



Ireland's EU Structural Funds
Programmes 2007 - 2013

Co-funded by the Irish Government
and the European Union



EUROPEAN UNION
STRUCTURAL FUNDS

Information and Publicity guidelines for EU Structural Funds 2007-2013

1. Background:

This document was prepared so that all bodies involved with European Union Structural Funds, for the funding period 2007-2013, will be in a position to comply with Article 69 of Council General Regulation 1083/2006¹ and Articles 2-10 of Commission Implementation Regulation 1828/2006². Correctly applying the EU logo and complying with the information and publicity requirements is a key element in the successful drawdown of EU funding.

The EU Structural Funds enable the European Union to demonstrate in a practical way how the European Union impacts on the everyday lives of citizens. The Structural Funds budget across the European Union amounts to €347 billion for the programming period 2007-2013 or almost 36% of the total budget of the European Union.

Over the next seven years, Ireland will receive €901m in Structural Funding. Of this, €750m is earmarked for the two ERDF co-financed Regional programmes and the national European Social Fund programme under the Regional Competitiveness and Employment objective. As was the case in the previous round, 50% of the funding is to be allocated to labour market activity funded by the European Social Fund (ESF) which equates to €375m and 50% to the European Regional Development Fund (ERDF) which equates to €375m. The regional breakdown of this sum is €458m for the BMW region and €292m for the S&E region.

The balance of €151m is for smaller Territorial Cooperation programmes, including the PEACE programme.

A National Strategic Reference Framework (NSRF) was drawn up setting out the strategy for deploying available EU funding³. Ireland's NSRF was agreed with the European Commission on the 27th of July 2007. Under the Regional Competitiveness and Employment Objective three Operational Programmes were prepared by Ireland; two Regional Operational Programmes under the European Regional Development Fund (ERDF), the Border, Midlands and Western (BMW) and the Southern and Eastern (S&E) Operational Programmes and one Human Capital Investment Operational Programme under the European Social Fund (ESF). The ERDF Operational Programmes are managed by the BMW Regional Assembly and the S&E Regional Assembly respectively. The ESF Operational Programme is managed by the Department of Enterprise, Trade and Employment.

¹ Available at http://eurlex.europa.eu/LexUriServ/site/en/oj/2006/l_210/l_21020060731en00250078.pdf

² Available at <http://eur-lex.europa.eu/JOHtml.do?uri=OJ:L:2006:371:SOM:EN:HTML>

³ As required by Article 27 of General Regulation 1083/2006.

The NSRF and ERDF Communication Plan sets out the information and publicity strategy for Ireland's National Strategic Reference Framework (NSRF) and for the two Regional Operational Programmes (OPs). It outlines how the Managing Authorities and other bodies responsible for administering and delivering the programmes will provide information on the Operational Programmes and publicise their outcomes and achievements. It should be noted that there is a separate Communication Plan for the Human Capital Investment OP which is entirely consistent with the NSRF and ERDF Communication Plan. The NSRF and ERDF Communication Plan was drawn up in accordance with the European Commission Implementation Regulation (EC) No 1828/2006, and was submitted to the European Commission within four months of the date of adoption of the Operational Programmes, on the 16th of February 2008. The NSRF/ERDF Communication Plan was approved by the Commission on the 28th of April 2008.

In relation to the programming round 2007-2013, Ireland's EU Structural Funds' logo (see section 7 for more details) and the EU flag (nominating the fund) must be used for any projects which have an EU co-funded element; failure to acknowledge and publicise the EU Structural Funds' contribution can lead to a 100% financial correction being applied by the Commission. This financial correction would lead to a loss to the exchequer. Obviously it is in Ireland's interests to adhere stringently to the information and publicity regulations to ensure no financial corrections are applied. Management verifications carried out by Managing Authorities and Intermediate Bodies will include checks on compliance with these guidelines.

Managing Authorities will include guidance on compliance with information and publicity regulations in the training seminars to be provided for Intermediate and Public Beneficiary Bodies.

The overall aims of information and publicity actions with regard to EU Structural funding 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 funds; and
- To promote an understanding of the objectives and achievements of funds/measures supported by the EU Structural Funds.

2. Promoting the support role of the EU:

The means of providing information and promoting the role of the EU Structural Funds can include⁴:

- Billboards displayed at a project site and referring to the EU contribution and featuring the EU flag (indicating ERDF or ESF). Billboards are compulsory

⁴ Please note this list is not exhaustive

for Structural Funds projects where the total public contribution to the operation exceeds €500,000;

- The beneficiary shall put up a permanent explanatory plaque that is placed at sites/projects that are accessible to the public 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 €500,000; and

(b) The operation consists of the purchase of a physical object or the financing of infrastructure or of construction operations.

The plaque shall state the type and name of the operation, the EU flag, reference to the Fund concerned and the tagline “*Investing in your future*”. For small promotional objects, the reference to the Fund and the tagline shall not apply. The information shall take up at least 25% of the plaque.

