



**European Union**

European Regional  
Development Fund

Investing in your future

# Publicity and Information Guide

for Lead Partners and projects  
part-financed by the **European Union**  
European Regional Development Fund  
2007-2013

**PEACE III**

**INTERREG IVA**

Draft Version 4

July 2009



---

## INTRODUCTION

All organisations involved in programmes funded through the European Union European Regional Development Fund must recognise the financial support that has been provided.

This guide seeks to explain how you can meet the legal obligation to acknowledge the European Union's contribution to your projects from the European Regional Development Fund.

In its implementing regulation, the European Commission has specified a number of requirements that the Managing Authority must meet. This guide explains how Lead Partners and projects contribute to the achievement of these requirements.

According to the regulation

Experience has shown that citizens of the European Union are insufficiently aware of the role played by the Community in funding programmes aimed at reinforcing economic competitiveness, creating jobs and strengthening internal cohesion. It is therefore appropriate to provide for the preparation of a communication plan which identifies in detail the information and publicity measures necessary to bridge this communication and information gap. For the same purpose, it is also necessary to identify the responsibilities and the roles that should be played by each of the actors involved.

The Managing Authority is required to submit a communication plan to the Commission for the programmes for which it is responsible. The Special EU Programmes Body (SEUPB) has submitted a joint communication plan for both PEACE III and INTERREG IVA.

All Lead Partners are also required to include a communication plan in their applications for funding. The intention of the regulation is to make sure that everyone in the eligible area is aware of the support and the added value that has been provided by the European Union's assistance. Your communication plans must demonstrate how you intend to implement publicity and information measures.

The following point in the regulation requires the Managing Authority and Lead Partners to ensure that all potential beneficiaries are aware of the opportunities for funding from the European Union and that they are aware of how to access that funding.

---

(3) In order to guarantee that information on possible funding opportunities is disseminated widely to all interested parties and for the sake of transparency, the minimum content of the information measures needed to inform potential beneficiaries about the financing opportunities offered jointly by the Community and the Member States through the Funds should be set out, including an obligation to publicise the steps that a potential beneficiary should take to submit an application for funding and the selection criteria that will be used.

The SEUPB, as the Managing Authority, will publish a list of **all** beneficiaries on its website and other websites. This is a specific regulation laid out in Article 7.2(d) of implementing regulation 1828/2006 and we know the Commission will be paying particular attention to compliance on this requirement. This list will not be limited to Lead Partners/beneficiaries.

The name of the operation and its projects should be in a form which is easily understood and reflects the nature of the operation and project.

A summary of the objectives and contact details of the operation/project will be included together with links to relevant web pages and news on operation/project progress and news. The following two figures will be listed for each beneficiary:

- 1) amounts committed to the operation/project
- 2) total amounts effectively paid at the end of an operation/project.

Lead Partners must include details of their funding and that given to partner organisations on their websites in an easily accessible format.

Each Lead Partner and its partner projects must nominate someone who will have responsibility for information and publicity. This person will be known as 'the communication lead' and will be the contact point with the Managing Authority on publicity and communication matters. The communication lead will be expected to participate in publicity and information networks.

This document sets out the **minimum** publicity required from **all** operations and projects supported by European Union programmes. This will ensure compliance with the publicity and information requirements as set out in the Letter of Offer and the EU regulation on publicity and information (1828/2006).

---

**Operation and project activities which do not meet the publicity requirements set out in regulation EC 1828/2006 are ineligible for funding.**

At **every** opportunity the financial support of the European Regional Development Fund must have '**due prominence**' in all materials produced, distributed and published by the Lead Partner and its partner projects.

The Lead Partner must ensure that the operations for which they are responsible inform Managing Authority's communications team of their intention to organise events, launches and major publicity activities or issue a press release. The Managing Authority will advise on the schedule for the activity or press release and can alert of any potential clashes with activities planned by other Lead Partners and their operations.

All publicity material and press releases should be approved in advance by the Managing Authorities' communication team. Material should be sent to [communications@seupb.eu](mailto:communications@seupb.eu)

In order to forward plan and identify opportunities in which there might be national media, Ministerial or European Commission involvement, all Lead Partners and projects are required to forward details of launches and events using the PROJECT/EVENT SHEET – FORWARD PLANNER form (Appendix 2) at the earliest opportunity.

## **COMMUNICATIONS STRATEGY and PLAN**

### **The Communication Plan**

The Special EU Programmes Body will supply all Communication Leads with a copy of the communication plan for the programmes which has been approved by the European Commission. This plan is the basis of all the information and publicity activities that the SEUPB will undertake in relation to the PEACE III Programme and INTERREG IVA Programme.

### **Communication responsibilities laid out in the Managing Authority's Communication Plan:**

Section 6 of the Managing Authority's Communication Plan outlines the responsibilities of those implementing information and publicity activities, including Implementing Bodies and Lead Partners:

---

## **The Implementing Body's responsibilities**

The Implementing Body has certain responsibilities with regards to publicity and information measures related to the communication plan. In summary these are:

- Nominating one individual who has responsibility for all publicity and information measures undertaken within the theme of Priority 1 of the PEACE III Programme: 1.2 Acknowledging the Past.
- This individual must attend all Communication Network meetings held by the Special EU Programmes Body.
- The Implementing Body Consortium must attend and participate in information and publicity workshops held by the Special EU Programmes Body as requested.
- The Implementing Body Consortium must attend and participate in all roadshows targeted at potential beneficiaries undertaken by the Special EU Programmes Body.
- All publicity and information measures undertaken by the Implementing Body Consortium must first be verified by the Communications Team in the Managing Authority.
- All press releases issued by the Implementing Body Consortium related to PEACE III must first be verified by the Communications Team in the Managing Authority.
- The Implementing Body Consortium will be required to maintain a log of all media enquiries and the responses provided.
- The Implementing Body Consortium will be required to assess the compliance of the communication plans and budgets of all applications for funding against a checklist provided by the Managing Authority.

## **The Lead Partners' responsibilities**

As part of the application process, all applicants must submit a communication plan. The Communication Team will provide comments on the suitability of the plan and the proposed budget for information and publicity. The Lead Partner has been designated the responsibility of ensuring that all operations adhere to these requirements. Some basic requirements have been stipulated by the Managing Authority for beneficiaries.

- All projects must identify at least one member of staff with responsibility for all publicity and information activities (we shall refer to this person as the Communications Lead).
- Any document, including any attendance or certificate, concerning such an operation shall include a statement to the effect that the operational programme was co-financed by the ERDF as laid out in Article 8.4 of implementing regulation 1828/2006.

- 
- On at least three separate occasions, press releases must be issued by each project over the life of the project.
  - At least one regularly updated webpage per project, ideally hosted on the website of the Lead Partner or equivalent, must be developed. Websites/pages must include the correct use of logos as stipulated by the Managing Authority (SEUPB). There must also be a link to the SEUPB website on these pages: [www.seupb.eu](http://www.seupb.eu).
  - A proportionate and appropriate media event/publicity opportunity to mark both the commencement and closure of all projects must be arranged.
  - Each Lead Partner's Communications Lead must attend all Communication Network meetings held by the Special EU Programmes Body.
  - Communications Leads must also attend at least one communication and publicity workshop held by the Special EU Programmes Body.
  - The Lead Partner must distribute a newsletter/e-zine with updates of the progress of projects and key events at least twice a year to identified stakeholders.
  - The Lead Partner must use appropriate publicity and information measures to ensure that those taking part in the operation are aware of the ERDF funding received. This is in accordance with Article 8.4 of implementing regulation of 1828/2006.
  - Following a stakeholder analysis the Communications Lead must submit to the SEUPB a report on the range of measures to be undertaken to communicate with all identified stakeholders and target groups.
  - Communications Leads must maintain, on a quarterly basis, a report which demonstrates and *evaluates* all publicity and information undertaken. This would indicate
    - i. how projects have met eligibility criteria with specific reference to the acknowledgment of EU contributions
    - ii. the range of information and publicity measures undertaken to communicate with all identified stakeholders.
  - Any infrastructure or construction project with total contributions from ERDF exceeding €500,000 must erect a billboard during the implementation of the project. The requirements for the billboard are stipulated by the Special EU Programmes Body to comply with Articles 8 and 9 of implementing regulation (EC) 1828/2006.

