



National Publicity Requirements

European Regional Development Fund (ERDF) Programme 2007–2013

Version 2: 6th July 2012

Introduction to the Requirements

The European Regional Development Fund Programme allocates funding to different regions throughout the European Union to boost economic development in less prosperous areas.

To help promote and publicise the impact that the funds are having, strict publicity requirements have been set by the European Commission which must be followed by anyone developing and delivering projects, or managing the Programme.

Meeting the publicity requirements set by the Commission is part of the formal Funding Agreement, and failure to publicise the European Regional Development Fund support could result in projects having to repay grant. This has happened in the past, so meeting the publicity requirements should be taken very seriously.

The European Commission's rationale for its publicity requirements are explained in paragraphs 2 to 4 of its Implementing Regulation 1828/2006 and the detailed requirements for projects part financed by the Fund is found in Articles 8 and 9. The regulation is available from the European Commission's website at http://ec.europa.eu/regional_policy/information/legislation/index_en.cfm.

This document has been developed by the Department for Communities and Local Government to explain the publicity requirements set by the European Commission to anybody involved in the development, delivery and management of projects part financed by the European Regional Development Fund. It reflects the relevant Regulations and their interpretation and application in the outcomes of project and Programme audits.

The document states the minimum publicity requirements which must be followed by projects which have received funding through the European Regional Development Fund and whose Funding Agreements date on or after 1st April 2012. Projects contracted prior to this date should contact their local Programme Delivery Team to discuss separate requirements.

Using the Logo

The European Union logo is the primary visual representation used for the European Regional Development Fund Programme and one of the most important communication tools. It is mandatory that it is used and applied correctly, prominently and consistently on all publicity materials and project documentation produced by a project supported by the Fund.

The Rules

The logo consists of a number of key elements which must be used:

- The standard European Union emblem
(Twelve five-pointed gold stars in a circle on a blue background)
- Reference to the European Union
- Reference to the European Regional Development Fund
- The statement 'Investing in your future'

The Versions

There are two logo options in colour and black and white which can be used to suit your document.

Option 1 – Landscape:



Option 2 – Portrait:



Selecting the Version

The preference is to use the colour version of the logo however we understand that sometimes this is not an option.

If any part of the material is produced in colour, then you must use a full colour version of the logo with the standard colours:

- Pantone Reflex Blue – 100% process cyan and 80% process Magenta
- Pantone Yellow – 100% process yellow

If the material is printed only in black (on a white background) then you have the option of using the black and white version of the logo.

Background Colour

The logo works best in colour on a white background. However if it appears on a coloured background the black text of the logo may be hard to read. In those cases it is permitted to change the text to white to improve clarity. The important thing to remember is that the background should be uncluttered and provides enough contrast to ensure clarity. See Page 9 for an example of the use of this logo on a publication.

Location and Size

The logo should be placed in a prominent and suitable position, on all materials. If used alongside other funders logos as acknowledgements, then the ERDF logo has to be of an equivalent size and appropriate to the scale of the material and documents being used.

As a minimum, the logo, including the emblem and the wording, should be used at 40mm width (landscape logo) and 25mm height (portrait logo).



40mm



25mm

For use on small items such as business cards or promotional items, the logo can be made smaller and just include the EU emblem and reference to the European Union.

There are separate size requirements for use of the logo on plaques and billboards – see separate section for details.

Clearance Zone

To prevent any visual interference the logo must be positioned in its own clear space, standing apart from other images, text and logos, and should not be placed immediately against a document edge. The clear space surrounding the logo depends on the size of the logo used and should not be less than the letters 'EU' in the word 'EUROPEAN'. The visuals below are based on the minimum size requirements:



Incorrect Logo Use

The ERDF logo must not be stretched, squashed or reproduced in colours other than those stated in these guidance. Nor should it be reproduced in a different typeface or be rotated. The standard typeface to be used is Arial. When resizing the logo you must ensure that it stays in proportion and does not become distorted.



YOU MUST use Arial typeface



DO NOT distort the logo when resizing.



DO NOT rotate the logo.

Billboards

Billboards must be erected on the sites of projects where infrastructure or construction projects are being financed by the European Regional Development Fund and the total public contribution to the project exceeds €500,000.

