

Visibility guide

for projects implemented in the frame of the

INTERREG V-A SLOVAKIA-HUNGARY COOPERATION PROGRAMME

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1) Introduction

The present document is intended to provide guidance and support for Beneficiaries whose projects received financing under the Interreg V-A Slovakia Hungary Cooperation Programme (hereafter: Programme).

As a contractual provision, Beneficiaries are obliged to promote the visual identity of the Programme and the European Union, as well as being financed by the European Regional Development Fund (hereafter: fund). These provisions are translated into visibility measures. Visibility measures are mandatory for every Beneficiary and their primary objective is to promote the visual identity of the Programme and the European Union.

In addition to the visibility measures, Beneficiaries must disseminate their project objectives and results to their stakeholders, decision-makers, target groups and to the general public. These obligations are translated into communication measures. **Communication measures** are mandatory for every Beneficiary and their primary objective is to promote the Beneficiary organization and the results of the project.

In addition to the communication measures, Beneficiaries may use different marketing tools in order to reach their target groups and ensure the utilization of the project. **Marketing** measures are optional for every Beneficiary and their primary objective is to capitalize the results of the project towards the target groups and foster its future utilization.

Measures used by the Beneficiaries are finalized during the contracting procedure in cooperation with the designated programme manager at the Joint Secretariat (*hereafter: JS*). In case the project requires complex communication and marketing campaign, Beneficiaries shall elaborate a comprehensive **Communication plan** as a separate document.

Expenditures related to these measures must respect the principles of sound financial management. All measures used by the Beneficiaries have to be economical, efficient and effective. A measure is economical if it is visible in due time, in appropriate quantity and quality and at the best price. A measure is efficient if selected to reach the best relationship between the used funds and results achieved. Finally, a measure is effective if it fully complies with the specific objectives of the project and the intended results.

The present guide does not replace eligibility and reporting manuals applied by the National Authorities. Beneficiaries must thoroughly understand these documents before they procure, purchase and report any measure. In addition to this guide, the designated programme managers at the JS and the National Authority can be contacted to offer advice and assistance in implementing these requirements.



Legal background

All approved projects must follow and comply with the publicity and information requirements laid down in the present guide. This guide is based on the regulations laid down in:

- Regulation (EU) No 1299/2013 of the European Parliament and of the Council of 17
 December 2013 on specific provisions for the support from the European Regional Development Fund to the European territorial cooperation goal;
- 2) Regulation (EU) No 1301/2013 of the European Parliament and of the Council of 17 December 2013 on the European Regional Development Fund and on specific provisions concerning the Investment for growth and jobs goal and repealing Regulation (EC) No 1080/2006;
- 3) Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006 (also known as CPR);
- 4) Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014 laying down rules for the application of Regulation (EU) No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data.
- 5) Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012



2) Visibility measures

Visibility measures are designed to promote the visual identity of the Programme and the European Union, as well as the project or project part being financed by the European Regional Development Fund. Beneficiaries shall use the following mandatory (●) visibility measures:

	Beneficiary whose total budget is below 300.000,00 EUR	Beneficiary whose total budget is over 300.000,00 EUR		
Measures		Soft project (no expenditure on budget line 7)	Infrastructure project (expenditure on budget line 7)	
Poster	•	•		
Billboard			•	
Plaque			•	
Marking	•	•	•	

Excluding any mandatory visibility measure may result in financial corrections. Each visibility measure funded by the Programme must contain different information and visibility elements. Detailed description of these information and visibility elements can be found in *Chapter 6: Visibility elements*. **Excluding any mandatory information or visibility element may result in financial corrections.**

Poster

Poster shall be used by each Beneficiary whose total budget is below 300.000,00 EUR. Posters must be placed out within 90 days after the project start date until the end of the follow-up period. Posters must contain the following information and visibility elements in Slovak or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) logo of the Beneficiary;
- 4) logo of the cross-border Beneficiary;
- 5) illustration;
- 6) title of the project;
- 7) name of the Beneficiary;
- 8) start date of the project;
- 9) end date of the project;
- 10) amount of the community contribution;
- 11) acronym of the project (in English);
- 12) name of the fund;
- 13) link to the Programme website;



Posters shall be made from plastic in size A2. Placement of the poster shall be consulted by the JS programme manager in advance. Beneficiary must send the draft layout of the poster to the JS programme manager for approval at least 15 days before the deadline specified above. Template for the poster can be found in *Chapter 7: Templates*.

