



**European Union**

European Regional  
Development Fund

Investing in your future

# Publicity Guide

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

**PEACE III**

**INTERREG IVA**

January 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 make sure 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. Information on lead partners will be published first and information on the projects in each operation will be added at regular intervals to provide a comprehensive list of final 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.

(4) In order to enhance transparency regarding use of the Funds, the list of beneficiaries, the names of the operations and the amount of public funding allocated to operations should be published, electronically or otherwise.  
(Article 7.2(d) of implementing regulation 1828/2006)

Each Lead Partner and its partner projects must nominate someone who will have responsibility for information and information. .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 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 Bodies must attend and participate in information and publicity workshops held by the Special EU Programmes Body as requested.
- The Implementing Bodies 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 Bodies must first be verified by the Communications Team in the Managing Authority.
- All press releases issued by the Implementing Bodies related to PEACE III must first be verified by the Communications Team in the Managing Authority.
- The Implementing Bodies will be required to maintain a log of all media enquiries and the responses provided.
- The Implementing Bodies 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 before the communication plan is submitted to the relevant Steering Committee. The purpose of the inclusion of the communication plan in an application and its review before consideration by the Steering Committee is to ensure that the planned publicity and

---

information activities of the operation are appropriate to the size of the operation and that the budget specified for the delivery of these activities is realistic. 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 submit to the SEUPB on a bi-annual 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.

## 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 EU logo and recognition of the European Union's support. The EU 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)

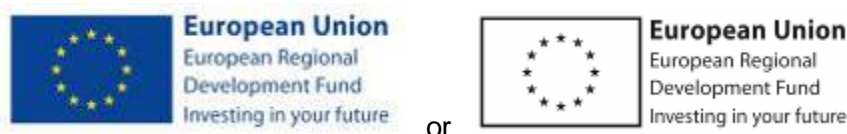


Figure 1

The European Union is stringent about use of the EU logo. For example, the logo must be at least as big as any other logo that is being 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 EU 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, EU 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

<p><b>Manorhamilton Enterprise Forum Co Leitrim &amp; Taughmonagh Community Forum, Belfast are recruiting</b></p>	←	The top section can be used as area for logo of Lead Partner or name of organisation.			
<p><b>2 Programme Assistants 1 post in Manorhamilton and 1 post in Taughmonagh Full time 3 year contract Salary €24K or £19</b></p>	←	The section in black is an ideal way of grabbing the attention of the reader.			
<p>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.</p> <p>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.</p> <p><b>For an application &amp; job specification</b> 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</p> <p><b>Closing date for applications Monday 10th November</b></p>	←	This is the main body of the ad.			
<table border="0" style="width: 100%;"> <tr> <td style="text-align: center;">  </td> <td style="font-size: small;"> <b>European Union</b> European Regional Development Fund Investing in your future         </td> <td style="font-size: small;">           These organisations are equal opportunities employers.         </td> </tr> </table> <p style="font-size: small; text-align: center;">The Special EU Programmes Body is the Managing Authority for the European Union's PEACE III Programme</p>		<b>European Union</b> European Regional Development Fund Investing in your future	These organisations are equal opportunities employers.	←	This is where you must insert the ERDF reference.
	<b>European Union</b> European Regional Development Fund Investing in your future	These organisations are equal opportunities employers.			
	←	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



**Donegal County Development Board**  
Bord Forbartha Chontae Dhún na nGall

**European Union European Regional Development Fund 2007-2013 PEACE III Programme, Priority 1 Reconciling Communities, Theme 1 Building Positive Relations at the Local Level**

Applications are now called for funding under the Donegal Peace and Reconciliation Partnership Peace Plan 2008 – 2010 Small Grants Scheme.

This call for applications will close at 1.00pm on Friday November 14<sup>th</sup> 2008.

