

Information & Publicity

Investing in your Future

Financial Management and Control Seminars 2007-13



Ireland's EU Structural Funds
Programmes 2007 - 2013

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Presentation Overview

- Background
- EU Information and Publicity Requirements
- Appropriate Use of Logo
- Compliance & Verification



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Requirements

European Commission Regulation Information & Publicity 1828/2006

- OP Communications Plan
- Increase Public Awareness
- Inform Potential Beneficiaries
- Publish Beneficiary List - New Requirement

Department of Finance Information and Publicity Guidelines



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Role of Intermediate Bodies

State Agencies/Government Department, etc.

- Responsible for undertaking specific communications actions to support theme/project level
- Verification of compliance with Information and Publicity requirements
- Required to report communications activities to Monitoring Committees as part of theme level report on implementation



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How to comply

- Intermediate bodies/projects need to define how publicity requirements will be met
- Communications activity defined for each project
- EU requirements applied to communications actions
- Copies of all documentation retained for verification and audits



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Billboards/Publicity Signage

Billboards compulsory for:

- Infrastructure Projects whose total public costs exceed €500,000
- During implementation of work
- Logos, EU fund and tag-line 'investing in your future' to be 25% of Billboard
- Replaced by Plaque when work completed



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Commemorative Plaques

Permanent Commemorative Plaques are compulsory for:

- All projects exceeding €500,000
- Visible and of Significant Size
- Physical object, Infrastructure and Construction operations
- Logos etc. to be 25% of the Plaque



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Technical Information

- Emblem of European Union and reference to the European Union
- Reference to the fund
“European Regional Development Fund”
and the statement
“Investing in your Future”



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Technical Information (cont)

For Small Promotional Objects:

Reference to the fund i.e.

“European Regional Development Fund”
and the statement

“Investing in your Future”

not applicable



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EU Emblem



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STRUCTURAL FUNDS

- Pantone Reflex Blue surface of rectangle
(100% Process Cyan & 80% Process Magenta)
- Pantone Yellow for the Stars
(100% Process Yellow)
- ERDF Typeface Frutiger Roman



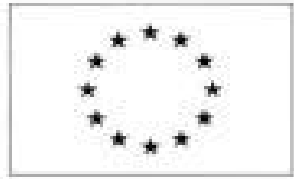
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EU Emblem



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Monochrome Reproduction

Outline the rectangle in black and print the stars in black on white



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EU Emblem

Available in the following formats:

- EPS
- JPEG
- Colour
- Black and White
- Irish and English



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Irish Structural Funds Logo

Golden Harp facing left:

- The Font is DAX Medium
 - The Colour is PANTONE 875 (Gold)
- Both logos must be used for projects that have or will receive EU Funding



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Specific Requirements

- Notification of grants
- Website – clear reference on homepage and link to Commission and BMW site (www.bmwassembly.ie)
- Information Events
- Press Releases
- Publications – clear reference on title page



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Where to use

- Billboards Plaques
- Brochures/literature
- Application Forms
- Annual Reports
- Display/Exhibition Stands
- Videos
- Advertisements
- Supplements
- Electronic format– CD-ROMs, Websites
- Offer letters, correspondence with projects/beneficiaries
- Press releases
- Launches/Awards
- Posters in centres
- Conference Material



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Compliance

- Compliance is crucial and will be examined during verification and audit visits
- Keep copies of all materials that meet requirements
- Report on actions to Intermediate Body for onward reporting to Monitoring Committees, etc.
- Photographs



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Local Media

Local Media – Key focus for promoting progress on activities



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Event Management & Media Relations

Checklist for organising events and managing the media

- Project Launch
- Official Openings
- Seminar/Conference
- Exhibition Stand/Backdrop
- Indoor/Outdoor Flags
- Press Folders, Notepads, Pens, Stickers, USB fobs
- Umbrellas, Posters



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Beneficiary List

New requirement for 2007-13 programmes arising from EU transparency initiative

- Names of operation and beneficiary
- Amount of Public Funding Allocated
- Effective from May 2007

Required information will be largely drawn from the Structural Funds IT system



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Verification Check List

Procedure	Comments	Reference Number*
Perform sample tests to ensure that publicity requirements for EU Structural Funds are adhered to:		
Was there publicity by the body concerned aimed at targeting the applicant of assistance i.e. indicated on the Grant form that it is EU Co-Financed.		
In the case of projects exceeding €500k enquire if billboards/commemorative plaques have been erected on site, view photographic evidence or perform a physical spot check if possible.		
Obtain the publicity folder and view booklets, leaflets, advertising, tender notices etc.		
View website of the relevant body where applicable		
Enquire if information events or launches were organised and view documentation relating to these events.		
Taking into account of the documentation viewed note observations and make recommendations were applicable.		



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IMPLICATIONS OF NON-COMPLIANCE

- Individual and/or systemic cases of non-compliance with information and publicity requirements can result in the withdrawal of up to 100% of structural fund support and the loss of EU funds to the Irish Exchequer.
- Government Departments/Agencies may be held accountable for any losses to the exchequer for which they are responsible.



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