Billboard

Billboard shall be used by each Beneficiary whose total budget exceeds 300.000,00 EUR. In case the Beneficiary implements a soft project (with no expenditure on budget line 7), the billboard shall be replaced by a poster. Billboards must be placed out within 90 days after the project start date until the project end date. Billboards must contain the following information and visibility elements in Slovak or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) logo of the Beneficiary;
- 4) logo of the cross-border Beneficiary;
- 5) illustration;
- 6) title of the project;
- 7) name of the Beneficiary;
- 8) start date of the project;
- 9) end date of the project;
- 10) amount of the community contribution;
- 11) acronym of the project (in English);
- 12) name of the fund;
- 13) <u>link</u> to the Programme website;

Billboards shall be made from metal or plastic in size 2500 mm x 1500 mm. Placement of the billboard shall be consulted with the JS programme manager in advance. Beneficiary must send the draft layout of the billboard to the JS programme manager for approval at least 15 days before the deadline specified above. Template for the billboard can be found in *Chapter 7: Templates*.

Plaque

Plaque shall be used by each Beneficiary whose total budget exceeds 300.000,00 EUR. In case the Beneficiary is implementing soft project (with no expenditure on budget line 7), the plaque can be replaced by a poster. Plaques must be placed out before the end date of the project until the end date of the follow-up period. Plaques shall contain the following information and visibility elements in Slovak or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) reference to the investment;
- 4) name of the fund;
- 5) year of handover.



Plaques shall be made from metal in size 200 mm x 150 mm and mounted on the wall. Placement of plaque(s) shall be consulted with the JS programme manager in advance. Beneficiary must send the draft layout of the plaque to the JS programme manager for approval at least 15 days before the deadline specified above. Template of the plaque can be found in *Chapter 7: Templates*.

Marking

If the Beneficiary places out other type of information boards such as route signs, educational boards, guiding boards, etc. and/or is purchasing high-value vehicles or machines, items must be marked with the following visibility elements in Slovak or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project (in English);
- 4) name of the fund;
- 5) link to the Programme website.

List of items to be marked and the placement of the visibility elements shall be consulted with the JS programme manager in advance. Beneficiary must send the draft layout of the information board(s) or stickers to the JS programme manager for approval before it is printed.



3) Communication measures

Communication measures are designed to promote the objectives, outcomes and results of the Beneficiaries towards their stakeholders, decision-makers, representatives of the media, target groups and the general public. Beneficiaries shall use the following mandatory (\bullet) and optional (\mathbf{O}) communication measures:

	Beneficiary whose	Beneficiary whose total budget is over 300.000,00 EUR	
Measures	total budget is below 300.000,00 EUR	Soft project (no expenditure on budget line 7)	Infrastructure project (expenditure on budget line 7)
Press release	•	•	•
Project webpage	•	•	•
Closing event	•	•	
Handover ceremony			•
Photo documentation	•	•	•
Press conference	0	0	0
Sponsored article	0	0	0

Excluding any mandatory communication measure may result in financial corrections.

Each visibility measure funded by the Programme must contain different information and visibility elements. Detailed description of these information and visibility elements can be found in *Chapter 6: Visibility elements*. **Excluding any mandatory communication measure may result in financial corrections.**

Press release

Each Beneficiary is obliged to publish one press release within 90 days after the project start date and one press release within 30 days after the project end date. Press releases must contain the following information in Slovak or Hungarian:

- 1) name of the Programme;
- 2) name of the fund;
- 3) title of the project;
- 4) summary of the project part;
- 5) illustration;
- 6) amount of the community contribution;
- 7) introduction of the partnership;
- 8) benefits of the cooperation.

Press release shall be delivered to several media organizations (e.g. online and printed press, TV, radio) providing services in the wider area of the Beneficiary. Beneficiary must send the



draft version of the press release and the list of the addressed media to the JS programme manager for approval at least 15 days before the final deadlines specified above in both national languages.

Beneficiary website

Each Beneficiary is obliged to present its project part on its own website within 90 days after the project start date until the end date of the follow-up period. The article shall contain the following information in Slovak or Hungarian:

- 1) name of the Programme;
- 2) name of the fund;
- 3) title of the project;
- 4) summary of the project part;
- 5) illustration;
- 6) amount of the community contribution;
- 7) introduction of the partnership;
- 8) benefits of the cooperation.

Article must contain the following visibility elements in Slovak or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project (in English);
- 4) name of the fund;
- 5) link to the Programme website;

In case the Beneficiary does not have a website, the project information shall be placed on its social media channel(s) (e.g.: Facebook, Twitter, Linked-in). Beneficiary must send the draft version of the article to the JS programme manager for approval at least 15 days before the final deadline in Slovak, Hungarian and English.

