



SOUTHERN & EASTERN  
Regional Assembly  
Promoting Our Region



Ireland's EU Structural Funds  
Programmes 2007 - 2013

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# Clár na hÉireann na Breataine Bige - Rhaglen croes-ffiniol Iwerddon Cymru Ireland Wales Programme 2007- 2013 (Interreg 4A)

## Good Practice Guide (2) Information & Publicity Requirements Guidelines for Approved Projects (Version 3: updated March 2012)

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### Introduction

This Good Practice Guide has been produced by the Joint Technical Secretariat (JTS) of the Ireland Wales Programme 2007-13 to ensure that publicity measures are fully integrated into project delivery.

All project partners should be made aware of the following:

- Appropriate promotion of the support from the Ireland Wales Programme through the European Regional Development Fund is a condition of grant approval.
- All project partners have a contractual responsibility to ensure that their beneficiaries are fully aware that they are participating in a European-funded project. This is particularly important to beneficiaries of training and employment schemes, and businesses and community groups benefiting from European Funding support.
- How project partners publicise and acknowledge the source of project funding will be subject to verification during Aftercare visits, at the Project Claims stage and through financial audits.
- Project partners run the risk of reclaim of some or all grant support if it is found that the source of funding is not appropriately acknowledged.

All partners have a responsibility to demonstrate compliance with the Regulations by keeping full records of all publicity activities, ensuring the correct use of logos and acknowledgement of the ERDF grant.

Partners should plan how the project will communicate activities and how beneficiaries, the public and others will be made aware of the ERDF contribution.

This document provides guidance on how project partners can meet their publicity obligations through project activity, who to contact, and where relevant, approval.

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# Glossary of Terms

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## **Joint Technical Secretariat (JTS)**

The Joint Technical Secretariat is responsible for programme delivery under the control of the Managing Authority. The Ireland Wales Programme JTS is based in the Southern and Eastern Regional Assembly in Ireland.

## **Subsidy Contract**

A legal contract agreeing the terms for the implementation of an Ireland Wales project. This is signed by the lead partner on behalf of all project partners.

## **ERDF**

European Regional Development Fund

## **Project**

A project is defined as the need to achieve fixed objectives within limited resources and a defined timeframe.

## **Beneficiary**

An operator, body or firm, whether public or private, responsible for initiating and implementing operations. Beneficiaries are public or private firms carrying out an individual project and receiving public aid. (EC 1083/2006)

## Legal Basis

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### Subsidy Contract

All project partners must comply with Article 7 (Publicity) of their Subsidy Contract, as issued by the Programme and signed by the Lead Partner. Under this condition, all project partners agree to acknowledge the ERDF as the grant source, display Programme logos and report information about publicity activities to the JTS for the Programme's own publicity activities. It is a condition of the Subsidy Contract that project partners will comply with this Information & Publicity document.

Project partners must also be aware that the project Application Form constitutes Annex I of the Subsidy Contract. Any activities detailed in Q14 of the Application Form must be accounted for through Progress Reports.

### European Regulation

The publicity requirements laid out in the Subsidy Contract are based on Articles 8 & 9 of Commission Regulation (EC) No. 1828/2006 (Implementation Regulation).

**Project partners not in compliance with the above legal conditions could face repayment of the grant awarded.**

See Appendix I for details of the Subsidy Contract and the Implementation Regulation.

## Publishing Project Details & Programme Publicity

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Project partners should be aware that in accordance with Article 7 of Commission Regulation (EC) No. 1828/2006 (Implementation Regulation), the Programme Authorities will publish basic details about approved projects on the Ireland Wales Programme and/ or the WEFO websites and other Programme material.

Details will include the names of the project partners, the project objectives, the ERDF grant allocation and the total eligible cost, the geographical location of project activity, and progress reports including the final report.

All project partners are obliged to send copies of publicity material produced as part of the project to the JTS. Partner must also inform the JTS of other media activity. The Programme Authorities may use project publicity material for its own publicity purposes in any form.

## Publicity Budget

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The Lead Partner should ensure that the project as a whole has a sufficient budget to meet publicity obligations for all parts of the cross-border area. Publicity costs are eligible project costs, which should be included at the project application stage.