- Posters displayed on the premises of Managing Authorities, Intermediate Bodies, Public Beneficiary bodies or Beneficiaries e.g. employment agencies, vocational training centres, chambers of commerce and industry, regional development agencies. Posters should indicate the EU’s contribution and possibly the fund concerned e.g. ESF or ERDF.
- Notification of grants by the Intermediate or Public Beneficiary Body to Beneficiaries must indicate that the grant is co-financed by the EU and must specify the Fund;
- Information and communication material such as publications (newsletters, brochures, pamphlets, must contain a clear indication on the title page of the EU’s participation i.e. the EU logo. The EU logo must be the same size as the national and 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 include Ireland’s EU Structural Funds’ logo (see section 7 for more details), the EU flag, and 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 include Ireland’s EU Structural Funds’ logo (see section 7 for more details), should clearly indicate the EU contribution and make use of the EU flag on documentation and if possible the EU flag in meeting rooms; and
- 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.

Intermediate Bodies and Public Beneficiary Bodies are requested to liaise with the relevant Managing Authority Communications Officer in relation to launches and associated publicity events for the EU co-financed programmes delivered by them. (See contact details at Annex 1 attached).

3. Target groups:

The key target groups for the Communications Plan include the following;

- The General Public;
- Beneficiaries and Potential Beneficiaries (individuals, businesses, NGOs);
- Government Departments, Regional Assemblies, Regional and Local Authorities, Intermediate Bodies, Public bodies and Agencies;
- MEPs, TDs, Senators and Councillors;
- International Groups (visiting groups, parliamentary delegations and other Member State Managing Authorities);
- The Social Partners incorporating Trade Unions, Employers and Business Groups, Farming Organisations and the Community and Voluntary sector; and
- Local, Regional and National opinion formers and influencers including Journalists and the Media, Academics, Researchers and Educators.

4. Strategy and Content of Information and Publicity Measures:

The content and strategy of the communication and information measures are as follows:

- The NSRF Managing Authority (Department of Finance) will have a role in ensuring a consistent approach across OPs in relation to information and publicity measures. While the mission of the National Development Plan (NDP) Information Office in the Department of Finance is the implementation of the NDP 2007-2013 communications strategy, the Office will provide advice and expertise on the implementation and delivery of the Communications Plan;
- The information and publicity actions will be proportionate to the level of funding available;
- The Managing Authorities will have a primary role in the dissemination of publicity for the OPs and will act as a central point for information and publicity activities across the OPs. The Managing Authorities will also be responsible for organising a major publicity event annually (e.g., annual conference);
- Raising awareness of EU Regional Policy will be achieved through the promotion of the OPs;

- Awareness measures and information actions will occur at the most appropriate level so as to ensure that publicity activities are focusing at the relevant target groups;
- The Managing Authorities will fly the European Union flag for one week starting 9th of May each year, in front of their premises;
- The Managing Authorities will aim at the broadest possible media coverage using all suitable forms and methods of communication at the appropriate territorial level. It will inform the media, both nationally and locally, about the assistance part-financed by the European Union. Appropriate channels, which will result in the most cost effective promotion of the role of the European Union, will be used;
- Beneficiaries/Intermediate bodies for individual operations will be responsible for carrying out information and publicity measures for the public, relevant to the operations. In doing so, beneficiaries will apply the provisions contained in Article 8 of Commission Implementation Regulation (EC) 1828/2006 as they concern the putting up of plaques, billboards and acknowledgement of funding sources;
- Intermediate and Public Beneficiary bodies will promote the individual priorities/themes/operations for which they are responsible using the various channels at their disposal, e.g. websites, launches, sectoral publications, business/community groups, advertisements, information leaflets and selected seminars and conferences;
- Intermediate and Public Beneficiary bodies will report to the OP Monitoring Committees (as part of annual progress reports), on planned and completed information actions relating to their priorities/themes/operations and for promoting the role of EU Regional Policy where appropriate. The Managing Authorities will report on a similar basis to the NSRF Monitoring Committee annually;
- All potential information channels to promote the OPs and the EU Structural Funds Programmes will be availed of in order to achieve the overall aims of the Communication Plan in a cost-effective manner, e.g. on websites related to the OPs; and
- The dissemination of information on Ireland's EU Structural Funds Programme 2007-2013 widely through all available communication channels.

5. Where to use the EU logo:

Ireland's EU Structural Funds' logo and the EU logo must feature if a project has received EU funding to enable drawdown of EU funding. These 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/DVDs
- Websites
- Offer letters, correspondence with projects/beneficiaries
- Press releases
- Launches/Awards
- Posters

6. 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 tag-line suggested by the Commission, (Article 9 of Implementation regulation 1828/2006) and in use on numerous documents already is *“Investing in your future”*. The operation/project can also be advertised in Irish. The Irish version of “Investing in your future” is *“Ag infheistiú i do dhán”*.

This is consistent with the Irish translation of future used in the National Development Plan/Community Support Framework 2000-2006. The recommended font for this tagline is DAX Medium which is the same as used in Ireland’s EU Structural Funds’ logo.