Any project with total European Union ERDF contributions exceeding €500,000 and involving infrastructure, construction or the purchase of a physical object must also erect a permanent explanatory plaque within six months of completion of the project. The requirements for this plaque

---

are stipulated by the Special EU Programmes Body to comply with Articles 8 and 9 of implementing regulation (EC) 1828/2006.

The SEUPB's Communications Team will offer advice and guidance on how best to implement the requirements set out in the plan. Bear in mind that the plan is just the basis to undertake information and publicity measures. It is not seen as a restrictive document. If there are activities over and above those laid out in the plan which a Communications Lead would like to undertake, the SEUPB would encourage them to do so.

We expect every Lead Partner and the projects/actions in its operation to have a communication/publicity plan. This will show how you intend to make sure the potential and actual beneficiaries and the public are made aware of the European Union's contribution to your project.

Appendix 3 is the checklist that the Communication Team within the SEUPB will use to assess each Communication Plan submitted by a Lead Partner. Checklists will be returned to Lead Partners, outlining where information/detail is required if necessary. It is only once Yes has been ticked in every section of the checklist that the SEUPB will accept a Lead Partner's Communication Plan.

## LOGOS AND BRANDING

There are no programme logos for PEACE III and INTERREG IVA but Lead Partners and projects are encouraged to include an appropriate textural reference to the programme in addition to the obligatory ERDF logo and recognition of the European Union's support. The ERDF recognition logo (Figure 1) can be downloaded from the SEUPB's website at

[http://www.seupb.eu/media\\_logos.htm](http://www.seupb.eu/media_logos.htm)

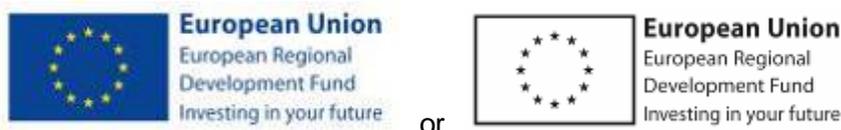


Figure 1

The European Union is stringent about use of the ERDF logo. For example, the logo must be at least as big as any other logo that is included alongside it. It must have equal and due prominence in comparison to other logos. If other funders require recognition you may include their logo in your publicity material but it must not be bigger than the European Union's logo. We have included guidance on how logos can be incorporated in advertisements, leaflets and posters in the Programme Identity section of this guide.

---

There are many cases where the ERDF logos must be used. Examples include;

- **Signage/Plaques/Posters/Billboards.** Signs and plaques should be placed in a prominent location and clearly visible. If the project has costs of more than €500,000, then a billboard must be erected. The EU flag and text must be at least 25% of the total area of the billboard. Permanent plaques must be displayed in buildings that are open to the public, private companies should display a plaque for at least one year.

### Billboards



If the template (left) is followed, the minimum space (25%) for recognition of the European Union's contribution and the recognition of the co-funders will be achieved. Additional guidance is available for the inclusion of additional co-funders etc. Projects involving a Scottish partner will need to include the Scottish Government logo which is available from SEUPB.

- **Stationery** When stationery items are included in the operation/project costs, ERDF recognition logo must be included on letterheads, compliment slips, invoices, business cards, grant applications, invitations.
- **Publications.** Brochures, Annual Reports, Year Books; information leaflets, mail drops; invitations, press releases.
- **Advertisements.** Job advertisements, acknowledgement on radio and TV advertisements.  
**Newspaper advertising**

Below are two real examples of public notices which comply with the guidance provided by the SEUPB.

### Example 1

Manorhamilton Enterprise Forum Co Leitrim  
& Taughmonagh Community Forum,  
Belfast are recruiting

**2 Programme Assistants  
1 post in Manorhamilton and  
1 post in Taughmonagh  
Full time 3 year contract  
Salary €24K or £19**

To assist in the delivery of a cross border peace project to build positive relationships, develop a shared vision for each community, encourage cultural, attitudinal, social and economic change.

The posts will support the coordination of events, exchanges and activities with young people and adults. Applicants need to have 3 years experience in a youth/ programme development role and evidence of good literacy and excellent administration and organisational skills.

**For an application & job specification**  
email manorhamiltonenterprise@msn.com,  
phone Noel Loughlin on 071 9856655 or  
Keith Hamilton on 02890 603678 or write to  
TCFL, 19 Finwood Park Belfast Bt9 6QR

**Closing date for applications Monday 10th November**

 **European Union**  
European Regional  
Development Fund  
Investing in your future

These organisations  
are equal opportunities  
employers.

The Special EU Programmes Body is the  
Managing Authority for the European Union's  
PEACE III Programme

← The top section can be used as area for logo of Lead Partner or name of organisation.

← The section in black is an ideal way of grabbing the attention of the reader.

← This is the main body of the ad.

← This is where you must insert the ERDF reference.

← This is where to insert the reference to the programme and the Managing Authority and this is the SEUPB's preferred choice of words. "The Special EU Programmes Body is the Managing Authority for the European Union's PEACE III Programme".

## Example 2

**Victims and Survivors Trust are recruiting**

**1 Project Worker (Senior Officer 1 Point 29) &  
1 Finance & Administrative Support Worker (Scale 4 Point 18).**  
Both positions are full time fixed contracts until May 2011.

To deliver our 3 Tiers Project: Creating Pathways for Inclusion through Active Participation.

The project will work specifically with victims and survivors of the conflict and will offer these individuals the opportunity to address the hurt and anxiety caused by the past in the hope that they can move forward in their journey of recovery.

The Project Worker will be responsible for managing and overseeing the delivery of a range of programmes and activities while the Finance & Administrative Support Worker will oversee all associated financial and admin duties in relation to the project. Applicants for both positions will need to demonstrate 3 years experience in the given area (either project delivery or finance and administration) and show evidence of a good understanding of the community, voluntary sector.

For an application pack & job specification please email [contact@victimsandsurvivorstrust.com](mailto:contact@victimsandsurvivorstrust.com) or phone Fiona Murphy on 028 9022 2181 or write to VAST, 524 Falls Road, Belfast, BT12 6EP.

**Closing date for completed application forms is 12.00 noon on Friday 14<sup>th</sup> August 2009.**

 **European Union**  
European Regional  
Development Fund  
Investing in your future

**The Special EU Programme Body is the Managing Authority for the European Union's Peace III Programme.**

← This version was created using Microsoft Word

The ideal font to use would be Helvetica. If you are using a PC and do not have Helvetica, Arial would suffice.

