

**Guide to
European Union
Publicity
Requirements
for Structural &
Cohesion Funds**



NATIONAL DEVELOPMENT PLAN



EUROPEAN UNION
STRUCTURAL FUNDS



Introduction

This information booklet has been produced to inform and assist organisations in correctly applying the EU logo and complying with the EU information and publicity requirements.




It deals with European Commission Regulation (EC) No. 1159/2000 which relates to **EU Structural Funds** and European Commission Decision 96/455 in relation to the **Cohesion Fund**. The Cohesion Fund requirements are outlined on pages 15/17 of this publication.

Advice and assistance in implementing these requirements is available from the NDP/CSF Information Office - see page 13 for details.

Publicity Requirements for EU Structural Funds (1159/2000)






The European Commission Regulation (EC) No. 1159/2000 sets down the European Commission requirements on information and publicity actions to be carried out in relation to activities supported by the **EU Structural Funds**.

The overall aims of these information and publicity actions are:

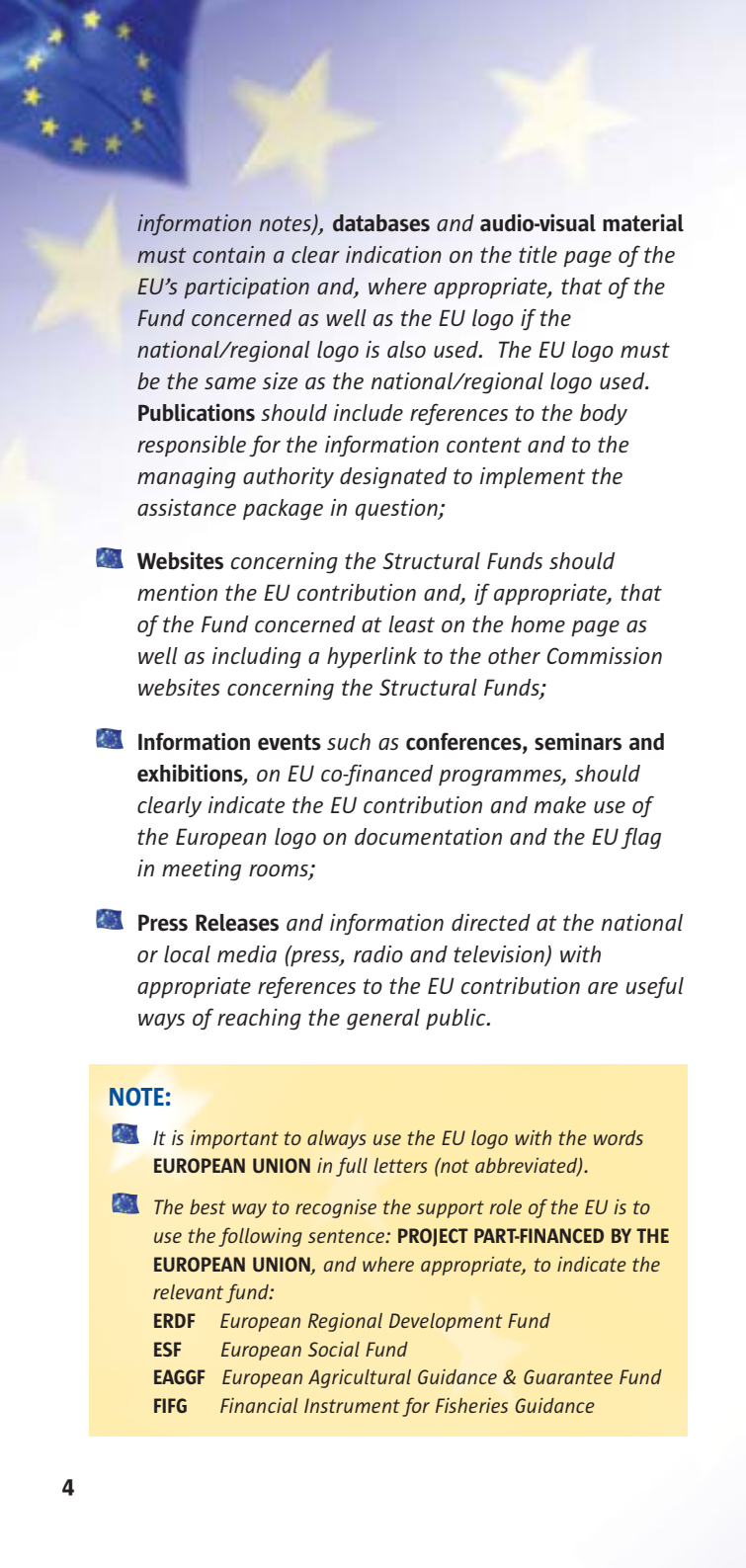
-  *To provide information on the availability of EU Structural Funds for applicants, beneficiaries and the general public;*
-  *To recognise the role and support provided by the EU Structural Funds and the appropriate individual funds;*
-  *To promote an understanding of the objectives and achievements of funds/measures supported by the EU Structural Funds.*

