



SOUTHERN & EASTERN
Regional Assembly
Promoting Our Region



Ireland's EU Structural Funds
Programmes 2007 - 2013

Co-funded by the Irish Government
and the European Union



Ireland-Wales Programme 2007 – 2013

Good Practice Guide No. 2 - Information & Publicity requirements

Introduction

This Good Practice Guide has been produced by the Joint Technical Secretariat (JTS) of the Ireland Wales Programme to ensure that publicity measures are fully integrated into project delivery. This publicity should ensure that beneficiaries are fully aware that the project in which they are participating has been partly funded by the European Union and that awareness is raised of the funding amongst beneficiaries and the general public.

Legal Basis

You are required to promote the support your project has received from the European Regional Development Fund (ERDF) as a condition of your Subsidy Contract, which has a basis in Commission Regulation (EC) No. 1828/2006.

The requirements of the project partners are laid out in the following Regulations:

Articles 2-9 of Implementation Regulation 1828/2006 can be found at

<http://eur-lex.europa.eu/JOHtml.do?uri=OJ:L:2006:371:SOM:EN:HTML>

Article 69 of General Regulation 1083/2006 can be found at

http://eur-lex.europa.eu/LexUriServ/site/en/oj/2006/l_210/l_21020060731en00250078.pdf

The support your project receives through the ERDF must be properly acknowledged in all project activities and publicity material, including electronic material. The project authorises the JTS, the Managing Authority (MA) and the European Commission to use this material to showcase how the funding is used.

You could face repayment of the grant awarded if such support is not acknowledged in accordance with the approval of grant and the guidance on publicity.

Advice to Project Partners

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

The Lead Partner should ensure that the project has a sufficient budget to meet publicity obligations. Project partners can build eligible publicity costs into the overall costs of their project, which should be included at the project application stage.

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, as laid out below. **This will be subject to verification at the audit stage.** Please refer to Annex II for guidance.

Contacting JTS Staff

It is essential that project partners and the JTS work together to ensure compliance with EC Regulations on Information and Publicity. It is important that you include us on your mailing list for proposed press releases, announcements, newsletters etc.

We would also welcome any photographs / DVD's of your project, which we may use as part of our own publicity measures to promote how the European Structural funds are creating benefits for the people and communities of Ireland and Wales.

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 its local Development Officer and the JTS of media activities.

Ireland (JTS)	Siobhán Rudden	srudden@seregassembly.ie
North Wales	Roger Seddon	roger.seddon@wales.gsi.gov.uk
South West Wales	Patrick Lilly	patrick.lilly@wales.gsi.gov.uk
WEFO Helpline		enquiries-wefo@wales.gsi.gov.uk

Logos & Branding

Project partners must display the Programme logos on publicity material. **Publicity material which does not display the appropriate logos cannot be deemed eligible for ERDF funding.**

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 the same size and in the following order:



Details of Programme logo requirements can be found at Annex I. Logos are available on www.irelandwales.ie or from ireland_wales@seregassembly.ie

Linguistic Requirements

Linguistic legal requirements for project partners are to be applied on a national basis only. Welsh requirements only apply to Welsh partners and Irish requirements, to Irish partners.

Publicity activity is an eligible project cost which should be included in your budget at the application stage.

Irish Requirements

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.

Welsh Requirements

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

Online Activity - Website

Project sponsors should be aware that in accordance with Article 7 of Regulation 1828/2006, the JTS will publish basic details about approved projects on the Ireland-Wales Programme website (www.irelandwales.ie), i.e., the name of the beneficiary, project name, and the amount of ERDF grant allocation. Acceptance of funding is an acceptance of your inclusion in the list of beneficiaries published in accordance with this legislation.

The JTS and WEFO may also choose to publicise approved projects via other channels (e.g. press releases, advertorials, brochures, events etc.).

The rapid growth in Internet access has confirmed the importance of a website as a tool for promoting an organisation's key message and for providing up to date information. Project partner's websites should clearly acknowledge the funding received from the ERDF by displaying the logo on the home page as a minimum requirement.

Electronic Information (e.g. audio visual material etc.)

All visual presentations (PowerPoint etc.) relating to your ERDF project should display the relevant Programme logos.

Signage

Part of your publicity requirement is to display a permanent explanatory plaque to show that you have received ERDF support. This plaque must be placed in a prominent location that is visible and of significant size. Such plaques will be distributed free of charge to all project partners that have been awarded funding by the JTS. Please contact the JTS for further details.

srudden@seregassembly.ie or Ireland_wales@seregassembly.ie

Media/ PR

Your local media should be the focus of your project promotion. A strong presence should be established with local radio with project coordinators on hand to answer questions from the general public.

Press Releases

Press releases are an important way of engaging with the media and the general public. All press releases and features relating to a project or beneficiary (e.g. announcing a project approval, a launch event, achievement of milestones) must acknowledge the funding received from the Ireland Wales Programme. This also applies to publicity relating to other forms of media (e.g. television/ radio etc.).

We would expect that you would acknowledge ERDF support in all press releases. An example line could be:

"the project is part funded by the European Regional Development Fund (ERDF) through the Ireland Wales Programme (INTERREG 4A)".

