



ESPON Financial Managers Seminar
3 October 2008, Luxembourg

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



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



EU Structural Funds - Information and Publicity
in 2007-2013 programming period

- Information and communication is an integral part in the process of cohesion policy's implementation
- Institutions involved in the implementation of the operational programmes play an important role as information multipliers
- Lead partners and their partners are part of the team working for the success of the Structural Funds

ESPON guidance on the implementation of EC publicity requirements

- Guidance for Lead Partners of the ESPON 2013 Projects in relation to EC publicity requirements
- It defines the measures that project beneficiaries shall apply and which will be made obligatory in contractual documents
- The requirements presented in this document has been presented to DG Regio and checked with their legal unit

Legal framework

- Any notice or publication by the project, including at a conference or a seminar, must specify that the project has received a subsidy from the Programme funds, in compliance with the requirements set by
 - Regulatory framework in subsidy contract, §1 Legal framework
 - Regulation (EC) No 1828/2006, articles 8, 9 and annex I
 - ESPON Programme Manual, chapter 8.4.6.
- Additionally, any notice or publication by the project, have to indicate a clear mentioning of the wording "ESPON 2013 Programme"

EC Regulation 1828/2006

- The rules and responsibilities relevant for beneficiaries are specified in
 - Art. 8 Responsibilities of beneficiaries relating to information and publicity measures for the public
 - Art. 9 Technical characteristics of information and publicity measures for the operation

Implementation of Article 8

- Beneficiaries of ESPON projects shall
 - inform the public on assistance from the Funds
 - inform partners and subcontractors that the operation is part-financed by the ERDF
- Any document from an ESPON project (to the public space) shall include a statement that the operation is part-financed by the ERDF
- In accordance to the opinion of the EC, no ESPON beneficiaries will implement the rule of setting up plaque and billboards

Implementation of Article 9

- The technical characteristics of measures aimed at beneficiaries, potential beneficiaries and the public shall include the following:
 - Emblem of the EU (the flag) and a reference to the European Union
 - Reference to 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 and EC Regulation 1828/2006 , Annex I: Instructions for creating the emblem and a definition of the standard colours

ESPON publicity requirements

1. 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 documents 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 documents 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

Implementation of EC and ESPON publicity requirements

- Use of the EU logo is also obligatory when using any other emblem. The EU emblem should be at least the same size as 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 the LP and its Project Partners;
 - purpose of the subsidy;
 - amount of the subsidy awarded and the funding rate;
 - geographical location of the project;
 - progress reports including the final report;
 - whether and how the project has previously been publicized

My name is...

- The name defines who I am
- In order to properly communicate ESPON and to avoid confusion the word "ESPON" may not be translated
 - EN, My name is ESPON
 - DE, Mein Name ist ESPON
 - FR, Je m'appelle ESPON
 - ...

Evaluating the ESPON Seminar

- Please support optimising the event by filling in the Evaluation Form provided
- The questionnaire contains mostly closed questions, related to the organisation as well as the content of the event and improvements
- The ESPON CU will compile and process the answers with the aim of improving future events under the ESPON 2013 Programme