With the proliferation of column sizes that exist for different newspapers and magazines, it would be unwise for the SEUPB to supply a one-size-fits-all template in Word for ads. By following the format above, this will ensure consistency and correct acknowledgement of funding. We can provide guidance on variations to the above to accommodate advertisements involving Lead Partners, projects, co-funders, two languages, etc. If you are unsure of the layout of any advertisement, email [communications@seupb.eu](mailto:communications@seupb.eu) for advice.

### Radio advertising

- For advertisements, the absolute minimum is the inclusion of "part-financed by the European Union". If time permits, add "Investing in your future"
- For programme sponsorship, the minimum requirement is the inclusion of "The European Union is investing in your future by supporting this programme through the European Regional Development Fund"

### Television advertising

- For advertisements, the absolute minimum is the inclusion of the ERDF recognition logo at a size that can be read and a period in which it can be read. If possible, the words "This advertisement is part-financed by the European Union" should be spoken.

### Promotional advertising

- 
- In promotional advertising, there will be occasions when a large logo is used as an attention grabber. You can justify using one large logo, if you can show that it is an essential part of the design concept. However, you must always include the ERDF logo and recognition which must have 'due prominence'. This means that the size of the ERDF logo must not be smaller than the other logos in the poster which have been included to recognise the support provided by each of the organisation's concerned.

The ERDF logo and recognition must not be positioned close to third-party elements in advertisements. This may create the impression that ERDF funds are supporting or subsidising the commercial activities of the third-party.

In these circumstances, project promoters should ensure there is absolute clarity about what the European Union funds are supporting. Please ensure that all marketing collateral complies with this requirement. Each circumstance will be different. The examples below are not exhaustive but demonstrate the points you must consider when resolving this presentational issue.

1. Position the ERDF recognition logo as closely as possible to references to the project promoter
2. Consider adding a form of words which clearly indicate the elements of the project part-financed by the European Union. For example, if you include a special offer of cheap transport in advertisements to encourage people to visit an area, you must make it absolutely clear that EU money is **not** providing or subsidising the cheap transport.
3. You might use radio advertisements to promote a shopping centre, for example, and mention money off discounts. You must make it clear the EU is part-financing the advertisement and **not** the discounts. You must apply the same principle to TV advertising.
4. When printing discount vouchers as part of project's activities, you must make it clear the European Union is not subsidising the discounts.

The ERDF logo should be no smaller than the largest logo in printed material. We interpret this as applying to circumstances when you use organisational logos in public notices and publications to show their involvement in projects. Organisational logos can be the same size in advertising and posters. We have included guidance in the Programme Identity section.

---

You should consult the Communications Team at the Special EU Programmes Body about any marketing proposals on which you would like guidance.

- **Display/Exhibition Stands/Videos/DVDs**

On Videos/DVDs - the minimum requirements are:

- inclusion of EU recognition on the cover and the disc itself it is to be printed.
  - If credits are included in the DVD, the recognition logo must be included and be no smaller than any other logo included in the credits.
  - Any commentary or voice-over must include the phrase "The European Union is investing in your future by supporting this project through the European Regional Development Fund"
- **Websites blogs and e-zines** The ERDF recognition logo must appear on every page. We would like you to include a link from your website to SEUPB's - [www.seupb.eu](http://www.seupb.eu) .
  - **Promotional items** The ERDF recognition logo must be included. If space is restricted and does not permit the inclusion of the complete recognition logo, the EU flag may be used on its own.

**The cost of publicity material and events which do not display the appropriate logos are not eligible for EU funding.**

Guidance on the correct usage for the ERDF logo can be obtained at

[www.europa.eu.int/abc/symbols/emblem/index\\_en.htm](http://www.europa.eu.int/abc/symbols/emblem/index_en.htm)

## **RECOGNITION PLAQUES**

The SEUPB will provide recognition plaques to each Lead Partner. Additional recognition plaques can be provided upon request.

Recognition plaques must be clearly visible to beneficiaries and the public. As a guide, this means that they must attract the attention of someone entering the location without the need for it to be pointed out to them. If an auditor has to ask where it is, the plaque does not meet the requirements of this regulation.

## **RECOGNITION DURING AN OPERATION OR CONSTRUCTION**

---

If your operation or project exceeds €500,000, or involves the purchase of a physical object or the financing of infrastructure or of construction operations, you must put up a billboard during the life of the operation. The billboard must give the name of the operation and include the ERDF recognition logo. This element must take up **at least** 25% of the area of the billboard.

The actual size of the billboard must be proportionate to the size of the project. We have included guidance (above) on the design of billboards for projects receiving over €500,000 in the Programme Identity section.

## **COMMEMORATIVE PLAQUES**

If your operation or project exceeds €500,000, or involves the purchase of a physical object or the financing of infrastructure or of construction operations, you must put up a permanent plaque explaining the operation and recognising the support you have received, within six months of completing the operation or project. We have provided guidance on the content and design of commemorative plaques in the Programme Identity section.

The regulation requires the plaque to be visible and of a 'significant size'. As a guide, this means that they must attract the attention of someone entering the location without the need for it to be pointed out to them. If an auditor has to ask where it is, the plaque does not meet the requirements of this regulation.

## **PUBLICATIONS**

In addition to the ERDF recognition logo, the following form of words must be included in the text of all publications: **This project is part-financed by the European Union's European Regional Development Fund through the EU Programme for Peace and Reconciliation (PEACE III) managed by the Special EU Programmes Body.**

or **This project is part-financed by the European Union's European Regional Development Fund through the INTERREG IVA Cross-border Programme managed by the Special EU Programmes Body.**

---

We have included guidance on the inclusion of logos in publications in the Programme Identity section.

## EVENTS

The invitation to an event part-financed by the European Union must include the EU flag and the text recognising the European Union's support which is provided through the SEUPB.

At the event itself, the ERDF logo should be displayed prominently. This might be on the speaker's podium or within the visual presentation. The European Union also needs to be acknowledged verbally. This could be within the opening remarks or during the main speech/presentation.

Details of project events must be submitted in advance for inclusion in the Managing Authority's **events log** and on the SEUPB website using the PROJECT/EVENT SHEET – FORWARD PLANNER form (Appendix 2) at the earliest opportunity. This form is available electronically from the **network-comms** area of the Members Login section of the SEUPB website. Communication leads should contact [communications@seupb.eu](mailto:communications@seupb.eu) for a password.

## ITEMS PURCHASED BY AN OPERATION/PROJECT

All items purchased by the operation or project and all information and publicity material must include the EU recognition logo. This includes things like items of furniture and pieces of equipment.

Anything produced by the operation or project which can be read, seen or heard must include a conspicuous reference to the financial support provided by the European Union's European Regional Development Fund.

If you are producing small pieces of equipment and promotional items and there is not enough room to include the ERDF recognition logo you may leave it off. BUT, the EU logo must always be used.

Below are some good practice examples of project collateral that demonstrates an appropriate use of the ERDF logo.

**Examples taken from  
East Border Region material:  
INTERREG IVA Multi Annual Plan**

Business card



Pull-up banner  
←



← Conference folder

---

## EVALUATION

All operations and projects are expected to evaluate their information and publicity activities as described in the Lead Partner responsibilities (see page 6). By evaluating publicity and information measures the Lead Partner can demonstrate the success of the implementation of their Communication Plan.

