



European Union

European Regional
Development Fund
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INTERREG IVA Programme

Guidance Note on Information and Publicity G5/IIVA

1.0 General

- 1.1 Section 1, Information and Communication of European Commission Regulation (EC) No 1828/2006 requires the Special EU Programmes Body (SEUPB), as INTERREG IVA Managing Authority, to ensure that operations and projects that have received funding through the INTERREG IVA Programme acknowledge this support on all publicity.
- 1.2 The term 'operation' refers to all elements of a single application. The term 'project' refers to the elements comprising the 'operation', which may also be referred to as themes or actions.

2.0 Recognition of European Union Funding

- 2.1 Every operation and project is required to recognise the part-financing of their activities by the European Union's European Regional Development Fund (ERDF). The Managing Authority will provide guidance for billboards, commemorative plaques and recruitment and public notice advertisements which should be used by all operations and projects. Full details of how and where EU logos should be used are contained in the Information and Publicity Guide available from SEUPB's Communications Team (contact details below).
- 2.2 The cost of publicity materials and events which do not display the appropriate recognition of European Union and ERDF support for the operation/project is not

eligible for EU funding. Versions of the logo which properly recognises the European Union's support can be downloaded from

<http://www.seupb.eu/media/logos/programmeslogos.aspx>

2.3 The ERDF logo has been created using the colours defined in the regulation:

- 'Pantone Reflex Blue' for the surface of the rectangle, and
- 'Pantone Yellow' for the stars.

3.0 List of beneficiaries

3.1 The Managing Authority will publish a list of all beneficiaries on the SEUPB website and other websites. Acceptance of ERDF funding implies agreement to being included in the list of beneficiaries. This list will not be limited to lead partners/beneficiaries. Information on Lead Partners will be published first and information on the projects in each operation will be added at regular intervals to provide a comprehensive list of final beneficiaries.

3.2 The name of the operation and its projects should be in a form which facilitates the understanding of the nature of the operation and project. A summary of the objectives and contact details of the operation and project will be included together with links to relevant web pages and news on operation and project progress and news. The following financial information will be listed for each beneficiary:

- Amounts committed to the operation/project.
- Total amounts effectively paid at the end of an operation/project.

4.0 The Lead Partners' responsibilities

4.1 The Lead Partner should prepare a Communication Plan as part of the application, otherwise the application will be deemed incomplete. The Communication Plan should detail how potential/actual beneficiaries, the public and other stakeholders will be made aware of the European Union's contribution to the operation and project activities. Further information on the contents of a Communication Plan is provided

below in section 7 and the SEUPB Communications Team will assess the suitability of the plan and approve the communication strategy.

- 4.2 The Lead Partner should ensure that they have sufficient budget to meet the information and publicity obligations of their operation and the projects for which it is responsible. The Communication Plan should demonstrate that the planned publicity and information activities are appropriate and proportionate to the size of the operation and its projects. The Lead Partner has the designated responsibility to ensure that all elements of its operation adhere to the appropriate and proportionate information and publicity requirements which are relevant to the size of the project. Minimum requirements are:

Communications Lead

- All projects should identify at least one member of staff with responsibility for all publicity and information activities (we shall refer to this person as the Communications Lead).
- Each Lead Partner's Communications Lead, or their representative, should attend all Communication Network meetings/Information and Publicity Workshops held by the Special EU Programmes Body.

Publicity – general requirements

- The Lead Partner must use appropriate publicity and information measures to ensure that those taking part in the operation or project, and the general public, are aware of the role of the European Union's ERDF in financing the operation or project.
- A proportionate and appropriate media event/publicity opportunity to mark both the commencement and closure of all operations and projects should be arranged.
- Ensure that press releases are issued by each project on at least three separate occasions over its lifetime, unless inappropriate to do so.
- A regularly updated webpage per project, ideally hosted on the website of the Lead Partner or equivalent, should be developed. Websites/pages must include the correct use of logos as specified in the Information and Publicity Guide produced by the SEUPB. There should also be a link to the SEUPB website (www.seupb.eu) from these pages.

- The Lead Partner should distribute a newsletter/e-zine with updates of the progress of projects and key events at least twice a year to identified stakeholders.
- Any related documents, including any attendance record or certificates, should include a statement to the effect that the operation or project was co-financed by the European Union's ERDF as laid out in Article 8.4 of Commission Regulation EC 1828/2006.