How to promote the support role of the EU

The means of providing information and promoting the role of the EU Structural Funds can include:


-  **Billboards** displayed at a project site and referring to the EU contribution and featuring the EU logo. Billboards are compulsory for Structural Funds projects with an EU contribution of over €3 million (€500,000 in the case of the FIFG).* **Billboards are subject to specific requirements - see page 10;**
-  **Permanent commemorative plaques** placed at sites/projects that are accessible to the public, e.g. railway stations, community centres, etc. These plaques should indicate the EU contribution. Plaques are compulsory for Structural Funds projects with an EU contribution of over €3 million (€500,000 in the case of the FIFG).* Plaques should feature the EU logo and make reference to the EU part-financing. The relevant Structural Fund may also be indicated - ESF, ERDF, EAGGF or FIFG;
-  **Posters** displayed by managing authorities on the premises of implementing bodies or beneficiaries, e.g. employment agencies, vocational training centres, chambers of commerce and industry, regional development agencies, etc. Posters should indicate the EU's contribution and possibly the Fund concerned, e.g. ESF, ERDF, EAGGF or FIFG;
-  **Notification of grants** by the implementing body to beneficiaries must indicate that the grant is co-financed by the EU;
-  **Information and communication material** such as publications (newsletters, brochures, pamphlets,


* Billboards are compulsory for NDP-funded projects over €635,000.




information notes), **databases** and **audio-visual material** must contain a clear indication on the title page of the EU's participation and, where appropriate, that of the Fund concerned as well as the EU logo if the national/regional logo is also used. The EU logo must be the same size as the national/regional logo used.


Publications should include references to the body responsible for the information content and to the managing authority designated to implement the assistance package in question;


 **Websites** concerning the Structural Funds should mention the EU contribution and, if appropriate, that of the Fund concerned at least on the home page as well as including a hyperlink to the other Commission websites concerning the Structural Funds;

 **Information events** such as **conferences, seminars and exhibitions**, on EU co-financed programmes, should clearly indicate the EU contribution and make use of the European logo on documentation and the EU flag in meeting rooms;

 **Press Releases** and information directed at the national or local media (press, radio and television) with appropriate references to the EU contribution are useful ways of reaching the general public.

NOTE:

 It is important to always use the EU logo with the words **EUROPEAN UNION** in full letters (not abbreviated).

 The best way to recognise the support role of the EU is to use the following sentence: **PROJECT PART-FINANCED BY THE EUROPEAN UNION**, and where appropriate, to indicate the relevant fund:

ERDF European Regional Development Fund
















ESF European Social Fund

EAGGF European Agricultural Guidance & Guarantee Fund

FIFG Financial Instrument for Fisheries Guidance

Where to use the EU logo

The EU logo should feature on the following produced in relation to projects or schemes in receipt of EU Structural Funds:


-  *Billboards/Publicity Signage*
-  *Plaques*
-  *Brochures/Literature*
-  *Application Forms*
-  *Annual Reports*
-  *Display/Exhibition stands*
-  *Videos*
-  *Advertisements & Supplements*
-  *Conference Material*
-  *CD-ROMs*
-  *Websites*
-  *Offer letters, correspondence with projects/beneficiaries*
-  *Press releases*
-  *Launches/Awards*
-  *Posters*

*In respect of each of the above, the European Union's participation must be explained at least by using the following sentence: **PROJECT PART-FINANCED BY THE EUROPEAN UNION***



Describing the Structural Funds

Wherever possible, e.g. in publications, annual reports, press releases, speeches etc., a description of the Structural Fund concerned should be used.


