

Guidelines on publicity requirements for approved operations

Since communication is vital not only for the visibility of the INTERREG IIIC programme but, given the nature of the programme, also to the success of each and every operation, **we expect our Lead Partners and Partners to be pro-active in communicating their activities and results** to their regional and wider European audiences and making sure that the information content can be clearly understood.

From a global viewpoint, you and your partners are part of the team working for the success of the Structural Funds. Information and publicity about assistance from the Structural Funds is intended to increase public awareness and transparency regarding the activities of the European Union and create a coherent picture of the assistance concerned across all Member States.

These guidelines will inform you about the publicity requirements for you and your partners involved in an INTERREG IIIC operation, i.e. about why and how you are required to publicise the Union's participation in your operation.

1. Basic principles

The two main imperatives to be followed in implementing information and publicity measures at operation level are:

- To disseminate the good practices identified, the activities implemented and the results achieved in order to stimulate the multiplier effect for the realisation of similar actions;
- To ensure transparency in the use of public funds assuring the public that EU funds have been put to good use.

2. Legal Base

All information and communication activities shall be implemented in compliance with the provisions of:

- Commission Regulation (EC) No. 1159/2000 *on information and publicity measures to be carried out by the Member States concerning assistance from the Structural Funds (OJ L130 of 31.05.2000)*
- Council Regulation (EC) No. 1260/1999, Article 46 *laying down general provisions on the Structural Funds (OJ L161 of 21 June 1999)*

These regulations establish communication as a core task, strategically as important as other programme or project management activities. They state that communication measures should be programmed, structured, reported and evaluated and define obligations for the programme authorities and project-level bodies.

These regulations are available for download at
<http://www.interreg3c.net/sixcms/detail.php?id=286>



3. Technical Rules

3.1. Publications

"Publications (such as booklets, leaflets and newsletters) about regional assistance part-financed by the Structural Funds shall contain a clear indication on the title page of the European Union's participation and, where appropriate, that of the Fund concerned as well as the Community emblem..." (Reg. 1159/2000).

This means, in practice, that **any relevant documentation of your operation** (meeting documents, posters, brochures, press releases, website, calls for tender, newsletters, etc.) **should display on their *title page***:

- The EU emblem including either of the following texts:
 - "Project part-financed by the European Union"
 - "Project part-financed by the European Union (European Regional Development Fund) within the INTERREG IIIC Programme".
- The INTERREG IIIC (main) logo

3.2. Websites, Databases, Audio-Visual material

"In the case of information made available by electronic means, the principles set out above shall apply by analogy." (Reg. 1159/2000)

Operation websites must include the following references:

- **Mention the contribution of the European Union** (EU emblem including the text "Project part-financed by the European Union") and that of the Fund concerned (INTERREG IIIC main logo) at least on the home page;
- **Include a *hyperlink* to the INTERREG IIIC website** (<http://www.interreg3c.net>) as well as to the official website of DG Regional Policy (<http://europa.eu.int/inforegio>)

3.3. Events and related documentation

"The organisers of information events such as conferences, seminars, fairs and exhibitions in connection with the implementation of operations part-financed by the Structural Funds shall make the Community contribution to these assistance packages explicit by displaying the European flag in meeting rooms and using the Community emblem on documents." (Reg. 1159/2000)

This means that for every event you organise, whether public or a closed working meeting, the EU flag should be on display. Equally, all documents related to the event must also carry the aforementioned logos.

4. Logos

4.1 The official EU emblem



The official EU emblem is available for download at http://europa.eu.int/comm/regional_policy/sources/graph/embleme_en.htm

There you'll find the EU emblem in *.jpg format (for MS Office documents) and in *.eps format (for printed material like brochures, posters etc.).

More information on the graphic requirements of the EU in conjunction with usage of the EU emblem can be found here: http://europa.eu.int/abc/symbols/emblem/graphics2_en.htm

4.2. The EU emblem including the text "Project part-financed by the European Union"



Different language versions are available at http://europa.eu.int/comm/regional_policy/sources/graph/panneau_en.htm

These logos should be placed in the upper or lower left or right corner of the title page (Website: home page).

4.3. The INTERREG IIIC logo

The INTERREG IIIC Programme has five different logos, one main logo, relevant for all four programme zones, and four zone-specific logos.



Please use the INTERREG IIIC main logo for all your publications and website!

Logos are available for download on the INTERREG IIIC website at: <http://www.interreg3c.net/sixcms/detail.php?id=285>

The logos are available in *.jpg and *.eps format. If you need a different format, please contact your Joint Technical Secretariat (JTS).

4.4. Logo of the operation

The Regulation does not request a specific logo of the operation. Nevertheless, it is highly recommended to do so in order to improve the communication related to your operation and create an easily recognisable identity for your activities.

5. Provisions laid down in the Subsidy Contract

Independently of your and your partners' joint efforts to inform your target groups and the general public about your operation, **the JTS has the right to publish certain information about your operation, including parts of your progress reports.** This is based on what is laid out in the subsidy contract. The subsidy contract's § 6 sums up the publicity requirements in the following way:

1. Unless the MA requests otherwise, any notice or publication by the operation, including at a conference or a seminar, must specify that the operation has received a subsidy from the programme funds as defined in § 1 No 1 within the framework of the Community initiative programme INTERREG IIIC North Zone. Commission Regulation (EC) No 1159/2000 of 30 May 2000 on information and publicity measures to be carried out by the Member States concerning assistance from the Structural Funds must be observed.
2. Any notice or publication by the operation, in whatever form and on or by whatever medium, including the Internet, must specify that it reflects the author's views and that the MA is not liable for any use that may be made of the information contained therein.
3. The MA shall be authorised to publish, in whatever form and on or by whatever medium, including the Internet, the following information:
 - a) The name of the LP and its partners,
 - b) The purpose of the subsidy,
 - c) The amount granted and the proportion of the total cost of the operation accounted for by the funding,
 - d) The geographical location of the operation,
 - e) Progress reports including the final report,
 - f) Whether and how the operation has previously been publicised.

6. Reporting and Monitoring

Reporting on information and communication activities is clearly a regular part of every operation's reporting duties and will be monitored by the JTS and Managing Authority. It is important for every operation to publish relevant information in a timely and comprehensible manner and to make the results of your work available to other interested regions and a wider public.

You are also encouraged to communicate to the JTS your publicity plans, press releases, brochures, any other publications, published articles, your web address as well as user statistics (hits), statistics on target audiences reached (e.g. through events or mailings), etc. Such pro-active reporting will make it easier for the responsible programme bodies to monitor whether you fulfil your responsibilities with regard to information and communication.

7. Summing up

The two main imperatives to be followed in implementing information and publicity measures at operation level are:

- to disseminate the results achieved and the good practices implemented in order to stimulate the multiplier effect for the realisation of similar actions;
- to ensure transparency in the use of public funds.

The costs for information and communication (called "Promotion costs" in the Application Form) will be co-financed only if the guidelines are followed up.

8. For more information

If you have any questions related to information and communication, please contact the communication officer of your JTS:

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Or visit the Programme's website at

<http://www.interreg3c.net/sixcms/detail.php?id=1344>.

DG Regio has dedicated a special website to Structural Funds communication issues, including a "**Practical Guide to Communication on the Structural Funds 2000-2006**" as well as examples of best practices in information and publicity, which we warmly recommend to every Lead Partner and Partner in an INTERREG IIIC operation.

To access this site simply point your browser to:

http://europa.eu.int/comm/regional_policy/country/commu/guide_en.htm.