Application Forms and Guidance Notes can be downloaded from the Donegal CDB Peace and Reconciliation website at [www.donegalcldb.ie](http://www.donegalcldb.ie)

Support Workshops for Groups seeking funding under the PEACE III Small Grants Scheme will take place at the following venues:

Donegal Town PSC, 2pm Tuesday 28<sup>th</sup> Oct  
Castletown CPL 2pm Wednesday 29<sup>th</sup> Oct  
Letterkenny PSC, 2pm Thursday 30<sup>th</sup> Oct  
Camdonagh PSC, 2pm Friday 31<sup>st</sup> Oct

For further information contact Fearghal Ó Boyle or Marie Porter, Donegal PEACE III Office, Community and Enterprise Unit, Donegal County Council, Station Island, Lifford, Co Donegal. Phone: 074 91 72232 or email: [m.porter@donegalcoco.ie](mailto:m.porter@donegalcoco.ie)

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

A project supported by PEACE III Programme managed for the Special EU Programmes Body by the Donegal Peace and Reconciliation Partnership.

← 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 EU 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 EU logo and recognition which must have 'due prominence'. This means that the size of the EU 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 EU logo and recognition must not be positioned close to third-party elements in advertisements. This may create the impression that EU 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 EU 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 EU 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. Marketing collateral which implies EU support for third-party elements which are not the subject of the funding will be deemed ineligible.

- **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 EU 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 EU 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 EU 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 a recognition plaque with the Letter of Offer to each Lead Partner. Additional recognition plaques will be provided for each of the partner projects/actions included in the Lead Partner's proposal.

---

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 EU 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**

Within six months of completing the operation or project, you must put up a permanent plaque explaining the operation and recognising the support you have received. 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 EU 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 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 EU 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 EU recognition logo you may leave it off. BUT, the EU logo must always be used.

---

## EVALUATION

All operations and projects are expected to evaluate their information and publicity activities to show how effective they have been in achieving the objects for each activity. This will need to show these activities have created visibility and awareness of the role played the European Union amongst potential and final beneficiaries of the operation/project and the general public.

In Appendix ?, we have included templates you might want to use for your evaluations.

## 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 you 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. Television 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 EU 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/Border Action 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**



**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 not the same as writing for print.

People who use the web do not behave like people reading a book. They are usually looking for specific information. Web authors must make it easy for them to find what they want.

Studies show that people read online text a lot slower than printed text. Reading from a screen for an extended period of time is generally an unpleasant experience for most users. Web authors can make the experience easier by adhering to a few simple rules:

### **Write for your audience**

Always bear in mind **who** you're providing your web page for. Are you providing them with the information they need? Are you allowing them to complete the tasks they want to achieve?

Use your readers' language, not yours. Try to use the words people are searching for. Remember that the thing you care about most may be a turn-off for your audience. To your audience, you are not the centre of the universe; your website is one among many.

### **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. Make sure your first heading and paragraph make this clear.

### **Be relevant**

Is there any content on your page that might make someone say, 'So what?' If so, get rid of it. Don't provide information they already know, such as 'This is the Department of X' when the title already makes that clear.

### **Use simple language**

Don't use long words where short ones will do. The purpose of your website is to provide people with information - make it easy for them. Avoid convoluted syntax, specialist vocabulary and over-use of acronyms.

### **Be consistent**

Follow the editorial web style guide. A consistent approach will help people navigate your site, and make the site look more professional.

---

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

Most default browser settings underline links on the page, so underlining text that is not a link causes confusion. Remember too, that large amounts of text in bold or italics are difficult to read on screen. Typing in CAPITALS makes it seem that you are shouting.

## **Check grammar**

Grammar and spelling are important for the same reasons as consistency. Your content is important so follow the rules to make sure you get your message across. Remember, you may well be writing for users for whom English is a second language. Non-standard use of English can only confuse users.

## **Think globally**

Remember that your website can be accessed by everyone in the world with a modem, so choose both appropriate content and words.