The definitions on the next page are quite technical, therefore where appropriate a shorter/catchy message may be used to target different audiences. The Project promoter should try to show that the funds (and the European Union) are useful and relevant to people's lives.







ERDF (European Regional Development Fund):

-  *Helping reduce the gap between development levels and living standards among the regions and the extent to which the least favoured regions are lagging behind.*
-  *Helping redress the main regional imbalances in the Community by participating in the development and structural adjustment of regions whose development is lagging behind and the economic and social conversion of regions.*





ESF (European Social Fund):

-  *Helping develop employment by promoting employability, the business spirit and equal opportunities and investing in human resources.*

EAGGF (European Agricultural Guidance and Guarantee Fund):

-  *Helping preserve the link between diversified farming and the land.*
-  *Improving and supporting the competitiveness of agriculture as a key activity in rural areas.*
-  *Ensuring the diversification of the economy in rural areas.*
-  *Preserving and improving the environment, the landscape and the rural heritage.*

FIFG (Financial Instrument for Fisheries Guidance):

-  *Helping achieve a sustainable balance between marine resources and their exploitation.*
-  *Modernising fishing structures to ensure the future of the industry.*
-  *Helping maintain a dynamic and competitive fishing industry and revitalise areas dependent on fishing.*
-  *Improving the supply and exploitation of fishery products.*

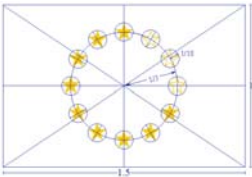
How to use the EU logo

1) Structure of the EU Logo



EUROPEAN UNION
STRUCTURAL FUNDS

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.



GEOMETRICAL DESCRIPTION

All stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. The number is invariable.

2) Incorrect Uses of the Logo

A frequent mistake is to use the emblem upside down. If the stars have a single point each pointing upwards the emblem is the right way up.



ILLUSTRATED EXAMPLE 1

The logo is upside down



ILLUSTRATED EXAMPLE 2


The stars are not upright

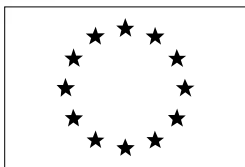


ILLUSTRATED EXAMPLE 3


The stars are wrongly positioned in the circle: they must appear in the position of the hours on the face of a clock.

3) Single Colour Reproduction

-  *If only black is available, the rectangle should be outlined in black with the stars in black on a white background.*





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-  *If the only colour is blue (preferable **Pantone Reflex Blue**), it should be printed at 100% as background with the stars left in white.*



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4) Reproduction on a colour background

-  *The emblem should preferably be printed on a white background.*
-  *Multicolour backgrounds should be avoided, especially*

involving a colour that clashes with the blue.

- *Where a coloured background must be used, surround the emblem with a white border with a thickness equal to 1/25 of the height of the rectangle.*



5) Using the EU with the NDP logo

- *For NDP projects/schemes, which are EU co-financed, both logos must feature on any publicity and information material produced. Information on how to use the NDP logo with the EU logo is available in the publication Identity Guidelines for the National Development Plan Logo. This is available in printed format or as a downloadable pdf on the NDP website <http://www.ndp.ie>*
- *In terms of size, the EU logo shall be the same size as the NDP Logo and that of any other logo(s) featured. The words **EUROPEAN UNION** should be placed under the EU logo, with the words **STRUCTURAL FUNDS** added below **EUROPEAN UNION**.*



Special Guidelines for Meeting the EU Information/Publicity Requirements

1) Billboards




Often when a site is under construction, passers by are curious to know what is taking shape in front of their eyes. Billboards are frequently used to explain what is being done and who is involved.

Billboards are compulsory in the case of projects






whose total cost exceeds €3 million* (€500,000 in the case of projects part-financed by FIGG and €1 million in the case of Cohesion Fund projects, see pages 15/17 of this publication). Specifications in relation to billboards are available to download from the NDP website: <http://www.ndp.ie>

Billboards must be of a size that is appropriate to the scale of the operation. The section of the billboard reserved for the EU contribution must meet the following criteria:

 *It shall bear the standardised EU logo and the following text, to be presented as follows:*



* Billboards are compulsory for NDP-funded projects over €635,000.