Billboards must be erected at the start of the work, be of a size appropriate to the scale of the operation and include a space reserved for the ERDF logo as acknowledgement.

When the project is completed, the billboard should be replaced by a permanent plaque within 6 months. See details for plaque requirements.



Billboards must include the following information:

- Name of the project
- Display the ERDF logo

The information above should take up at least 25% of the total billboard size



Plaques

Projects are required to put up a permanent plaque in an appropriate visible place and ideally accessible to the general public, no later than six months after completion of the project. This is applicable where the total public contribution to the project exceeds e500,000 and the project consists in the purchase of a physical object or in the financing of infrastructure or of construction projects.

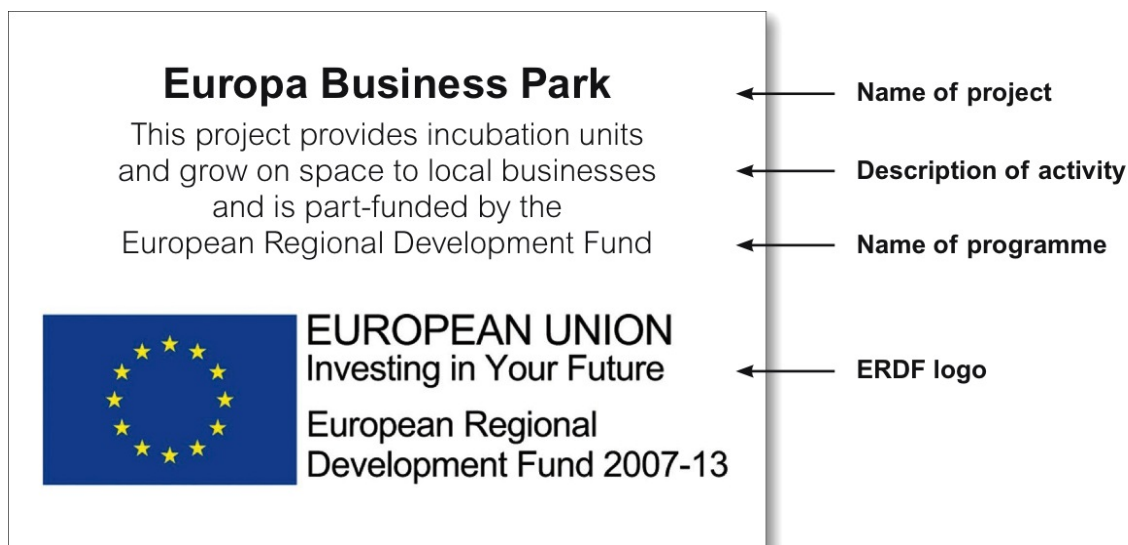
Plaques should be of a significant size and include a space reserved for the European Regional Development Fund logo as acknowledgement of the role played by the fund in part-financing the project.

Plaques must include the following information:

- Name of the project
- Name of the Programme: 'European Regional Development Fund'
- Description of the activity supported by the project
- Display the full ERDF logo

The information above should take up at least 25% of the total plaque size.

Below is an example to show how the requirements could be presented.

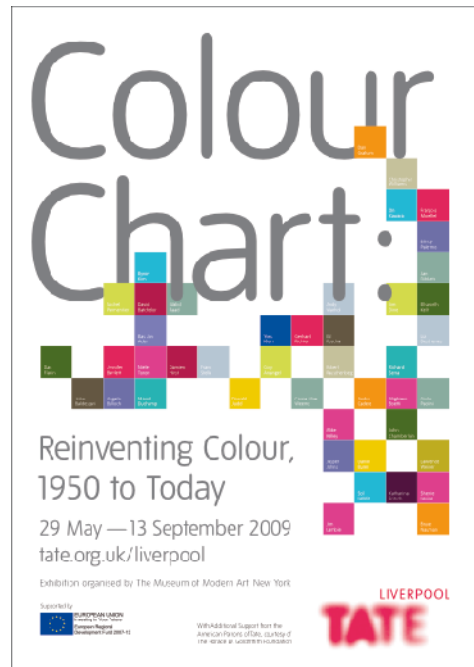


All plaques must be produced and funded by the project. Costs for this should be considered when developing and planning the project.