## Logos & Branding Rules

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Project partners are required to display the Programme logos on all project-related publicity material.



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All five logos relating to the Programme and its partners must be used in the above order. The logos relating to the Programme must not be altered in any way.

Logos are available in a logo strip or separately in EPS and JPEG formats.

There is no strict sizing requirement for the logo strip. However, it must be reproduced to a satisfactory quality when enlarged and fully legible when reduced in size. If using the logo strip on a website, please ensure that it is legible and links to the Ireland Wales Programme website, <http://www.irelandwales.ie>

The logo strip must be in full colour wherever possible, in particular on project websites. In some circumstances, the logo strip can be reproduced in black and white.

See Appendix II for more logo requirements.

## Commemorative Plaques

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The Programme will provide all project partners with a permanent commemorative plaque to highlight that the organisation is in receipt of ERDF grant aid. The plaque must be placed in a prominent, visible location. Plaques are distributed free of charge to all project partners that have been awarded funding by the JTS. Extra plaques can be requested by contacting the JTS.

## Informing the Programme

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It is essential that project partners and the JTS work together to ensure compliance with EC Regulations on Information and Publicity. All project partners are obliged to inform the JTS of project launches, upcoming press releases and project events. The Programme must be included on project partner mailing listings for proposed press releases, announcements, newsletters etc. Project partners are also expected to send a selection of photographs, videos, links to social media platforms etc.

These should be sent to the JTS at: [srudden@seregassembly.ie](mailto:srudden@seregassembly.ie) and [Ireland\\_wales@seregassembly.ie](mailto:Ireland_wales@seregassembly.ie)

Welsh project partners should include your local Development Officer:

Patrick Lilly: [patrick.lilly@wales.gsi.gov.uk](mailto:patrick.lilly@wales.gsi.gov.uk)

Roger Seddon: [roger.seddon@wales.gsi.gov.uk](mailto:roger.seddon@wales.gsi.gov.uk)

# Press & Public Relations

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## Project Announcements & Launches

A publicity event(s) should be organised to launch your project. All project partners must notify the JTS of an upcoming project launch.

A draft press release must be sent to the JTS in advance of the launch. A final press release and photos must be sent for use by the Programme after the event.

Programme representatives should be invited to the launch of EU funded projects and timely notice given of all other events.

Welsh partners should also contact you Development Officer for separate arrangements with WEFO.

## Press Releases

Press releases are an important way of engaging with the media and the general public.

All press releases related to the project must acknowledge the funding from the European Regional Development Fund through the Ireland Wales Programme 2007-13. It is not enough to state that the project is EU-funded by Interreg. Abbreviations must not be used before first spelling out the name of the fund in full.

Examples:

- the project has been part-funded by the European Regional Development Fund through the Ireland Wales Programme 2007-13.
- the project, backed with €1 million from the European Regional Development Fund through the Ireland Wales Programme 2007-13.

Press releases should also reference that the activity is joint with Welsh/ Irish partner organisations.

All press releases must be sent to the JTS for use by the Programme. It is important that you include us on your mailing list for proposed press releases, announcements, newsletters etc. We also require accompanying photos or video links.

## Radio & Television

Project partners must also acknowledge the source of funding through radio and television interviews. Requirements relating to press releases also apply to these forms of media.

## Online Media

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### Project Websites/ Webpages & Ezines

The Programme and the ERDF must clearly be acknowledged on project websites and webpages. As a minimum requirement, the Programme logo strip must be clearly displayed on the homepage and that it links to the Ireland Wales website – <http://www.irelandwales.ie> Please refer to earlier logo guidance. All websites and webpages must state that the project is part-funded by the European Regional Development Fund through the Ireland Wales Programme 2007-13. This also applies to project ezines.

### Social Media

If a project is operating through social media platforms (Facebook, Twitter, You Tube, Flickr etc.), the funding must be acknowledged through a statement that the project is part-funded by the European Regional Development Fund through the Ireland Wales Programme 2007-13. Projects should inform the JTS of online project activity.