The Inform Network which develops publicity and information guidance within the European Commission's DG Regio has some guidance sheets which you may find useful in evaluating your publicity and information measures. These sheets are:

SHEET 1	Assessing activities targeting journalists
SHEET 2	Assessing activities targeting the general public
SHEET 3	Assessing the communication plan (may not be relevant – for Managing Authorities only)
SHEET 4	Assessing an event
SHEET 5	Assessing a good practice
SHEET 6	Assessing media coverage
SHEET 7	Assessing publications
SHEET 8	Assessing a publicity campaign
SHEET 9	Assessing a website

You will find these sheets on the Inform Network site at the link below:

[http://ec.europa.eu/regional\\_policy/country/commu/evaluation\\_en.cfm?nmenu=6](http://ec.europa.eu/regional_policy/country/commu/evaluation_en.cfm?nmenu=6)

## AUDIT EVIDENCE

Projects can demonstrate their compliance with EC Regulation 1828/2006 in the following ways.

- You can refer to the communication/publicity plan included in your original application
- You can refer to the publicity activities included in your project plan and timeline – this will show that activities are intended even if you have not delivered them yet
- Publicity budget line – this will show you are taking your obligations seriously and that they have been planned for
- Copy of communication strategy and plan – again this will show you are taking your obligations seriously and that they have been planned for
- The results of publicity activities and your evaluation of them
  - this will include press releases issued and press cuttings – copies of publications, invitations, newsletters, training certificates - photographs of publicity activities (such

---

as posters in position – exhibition displays – commemorative plaques in position) –  
your analysis of how the coverage you achieved was targeted at your stakeholder  
groups

---

## Some things to think about

1. Programme Identity
2. Writing for the web
3. Launches and exhibitions
4. Media and public relations
5. Using photographs
6. Media interviews

# 1. PROGRAMME IDENTITY

There are no programme logos for the PEACE III and INTERREG IVA Programmes. In order to comply with EU Regulation 1828/2006, Lead Partners, operations, projects or actions must use the ERDF recognition logo and may also include a textural reference to the programme funding their activities. Examples of how this might be done are included below.



**A project supported by PEACE III Programme managed by the Special EU Programmes Body**

or

**A project supported by PEACE III Programme managed for the Special EU Programmes Body by the Community Relations Council/Pobal Consortium**

or

**A project supported by PEACE III Programme managed by the Special EU Programmes Body and delivered by the North Down, Ards, Down Councils' Cluster**



**European Union**

European Regional

Development Fund

Investing in your future

**A project supported by INTERREG IVA Programme managed by the  
Special EU Programmes Body**

or

**A project supported by INTERREG IVA Programme managed by the  
Special EU Programmes Body and delivered by the East Border Region  
Partnership**

---

## 2. WRITING FOR THE WEB

Writing for the web is completely different than any other style of writing.

People mainly look to websites to obtain specific information about an organisation, an issue or a product. Therefore content must be concise, factual and easy to understand

Web authors can make the experience easier by following a few simple rules:

### **Know your audience**

What do they need to know? What information must you provide and how much detail is required?

Always bear in mind **who** will be looking at your site. Are you allowing them to complete the tasks they want to achieve?

Use your readers' language, not your own. Keep it simple and 'jargon-free' wherever possible. Try to use the words people are searching for.

### **Put important information at the top of the page**

The reader needs to know at a glance what the page is about and whether it will interest them. Try and include a summary paragraph at the start of each webpage outlining what it is about.

### **Be relevant**

Don't get bogged down in superfluous information. Keep it relevant and to the point.

### **Use simple language**

Try not to alienate or confuse your visitor with technical terminology and avoid the over-use of acronyms. What is obvious to you may not be so for the vast majority of people looking at your site. Also keep your sentences short and meaningful.

### **Be consistent**

Make sure that every page follows a consistent look and feel. Use a uniform font, heading size, graphs and charts, as this will make the site appear more professional.

---

## **Use bold and italics sparingly and never underline or type sentences in CAPITALS**

Most default browser settings underline links on the page, so never underline text that is not meant to act as a direct link, as this will cause confusion. Do not use large amounts of text in bold or in italics either as this is difficult to read on-screen. You should also avoid typing in CAPITALS as this gives the impression that you are shouting!

### **Check grammar**

Grammar and spelling are essential. Proof your site on a regular basis to ensure that there are no typos, particularly when you are adding in additional sections or updating old ones. Avoid using local colloquiums or common 'every-day' sayings as these may confuse some of your readers for whom English is not their first language.

### **Be dynamic**

It is vitally important to make sure that your website content is regularly updated to ensure that you receive a healthy amount of repeat visitors. Many people simply put a website up and forget about it for months at a time. This is a missed opportunity as it prevents you from opening up a rewarding dialogue with your visitors and will discourage them from coming back to your site.

Content must be reviewed, amended and updated continuously. Ideally it should be the responsibility of two or more individuals in your organisation to ensure that this is carried out on a regular basis.

### **Think globally**

Remember that your website can be accessed by everyone in the world and some may have a more critical eye than others, so make sure your content is chosen with care.

### **Be concise**

- Start with a clear summary of what the page is about. Once a user has established that the page interests them, they are more likely to read it in full.
- People don't always have a lot of time to go through a website in minute detail so always try to pare down your content without sacrificing the messages you want to get across.
- You can be concise even if your subject is very complex. Start with a broad overview. Narrow your focus as you continue; giving more detail towards the bottom of your page. Very detailed background information is only of interest to a minority of readers and can always be presented on secondary pages, linked from your main page
- Avoid unnecessary content, particularly meaningless marketing blurb or overly-long 'welcome' messages.

- 
- Use one idea, theme or subject per paragraph
  - Only publish a website you can manage. If it is too long or complicated you will not be able to maintain it properly, which will ultimately defeat its purpose.

### **Make your pages easier to read**

- Headings and subheadings are useful for structuring web content. Use two or three levels of headings so that your reader can navigate the information easily.
- Headings must be meaningful. A good heading should convey clearly what the following text is about. Break up content into easy to digest paragraphs.
- Use bullet points to break up text and highlight specific points you want to get across.
- Avoid creating long pages; users don't like scrolling, and will often only do so if you have really caught their interest. Make your top level pages short and to the point.
- Lifting-out quotes can be an effective way of drawing readers into your content. By placing them in large font you will be able to highlight key points you need to make and will be able to break up the text.

### **Write objectively**

Avoid overly-long descriptive language and promotional hyperbole. Always consider your target audience who may not have time to extract the key information they need from a huge amount of content. Users will also respond better to content that is written in an active tense. Eg 'It was decided' is less engaging, and inspires less confidence, than 'We decided'.

### **Manage your content**

Ensure that each page carries enough information to let the user know where they are and what the topic is. You can also include links within the page that will bring the visitor to other sections of the site. Use these rather than repeat yourself in individual pages.

### **Provide a call to action**

All useful web content either drives an action or provides clear and attainable information that cannot be easily accessed elsewhere. Where possible you should always provide contact details to gain feedback on the website and allow users to contact you directly for additional information or clarification on specific issues.

---

## **Use of images**

Images can help bring your website to life and are one of the easiest ways of illustrating what your company or organisation is about. When developing your site it is worth investing in professional design advice as to what images to use. They will also be able to advise you on any copyright issues that must be observed and can help source the right images to complement individual sections of your site.

When uploading photographs on to your website make sure that they are of high quality and have been taken by a professional. Also always caption your photographs and provide details of whatever event or exhibition they relate to.

Many websites have a specific 'Gallery' section containing a number of different photographs, allowing the user to navigate through them and gain a better understanding of what the organisation or company is about. This is a useful tool in that it can provide a pictorial record of the types of events and activities that your company/organisation is involved with. However in order for it to be effective any 'Gallery' section developed must be updated on a regular basis.