Infrastructure projects – additional requirements

- Any infrastructure or construction project with total public contribution exceeding €500,000 (approximately £345,000 – this sterling equivalent is only set as a guide and the exchange rate on the relevant date should be used – www.x-rates.com) must erect a billboard during the implementation of the project. The requirements for the billboard are specified in the Information and Publicity Guide produced by the SEUPB to ensure compliance with Articles 8 and 9 of Commission Regulation EC 1828/2006.
- Any project with total public contribution exceeding €500,000 (approximately £345,000 as detailed above) and involving infrastructure, construction or the purchase of a physical object must also erect a permanent explanatory plaque within six months of completion of the project. The requirements for this plaque are specified in the Information and Publicity Guide produced by the SEUPB to ensure compliance of Articles 8 and 9 of Commission Regulation EC 1828/2006.

Monitoring

- To enable the Managing Authority to effectively report on information and publicity activities, the Lead Partner should monitor and evaluate information and publicity activities and provide quarterly reports, within the project progress report, to the SEUPB Communications Team on:
 - i. How projects have met eligibility criteria with specific reference to the acknowledgment of EU contribution.
 - ii. Copies of all press releases and publications issued by an operation or project.
 - iii. The range of information and publicity measures undertaken to communicate with all identified stakeholders.
 - iv. An updated Communication Plan.

5.0 The Intermediate Body responsibilities

5.1 The Intermediate Body (the SEUPB's Joint Technical Secretariat) has certain responsibilities with regard to information and publicity measures related to the joint Communication Plan for the INTERREG IVA and PEACE III Programmes. The SEUPB Communications Team will have responsibility for all information and publicity activities and will perform this duty for the JTS. In summary, these are:

- Attending all Communication Network meetings/Information and Publicity Workshops held by the Special EU Programmes Body.
- Attending and participating in all road shows targeted at potential beneficiaries undertaken by the Special EU Programmes Body.
- Agreeing all press releases issued by the Intermediate Body in relation to INTERREG IVA.
- Maintaining a log of all media enquiries and the responses provided.
- Assessing the communication plans and budgets of all applications for funding against a checklist provided by the Managing Authority.

6.0 Sharing Good Practice – Communications Network

6.1 In line with Article 10 of European Commission Regulation (EC) No 1828/2006, SEUPB will form a Communications Network for those who have been designated as the Communications Lead for operations and projects. The Communications Network will share good practice and contribute to activities of regional, national and European Commission networks. Operations and projects should advise the SEUPB Communications Team as early as possible of outstanding achievements which can be used by the European Commission to demonstrate the achievements of the programmes and the benefits brought to citizens. A template of the information required by the Commission will be provided by the Managing Authority.

6.2 The Communications Network will also identify any information and publicity issues requiring clarification.

7.0 Further Information

7.1 The SEUPB's joint Communication Plan for the INTERREG IVA and PEACE III Programmes is available from the Communications Network section of the Members Login area of www.seupb.eu. Access to this section will be provided to the persons designated as Communications Leads. Requests for access should be made to the SEUPB Communications Team. An Information and Publicity Guide and Information and Publicity Tool-kit has also been developed and will also be available.

7.2 Developing a Communication Plan

The Communication Plan should include information on:

- WHO - the target groups to which you want to get your messages and the persons responsible for implementing the information and publicity measure.
- WHY - the aims of the different project activities.
- WHAT - the strategy and content of the information and publicity measures you intend to take.
- HOW – how you will communicate your messages to the different stakeholders such as potential beneficiaries, actual beneficiaries and the public.
- WHEN - an indicative timeframe for the different activities. Starting early with your Communication Plan will be a great help. Be pro-active!
- EVALUATION - an indication of how you will evaluate the information and publicity measures and the visibility and awareness you have created of the project and the EU in funding for the project.
- TIME RESOURCES - an indication of the time needed to implement the activities.
- BUDGET – an indication of financial resources needed to implement the activities in the Communication Plan.

The proposed template for the Communication Plan can be accessed on the [SEUPB website](#) for information.

7.3 For further clarification and support contact:

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