Print and Publications

All printed documents and publications produced by projects supported by the Fund must acknowledge and reference the ERDF funding received by displaying the full European Regional Development Fund logo and ensuring it is visible in a prominent position. This extends to a variety of materials and documents including, but not restricted to:

- General advertisements, job advertisements and notices
- Leaflets, brochures, flyers and posters
- Case studies
- Exhibition banners and display panels
- Invitations
- Business cards
- Promotional items
- Newsletters
- Stationery
- Letterheads and compliment slips
- Reports and papers
- Project documentation
- Procurement material
- Job descriptions



Adverts



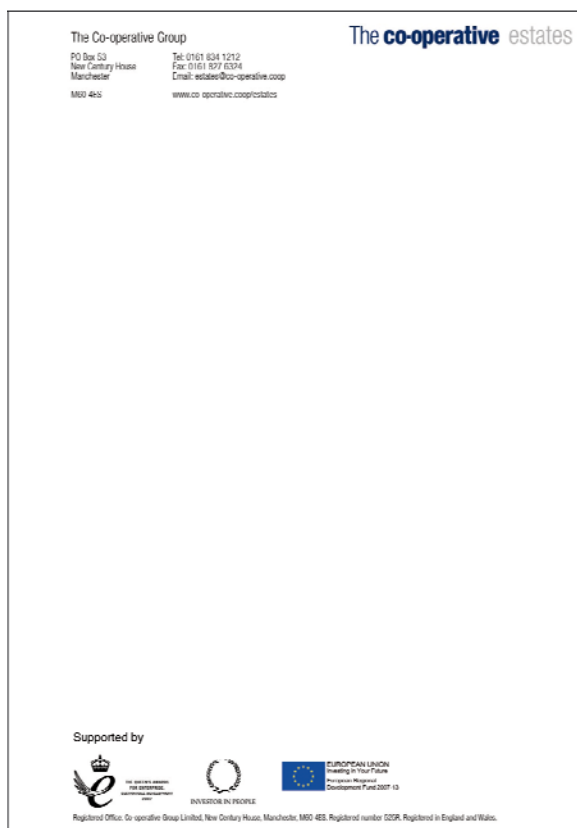
Publication

For small promotional items, such as business cards, the European flag emblem and words 'European Union' can just be used. See logo requirements for more details.



Business Card

Please ensure you keep electronic and hard copies of all your materials as evidence.



Letterhead

Electronic Materials

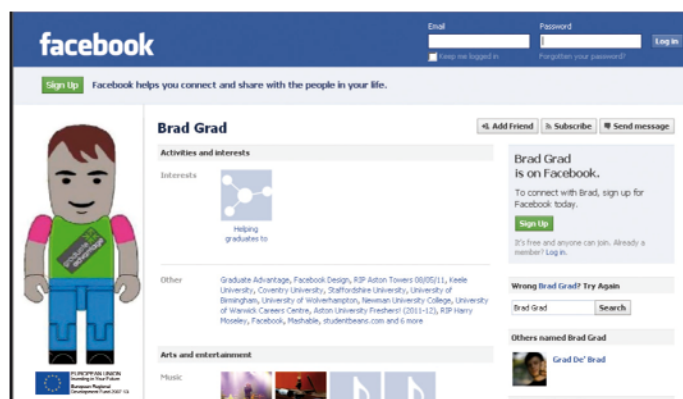
All electronic materials produced by projects supported through the Fund must acknowledge and reference the ERDF funding received by displaying the full European Regional Development Fund logo. This extends to a variety of materials including, but not restricted to:

- Websites
- E-Newsletters
- Presentation Slides
- Email footers and signatures
- Audio visual material including films, video, DVDs, CD Roms
- Social media tools including Face book, Twitter and SMS Messages



Website

The logo is to appear on the homepage for all project specific websites and within the website of the project sponsoring organisation the logo is to appear on project related pages.



Facebook Page

If it is not possible to display the logo on materials or there are space and size restrictions, a text reference indicating the support received should be used.

Examples of other materials are shown below:



E-Newsletter



Presentation Slides

Events, Conferences, Seminars and Workshops

Conferences, seminars, exhibitions and events are an ideal way to promote a project supported by the European Regional Development Fund. All materials and documents produced for an event in advance, on the day and after the event must acknowledge and reference the funding received by displaying the full European Regional Development Fund logo.