## Other Publicity Material

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### Information for Beneficiaries

It is essential for project sponsors to make their beneficiaries aware that they are participating in an ERDF project. All correspondence, certificates, forms etc. supplied to beneficiaries should state that the project is part funded by the ERDF through the Ireland Wales Programme.

### Publications

The Programme logos must be clearly shown on all publications/leaflets/ brochures relating to the project. Reference to the funding received should be made on the title page of publications: “this project is part-funded by the European Regional Development Fund through the Ireland Wales Programme”.

### Advertising

The Programme logo strip must be used and a statement acknowledging the funding from the ERDF through the Ireland Wales Programme must be included in all paid advertising (e.g. recruitment, advertising or advertorials) related to the project. Relevant procurement guidelines must be followed.

### Stationery

The Programme logo and statement of the source of funding must be included on project stationary. This includes letterheads, compliment slips, notepads, business cards etc.

Use of the technical characteristics of the EU emblem, reference to ERDF, as per Article 9 of EC Regulation 1828/2006, does not apply to very small promotional objects. Use of the Programme emblem is preferable in this circumstance.

### Publicity Items

Publicity items relating to the project must include the Programme logo strip as a minimum. Publicity items include banners, pop-up stands, visual presentations, pens, pencils, bags etc.

Use of the technical characteristics as per Article 9 of EC Regulation 1828/2006 (use of the EU emblem, reference to ERDF & the tagline), do not apply to very small promotional objects. Use of the Programme emblem is preferable in this circumstance.

## Information Events

Conferences, seminars, fairs and exhibitions relating to the project should clearly acknowledge the grant aid from the ERDF through audio or visual aids, including any literature distributed. The source of funding should be verbally acknowledged at the event.

JTS/ WEFO representatives should be invited to the launch of EU funded projects and timely notice given of all other events. As a matter of course, it is advisable that the Lead Partner updates JTS and their local Development Officer of upcoming media activities.

## Linguistic Obligations

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The legal requirements apply on a national basis only. Translation costs are an eligible project cost which should be included in your budget at the application stage.

### Ireland

Irish partners that are public bodies are required to comply with the Official Languages Act 2003. Please refer to [An Comisineir Teanga](#) for further information on legislative compliance.

### Wales

In line with the Welsh Government's Welsh Language Scheme and *laith Pawb*, the National Action Plan for a bilingual Wales, where possible, all public activity relating to your project should be bilingual. Please discuss your requirements with your local Welsh Development Officer.

## Programme Cross-cutting Themes

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Publicity activity is a good way to achieve key outputs under the Programme's Cross-cutting themes, Equal Opportunities and Sustainable Development. Projects must report on these themes through their Progress Reports (Q5). Please refer to guidance on the Ireland Wales website:

[http://www.irelandwales.ie//information/cross\\_cutting\\_themes](http://www.irelandwales.ie//information/cross_cutting_themes)



# Appendix I

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## A. Subsidy Contract: Article 7 - Publicity

1. Publicity requirements as laid down in the Implementation Regulation, articles 8 and 9 in particular, must be observed in all public statements, reports, publications, brochures, etc. Furthermore, it must be clearly shown that the project has been co-funded by ERDF under the Ireland-Wales programme in addition to using the European flag and programme logo.
2. The Programme's Publicity Guidelines, published in December 2008, must be observed.
3. Any notice or publication in relation to the project, made in any form and by any means, including the Internet, must state that it reflects the author's views and that the Programme Authorities are not liable for any use that may be made of the information contained therein.
4. The Programme Authorities shall be authorised to publish, in any form and by any means, including the Internet, the following information:
  - the name of the LP and its partners,
  - the objectives of the project and the subsidy,
  - the ERDF funding and the Total Eligible Cost of the project,
  - the geographical location of the project implementation,
  - progress reports including the final report,
  - whether and how the project has previously been publicised.
5. The project undertakes to send a copy of any publicity and information material produced to the JTS/MA. The project furthermore authorises the JTS, the MA and the European Commission to use this material to showcase how the subsidy is used.
6. Any information, media appearance, or other publicity of the operation shall be communicated to the JTS/MA for potential website updates or showcases.