Closing event

Each Beneficiary whose total budget is below 300.000,00 EUR is obliged to organize one closing event or participate at a joint closing event. Date and venue of the ceremony shall be consulted with the JS programme manager in advance. During the closing event, the Beneficiary shall inform the stakeholders, decision-makers, representatives of the media and the public in general about the following:

- 1) <u>name</u> of the Programme;
- 2) name of the fund;
- 3) title of the project;
- 4) summary of the project part;
- 5) amount of the community contribution;
- 6) introduction of the partnership;
- 7) benefits of the cooperation.



Beneficiary organizing the closing event must ensure that the following visibility elements are visible to the participants at all times in Slovak or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project (in English);
- 4) name of the fund;
- 5) <u>link</u> to the Programme website.

This obligation can be ensured by using the poster or other items (e.g. roll-up). Each Beneficiary organising an event is obliged to upload the main data of the event on the programme website at least 15 calendar days before the event.

Handover ceremony

Each Beneficiary whose total budget exceeds 300.000,00 EUR is obliged to organize handover ceremony. In case the Beneficiary is implementing a soft project (with no expenditure on budget line 7), the handover ceremony shall be replaced with a closing event or participation at a joint closing event. Date and venue of the ceremony shall be consulted with the JS programme manager in advance. At the handover ceremony, the Beneficiary shall inform the stakeholders, decision makers, representatives of the media and the public in general about the following:

- 1) name of the Programme;
- 2) name of the fund;
- 3) title of the project;
- 4) summary of the project part;
- 5) amount of the community contribution;
- 6) introduction of the partnership;
- 7) benefits of the cooperation.

Beneficiary organizing any public event must ensure that the following visibility elements are visible to the participants at all time in Slovak or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project (in English);
- 4) name of the fund;
- 5) <u>link</u> to the Programme website.

This obligation can be ensured by using the poster or other items (e.g. roll-up). Each Beneficiary organising an event is obliged to upload the main data of the event on the programme website at least 15 calendar days before the event.

Photo documentation

Each Beneficiary is obliged to create a professional photo documentation about its project part during the project implementation. Photos must document Beneficiary's soft activities, public or professional events and outcomes of the investments. Each Beneficiary is obliged to supply



a minimum of 20 pieces of high quality, professional images. Beneficiary must send the photo documentation to the JS programme manager within 30 days after the project end date. The pictures must be copyright and royalty free so the Programme and other contractual third parties (e.g. European Commission, Managing Authority, National Authority, etc.) can use them freely for promotional and administrational purposes. In case there are identifiable people in the pictures it is the Beneficiary's responsibility to comply with the GDPR and the relevant national regulations.

Press conference

Beneficiary may organize press conference at any stage of the project implementation. During the press conference, Beneficiary shall inform the representatives of the media about the following:

- 1) name of the Programme;
- 2) name of the fund;
- 3) title of the project;
- 4) summary of the project part;
- 5) amount of the community contribution;
- 6) introduction of the partnership;
- 7) benefits of the cooperation.

Beneficiary organizing press conference must ensure that the following visibility elements are visible to the participants at all times in Slovak or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project (in English);
- 4) <u>name</u> of the fund;
- 5) link to the Programme website.

This obligation can be ensured by using the poster or other items (e.g. roll-up). Press conferences shall be announced to the JS programme manager at least 15 calendar days before the event. Each Beneficiary organising event is obliged to upload the main data of the event on the programme website at least 15 calendar days before the event.

Sponsored article

Beneficiary may publish sponsored articles during the implementation. Sponsored articles shall contain the following information in Slovak or Hungarian:

- 1) name of the Programme;
- 2) name of the fund;
- 3) title of the project;
- 4) summary of the project part;
- 5) amount of the community contribution;
- 6) introduction of the partnership;
- 8) benefits of the cooperation.



Promotional articles must contain the following visibility elements in Slovak or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) <u>acronym</u> of the project (in English);
- 4) name of the fund;
- 5) <u>link</u> to the Programme website.

Beneficiary must send the draft version of the sponsored article to the JS programme manager for approval in both national languages before it is published.

4) Marketing measures

Beneficiaries may use different types of marketing measures in order to reach their target groups and ensure the future utilization of the project. Marketing measures shall be planned in line with the size and needs of the project with special regard to the principles of sound financial management.