Uploading photographs of key staff is an easy and beneficial way, of letting people know about the structure of your organisation and which staff members are responsible for specific services. It is also recommended that short biographies of individual staff members be provided as well. These would include their job title, a brief description of their responsibilities and even some background on where they have worked previously and what skills and/or specialism's they have developed throughout the course of their career.

## **Further reading**

For more information on writing for the web, please see [Writing for the Web](#) at [useit.com](http://useit.com).

---

# 3. LAUNCHES AND EXHIBITIONS

Launches and exhibitions are an excellent vehicle through which you can articulate your key messages, raise your profile and influence key audiences. However they also require a lot of preparation and careful management in order to be a success.

When requesting that the SEUPB be involved in your event you must first complete the **PROJECT/EVENT SHEET – FORWARD PLANNER** form (Appendix 2) so that we can include details in our forward planner, advise you of our availability and if your plans are likely to clash with other programme related events. This is especially important if you are planning a major event or launch which might be of interest to the national media, Ministers or the European Commission. We will advise you if we think your plans fit one of these opportunities.

Before starting to plan any event you must first of all agree upon its key objectives and how these can be evaluated. If you cannot do this then you may want to re-consider holding it in the first place. The following checklist highlights the core activities that must be carried out in order to co-ordinate a successful event.

## Step One

- Create and agree a short list of event objectives i.e. what do you want it to achieve, who is it aimed at, what messages do you want to get across?
- Decide how the event will be evaluated i.e. number of target stakeholders in attendance, positive participant feedback, quality of speakers attracted, money raised etc.
- Secure an appropriate budget and keep detailed records of all expenditure. It is very easy for an event budget to spiral out-of-control so agree how much you can spend at the outset and stick to it.
- Create a team of people who have previous experience of event management and the time available to support you. Depending on the size of the event you will need a minimum of two to three people to run it effectively.
- Appoint an event project leader to manage the team and ultimately take responsibility for the event.
- Create an event timeline, detailing key activities and the names of those responsible for implementing them.

---

## Step Two

- Create an invite list with telephone, e-mail and address details of all potential attendees, including any VIP's you may want to invite.
- Confirm an appropriate date for the event which will not clash with any other key events/exhibitions your VIP guests may be attending – if in doubt you can always contact them directly.
- Source and confirm an appropriate venue. (You should always visit potential venues well in advance to check for suitability).
- If your venue does not have catering facilities you may have to bring in your own. When doing so, make sure that they can provide for all nutritional needs and have good references.
- Create an event invite to include:
  - Date, time and location of the event.
  - An RSVP contact name with telephone number and e-mail address.
  - An RSVP deadline.
  - Detailed directions and if possible a map to where the event will take place.
  - A brief summary of the event i.e. what it is about and what its main purpose is.
  - The start and end time of the event.
  - Details of any keynote speakers and a short version of the event running order.
  - A request that you be notified of all special dietary requirements in advance.
  - All appropriate organisational and partner logo's.
  - The invite should be in the form of either a letter, e-mail or a specially designed invitation.

## Step Three

- Draft a press release for the event and get approval from all of the relevant people, including those quoted in the release.
- Book a photographer and give them a short briefing as to the different photographs you will need. (During the event it is always a good idea to shadow the photographer to help them identify key people and make sure that you are getting the photos you need).
- Find out what audio-visual equipment you need and book it well in advance along with a qualified technician.
- Create a detailed running order for the event outlining all actions to be taken from when the guests arrive to when they leave. (This should be circulated to all involved so that they know what their individual responsibilities are).
- Some of the larger events will need a detailed run-through or rehearsal the day before; this will help you to iron out any issues in advance.

- 
- If you require a special set designed for the event make sure that it is purchased well in advance and has all of the appropriate logos on it etc. You will also need to make sure that the support of the European Union is properly recognised.
  - Make sure to carry out any risk assessments and health and safety checks you need to carry out. If in doubt have a chat to the venue holder, most of them will be well-versed in this.
  - After the RSVP deadline has passed, you should always do a quick ring-round of everyone who has been invited.
  - After your final ring-round is completed, always confirm catering numbers with the caterer, but make sure that they prepare a little extra for any latecomers.

#### Step Four

- Create name badges and set-up a registration area at the event. This will help you keep track of who has attended. You can also hand-out feedback forms at the registration area to help evaluate the events success after it has been completed.
- Make sure that there is someone on hand to meet and greet your VIP guests. You may also want to reserve seating or a table specifically for them.
- Arrange for the press release and photographs to be issued as soon as the event is completed.
- Collate all feedback forms. To assess the larger impact of the event you may want to contact some of the attendees four to six weeks after it has been completed.

The list of actions above is not exhaustive as every event is different. It does however highlight some of the main questions that need to be answered and gives a broad approach to help you run a successful event.

The Communication Lead nominated by Lead Partners will be given access to the communications site through the Members Log-in section of the SEUPB website. Amongst the material you will find is a catalogue of the range of display boards and panels that you can book for use at launches and events.

---

## 4. PUBLIC and MEDIA RELATIONS ACTIVITY

According to the Chartered Institute of Public Relations, PR is:

*“The result of what you do, what you say and what others say about you. It is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain good will and mutual understanding between an organisation and its publics.”*

Essentially PR is a highly effective way of communicating with your key target audiences. There are many PR tools at your disposal with one of the most commonly used being media relations.

There are at least three media opportunities for each operation/project:

1. the announcement that the operation/project has been awarded funding
2. a progress report on the operation/project's key milestones
3. the conclusion of the operation/project and the celebration of what it has achieved

Media relations can help to;

- convey an organisation's/project's aims and objectives;
- contribute where necessary to effective crisis management;
- challenge misconceptions and build trust;
- improve market position;
- foster greater understanding and support of your organisation amongst present and future stakeholders or partners
- build and maintain internal morale and improve an organisation's standing amongst the general public
- influence government and councils about your needs and achievements.

The European Union and the programme should be acknowledged as early as possible in **all** PR and media activity. The ERDF logo should be included in news releases. Spokespersons should also be briefed so that they mention EU funding support when talking to journalists or undertaking press or media interviews. The appropriate recognition is provided by this form of words: **This project is part financed by the European Union's European Regional Development Fund**

---

**through the EU Programme for Peace and Reconciliation managed by the Special EU Programmes Body .**

**or This project is part financed by the European Union's European Regional Development Fund through the INTERREG IVA Cross-border Programme managed by the Special EU Programmes Body.**

**Always** let the Communications Team know when you plan to send out a press release. They will let you know if there is another operation or project planning to send one out at the same time. The Communications Team has access to a media database and can distribute your press release for you, if it is likely to have interest outside your local area.

When you let us know in advance about your plans (using **PROJECT/EVENT SHEET – FORWARD PLANNER** form (Appendix 2) we will decide if we need to send our photographer along to the event.

## **HOW TO WRITE A GOOD PRESS RELEASE**

**A good press release will answer the following five questions:**

**WHO?**

**WHAT?**

**WHY?**

**WHEN?**

**WHERE?**

These relate to:

WHO – what organisations/individuals are involved.

WHAT – is the press release about? (This detail must be conveyed in a simple and straightforward manner).

WHY – what is the reason for promoting the project, what impact will it have, why was it created in the first place?

WHERE – is the project/event taking place and what other areas, if any, will it affect?

WHEN – has the project been launched or when will it be launched?

