

## Post 2027 | Consultation Report

# 8. Interreg visibility

14 January 2025

### Interreg visibility | Harmonised branding and OSIs

This report is one of Interact's [Post 2027 Consultation reports](#)

#### Overview

Interreg has strongly benefited from efforts to harmonise the visibility of Interreg, both as a community building means, as well as to promote the unique contribution of Interreg in EU funding. The continuation of a shared brand for Interreg is strongly supported by programmes.

#### Methodology

In addition to regular exchange Interact enjoys with Interreg programme officers, these topics were discussed in Riga, at the Interreg Knowledge Fair. In the session on visibility and brand, a clear consensus of opinion existed around the importance of the Interreg brand and the uncertainties of the approach of OSIs.

The core of the text below was taken to the Harvesting event and supported by discussions during the one-hour drop-in session. Based on clear feedback, additional text was provided to express the challenge of designating OSI projects prior to project assessment and selection.

Furthermore, in a parallel consultation on the future regulations with DG COMM, Interact added references to frequently asked questions which have also been provided to DG COMM.

#### What is working

The general approach to communication in the regulatory is appreciated, especially the **harmonised Interreg Brand**. The option to combine the EU emblem, funding statement, programme name and project name is strongly supported. It is also vital to ensure the visibility of Interreg as a funding stream and to keep building a harmonised approach within Interreg, and within the European Union.

In general, there are some frequently asked questions emerging in this period around the precise wording of the regulation: on plaques and billboards, retention of materials, general requirements to acknowledge funding in textual materials, and more. This suggests there is space for small improvements on the current wording, or to maintain the current wording and ensure the additional clarifications provided in this period are easily found, and clearly applicable to future regulations with the same wording.

### What is missing and needs improving

The introduction of **Operations of Strategic Importance** in Annex 3 caused some confusion. While the rules on those over the financial limit are clear, many projects under the financial threshold are not designated as OSIs. Should OSIs continue in the future, more discussion with programmes ahead of the drafting stage would help to build a better shared understanding of how Interreg can best respond to the intention behind OSIs, and to make sure the right projects are designated as such, even when the financial volume is limited. The requirement to designate specific projects OSI at the programming stage, and outside of the formal mechanism to approve and contract projects, is somewhat against the logic of project selection in Interreg.

**Disclaimer:** Cooperation can be complex, and while Interact's job is to make it easier, Interact cannot offer assurances on the accuracy of our pan-European information in any specific context.

Furthermore, understanding and knowledge evolves throughout the programming period. If you spot something out of date or inconsistent, please contact us at [communication@interact.eu](mailto:communication@interact.eu)

**Copyright:** This product is licensed under Creative Commons, under the 'Attribution-NonCommercial-ShareAlike 4.0 International' license (CC BY-NC-SA 4.0).

You are permitted to share and adapt this work. You are required to attribute the work, indicating if changes were made. You are required to offer revised work on the same license basis. The material cannot be used for commercial purposes.

For more information about this license please visit [creativecommons.org](https://creativecommons.org)



**Publisher** Interact Programme

**Date** 14.01.2025

**Lead Author** Kevin Fulcher

**Contributing authors** Severina Bloemberg, Rosa Escamila

This report is one of Interact's [Post 2027 Consultation reports](#)

**Interact**



**Co-funded by  
the European Union**  
Interreg