## B. European Commission Regulation (EC) No. 1828/2006 (Implementation Regulation)

### *Article 8*

#### *Responsibilities of beneficiaries relating to information and publicity measures for the public*

1. The beneficiary shall be responsible for informing the public, by means of the measures laid down in paragraphs 2, 3 and 4, about the assistance obtained from the Funds.
2. The beneficiary shall put up a permanent explanatory plaque that is visible and of significant size no later than six months after completion of an operation that fulfils the following conditions:
  - (a) the total public contribution to the operation exceeds EUR 500 000;
  - (b) the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.

The plaque shall state the type and name of the operation, in addition to the information referred to in Article 9. That information shall take up at least 25% of the plaque.

3. The beneficiary shall, during the implementation of the operation, put up a billboard at the site of each operation which fulfils the following conditions:
  - (a) the total public contribution to the operation exceeds EUR 500 000;

(b) the operation consists in the financing of infrastructure or of construction operations.

The information referred to in Article 9 shall take up at least 25% of the billboard.

When the operation is completed, the billboard shall be replaced by the permanent explanatory plaque referred to in paragraph 2.

4. Where an operation receives funding under an operational programme co-financed by the ESF and, in appropriate cases, where an operation receives funding under the ERDF or the Cohesion Fund, the beneficiary shall ensure that those taking part in the operation have been informed of that funding.

The beneficiary shall provide clear notice to the effect that the operation being implemented has been selected under an operational programme co-financed by the ESF, the ERDF or the Cohesion Fund.

Any document, including any attendance or other certificate, concerning such an operation shall include a statement to the effect that the operational programme was co-financed by the ESF or, where appropriate, the ERDF or the Cohesion Fund.

#### *Article 9*

##### *Technical characteristics of information and publicity measures for the operation*

All information and publicity measures aimed at beneficiaries, potential beneficiaries and the public shall include the following:

(a) the emblem of the European Union, in accordance with the graphic standards set out in Annex I, and reference to the European Union;

(b) reference to the Fund concerned:

(a) for the ERDF: "European Regional Development Fund";

(b) for the Cohesion Fund: "Cohesion Fund";

(c) for the ESF: "European Social Fund";

(c) a statement chosen by the managing authority, highlighting the added value of the intervention of the Community, and preferably "Investing in your future".

For small promotional objects, points (b) and (c) shall not apply.

## Appendix II

All logos relating to the Ireland Wales Programme are available on our website at:

<http://www.irelandwales.ie/information/communications>

### Programme Logo Strip

You must use all five logos relating to the Programme. The logos relating to the Programme must not be altered in any way. All logos must be in the following order:



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### Programme Partner Logos



EUROPEAN REGIONAL  
DEVELOPMENT FUND

The logo has 12 stars. The blue (Pantone Reflex Blue) and yellow (Pantone Yellow) should be used whenever possible with the Typeface Frutiger Roman for the words European Union Structural funds. The EU logo can also be used in black and white.

<http://eustructuralfunds.gov.ie/download-logos>



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Projects must comply with the National Information & Publicity Guidelines for EU Structural Funds 2007-2013. The Irish EU structural funds logo and the EU flag must be used for all projects that have or will receive EU funding. The Irish language version is also available to use.

<http://eustructuralfunds.gov.ie/download-logos>



Compliance guidelines for the Southern & Eastern Regional Assembly logo can be found at:

<http://www.seregassembly.ie/en/info/communications>



Compliance with WEFO ERDF logo guidelines can be found at:

<http://wefo.wales.gov.uk/delivering/publicising/resources/?lang=en>

NOTE: The WEFO logo has been amended due to the change in name of the Welsh Government (June 2011).

## Appendix III

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### Recording your Publicity Activity

All partners must keep a full record of all publicity activities, ensuring the correct use of logos and acknowledgement of the ERDF award. This will be subject to verification during Aftercare visits, in Progress Reports and at financial audits.

This can be done in the following ways:

- Prepare a publicity plan for the duration of the project and refer to your publicity budget line when planning activities.
- Keep a record of all publicity activities, including press releases and press cuttings, copies of publications, invitations, newsletters, photographs and other publicity material.
- Ensure that the requirements within this document are complied with.