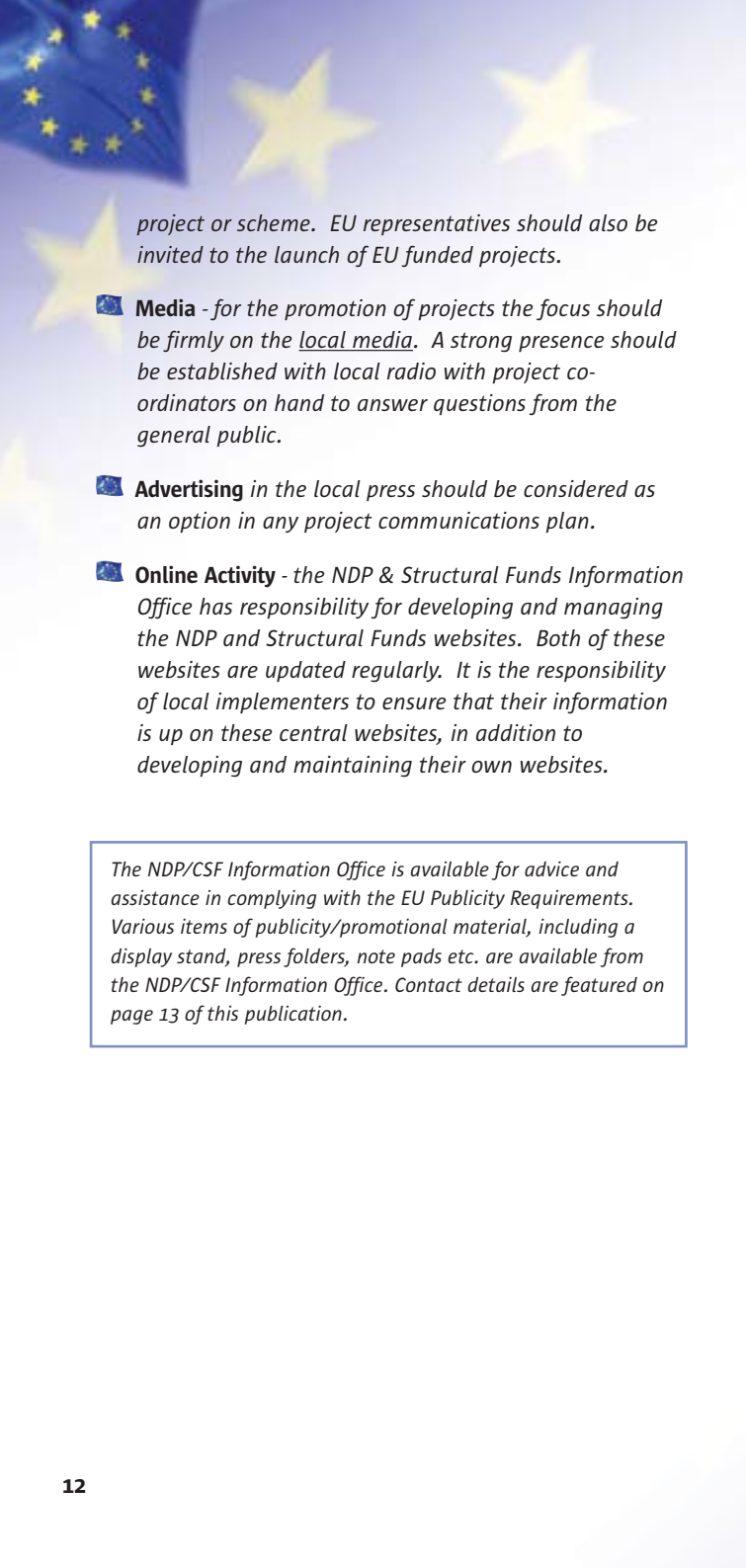
-  *It shall take up at least 25% of the total area of the billboard;*
-  *The logo shall be presented in accordance with the rules outlined on page 7 of this publication;*
-  *The letters used to mention the financial contribution of the European Union must be at least the same size as the letters for the national announcement although the typeface may be different;*
-  *The fund concerned may be mentioned if appropriate, e.g. ERDF, ESF, EAGGF, FIFG;*
-  *Once a site or project is completed, billboards must remain in place for no longer than six months. Wherever possible, the billboard must be replaced by a commemorative plaque.*

2) Promoting your event & the role of the EU




The start of a major infrastructural project or scheme provides an opportunity to promote the role of the EU Structural Funds and the NDP.