In some circumstances it may be possible to provide a Minister, a representative from the European Commission or an ERDF spokesperson for an event. Contact your local Programme Delivery Team to discuss this option.

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Exhibition Banner

Media and PR Activity

A cost effective way to promote projects is through the local media. All press releases produced on projects supported by the European Regional Development Fund should include a text reference to the ERDF support and when initially launched should state the amount of funding awarded.

Press releases should be developed for the launch of the project, and additional releases announcing key milestones and achievements. Your local Programme Delivery Team¹ in the Department for Communities and Local Government will be able to provide advice and guidance on press releases developed.

Quotes to show the support for the project from the Department for Communities and Local Government or a member of the Local Management Committee may also be available.

The following wording should be included in the editor's notes for all press releases concerning projects part financed by the European Regional Development Fund:

The **[INSERT NAME]** project is part financed by the **[INSERT NAME OF PROGRAMME]** European Regional Development Fund Programme 2007 to 2013. The Department for Communities and Local Government is the managing authority for the European Regional Development Fund Programme, which is one of the funds established by the European Commission to help local areas stimulate their economic development by investing in projects which will support local businesses and create jobs. For more information visit www.communities.gov.uk/erdf

Please note that the European Regional Development Fund Funding Agreement for the project should be in place before any media or PR activities are completed.

If projects are interviewed by the media (print or radio), with the aim to produce a news story about funded activity, or produces a radio or TV advertisement to promote the project, reference should be made to the European Regional Development Fund support provided.

¹ In London, projects should contact the Greater London Authority

Informing Beneficiaries of ERDF Projects

All projects must provide beneficiaries who are taking part in activities associated with the project, clear notice that the project has been funded under the European Regional Development Fund Programme. Projects must ensure that they have provisions in place to notify those taking part in the project activity that it benefits from the Fund. Ideas of how to achieve this include:

- Mention during induction sessions as part of a training course
- Note the support in any contracts or paperwork given to beneficiaries
- State the support in internal newsletters and bulletins
- Provide the beneficiary with a leaflet explaining European Regional Development Fund investment in your project
- Plaques, posters and displays

The Department for Communities and Local Government are also required to publish a list of all the projects who have received support through the European Regional Development Fund. Please be aware that acceptance of your Funding Agreement is also an acceptance of inclusion on the list. The list is made available on the ERDF website at www.communities.gov.uk/erdf.

Plans and Policies

It is important that everyone involved in delivering a project, not just the project owner, understands and follows the European Regional Development Fund's publicity requirements. Applicants should demonstrate how these will be delivered by the project as part of the application through a Communications Plan, Project Management Plan; or produce this separately. This may be called upon during assessment of the project. The plan should be proportionate to the scale, scope and nature of the project and contain as a minimum:

- Aims of the project and target groups
- Strategy and content of the information and publicity activities to be delivered by the project, aimed at potential beneficiaries, stakeholders and the general public
- An indicative budget for delivering the plan
- People and companies involved in delivering the plan and its activities
- Details on evaluation of the activities

Evidencing Publicity Activities

During the lifetime of the project, regular monitoring activities and audits will take place where all projects will be required to evidence how they have met the publicity requirements. Therefore it is essential that you keep evidence of all project publicity materials. Typical types of evidence could include, but are not restricted to:

- Press releases
- Press cuttings indicating publication and date
- Photos from events
- Literature such as leaflets and brochures
- Presentations and speaker notes
- View the plaque and billboard or photographic evidence
- Website materials
- Project documentation and correspondence

Audits can take place a long time after the project has been completed. Therefore ensure all evidence is kept until advised by the Managing Authority that it is safe to dispose of it. Guidance about document retention is available from your local Programme Delivery Team and in the National ERDF Handbook for the English Convergence and Competitiveness Programmes 2007–2013.

If a project is unable to evidence adherence to the publicity requirements, it could result in the clawback of the funding.

When fulfilling the publicity requirements it is important to remember that any publicity materials produced and services used, must adhere to the European Commission procurement rules and regulations.

Failure to provide appropriate evidence is identified as one of the most common audit failings and is subject to a high degree of attention from UK and European Commission verification and audit visits.

Further Help

For help with any queries regarding the publicity requirements contact your local Programme Delivery Team:

East of England

Nina Cunningham, Manager

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East Midlands

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