that their common goals can be achieved thanks to the Programme support	<p>Number of partner search forums organized</p> <p>Number of successful projects (which achieved main objectives, improved addressed problem/challenge)</p>	<p>2</p> <p>50% of all implemented projects</p>	<p>JS statistics</p> <p>JS statistics</p>	<p>Number of news in national/regional media about positive results of the projects' implementation</p>	<p>10</p>	<p>JS statistics based on number of news items about positive results of the project implementation published in national/regional media</p>

SPECIFIC OBJECTIVE	OUTPUT INDICATOR (Unit of measurement)	OUTPUT INDICATOR TARGET VALUE 2030	WAY OF MEASURING	RESULTS INDICATOR (Expected results)	RESULT INDICATOR TARGET VALUE 2030	WAY OF MEASURING
3. Promotion of integrated regional development in the Programme area	Number of local external events during which the Programme was presented	20	RCP/BO statistics	Number of news in regional traditional and online media in which the Programme was mentioned	20	RCP/BO statistics
4. Support for Project Partners in implementing and promoting their projects	Number of training sessions for Project Partners	15	JS statistics	Project Partner satisfaction with information and support provided by the Programme and positive attitude towards the Programme	80%	Surveys among Project Partners
	Number of Project Partners that used the documents section on the Programme website	200	Website statistics			

SPECIFIC OBJECTIVE	OUTPUT INDICATOR (Unit of measurement)	OUTPUT INDICATOR TARGET VALUE 2030	WAY OF MEASURING	RESULTS INDICATOR (Expected results)	RESULT INDICATOR TARGET VALUE 2030	WAY OF MEASURING
5. Informing target groups about the results of the Programme	Number of publications on the Programme website	500	Website statistics	Number of visits to the Programme website with publications	100 000	Website traffic analysis
	Number of social media posts	500	Social media statistics	Number of reactions to social media posts	4 000	Social media statistics
6. Promotion the benefits of cooperation and increasing the Programme's visibility among target groups	Number of the Programme events involving Project Partners	5	JS statistics	Number of events participants	500	JS statistics
				Number of quizzes (e.g. the wheel of fortune) participants	50	

SPECIFIC OBJECTIVE	OUTPUT INDICATOR (Unit of measurement)	OUTPUT INDICATOR TARGET VALUE 2030	WAY OF MEASURING	RESULTS INDICATOR (Expected results)	RESULT INDICATOR TARGET VALUE 2030	WAY OF MEASURING
6. Promotion the benefits of cooperation and increasing the Programme’s visibility among target groups	Number of events supporting the promotion of the Programme organized by the Project Partners	15	Project Partners statistics	Number of events participants	2000	Project Partners statistics
	Number of project stories and information on the projects presented on the Programme website	150	JS statistics	Number of visits to the Programme website – information on projects	20 000	Website statistics (project tab on website)
	Number of networking groups in social media	2	JS statistics	Number of posts within groups starting from 2025) Networking engagement	40	social media statistics

SPECIFIC OBJECTIVE	OUTPUT INDICATOR (Unit of measurement)	OUTPUT INDICATOR TARGET VALUE 2030	WAY OF MEASURING	RESULTS INDICATOR (Expected results)	RESULT INDICATOR TARGET VALUE 2030	WAY OF MEASURING
7. Increasing the involvement in the Programme communication and direct contacts with Project Partners/Partners /stakeholders	Number of internal meetings with BO and RCPs on the Programme communication and cooperation	8	JS statistics	Number of plans for future cooperation and updates	8	JS statistics
	Number of the databases of eligible institutions from the Programme area	1	JS statistics	JS regularly informed about eligible institutions from the whole Programme area via database	1	JS statistics

SPECIFIC OBJECTIVE	OUTPUT INDICATOR (Unit of measurement)	OUTPUT INDICATOR TARGET VALUE 2030	WAY OF MEASURING	RESULTS INDICATOR (Expected results)	RESULT INDICATOR TARGET VALUE 2030	WAY OF MEASURING
7. Increasing the involvement in the Programme communication and direct contacts with Project Partners/Partners /stakeholders	Number of the databases of media operating in the regions and information published by them regarding the Programme and its projects	1	JS statistics	JS informed about media from the whole Programme area and about changes within media companies via database	1	JS statistics
	Number of updated project databases with information regarding implemented projects on a regular basis	1	JS statistics	JS informed about projects, their activities, results and problems via database	1	JS statistics