The following publicity actions will provide the opportunity to promote the NDP's and the EU's contribution to your project:

-  **Signage & Branding** - *prior to the start of a project, roadside and site signage communicates to the passing public that a major project is about to commence. This can apply not only to infrastructure projects or schemes, but also to community-based projects, e.g. local tourism initiatives, rural development schemes, etc.*
-  **Launching the Project** - *a publicity event, attended by a senior Minister, local public representatives and the local media should be organised for the start of a*



project or scheme. EU representatives should also be invited to the launch of EU funded projects.

-  **Media** - *for the promotion of projects the focus should be firmly on the local media. A strong presence should be established with local radio with project co-ordinators on hand to answer questions from the general public.*
-  **Advertising** *in the local press should be considered as an option in any project communications plan.*
-  **Online Activity** - *the NDP & Structural Funds Information Office has responsibility for developing and managing the NDP and Structural Funds websites. Both of these websites are updated regularly. It is the responsibility of local implementers to ensure that their information is up on these central websites, in addition to developing and maintaining their own websites.*

The NDP/CSF Information Office is available for advice and assistance in complying with the EU Publicity Requirements. Various items of publicity/promotional material, including a display stand, press folders, note pads etc. are available from the NDP/CSF Information Office. Contact details are featured on page 13 of this publication.

Where to get the EU logo

The EU logo is available to download from the publications section of the following website:

<http://www.eustructuralfunds.ie>

It is also **available on disk** from the NDP/CSF Information Office (see address below).

This publication exists in **printed format** as well as a **downloadable pdf**, which can be sourced from:

<http://www.eustructuralfunds.ie> or <http://www.ndp.ie>

For further information, please contact:

NDP/CSF Information Office
15 Lower Hatch Street
Dublin 2

Tel: (01) 639 6280

Fax: (01) 639 6281

E-mail: csfinfo@csfunits.irlgov.ie

Web: <http://www.ndp.ie>

<http://www.eustructuralfunds.ie>

For additional information on using the EU logo with the NDP logo, the publication Identity Guidelines for the National Development Plan Logo is available in printed format from the NDP/CSF Information office. Alternatively, it is available to download as a pdf from the NDP website <http://www.ndp.ie>



Important points to note:

-  All measures or projects in receipt of EU funding (including co-financed projects being implemented under the NDP) must display the EU logo on all signs and on all advertisements, information and publicity material. In addition to the logo, the sentence **PROJECT PART-FINANCED BY THE EUROPEAN UNION** must feature. For co-financed projects under the NDP, the sentence **FUNDED BY THE IRISH GOVERNMENT AND PART-FINANCED BY THE EUROPEAN UNION UNDER THE NATIONAL DEVELOPMENT PLAN, 2000-2006** must feature.
-  The NDP and EU logos to be displayed at all launches and events associated with projects/schemes funded by the Structural Funds under the NDP.
-  The complete EU logo, i.e. **logo + EUROPEAN UNION STRUCTURAL FUNDS** should be included in all related press releases. The appropriate fund/s can also be mentioned. The EU role should be enhanced by referring to the messages contained in the fund description.
-  Ministerial speeches in relation to projects/schemes should include appropriate reference to the EU Structural Funds and the NDP.
-  Where projects, e.g. NDP projects, are co-financed by the EU, both logos must be displayed and given similar visibility with respect to size, location and format.
-  Commission officials should be issued with invitations to publicity events, project launches, etc.

Publicity Requirements for Cohesion Fund Projects (96/455)

European Commission Decision 96/455 sets out the specific information & publicity requirements which must be undertaken in respect of projects supported by the Cohesion Fund.

As a general principle, the contribution of the Cohesion Fund to projects should be fairly reflected in all information and publicity actions as already outlined for activities supported by the Structural Funds.

