

EU STRUCTURAL FUNDS PUBLICITY GUIDELINES

AN ONLINE GUIDE FOR BUILDING SUSTAINABLE PROSPERITY (BSP) FUNDED PROGRAMMES.

INTRODUCTION

This information has been produced to help projects part financed by the European Union (EU) Structural Funds BSP Programme to meet EU publicity requirements. Commission Regulation 1159/2000 provides full guidelines on the information and publicity measures to be carried out in relation to activities supported by the EU Structural Funds. This is a summarisation of the Regulation.

THE OVERALL AIMS OF BSP PUBLICITY

- To inform applicants, general public and potential beneficiaries of the availability of EU Structural Funds and BSP.
- To highlight and promote the role played by the European Union and the BSP Programme in supporting the development of Northern Ireland.

All projects and beneficiaries of the Building Sustainable Prosperity Programme **MUST** promote the funding programme and comply with the 1159/2000 regulations.

Regulations available at
http://europa.eu.int/comm/employment_social/esf2000/regulations/i_p/en.pdf

SIMPLE WAYS OF PROMOTING THE BSP PROGRAMME IN N. IRELAND.

PUBLICATIONS (E.G. BOOKLETS, NEWSLETTERS, LEAFLETS)

Clear indication (on the title page) of the European Union's participation must be given in all publications and where appropriate, the Fund concerned. The BSP Logo and the EU Community logo **must** also be used in the publication.



European Union
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ELECTRONIC INFORMATION (E.G. WEBSITES, AUDIO-VISUAL MATERIAL)

The principles for publications should be applied. For websites in particular, the contribution of the European Union, and if appropriate the Fund concerned, must be recognised on the home page, along with the BSP logo. Also hyperlinks to the following websites should be included within any site:

<http://www.europe-dfpni.gov.uk>

<http://europe.eu.int>



INFORMATION EVENTS

Conferences, seminars, fairs and exhibitions **must** display the EU emblem and BSP logo in meeting rooms and also on any documents and display stands.



INFORMATION FOR BENEFICIARIES

It is essential to make beneficiaries aware that they are participating in an activity part-financed by the European Union. This is particularly important for beneficiaries of training schemes and employment measures.

- State the European assistance in letters to beneficiaries
- Use the EU emblem and BSP logo on printed literature.
- Display the EU emblem and BSP logo in the room where people are being trained

The Managing Authority can supply a selection of merchandise with the BSP logo.

BILLBOARDS

Billboards must be erected for Structural Funds projects with a total cost of over €3 million (€ 500,000 in the case of FIGF).

Billboards must be of a size that is appropriate to the scale of the operation and may either reflect all sources of finance or may just show European support. The billboard **must** incorporate the EU emblem and the BSP logo, which must be clearly visible to the general public.

The section of the billboard showing EU support must meet the following criteria:

- It must take up at least 25% of the total area of the billboard.
- It must show the EU Community logo and the wording 'PROJECT PART-FINANCED BY THE EUROPEAN UNION'.
- The logo must be presented in accordance with the current specifications.
- The lettering used to indicate EU support must be at least the same size as the lettering for other funders, although the typeface may be different.
- The billboard must be removed not later than 6 months after completion of the work and replaced by a permanent commemorative plaque.
- The BSP logo must be clearly visible on the billboard.



COMMEMORATIVE PLAQUES

Permanent commemorative plaques should be placed at sites accessible to the general public, which represent projects part financed by the Structural Funds.

Physical investments in commercial premises must have a plaque in place for at least 1 year.

The plaque must show the EU emblem and the BSP Logo. Wording should reflect the contribution from the Union.

LAUNCHING A PROJECT

The launch of a project should be attended by a senior minister or local public representatives, and the local media. An EU representative and the European Division Publicity Officer should also be invited to the launch of EU funded projects.

DESCRIBING THE STRUCTURAL FUNDS

Wherever possible you must acknowledge EU support and the Fund concerned. It is desirable that the following descriptions of the tasks of each of the Funds are included:

EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF)

- Helping to reduce the gap in development between the Community's regions.

EUROPEAN SOCIAL FUND (ESF)

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

EUROPEAN AGRICULTURAL GUIDANCE AND GUARANTEE FUND (EAGGF)

- 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.
- Helping to keep thriving communities in rural areas.
- Preserving and improving the environment, the landscape and the rural heritage.

FINANCIAL INSTRUMENT FOR FISHERIES GUIDANCE (FIG)

- 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.

CURRENT SPECIFICATIONS FOR THE EU EMBLEM



REPRODUCTION ON A COLOUR BACKGROUND

Preferably, the symbol should be placed on a white background. Avoid a wide variety of colours and in particular, those which do not complement the blue. In situations where it is impossible to avoid a colour background, the rectangle should be encased in a white border, the thickness of which is equal to one twenty-fifth of the height of the rectangle.



REPRODUCTION IN WHITE AND BLUE

Reflex blue should be used and the stars placed in white.



REPRODUCTION OF DOCUMENTS IN BLACK AND WHITE

In this case the flag should be depicted as black stars on a white background.

Further guidelines on the EU emblem specification can be found at http://europa.eu.int/comm/regional_policy/sources/graph/embleme_en.htm

EU EMBLEM COLOURS

PANTONE REFLEX BLUE for the background, PANTONE YELLOW 2C for the stars.

The Logo can be downloaded by going to the downloads section on our website, or alternatively we can supply a CD-Rom with the logo in various formats. See our contact details below.

USING THE EU EMBLEM WITH THE BSP LOGO

The EU emblem shall be the same size as the BSP logo. The words European Union shall be placed below the EU emblem with the words Structural Funds placed below European Union.



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POINTS TO NOTE:

- Abbreviations must not be used without the full names of the Funds. e.g. 'EUROPEAN UNION European Regional Development Fund, ERDF'
- If you choose to mention European Division, DFP, it must be made clear that DFP did not award the grant, but rather administers EU Structural Funds in Northern Ireland on behalf of the European Commission. Please use our full name rather than the abbreviated form (EUD).
- Media coverage is virtually free – Produce a good press release and mention the contribution of EU Structural Funds and the Building Sustainable Prosperity programme.
- Posters are a cheap and easy way to publicise European Funding.
- A small amount of expenditure is built into projects to cover costs for publicity.
- Projects will be monitored to ensure these regulations are adhered to.
- We are here to help. Please don't hesitate to contact us.

CONTACT US

HELPDESK

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WRITE TO :

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Dundonald
BT16 1US

WEBSITE

www.europe-dfpni.gov.uk