Busy media outlets receive hundreds of different press releases on a daily basis. That is why it is vitally important that your release covers all of the main details within the first paragraph. By putting

---

the most interesting facts up front you are more likely to grab the journalist's attention and make sure they use it.

The headline is also vitally important and should sum up exactly what the press release is about. You should use it within the header of the e-mail you send to a journalist as it's the first thing they will see when it hits their in-box.

An example of a bad headline would be:

**A LOCAL COMMUNITY CENTRE OPENS THANKS TO SUPPORT OF PEACE III**

This would not attract much interest, because it:

- doesn't let you know where the centre is located
- has a limited amount of detail in terms of the projects impact
- doesn't contain any attention grabbing facts like the cost of the project etc
- does not say if the centre was opened by a VIP

An example of a good headline would be:

**SEUPB OPENS NEW £1.1 MILLION CROSS-COMMUNITY CENTRE IN BELFAST**

What is right with it?

- It contains all of the key details that will appear in the press release
- It references an eye-catching monetary figure
- It includes details of who was involved in the opening
- It tells the reader where the event took place

---

## **The first paragraph**

The first paragraph of a press release must act as a brief summary of what the entire release is about. You only have about five seconds to secure a journalist's interest when they have opened your e-mail so you need to make it count!

## **How long should a press release be?**

Ideally a press release should be about 350 words, depending on the subject. Short press releases that contain all of your key messages and all of the relevant detail are better. A journalist does not have time to wade through pages and pages of information; you need to keep the core facts to the fore.

Also when writing a press release you should try and keep your paragraphs to about 30-40 words in length each. If you look at most news print, it is written in short punchy paragraphs which gets all of the relevant points across. By following this style the journalist will have less work to do when they receive your release and are therefore more likely to use it.

## **Who should be quoted?**

A good press release should contain at least two to three quotes maximum. Only the most senior people connected to the story should be quoted unless it involves more of a human interest angle, in which case the main beneficiaries of the project should also be quoted.

All quotes must be approved by the individuals concerned before the press release is issued. By drafting the release well ahead of its publication you will give yourself more time to carry out a thorough approval process.

## **'Ends'**

It is important that the recipient of the press release knows where it finishes. Putting 'Ends' at the end of the release denotes that is completed.

---

## Contact details

Always put the contact details of someone who has drafted or is aware of the press release. They should be able to provide any additional information the journalist requires so need to have a good understanding of the background to the press release.

## 'Notes to Editors'/Boilerplate section

This allows you to put in more background detail to the project outside of the main press release. It also allows you to add in information about your company/organisation and that of any other funding partners involved in the project. There is no set length for the 'Notes to Editors'/Boilerplate section but it is recommended that the information not be overly long and that it be supplied in a bullet point format.

**The following boilerplate must be added to all press releases issued by Communication Leads relating to operations funded by the European Union through the PEACE III or INTERREG IVA Programme. Depending on whether the release relates to INTERREG IVA or PEACE III the relevant programme information should be used.**

## PEACE III Boilerplate

### SEUPB

- The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Finance in Ireland. It is responsible for managing two EU structural funds Programmes PEACE III and INTERREG IVA designed to enhance cross-border co-operation, promote reconciliation and create a more peaceful and prosperous society. The programmes operate within a clearly defined area including Northern Ireland, the Border Region of Ireland and in the case of INTERREG IVA, Western Scotland.
- The PEACE III Programme is worth €333 million and is aimed primarily at reinforcing progress towards a peaceful and stable society and promoting reconciliation. It focuses on helping Northern Ireland and the Border Region of Ireland to reconcile communities and contribute towards a shared society.
- For more information on the SEUPB please visit [www.seupb.eu](http://www.seupb.eu)

---

## **INTERREG IVA Boilerplate**

### **SEUPB**

- The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Finance in Ireland. It is responsible for managing two EU structural funds Programmes PEACE III and INTERREG IV designed to enhance cross-border co-operation, promote reconciliation and create a more peaceful and prosperous society. The Programmes operate within a clearly defined area including Northern Ireland, the Border Region of Ireland and Western Scotland.
- The INTERREG IVA 2007-2013 Programme is worth €256 million and aims to address the economic and social problems which result from the existence of borders. It has two distinct priority measures to create co-operation for a more prosperous and sustainable cross-border region.
- For more information on the SEUPB please visit [www.seupb.eu](http://www.seupb.eu)

### **Implementing Body Boilerplate (Pobal/Community Relations Council Consortium)**

- The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Finance in Ireland. It is responsible for managing two EU structural funds Programmes PEACE III and INTERREG IV designed to enhance cross-border co-operation, promote reconciliation and create a more peaceful and prosperous society. The Programmes operate within a clearly defined area including Northern Ireland, the Border Region of Ireland and Western Scotland.
- Part of the PEACE III Programme, specifically priority 1.2 which deals with acknowledging and dealing with the past is implemented by the Consortium of the Northern Ireland Community Relations Council and Pobal. Working together these organisations will be able to ensure a wide-range of expertise and experience is brought to bear in addressing these sensitivities and emotive issues.
- For more information on the SEUPB please visit [www.seupb.eu](http://www.seupb.eu)

---

# 5. USING PHOTOGRAPHS

Photographs are probably the best way of grabbing the readers' attention and can increase the impact of your press release. However in order for them to be used they need to display a bit of creativity and be issued in the right format. It is recommended that a professional photographer be employed when issuing photographs to any media outlet.

A good prop can help ensure that a photograph is used by lifting what for all intents and purposes would be a dull picture into something that is eye-catching. Props can include an oversized product or monetary figure cut from foam or even actors/models in costume. Be careful however not to cross the line from creativity into something that looks ridiculous or overly-contrived. If in doubt discuss your photo idea with the photographer, they have a lot of experience in this area and can let you know what will work and what won't.

If newspapers send their own photographer to your event, establish what they and their publications expect from the photo-opportunity. They are generally very approachable and want to get good pictures, so don't be afraid to talk to them.

The Communication Lead nominated by Lead Partners will be given access to the communications site through the Members Log-in section of the SEUPB website. Amongst the material to which you will access, is a range of props, display boards and panels that you can book for use in photo-calls.

## **Photo Captions**

In this digital age, captions need to be embedded in pictures using the industry standard system of IPTC <http://www.iptc.org/pages/index.php>. Most picture desks insist on photographers having the IPTC captioning data embedded in a picture or they will not use the picture. Make sure your photographer is able to do this or you could miss an opportunity. You will need to have the IPTC software if you are going to issue the photographs yourself. If do not have the software you can simply put the caption in the main body of an e-mail and let the photographer you have hired embed the caption for you.

Here are examples of two pictures that were sent to Picture Desks with an embedded caption. The caption covers the 5 W's. Who, What, Where, When, Why.



MICHAEL COOPER PHOTOGRAPHY-  
PICTURE COURTESY OF SEUPB  
10/4/2008: Fiddle player Susan Guiney  
and pipers Shane Culleton (left) and  
David Hanna all members of Piping Hot,  
a cross community band who were  
performing at the European Union  
funded European Mediation Conference  
at the Waterfront Hall which was

attended by over 400 delegates from 40 countries across Europe and beyond. The conference was set to coincide with the anniversary of the signing of the Good Friday Agreement. Picture: Michael Cooper

MICHAEL COOPER PHOTOGRAPHY-PICTURE COURTESY  
OF SEUPB

14/4/8: Northern Ireland is to benefit from three new European Regional Development Fund Programmes worth €14 Million which will continue until 2013. In Belfast this afternoon for the official launch are (left-right) Northern Ireland Finance Minister, the Rt Hon Peter Robinson MP, MLA, European Commissioner for Regional Policy, Danuta Hübner, Chief Executive of the Special EU Programmes Body, Pat Colgan and Irish Finance Minister and Tánaiste, Brian Cowen T.D. Picture: Michael Cooper



Pictures should always be saved as jpg images. Newspapers or magazine usually need a picture file to be approx 500kb to 1MB in size. Magazines usually need them to be bigger, especially if they are to be used on a cover or in a double page spread.