Abbreviations must not be used before first spelling out the name of the fund in full.

Publications

Publications (newsletters/brochures/pamphlets etc.) remain an important marketing tool. The Programme logos must be clearly shown on all publications/leaflets relating to the project in order to acknowledge ERDF support provided. Reference to the funding received should be made on the title page of publications: *"Part-funded by the European Regional Development Fund"*

Stationery

The relevant logos must be used on all stationery relating to the part-funded ERDF project.

Advertising

Advertising (e.g. recruitment) in the local press should be considered as an option in any project communications plan. In relation to recruitment, the Programme logo must be used and the relevant procurement guidelines must be followed.

Small Promotional Material

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 small promotional objects. Use of the Programme emblem is preferable in this circumstance.

Information Events

Conferences, seminars, fairs and exhibitions relating to your project should clearly indicate the EU contribution through displaying the ERDF logo in a prominent place (e.g. display/ banner stands/ literature/ PowerPoint presentations) and on any other publicity materials used for the event. Funding could be acknowledged verbally at events

Launching the Project

A publicity event should be organised to launch your project. JTS/ WEFO representatives should be invited to the launch of EU funded projects and timely notice given of all other events.

Information for Beneficiaries

It is essential for project sponsors to make their beneficiaries/participants 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. Clearly stating the European support in letters to beneficiaries, as well as using the ERDF logo on award certificates/ forms etc are just some of the many communication channels available. The free commemorative plaques should also be placed where it is clearly visible to beneficiaries.

Annex I - Logos

All logos relating to the Ireland Wales Programme will be available from our website shortly.

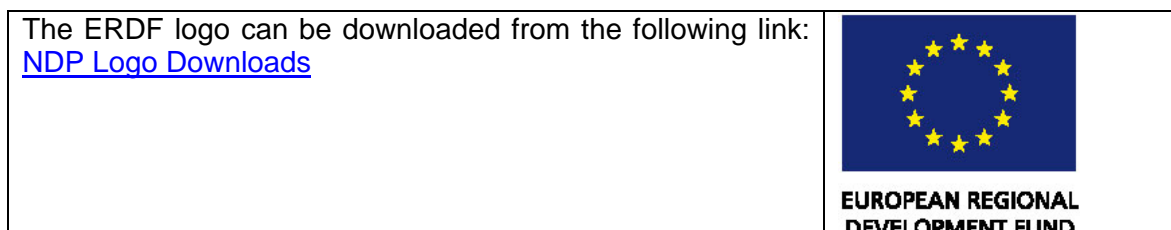
Programme Logo Strip

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:



ERDF Logo (EU Flag)

The logo has 12 stars. There is no correlation between the number of countries in the EU and the number of 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.

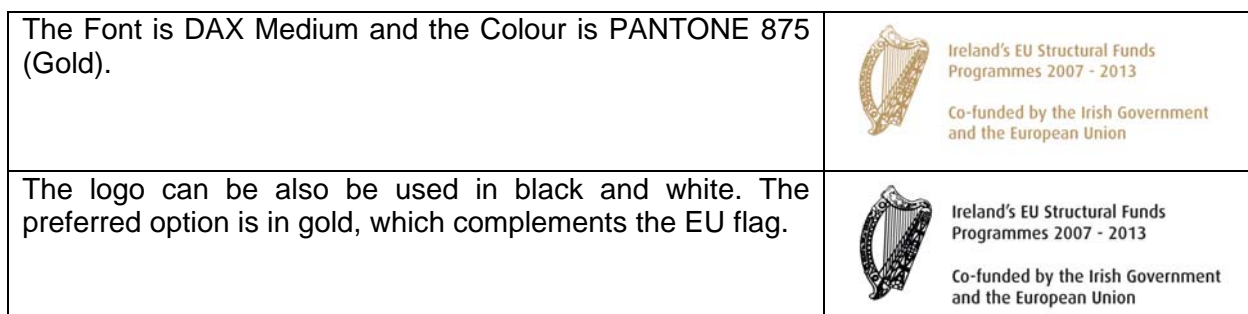


Ireland Wales logo




Department of Finance (Ireland)


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 version is also available to use. Please contact the Irish Development Officer for details: srudden@seregassembly.ie



WEFO ERDF Logo (Wales)

<p>Compliance with WEFO ERDF logo Information & Publicity Guidelines, which can be found in the WEFO Publicity Guidelines 2007-2013</p>	 <p>ERDF Llywodraeth Cymru Welsh Assembly Government Ewrop & Chymru: Buddsoddi yn eich Dyfodol Crofu Ddiwygi Rhanbarthol Ewrop Europe & Wales: Investing in your Future European Regional Development Fund</p>
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Southern & Eastern Regional Assembly (Managing Authority)

<p>Please contact the Irish Development Officer for details: Siobhán Rudden srudden@seregassembly.ie</p>	 <p>SOUTHERN & EASTERN Regional Assembly Promoting Our Region</p>
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Annex II – Recording your Publicity Activity

All project partners have a responsibility to demonstrate compliance with Art 2-9 of EC Regulation 1828/2006.

All partners must keep a full record of all publicity activities, ensuring the correct use of logos and acknowledgement of the ERDF award.

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 relating to the Programme logos are complied with.