SPECIFIC OBJECTIVE	OUTPUT INDICATOR (Unit of measurement)	OUTPUT INDICATOR TARGET VALUE 2030	WAY OF MEASURING	RESULTS INDICATOR (Expected results)	RESULT INDICATOR TARGET VALUE 2030	WAY OF MEASURING
8. Promoting and consulting the future of cross-border cooperation on the Programme area	Number of in-person consultation events organised	10	JS statistics	Number of participants in the consultations/discussions over post27 Programme perspective	500	JS statistics



## 9. Division of responsibilities between institutions involved in the Programme communication

The information and implementation network of the Programme is as follows:

Decision level	Execution Programme level	Execution regional level
Monitoring Committee		
Managing Authority	Joint Secretariat	Regional Contact Points in Poland (Białystok, Siedlce, Lublin, Rzeszów)
		Branch Office of the Joint Secretariat in Ukraine (for all Ukrainian regions)
		Regional Contact Points in Ukraine (Rivne, Lutsk, Ternopil, Lviv, Ivano-Frankivsk, Uzhhorod)
National Authority		

### Managing Authority

- supervises and coordinates the Programme’s overall communication activities and fulfils other requirements in line with the Interreg and Common Provisions Regulations and European Commission’s recommendations;
- is responsible for preparation and implementation of the Programme’s Communication Strategy which is approved by the MC;

- engages in annual planning and monitors implementation of AIPAPs;
- sends the AIPAPs to the MC;
- ensures availability of the Programme's website.

### National Authority

- support the MA with regard to the tasks provided for in Article 36(2) to (6) in accordance with Article 54 of the Interreg Regulation;
- participates in drafting annual information and promotion action plans;
- maintains and updates a website where information on the Programme is available, covering the Programme's objectives, activities, available funding opportunities and achievements;
- provides information on the Programme to multiple audiences, including the media and the general public in Ukraine;
- informs the MA and the JS on changes and developments in the Ukrainian legal framework relevant to the Programme implementation and prepares corresponding information for publication on the Programme website;
- informs other relevant institutions and authorities in Ukraine about the Programme and the projects approved for financing to ensure compliance with the national law and to maximize the effectiveness of the Programme funds on the Ukrainian side;
- organizes training sessions for the Programme institutions on issues specific for Ukraine (if necessary).

## Joint Secretariat

- cooperates with the MA communication officer for the Programme<sup>2</sup>;
- prepares the Programme Communication Strategy;
- prepares the annual information and promotion action plans;
- conducts information and promotion activities in accordance with the Strategy and annual plans;
- contacts the Project Partners on a daily basis concerning the issues relevant to project implementation and communication;
- implements other activities, such as preparation of publications, promotional materials, promotion and training videos;
- develops and administers the Programme website;
- coordinates the work of the BO in Ukraine and the RCPs in Poland;
- cooperates with the Interreg representative(s) in the INFORM EU network.

The JS activities are supported by the BO (in Ukraine) and the RCPs (in Poland). In the JS the Programme Communication Manager(s) are responsible for conducting information and promotional activities within the Programme.

## Branch Office of the Joint Secretariat

- supports the JS in implementation of its tasks in Ukraine;
- provides materials to update the Programme website and the social media/FB accounts;
- prepares presentations to train applicants and the Project Partners;

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<sup>2</sup> Regulation (EU) 2021/1059 of the European Parliament and of the Council of 24 June 2021, art. 36.1

- conducts consultations for Project Partners (e.g. in the field of information and promotion activities);
- monitors fulfilment of visibility requirements by projects, including on-the-spot visits to the projects;
- provides necessary organizational assistance for events planned by the JS (delivers necessary services through public procurements);
- may represent the Programme during external events;
- provides training sessions for the Ukrainian regional contact points, if necessary;
- deliver promotional materials and produces publications;
- may contact regional and local media in order to promote the Programme;
- organizes meetings within capitalization processes;
- provides complete and accessible information about the Programme, its goals, tasks and projects;
- supporting work on the future Programme edition.

## Regional Contact Points in Ukraine

As a rule, the RCPs are responsible for communication activities at the regional level in agreement with the LBO. Their tasks include:

- implementing activities assigned by the LBO;
- conducting consultations for applicants and Project Partners;
- contacting regional and local media in order to promote the Programme;
- supporting organisation of events planned in the AIPAP in Ukraine and delivering information on the Programme during external events;

- supporting communications at regional level that engage Project Partners;
- providing complete and accessible information about the Programme, its goals, tasks and projects including regional websites.