Specific Requirements in relation to Cohesion Fund Projects are as follows:

In the case of projects with a cost exceeding €1 million:




- 🇪🇺 **Regular news conferences** at a local level to inform about all facts concerning the project which are of public interest;
- 🇪🇺 **Measures on the spot including billboards** erected on site and **permanent commemorative plaques** for infrastructure accessible to the general public. (See pages 16/17 for specific requirements).

In the case of projects with a cost exceeding €10 million and in addition to the measures detailed above:

- 🇪🇺 **A brochure** of general interest about the project;
- 🇪🇺 **Audio visual material** (e.g. Video-clip) about the project.

Both should be provided to regional TV and radio stations and made available to the Commission, and, on demand, to interested firms and the public. The brochure and all other information must be regularly updated.

In the case of investments with a cost exceeding €20 million and in addition to the measures detailed above:



-  **Regular news conferences on a national level** concerning the project and its progress including the presentation of the audio-visual material mentioned above.
-  The Commission shall regularly deliver all suitable materials on projects assisted by the Cohesion Fund to all member States and offer it to the general public of those member States not involved in the implementation of the project.
-  Representatives of the Community Institutions must be involved in "the most important public activities connected with the Fund".

Billboards and Commemorative Plaques


Specific arrangements for billboards and commemorative plaques apply to projects benefitting from Cohesion Funds.

(1) Billboards



Billboards must be erected for each Cohesion Fund project exceeding €1 million. The section of billboard reserved for the European Union must:

-  take up at least **50%** of the total area of the billboard;
-  bear the standard European emblem and the following text, to be presented as follows:





-  In addition, the total estimated cost of the project and/or the amount of Cohesion Fund contribution





expressed in the national currency should be indicated;

-  *Where a Local Authority does not erect a billboard announcing their own involvement the European Union's assistance must be announced on a special billboard. Similar provisions apply to these;*
-  *Billboards must not be removed earlier than three years after completion of the work. Wherever possible, they shall be replaced by a commemorative plaque.*

(2) Commemorative Plaques

-  **A commemorative plaque must be installed for each Cohesion Fund project exceeding €10 million.**
-  *Permanent commemorative plaques shall be placed at sites accessible to the general public (airports, stations, parking areas, accessible areas of buildings). In addition to the European emblem, such plaques must mention the European Union's part-financing with an indication of the Cohesion Fund.*

General Provisions

-  *The Commission has the right to reduce, suspend or cancel assistance if publicity measures are not implemented;*
-  *Cohesion participation “must be fairly reflected” in publicity;*
-  *The launch of projects (once they have been adopted by the Commission) and important phases in their implementation shall be the subject of information measures, particularly in respect of regional media (press, radio and TV);*
-  *Appropriate collaboration must be ensured with the Commission office in the Member State.*

Further Examples of Logo use

Newspaper Advertising - Sample





Your Plan - Your Future

Main body text.

PROJECT FUNDED BY THE IRISH GOVERNMENT AND PART-FINANCED BY THE EUROPEAN UNION UNDER THE NATIONAL DEVELOPMENT PLAN, 2000-2006.

NATIONAL DEVELOPMENT PLAN EUROPEAN UNION
STRUCTURAL FUNDS

-  *The NDP logo, EU Logo and any other logo should appear at similar sizes.*
-  *The NDP logo, EU Logo and any other logo should appear equidistant from each other.*
-  *The text reference **PROJECT FUNDED BY THE IRISH GOVERNMENT AND PART-FINANCED BY THE EUROPEAN UNION UNDER THE NATIONAL DEVELOPMENT PLAN, 2000-2006** should feature.*
-  *The tagline **YOUR PLAN - YOUR FUTURE** should also appear on the advert. This tagline can be downloaded from the NDP website <http://www.ndp.ie>*

Logo Colours




EUROPEAN UNION
STRUCTURAL FUNDS



PMS
Reflex
Blue



PMS
Pantone
Yellow

 For more information see [Identity Guidelines for the National Development Plan Logo](#).

Typeface

 The words **EUROPEAN UNION STRUCTURAL FUNDS** are written in *Frutiger Roman*

Frutiger Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Your Plan - Your Future

NDP/CSF Information Office

15 Lower Hatch Street
Dublin 2

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E-mail: csfinfo@csfunits.irlgov.ie

Web: <http://www.ndp.ie>

<http://www.eustructuralfunds.ie>

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