Beneficiary is free to use any kind of marketing measures not mentioned in this document as well. Parameters of these measures shall be clarified with the JS programme manager during the contracting procedure. The list of marketing tools is finalized with the JS programme manager during the contracting procedure.

Each marketing measure funded by the Programme must contain different information and visibility elements. Detailed description of these information and elements can be found in Chapter 6: Visibility elements. Excluding any mandatory information or visibility element may result in financial correction.

Communication plan

In case the project requires complex communication and marketing campaign, Beneficiary whose total budget exceeds 300.000,00 may elaborate a comprehensive Communication plan. Communication plan shall be prepared according to the predefined template in English within 60 days after the project start date. Beneficiary must send the draft version of the communication plan to the JS programme manager for approval 15 days before the deadline specified above. Template of the Communication plan is a part of the contracting documentation.

Social media campaign

Beneficiary may use a social media campaign, as a coordinated marketing effort to develop or promote a specific project goal by using one or more social media channels (e.g. Facebook, LinkedIn, Instagram, etc.). Social media campaign may be undertaken by beneficiaries themselves or by an external company. Each social media caption (e.g. post, advertisement, etc.) published on the social media channels used within the campaign shall contain the following visibility elements:

- 1) tag to the Programme;
- 2) hashtags;
- 3) logo of the Programme;



- 4) acronym of the project (in English);
- 5) link to the Programme website.

Social media captions shall be prepared in Hungarian and/or Slovak depending on the language of the target group.

Leaflets

Beneficiary may publish various types of leaflets and flyers. Leaflets must include the following visibility elements in Slovak and/or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project (in English);
- 4) name of the fund;
- 5) link to the Programme website.

Beneficiary must send the draft version of the leaflets to the JS programme manager for approval before it is printed.

Advertisement

Beneficiary may advertise the project in different media (e.g. TV, radio, online or printed press, social media) or street ads. Advertisements must include the following visibility elements in Slovak and/or Hungarian:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project (in English);
- 4) name of the fund;
- 5) <u>link</u> to the Programme website.

Beneficiary must send the draft version of the advertisement to the JS programme manager for approval before it is printed or published.

Audio-visual production

Beneficiary may create audio-visual productions such as short films, image films, teasers or clips. Audio-visual productions funded by the Programme must include the following visibility elements in Slovak, Hungarian or English:

- 1) logo of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project (in English);
- 4) <u>name</u> of the fund;
- 5) link to the Programme website.

Audio-visual productions shall be available with Slovak, Hungarian and English subtitles. Beneficiary must send the draft version of the audio-visual production to the JS programme manager for approval before it is published.



Publication

Beneficiary may publish various online or printed publications such as books, studies, brochures etc. Publications must include the following information and visibility elements in Slovak and/or Hungarian:

- 1) <u>logo</u> of the Programme;
- 2) slogan of the Programme;
- 3) acronym of the project (in English);
- 4) name of the fund;
- 5) link to the Programme website;
- 6) disclaimer.

Beneficiary must send the draft version of the publication to the JS programme manager for approval before it is printed.

Promotional products

Beneficiary may create promotional products such as bags, mugs, pens, t-shirts, key rings or others. All products funded by the Programme must include the following visibility elements:

- 1) <u>link</u> to the Programme website;
- 2) logo of the Programme.

For small items, where limited space is available EU emblem can be used. Promotional products must be made from all-natural or recycled materials or have to be re-usable and sustainable.



5) Implementation chart

	JS approval needed in advance	Beneficiary whose total budget is be- low 300.000,00 EUR	Beneficiary whose total budget is over 300.000,00 EUR	
Measures			Soft project (no expenditure on budget line 7)	Infrastructure project (expenditure on budget line 7)
Poster	•	•	•	
Billboard	•			•
Press release (1)	•	•	•	•
Beneficiary website	•	•	•	•
Communication plan	•		0	0
Press conference		0	0	0
Sponsored article	•	0	0	0
Leaflets	•	0	0	0
Social media campaign		0	0	0
Advertisement	•	0	0	0
Audio-visual production	•	0	0	0
Publication	•	0	0	0
Promotion products		0	0	0
Marking	•	•	•	•
Plaque	•			•
Closing event	•	•	•	
Handover ceremony	•			•
Press release (2)	•	•	•	•
Photo documentation		•	•	•

Schedule:

- : within 90 days after the project start date
- : during the implementation
- : within 30 days after the project end date

Legend:

•: mandatory

O: optional



6) Visibility elements

Each measure funded by the Programme must contain different information and visibility elements. Excluding any mandatory information or visibility element may result in financial correction.