## Regional Contact Points in Poland

As a rule, the RCPs are responsible for communication activities at the regional level in agreement with the JS. Their tasks include:

- implementing activities specified in the annual information and promotion action plan and/or assigned by the JS;
- conducting consultations for Project Partners;
- contacting regional and local media in order to promote the Programme;
- supporting organisation of events planned by the JS in the Polish regions and delivering information on the Programme during external events;
- delivering promotional materials specific for the regions;
- supporting communication at regional level that engage small project fund(s) and small-projects;
- monitoring fulfilment of visibility requirements by projects, including on-the-spot visits to the projects;
- providing materials to update the Programme website and social media/FB accounts;
- organizing capitalization meetings;
- providing complete and accessible information about the Programme, its goals, tasks and projects including regional websites;
- supporting work on the future Programme edition.

To take advantage of the experience of the Rzeszów Branch Office team (operated under the 2014-2020 Programme edition) and its specializations, the RCP in Rzeszów will continue some of the specific tasks (in cooperation with other RCPs), including:

- organization of the final event of the Interreg Cooperation Day competition when held in Poland and responsible for the Polish activities when held in Ukraine;
- maintaining and updating the Programme's FB profile;
- publishing of the Programme annual magazine (The Crossborderer);
- participation in events and tasks within the planned Carpathian macroregional strategy, that correspond to the objectives of the Programme.

The Polish RCPs will be set up in coordination with the respective marshal offices.

## 10. Support system for potential Project Partners and Project Partners

During the organization of the calls for proposals, the applicants receive a package of comprehensive information that allows them to effectively participate in the call. They are trained and prepared for the Programme rules and requirements. Moreover, they are assisted in building successful partnerships for their future projects.

During the implementation of the projects, the Project Partners receive a package of comprehensive information that allows for the correct and effective implementation of the project. Partners are kept informed about changes in the Programme, new opportunities and initiatives of the European Commission, the

JS and other institutions involved in the implementation of the Programme and the promotion of the EU funds.

### Educational activities

Applicants and Project Partners have the opportunity to benefit from substantive support:

- we provide training, consultations, seminars, and networking meetings to support the Project Partners and the potential Project Partners. The aim of these events is to connect, educate and provide advice on the communication activities.
- we define the basic obligations of the Project Partners, create instructions and relevant documents.
- we prepare materials, e.g. guides, audiovisual materials, a collection of frequently asked questions and answers.
- each approved project has its dedicated project manager in the JS.

### Information and promotional activities

The JS communication managers will help the Project Partners run information and promotional activities providing information on the Programme requirements and practical advice. They will provide ongoing support for the Project Partners, in particular on:

- information and visibility requirements to which the Project Partners are subject during and after the project implementation,
- rules for planning information and promotional activities, which are important from the point of view of the project implementation requirements at the stage of applying for co-financing,

- graphic patterns created by the JS and Interact,
- the possibility of publishing news about projects on the websites and social media profiles of the Programme institutions and the possibility of participating in events organized by the JS.

Important information on how to run promotional activities is provided in the Communication Guide for the Project Partners and communication chapter of the Programme Manual.

## 11. Visual identification

The Programme logo consists of: the term Interreg NEXT, the name of the Programme, the EU flag, and a sentence informing about the EU co-funding. NEXT means neighbourhood external.



All the information and promotion activities of the Programme institutions and the Project Partners must bear this logotype.

The new visual identity for the Programme is described in detail in the Programme Manual and in the Communication Guide for the Project Partners.

## 12. Budget

The estimated Programme budget for the implementation of information and promotional activities is approximately 4 200 000,00 EUR. The activities of the Programme will be financed from the Technical Assistance budget.



Based on the experience of the previous editions of the Programme, a significant part of the funds will be allocated to communication addressed to the general public and the (potential) Project Partners. At the beginning of the Programme implementation the activities will concern the promotion of the Programme among the potential Project Partners and training them in order to prepare for effective application in calls for proposals. When the results of the projects emerge, most of the promotion will be aimed at the general public.

**Table 2. Indicative financial plan for implementation of the Programme's Communication Strategy for years 2024-2030 (in EUR)**

2024	2025	2026	2027	2028	2029	2030	Total
536 000	691 000	684 000	763 000	763 000	763 000	-	4 200 000

## Annex 1. Annual Information and Promotion Action Plan template

### Annual Information and Promotion Action Plan for ... (the year)

Introduction (a brief introduction to the action plan, e.g. what actions will be the most important in a given year, what the Programme will focus on).

SPECIFIC OBJECTIVE	TARGET GROUP	TOOL	ACTIVITY (DESCRIPTION)	OUTPUT INDICATOR	RESULT INDICATOR	START DATE	END DATE	RESPONSIBLE BODY