You do not need a 500kb picture to illustrate a web page. Use a compressed version to help the page load quicker. You can make the high resolution versions of your pictures (with the embedded extended caption) available for people to download from a dedicated part of your website, such as a 'Gallery' section.

---

## 6. RADIO and TELEVISION INTERVIEWS

If you are offered a radio or television interview, you will need to take a number of factors into account before committing to it.

As soon you receive the interview bid you should determine:

- The nature of the interview, is it live or pre-recorded?
- Where will the interview take place, is it in-studio or will it be over the phone?
- What line the interviewer will take and what issues they want to cover. (Whilst they may tell you generally what they will ask in some instances they will throw in a surprise question, so be prepared for it).
- Are they interviewing someone else about the same topic? If so who are they?

Before giving the interview you should always:

- Establish your communications objectives and prepare three to four key messages you want to get across. (The average broadcast interview lasts about 30-45 seconds, so you don't have that long to get across your key points).
- Prepare thoroughly – anticipate all the worst possible questions and rehearse your answers with a colleague.
- In radio interviews try not to use notes which are difficult to handle and often confuse rather than clarify.
- Remember any questions on the operation of the European Union programmes should be referred to the SEUPB.

During the interview itself, you should:

- Listen to the questions and answer them but don't be afraid to take control of the interview so that you can get across your key messages. This should never be done in an aggressive way, instead you should preface your key messages by saying, 'The real issue here is...' or 'The main purpose of the project is to...' etc
- Try and make your most important key point as early in the interview as you can.
- Think before you speak – pause briefly after each question and respond clearly – do not rush your responses.
- Speak in short, concise statements.

- 
- Maintain your professional cool; avoid becoming personal and emotional, especially when under hostile questioning.
  - Never answer questions with one word.
  - Never say “Does that answer your question?”
  - Not feel compelled to answer a question that you think is too personal.
  - Never waffle. If you don’t know the answer, say so and talk about something you do.
  - Don’t be pushed into promising anything that you may not be able to deliver.
  - Avoid being too technical.
  - Never let your eyes wander from the interviewer during a TV broadcast interview and don’t be frightened of using your hands to emphasise points.
  - Try and relax as much as you can without letting your guard down.

If possible you should also have other staff listen/watch and comment on your performance. Criticism is sometimes hard to take but as long as it is constructive you will reap the benefits.

Remember very few people are natural when it comes to interviews, but with practice, careful preparation and planning most people can become more confident and capable.

---

## **APPENDIX 1**

### **COMMISSION REGULATION (EC) No 1828/2006**

#### **CHAPTER II**

##### **Provisions Implementing Regulation (EC) No. 1083/2006**

##### **Section 1 - Information and publicity**

###### **Article 2**

###### **Preparation of the communication plan**

1. A communication plan, as well as any major amendments to it, shall be drawn up by the managing authority for the Operational Programme for which it is responsible or by the Member State to cover several or all Operational Programmes co-financed by the European Regional Development Fund (ERDF), the European Social Fund (ESF) or the Cohesion Fund.
2. The communication plan shall include at least the following:
  - (a) the aims and target groups;
  - (b) the strategy and content of the information and publicity measures to be taken by the Member State or the managing authority, aimed at potential beneficiaries, beneficiaries and the public, having regard to the added value of Community assistance at national, regional and local level;
  - (c) the indicative budget for implementation of the plan;
  - (d) the administrative departments or bodies responsible for implementation of the information and publicity measures;
  - (e) an indication of how the information and publicity measures are to be evaluated in terms of visibility and awareness of operational programmes and of the role played by the Community.

###### **Article 3**

###### **Examination of compatibility of the communication plan**

The Member State or the managing authority shall submit the communication plan to the Commission within four months of the date of adoption of the Operational Programme or, where the communication plan covers two or more operational programmes, of the date of adoption of the last of these operational programmes.

In the absence of observations made by the Commission within two months of receipt of the communication plan, the plan shall be deemed to comply with Article 2(2).

If the Commission sends observations within two months of receipt of the communication plan, the Member State or the managing authority shall within two months send a revised communication plan to the Commission.

---

In the absence of further observations by the Commission within two months of submission of a revised communication plan, it shall be considered that the communication plan may be implemented.

The Member State or the managing authority shall commence the information and publicity activities provided for in Articles 5, 6 and 7, where relevant, even in the absence of the final version of the communication plan.

#### **Article 4**

##### **Implementation and monitoring of the communication plan**

1. The managing authority shall inform the monitoring committee for each operational programme of the following:

- (a) the communication plan and progress in its implementation;
- (b) information and publicity measures carried out;
- (c) the means of communication used.

The managing authority shall provide the monitoring committee with examples of such measures.

2. The annual reports and the final report on implementation of an operational programme, referred to in Article 67 of Regulation (EC) No 1083/2006, shall include:

- (a) examples of information and publicity measures for the operational programme carried out when implementing the communication plan;
- (b) the arrangements for the information and publicity measures referred to in point (d) of Article 7(2) including, where applicable, the electronic address at which such data may be found;
- (c) the content of any major amendments to the communication plan.

The annual implementation report for the year 2010 and the final implementation report shall contain a chapter assessing the results of the information and publicity measures in terms of visibility and awareness of operational programmes and of the role played by the Community, as provided for in point (e) of Article 2(2).

3. The means used for implementing, monitoring and evaluating the communication plan shall be proportional to the information and publicity measures identified in the communication plan.

#### **Article 5**

##### **Information measures for potential beneficiaries**

1. The managing authority shall, in accordance with the communication plan, ensure that the operational programme is disseminated widely, with details of the financial contributions from the Funds concerned, and that it is made available to all interested parties.

---

It shall in addition ensure that information on the financing opportunities offered by joint assistance from the Community and the Member State through the operational programme is disseminated as widely as possible.

2. The managing authority shall provide potential beneficiaries with clear and detailed information on at least the following:

- (a) the conditions of eligibility to be met in order to qualify for financing under an operational programme;
- (b) a description of the procedures for examining applications for funding and of the time periods involved;
- (c) the criteria for selecting the operations to be financed;
- (d) the contacts at national, regional or local level who can provide information on the operational programmes.

In addition, the managing authority shall inform potential beneficiaries of the publication provided for in point (d) of Article 7(2).

3. The managing authority shall involve in information and publicity measures, in accordance with national laws and practices, at least one of the following bodies that can widely disseminate the information listed in paragraph 2:

- (a) national, regional and local authorities and development agencies;
- (b) trade and professional associations;
- (c) economic and social partners;
- (d) non-governmental organisations;
- (e) organisations representing business;
- (f) information centres on Europe as well as Commission representations in the Member States;
- (g) educational institutions.

## **Article 6**

### **Information measures for beneficiaries**

The managing authority shall inform beneficiaries that acceptance of funding is also an acceptance of their inclusion in the list of beneficiaries published in accordance with point (d) of Article 7(2).

