

Baltic Sea Region INTERREG III B Neighbourhood Programme IIIA Priorities North and South

INFORMATION AND PUBLICITY

Guidelines to Projects

These Guidelines are designed to explain Programme requirements on information and publicity to the managers of approved INTERREG III A projects. The Guidelines should serve as advice and information source to both, project Lead Partners and project partners.

BSR INTERREG Programme and the IIIA Priorities are financed from European Union, the European Regional Development Fund (ERDF) and Tacis fund. Having received the funding from the Programme, project must acknowledge and promote this.

1. Main Objectives of the Information and Publicity Activities

The two main objectives of the information and publicity activities at project level are:

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

2. Legal Basis

2.1. Projects, that are funded by ERDF

All projects must comply with the publicity and information requirements laid down in *Commission Regulation (EC) No. 1159/2000 of 30 May 2000*.

European Commission has also published a Practical Guide to communicating on the Structural Funds 2000-2006, which can be used as a tool in establishing and implementing the information and publicity strategy on project level.

Apart from the above documents, requirements towards the projects are also included in the *Subsidy Contract* concluded between the Managing Authority of the Baltic Sea Region INTERREG III B Programme, Investitionsbank Schleswig-Holstein, and the Lead Partner of each project. In particular *Paragraph 6* of the Subsidy Contract stipulates

Unless the IB requests otherwise, any notice or publication by the project, including at a conference or a seminar, must specify that the project has received a subsidy from the programme funds. In all occasions the Community emblem or the European flag is being used, the logo of the CIP must also be used.

Any notice or publication by the project, in whatever form and on or by whatever medium, including the Internet, must specify that it reflects the author's views and that the IB is not liable for any use that may be made of the information contained therein.

We recommend to use "This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of < the beneficiary > and under no circumstances can be regarded as reflecting the position of the European Union"

The Investitionsbank (Managing Authority) 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 project accounted for by the funding,
- d) the geographical location of the project,
- e) progress reports including the final report,
- f) whether and how the project has previously been publicised.

2.2. Projects, that are funded by ERDF and Tacis

Please note, that in case of joint projects, which are financed from ERDF and Tacis, projects have to follow Commission Regulation (EC) No. 1159/2000 of 30 May 2000, EU Visibility Guidelines for External Actions, ERDF Subsidy Contract and Tacis Grant contract and general Programme requirements.

The use of *Visibility Guidelines for External Actions* is recommended for all contractors and/or implementing partners in fulfilling the visibility requirements of actions funded by the EU Tacis programme. In all cases the provisions of specific contracts and financing agreements prevail. The guidelines are available here:
http://europa.eu.int/comm/europeaid/visibility/index_en.htm

Additionally to the above documents, requirements towards the projects financed by Tacis are also included in the *Tacis Grant contract* concluded between the European Community, represented by the Commission of the European Communities, and the Partner of each project. Visibility requirements are set in the Grant Contract (for Tacis part of the Project) ANNEX II "General Conditions applicable to European Community-financed grant contracts for external actions" Article 6 – Visibility.

3. Implementation at project level

It is advised that already in the project planning phase each project develops a Communication Strategy and Plan for the project involving all partners. The strategy and Plan should target both, beneficiaries of the project and wider public and involve all partners in publicity and information activities.

When designing and implementing the strategy partners are advised as much as possible to use the existing resources, tools and channels available in their institutions, e.g. information specialists, websites, Newsletters etc.

For larger and more complex projects it is advised to devote to information and publicity activities a separate Work Package.

Examples of information and publicity activities include but are not limited to: press releases, inserts in newspapers, TV shows, press conferences, web pages, marketing and information materials, other types of publications, visual displays and signs, etc.

The Guidelines also apply to meetings and events.

Costs of the information and publicity activities are eligible for co-financing from Programme funds; however, only if the respective EU legislation and the provisions of the Subsidy Contract have been followed. A separate Budget Line 6 "Promotion costs" to reflect those has been included in the Application Form.

4. Use of Logos

Use of the EU and the Baltic Sea Region INTERREG III B Programme logo is obligatory on all project outputs, information materials and tools produced within the framework of the co-financed project.

Use of the EU and Programme's logo is also obligatory when using any other emblem (like project's or partner's own logo).

The EU emblem and Programme's logo should be at least the same size as the other emblems being used.

4.1. EU logo

The Union's image is represented graphically by the European flag and should be accompanied by the words "European Union" written in full.

The different versions of the EU emblem can be downloaded from http://europa.eu.int/comm/regional_policy/sources/graph/embleme_en.htm



logo

4.2. INTERREG



The Programme logo is available for download at <http://www.bsrinterreg.net/toimplement.html>

5. Reference Note

The two versions of the reference note to be included in the publications and displayed on visual aids and materials are:

[project/event/activity/purchase/building/etc.] is part financed by the European Union Community Initiative "Baltic Sea Region INTERREG III B Neighbourhood Programme"

OR

[project/event/activity/purchase/building/etc.] is part financed by the European Union Community Initiative INTERREG

6. Information Tools

6.1. Websites

The information about project activities has to be published on the partners' websites. Project related websites must contain reference to the contribution from the Programme and hyperlinks to other related websites, such as the websites of the DG Regio, INTERREG IIIA Priorities and the EU Neighbourhood Programme.

A reference note shall be included at the beginning of website: on its home page. The website may also draw attention to the Union's participation on other pages.

In case website only contains an article about the project, the visual logos and reference note shall be published in the same window as the article.

6.2. Publications and other Written Materials

Publications (such as booklets, leaflets, newsletters etc.) and other written materials, including articles and press releases, must display:

1. the EU flag and Programme logo
2. the reference note on the cover page.

Would project chose to design its own corporate identity (letterheads, business cards, presentation templates, etc.) it must at least include the logos of the EU and the Programme.

6.3. Events

The organisers of information events such as conferences, seminars, fairs and exhibitions in connection with the implementation of operations part-financed by the INTERREG programme should display the EU flag and Programme logo in meeting rooms and on documents or presentations.

6.4. Purchases

With regards to equipment or any other purchases from the Programme funds, it is advised to attach to it stickers with EU flag, Programme logo and the reference note. In case many small items are purchased in the framework of the project, it is advised to put a poster or sign in the room, institution or site for which the purchase has been made. On the souvenirs like T-shirts, bags etc, the logos and the reference note shall be printed.

6.5. Investments

According to the EU legislation, billboards shall be erected on the sites of projects involved in part-financed infrastructure investments whose volume exceeds 3 million EUR. Such billboards shall include a space reserved for the indication of the European Union's contribution. In the case of physical investments in commercial business premises, commemorative plaques shall be installed for a period of one year.

As there are no compulsory requirements set by EC legislation for projects <3 million EUR, we would like to advise to use the visual signs on the building sites and the plaque / poster containing the reference note.

For further information please contact:



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