



GOVERNMENT OFFICE
FOR THE EAST MIDLANDS

How to understand

European Commission

Publicity Requirements

Don't keep it to yourself!

Congratulations on your successful application for European funding.

Your project, and the help it has received from European funding, is certainly worth shouting about.

Meeting the publicity requirements set by the European Commission is part of your contract and failure to publicise the European support could result in loss of funds. This has happened in the past, so meeting the publicity requirements should be taken very seriously.

European funding has supported thousands of projects across the East Midlands over recent years and, with the programme running until 2008, we need to keep the profile raised. Please help us to do that.

Your requirements

There are certain requirements that all projects must meet to help raise awareness of European Funding in the East Midlands.

When your project is monitored, the inspectors will be looking for ways in which you have publicised the European support. You should be able to prove that you have successfully promoted the European input using as many of the following methods as possible:

- Use of our logo
- Billboards and plaques
- Briefings for beneficiaries
- Information events, open days and launches
- Press coverage

This brochure takes you through the requirements.

Use our logos!

There are two strands of European funding, each with its own publicity logo. These are:

- **European Regional Development Fund (ERDF)**

For projects receiving ERDF the European emblem must be displayed with the wording 'Project Part-financed by the European Union'. The name of the fund (as displayed below) should also be included wherever possible.

The logo can be downloaded from our website at:

<http://www.goem.gov.uk/goem/euro/obj2/liveinfo/erdfpublicity/>



- **European Social Fund (ESF)**

For further information on using and to download the ESF logo please see the ESF website at:

www.esf.gov.uk



Requirements for all projects

The main requirement is that the appropriate European logo must be used on your publicity materials. This includes:

- **Project boards and signs**
- **Leaflets and literature on the project**
- **Websites**
- **Letterheads and compliment slips**
- **Newsletters**
- **In advertisements (including job advertisements)**
- **Posters**
- **Materials used by beneficiaries (such as training plans, registration forms, follow-up letters etc.)**
- **Press releases**
- **Exhibition stands (if appropriate)**

The logos

- The European logo is a recognisable logo and there are certain guidelines to ensure it is used correctly:



- The standard colours to be used are Pantone Reflex Blue and Pantone Yellow.



100% Pantone
Reflex Blue



100% Pantone
Yellow



- If you can only use one colour in your reproduction of the flag, then it should be shown in black and white or blue and white as shown.

Both logos are available to download from the European Union website in a number of different formats:

http://europa.eu/abc/symbols/emblem/download_en.htm

Billboards and Plaques

Depending on the type of project, you may have to display a billboard, plaque or poster.

Billboards

For projects receiving more than €3 million (£2.027 million at a conversion rate of 1.47 euros to the £) a billboard must be erected clearly stating the European involvement in the project whilst building work is ongoing.

The size of the billboard must be appropriate to the scale of the operation, and at least 25% of the board must be dedicated to the European contribution to the project.

Billboards must be on site throughout the work and must stay up for six months after completion. They must then be replaced by a plaque.

Plaques

Permanent plaques must be displayed in buildings that are open to the public. For commercial buildings, this must be displayed

for at least one year. Other projects must display a plaque for the length of the project.

Posters

Revenue projects can either display a plaque or use posters in the room where the training/advisory session is being held.

How to order plaques

ESF Plaques (quote code ESF0001)

Corporate Document Services
7 Eastgate
Leeds
LS2 7LY

Tel: 0113 399 4040

Fax: 0113 399 4205

Email: orderline@cds.co.uk

ERDF Plaques

At the moment there is no single company dedicated to producing 'euro' materials for ERDF Projects. If you need to produce a plaque, we would advise you to look at the listings of signage companies in the Yellow Pages. For further guidance on plaques please see Annex 4 of your offer letter.

Briefing Beneficiaries

The European Commission specifies that beneficiaries should be made aware that they are benefiting from European Funding through the project. There are a number of ways that you can do this:

- **Point out the funding support during an induction session of a training course.**
- **Note the support in any contracts or paperwork that you will give to the beneficiary.**
- **Mention the funding in articles for internal newsletters or bulletins.**
- **Provide the beneficiaries with leaflets explaining what European funding is.**

Information events, open days and launches

Conferences, seminars, exhibitions and launches are an ideal way to promote both your project and the support it has received.

If you are holding an event, we ask that you let your Action Plan or Co-Financing Organisation know.

If you are sending out a press release to publicise the event, don't forget to mention that the project has received European funding.

Press Coverage

A cost-effective way to promote your project is through the local media and we ask that all press releases produced about your project include reference to the European funds that have supported the project.

Please let your press officer know that they need to mention the European support, and that ideally they should also mention the Action Plan or Co-Financing Organisation that the funding was received from.

If you are able, you should also explain what European funding is about. We suggest:

European Regional Development Fund

The European Regional Development Fund is helping the East Midlands to overcome social and economic obstacles to create a vibrant, prosperous and competitive region.

European Social Fund

The European Social Fund helps to support the people of the East Midlands to enter jobs, improve their skills and develop their potential at work.

Keep your evidence

You've done all this work but you also need to be able to show what you have done when your project comes to be monitored or audited. We suggest that you:

- **Keep all your literature that displays the European funds' logos.**
- **Keep press cuttings that mention European funding.**
- **Keep notes from any events and be able to demonstrate where references to European Funds were made.**
- **Keep notes for presentations from briefing sessions for new attendees.**
- **Keep a copy of the latest up-to-date publicity questionnaire.**
- **The auditor will also be looking out for your plaque!**

Contacts

If you have any questions about publicity requirements, get in touch:

John Lankertis
European Secretariat
Government Office for the East Midlands
The Belgrave Centre
Stanley Place
Talbot Street
Nottingham
NG1 5GG

Phone: 0115 971 2586

Email: john.lankertis@goem.gsi.gov.uk

Web: www.goem.gov.uk/goem/euro