## **Article 7**

### **Responsibilities of the managing authority relating to information and publicity measures for the public**

1. The managing authority shall ensure that the information and publicity measures are implemented in accordance with the communication plan and that they aim at the widest possible

---

media coverage using various forms and methods of communication at the appropriate territorial level.

2. The managing authority shall be responsible for organising at least the following information and publicity measures:

- (a) a major information activity publicising the launch of an operational programme, even in the absence of the final version of the communication plan;
- (b) at least one major information activity a year, as set out in the communication plan, presenting the achievements of the operational programme(s) including, where relevant, major projects;
- (c) flying the flag of the European Union for one week starting 9 May, in front of the premises of each managing authority;
- (d) the publication, electronically or otherwise, of the list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations.

Participants in an operation of the ESF shall not be named.

## **Article 8**

### **Responsibilities of beneficiaries relating to information and publicity measures for the public**

1. The beneficiary shall be responsible for informing the public, by means of the measures laid down in paragraphs 2, 3 and 4, about the assistance obtained from the Funds.

2. The beneficiary shall put up a permanent explanatory plaque that is visible and of significant size no later than six months after completion of an operation that fulfils the following conditions:

- (a) the total public contribution to the operation exceeds EUR 500 000;
- (b) the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.

The plaque shall state the type and name of the operation, in addition to the information referred to in Article 9. That information shall take up at least 25% of the plaque.

3. The beneficiary shall, during the implementation of the operation, put up a billboard at the site of each operation which fulfils the following conditions:

- (a) the total public contribution to the operation exceeds EUR 500 000;
- (b) the operation consists in the financing of infrastructure or of construction operations.

The information referred to in Article 9 shall take up at least 25% of the billboard.

When the operation is completed, the billboard shall be replaced by the permanent explanatory plaque referred to in paragraph 2.

---

4. Where an operation receives funding under an operational programme co-financed by the ESF and, in appropriate cases, where an operation receives funding under the ERDF or the Cohesion Fund, the beneficiary shall ensure that those taking part in the operation have been informed of that funding.

The beneficiary shall provide clear notice to the effect that the operation being implemented has been selected under an operational programme co-financed by the ESF, the ERDF or the Cohesion Fund.

Any document, including any attendance or other certificate, concerning such an operation shall include a statement to the effect that the operational programme was co-financed by the ESF or, where appropriate, the ERDF or the Cohesion Fund.

## **Article 9**

### **Technical characteristics of information and publicity measures for the operation**

All information and publicity measures aimed at beneficiaries, potential beneficiaries and the public shall include the following:

- (a) the emblem of the European Union, in accordance with the graphic standards set out in Annex I, and reference to the European Union;
- (b) reference to the Fund concerned:
  - (a) for the ERDF: "European Regional Development Fund";
  - (b) for the Cohesion Fund: "Cohesion Fund";
  - (c) for the ESF: "European Social Fund";
- (c) a statement chosen by the managing authority, highlighting the added value of the intervention of the Community, and preferably "Investing in your future".

For small promotional objects, points (b) and (c) shall not apply.

## **Article 10**

### **Network and exchange of experience**

1. Each managing authority shall designate the contact persons to be responsible for information and publicity and shall inform the Commission accordingly. In addition, Member States may designate a single contact person for all operational programmes.
2. Community networks comprising the persons designated under paragraph 1 may be set up to ensure exchanges of good practice, including the results of implementation of the communication plan, and exchanges of experience in implementing the information and publicity measures under this Section.
3. Exchanges of experience in the field of information and publicity may be supported through technical assistance under Article 45 of Regulation (EC) No 1083/2006.

## APPENDIX 2

### PROJECT/EVENT SHEET – FORWARD PLANNER



**European Union**

European Regional

Development Fund

Investing in your future

Completed forms should be sent to [communications@seupb.eu](mailto:communications@seupb.eu)

**Region:** Northern Ireland / Border Region of Ireland / Western Scotland

**Programme:** PEACE III / INTERREG IVA / INTERREG IVB / INTERREG IVC

**Contact person:** Name:

Phone:

E-mail:

<b>Project title:</b>			
<b>Programme:</b>		<b>Project Reference number:</b>	
<b>Total Cost:</b>			
<b>ERDF Contribution:</b>		<b>Other Funders:</b>	
<b>Project/Operation Objectives:</b>			
<b>Project/Operation Details:</b>			
<b>Likely event/launch Date:</b>			
<b>Planned activities for event/launch:</b>			
<b>Project website:</b>			
<b>Name of an individual beneficiary with comment (if applicable):</b>			

## APPENDIX 3



**European Union**  
European Regional  
Development Fund  
Investing in your future

PEACE III

INTERREG IVA

### Communication Plan checklist

#### OPERATION:

	Yes	No	Comment
Does it contain a stakeholder analysis?			
Have they identified preferred method of communication for stakeholder groups?			
Have they identified publicity activities related to project milestones?			
Is there a communication plan?			
Is there a clear indication of how they will recognise the EU contribution?			
Does their costing appear to be realistic?			
Does the plan indicate how they would react to changing circumstances or opportunities?			
Have they identified how they plan to evaluate all communication activities?			
<p>Have they made clear reference to all communication requirements as laid out in the application form and background information?</p> <p><b>Minimum</b> publicity and information requirements:</p> <p>All projects must identify at least one member of staff with responsibility for all publicity and information activities (we shall refer to this person as the Communications Lead).</p> <p>On at least three separate occasions, press releases must be issued by each project over the life of the project.</p> <p>At least one regularly updated webpage per project, ideally hosted on</p>			

<p>the website of the Lead Partner or equivalent, must be developed. Websites/pages must include the correct use of logos as stipulated by the Managing Authority (SEUPB). There must also be a link to the SEUPB website on these pages: <a href="http://www.seupb.eu">www.seupb.eu</a>.</p> <p>A proportionate and appropriate media event/publicity opportunity to mark both the commencement and closure of all projects must be arranged.</p> <p>Each Lead Partner's Communications Lead must attend all Communication Network meetings held by the Special EU Programmes Body.</p> <p>Communications Leads must also attend at a least one communication and publicity workshop held by the Special EU Programmes Body.</p> <p>The Lead Partner must distribute a newsletter/e-zine with updates of the progress of projects and key events at least twice a year to identified stakeholders.</p> <p>Following a stakeholders analysis the Communications Lead must submit to the SEUPB a report on the range of measures to be undertaken to communicate with all identified stakeholders and target groups.</p> <p>Communications Lead must submit to the SEUPB on a bi-annual basis a report which demonstrates and <i>evaluates</i> all publicity and information undertaken. This would indicate how projects have met eligibility criteria with specific reference to the acknowledgment of EU contributions the range of information and publicity measures undertaken to communicate with all identified stakeholders groups.</p> <p>Any infrastructure or construction project with total contributions from ERDF exceeding €500,000 must erect a billboard during the implementation of the project. The requirements for the billboard will be stipulated by the Special EU Programmes Body to comply with regulation 1828/2006.</p> <p>Any project with total ERDF</p>			
--	--	--	--

<p>contributions exceeding €500,000 and involving infrastructure, construction or the purchase of a physical object a must also erect a permanent explanatory plaque within six months of completion of the project. The requirements for this plaque will be stipulated by the Special EU Programmes Body to comply with regulation 1828/2006.</p>			
<p>Comments:</p>			
<p>Reviewed by:</p>		<p>Date:</p>	
<p>Second Review:</p>		<p>Date:</p>	