7. How to use Ireland’s EU Structural Funds’ logo:

Ireland’s EU Structural Funds’ logo and the EU flag must be used for all projects that have or will receive EU funding. Ireland’s EU Structural Funds’ logo is a Golden Harp facing left that has the text

“Ireland’s EU Structural Funds Programmes 2007-2013 co-funded by the Irish Government and the European Union”.

The Font is DAX Medium and the Colour is PANTONE 875 (Gold). The logo can be also be used in black and white. The preferred option is in gold, which complements the EU flag.



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7.1 Official Languages Act 2003 (Section 9) Regulations 2008:

The requirements of the Official Languages Act 2003 (Section 9) Regulations 2008, have to be adhered to by public bodies when placing signage and designing stationery. Further details on the provisions of these regulations are available from the Department of Community, Rural and Gaeltacht Affairs at: www.pobail.ie.

The Irish version of Ireland's EU Structural Funds' logo is also available to use with the text:

“Cláir Chistí Struchtúracha AE na hÉireann 2007-2013 Cómhaoinithe ag Rialtas na hÉireann agus ag an Aontas Eorpach”.

The font is DAX Medium and the Colour is Pantone 875 (Gold). The logo can also be used in black and white. The preferred option is in gold, which complements the EU flag.



Cláir Chistí Struchtúracha AE na hÉireann 2007-2013

Cómhainithe ag Rialtas na hÉireann
agus ag an Aontas Eorpach



Cláir Chistí Struchtúracha AE na hÉireann 2007-2013

Cómhainithe ag Rialtas na hÉireann
agus ag an Aontas Eorpach

8. How to use the EU logo:

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. There are 3 variations of the EU logo (which may be used in relation to EU Structural Funds) one overall logo for all Structural Funds and one each for the specific funds, ERDF and ESF, which can be used in either Irish or English;

- EU Flag with the words “*European Union Structural Funds*” or with the words “*Cistí Struchtúracha AE*”.



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CISTÍ STRUCHTÚRACHA AE

- EU Flag with the words “*European Regional Development Fund*” or with the words “*Ciste Forbraíochta Réigiúnaí na hEorpa*” or “*Ciste Forbartha Réigiúnach na hEorpa*”.



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- EU Flag with the words “*European Social Fund*” or with the words “*Ciste Sóisialta na hEorpa*”.



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8.1. 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 of stars is invariable at 12.



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8.2 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.

- The emblem is upside down.



- The stars are not upright.



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



8.3 Single Colour Reproduction:



If only black is available, outline the rectangle in black and print the stars in black and white.



In the event that blue is the only colour available (it must be Pantone Reflex Blue), use it 100% with the stars reproduced in negative white and the field 100% blue.

8.4 Reproduction on a colour background:



The emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue. If there should be no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25 of the height of the rectangle.

9. Using the EU flag with the other logos:

For projects/schemes, which are EU co-financed, the EU flag and Ireland's EU Structural Funds' logo must feature on any publicity and information material produced. The National Development Plan (NDP) logo **should not** be used for co-financed operations.

In terms of size, the EU logo shall be the same size as Ireland's EU Structural Funds' logo and that of any other logo(s) featured.

Both logos should be of equal size and should not be smaller than a minimum size of 26mm in horizontal width. If used horizontally Ireland's EU Structural Funds' logo should be placed on the left, followed by the EU logo in the centre, followed by the Department, Regional Assembly or Agency's corporate logo on the right. If used vertically Ireland's EU Structural Funds' logo should be placed on the top, followed by the EU logo in the centre, followed by the Department, Regional Assembly or Agency's corporate logo on the bottom. The full range of logos, in Irish and English, colour and monochrome, in JPEG and EPS (Encapsulated PostScript) format are available from the Managing Authorities' websites.

The tag-line "Investing in your future" should be placed underneath the other logos if possible.

Sufficient 'breathing spaces' between logos should be utilised to enhance the visual appearance of publications and signage.

10. Promoting your event and 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. The following publicity actions will provide the opportunity to promote the EU's contribution to your project:

Signage and 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 and Managing Authority representatives should 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 coordinators 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 websites of the Managing Authorities are updated regularly. It is the responsibility of local implementers to ensure that their information is published on these central websites, in addition to developing and maintaining their own websites.

11. Where to get Ireland's EU Structural Funds' logo and the EU logo:

Ireland's EU Structural Funds' logo and the EU flag are available to download from the Managing Authorities websites: www.bmwassembly.ie, www.seregassembly.ie, www.esf.ie and on www.eustructuralfunds.ie

12. Important points to note:

All measures or projects in receipt of EU funding must display Ireland's EU Structural Funds' logo and the EU logo on all signs and on all advertisements, information and publicity material. In addition to the logo, the appropriate fund/s can also be mentioned, with the tagline "*Investing in your future*" or if used in Irish the correct logo and tagline to be used (see sections 7 and 8).

Ministerial speeches in relation to projects/schemes should include appropriate reference to the EU Structural Funds. Where projects are co-financed by the EU, Ireland's EU Structural Funds' logo and the EU logo must be displayed and given similar visibility with respect to size, location and format as outlined above. Commission and Managing Authority officials should be issued with invitations to publicity events, project launches, etc.

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

Annex 1: Contacts

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