



# Financial Managers Seminar

Leiden, 18-19 October 2010

**Guidance on the implementation of EC publicity requirements for Lead and Project Partners of ESPON 2013 Projects**



## ESPON guidance on the implementation of EC publicity requirements

- Guidance note for Lead Partners of the ESPON 2013 Projects in relation to EC publicity requirements
- Defining the measures that project beneficiaries shall apply and which are made obligatory in contractual documents

## Legal framework

- Any information notice or publication by the project, must specify that the project has received a subsidy from the Programme funds, in compliance with the requirements set by:
  - Regulation (EC) No 1828/2006, art. 8, 9 and annex I
    - Art. 8 Responsibilities of beneficiaries
    - Art. 9 Technical characteristics
  - Legal framework laid down in §1 of subsidy contract
  - ESPON Programme Manual, chapter 8.4.6.

EC Regulation No 1828/2006

Article 8

- Beneficiaries of Funds shall:
  - inform the public on assistance from the Programme Funds
  - inform the public, partners and subcontractors that the operation is part-financed by the ERDF
- In accordance to the opinion of the EC, no ESPON beneficiaries will be required to implement the rule of setting up plaque and billboards

Article 9

- The technical characteristics include the following:
  - Emblem of  (the flag)
  - Reference to the European Union
  - Reference to the European Regional Development Fund
  - Statement on the added value, “Investing in your future”

More: [http://ec.europa.eu/regional\\_policy/sources/graph/graph\\_en.htm](http://ec.europa.eu/regional_policy/sources/graph/graph_en.htm) and EC Regulation 1828/2006 , Annex I: Instructions for creating the emblem and a definition of the standard colours

## ESPON publicity requirements

1. The ESPON 2013 Logo



**AND**

2. wording “ESPON 2013 Programme”

**AND**

3. the disclaimer sentence:

“This publication does not necessarily reflect the opinion of the ESPON Monitoring Committee. In addition the Monitoring Committee is not liable for any use that may be made of the information contained therein”

## Implementation of EC and ESPON publicity requirements

- The general principle for ESPON implementation is that the use of the ESPON logo



shall always be accompanied by the European emblem and the statement on the added value



EUROPEAN UNION  
Part-financed by the European Regional Development Fund  
INVESTING IN YOUR FUTURE

## Implementation of EC and ESPON publicity requirements

- External communication targeting beneficiaries, potential beneficiaries and the general public shall always apply the general principle and include both the ESPON logo and the EU emblem and text.
- Internal communication shall neither include the ESPON logo nor the EC publicity
  - Instead of the ESPON logo the phrase “ESPON 2013 Programme” shall be included before the title of the document
- Use of the EU logo is also obligatory when using any other emblem. The EU logo should be at least the same size than the other emblems being used.
- In case of doubt related to a particular document (not mentioned above), the judgment of the need to include the ESPON Logo and the EC publicity requirements shall target whether the purpose of the document is information and communication with the public and/or beneficiaries or not

## Publication of the list of beneficiaries

- Acceptance of funding is also an acceptance of beneficiaries' inclusion in the list of beneficiaries to be published
- The MA will publish the following information:
  - name of LP and Project Partners;
  - purpose of the subsidy;
  - amount of the Programme subsidy awarded and the related ERDF funding rate;
  - geographical location of the project;
  - Project deliveries (Interim/Final reports etc.);



## Last but not least

### 1. What is concerned?

- Publications / reports
- Articles for magazines/newspaper/websites etc.
- Websites or web pages for projects
- Seminar/Conference invitations/programmes/leaflets etc.
- Digital presentations (.ppt or other)
- Etc.

### 2. Where to find information

- ESPON Programme Manual, ESPON website, CU, LP/PP networking etc.

### 3. My name is... “ESPON”

In order to properly communicate ESPON and to avoid confusion the name “ESPON” shall not be translated

- DE, mein Name ist ESPON
- FR, je m’appelle ESPON
- HU, Az én nevem ESPON ...