A) Acronym of the project

Acronym of the project can be found on the cover page of the Subsidy contract. Since the project acronym is an important international project identifying keyword, it shall be used in English on every measure.

Amount of the community contribution

Amount of the contribution received from the European Regional Development Fund in EUR. In Hungary, contribution can be also indicated in HUF.

B) Benefits of the cooperation

Beneficiary shall describe why cross-border cooperation was useful to fulfil its objectives and achieve the expected result.

C) Disclaimer

In case of publications the following disclaimer shall be indicated: "The content of this publication does not necessarily represent the official position of the European Union."

E) End date of the project

End date of the project can be found in the Subsidy contract. In case the date is modified, each measure containing this information shall be corrected by sticker.

H) Hashtags

In social media posts Beneficiary shall indicate the following hashtags: #InterregSKHU #BuildingPartnership #EuropeanUnion #acronym

I) Illustration

Photo, image or visualisation reflecting the objective of the project part. Copyright issues related to the picture must be arranged by the responsible Beneficiary.

Introduction of the partnership

Beneficiary shall introduce his project partners, describe their profile, project objectives and results.

L) Link to the Programme website

www.skhu.eu

Logo of the Programme

Logo of the Programme can be downloaded in different formats and languages from the programme website.



Logo of the Beneficiary

Logo of the Beneficiary can shall be indicated on posters and billboards.

Logo of the cross-border Beneficiary

Logo of the cross-border Beneficiary shall be indicated on posters and billboards.

N) Name of the fund

Name of the fund shall be included into the following text:

EN: This project is financed by the European Regional Development Fund.

HU: A projekt az Európai Unió támogatásával, az Európai Regionális Fejlesztési Alap társfinanszírozásával valósul meg.

SK: Projekt je spolufinancovaný z prostriedkov Európskej únie z Európskeho fondu regionálneho rozvoja.

R) Reference to the investment

Text in national languages stating that investment activities achieving certain results were financed by the programme. Example: *This building was restored from the financial support of the European Union and the European Regional Development Fund in 2020.* Final text shall be consulted with the JS programme manager before the plaque is produced.

S) Slogan of the Programme

EN: Building partnership HU: Partnerséget építünk SK: Budujeme partnerstvá

Start date of the project

Start date of the project can be found in the Subsidy contract.

Summary of the project part

Beneficiary shall summarize the activities, outcomes and result of its project part.

T) Tag to the programme

Beneficiary shall tag the Programme in every post.

Facebook: @skhu.eu

LinkedIn: @interreg-v-a-slovakia-hungary-cooperation-programme

Title of the project

Title of the project can be found on the cover page of the Subsidy contract. Title of the project shall be translated into national languages.



7) Templates

Template I.1: Poster







Template I.2: Billboard



Partnerséget építünk

Kedvezményezett logója Határontúli kedvezményezett logója

A PROJEKT CÍME

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

KEDVEZMÉNYEZETT

Lorem ipsum dolor sit amet, consectetur

KEZDÉS IDŐPONTJA BEFEJEZÉS IDŐPONTJA ÉÉÉÉ.HH.NN

A TÁMOGATÁS ÖSSZEGE

1.000.000,00 HUF #acronym

A projekt az Európai Unió támogatásával, az Európai Regionális Fejlesztési Alap társfinanszírozásával valósul meg.

www.skhu.eu



Budujeme partnerstvá





NÁZOV PROJEKTU

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

NÁZOV ŽIADATEĽA

Lorem ipsum dolor sit amet, consectetur

ZAČIATOK REALIZÁCIE

DD.MM.RRRR

DD.MM.RRRR

VÝŠKA PODPORY

1.000.000,00 EURO #acronym

Projekt je spolufinancovaný z prostriedkov Európskej únie z Európskeho fondu regionálneho rozvoja.

www.skhu.eu



Template I.3: Plaque



Partnerséget építünk

Ez az épület az Európai Unió támogatásával, az Európai Regionális Fejlesztési Alap társfinanszírozásával újult meg ÉÉÉÉ-ben.



Budujeme partnerstvá

Táto budova bola obnovená z prostriedkov Európskej únie z Európskeho fondu regionálneho rozvoja v roku RRRR.



8) Annexes

Annexes package contains the following files:

- 1) SKHU Logo
- 2) SKHU Slogan (Building partnership)
- 3) Billboard template
- 4) Plaque template
- 5) Poster template

The compressed package can be downloaded from the Programme website.