## **Be concise**

- Make your sentences short and to the point
- Start with clear information on what the page is about. Once a user has established that the page contains information that interests them, they are more likely to read the text properly. See [Make your pages scannable](#) for more information
- Because people read slower on-screen, they want to read less text. If you can pare down your language without sacrificing your content, you should do so
- You can be concise even if your subject is very complex. Start with a broad stroke: an overview, or even an abstract. Narrow your subject as you go on, giving more and more detail towards the bottom of your page. This is known as the 'inverted pyramid' style of writing. Very detailed background information, or information of interest only to a minority of readers, can be presented on secondary pages, linked from your main page
- Avoid unnecessary content. Most web users will not bother reading marketing blurb, detailed information or 'welcome' messages
- Use one idea per paragraph
- Only publish a website you can manage. If you don't have the resources to check each piece of content at least once every three months, you need to reduce the size of your website

## **Make your pages scannable**

- 
- Web users rarely read text word for word; they tend to scan pages for keywords or interesting headlines
  - It is possible to write with scanning readers in mind. The best way is to think about the structure of your information
  - Headings and subheadings are useful for structuring information for scannability. 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. Do not rely on context to make the meaning clear; a scanning reader will fix their eye on one or two words without reading the text around them
  - Avoid long, uniform blocks of text; users will shy away and may even be discouraged from scanning when faced with such density. Break up your text into shorter paragraphs than you normally would
  - Use bulleted lists and other such elements to relieve the user's eye. Bullet points also have the advantage of bringing important points to a scanner's attention
  - Remember that text used as a hyperlink will stand out (it will be coloured and underlined). Scanners will fix on this text
  - If you can, avoid long pages; users don't like scrolling, and will often only do so if you have already caught their interest in some way, so your top level pages must be short and to the point. However, do not break up information that belongs together into separate pages just in order to avoid scrolling. Moving pages is more disruptive than scrolling
  - Scanning readers will often read the first line of each paragraph, and skip the rest if it seems irrelevant. The first sentence of each paragraph should therefore suggest what is to follow
  - Pull-out quotes can be effective in drawing readers in to your text. This is the technique used in newspapers and magazines of taking a few relevant words and placing them in a large font to the side of the text

### **Write objectively**

Avoid promotional hyperbole. Sometimes, as is the case with this guide, the second person and a more informal approach may be appropriate. Consider your target audience and use your common sense. Avoid using the passive tense where possible - users will engage more readily with content written in the active tense. Eg 'It was decided' is less engaging, and inspires less confidence, than 'We decided'.

---

## **Include context**

Consider that any web page can be accessed out of context. For example, a user may come directly to a web page through a search engine rather than from the home page of a site. Keep this in mind when writing the content for your pages.

Ensure that each page carries enough information to let the user know where they are and what the topic is. Don't worry about repeating yourself from one page to another. You can never assume that a user has seen any of the other pages on the site.

## **Provide a call to action**

All useful web content drives an action and should end with a call to action, such as a link, a phone number, a form, etc. After reading a good piece of web content the reader should either know something they didn't know before, or be able to do something they couldn't do before.

## **Use of images**

Although having images on a web page suits most web users' style of reading, they should be used relatively sparingly, especially on higher-level pages. Images can be large files, and increase page download time. It is up to the author to decide whether the illustrative value of an image outweighs the disadvantage of longer download times. Images should always be associated with your text.

© The copyright of this article belongs to LSE – the London School of Economics

## **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

A launch or event often sounds like a good idea but it requires more planning than you might realise. First decide what you want to achieve as a result of the launch or event. Is it to get a profile for the operation or project; provide an opportunity to get a message from your organisation into the public domain; to announce the operation or project is now in action to create a reason to get people into your building and enrol/engage with you.

You must complete the **PROJECT/EVENT SHEET – FORWARD PLANNER** form (Appendix ??) so that we can include details in our forward planner and advise you 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.

The basic elements for shaping the organising an event are the same as other communication activities and are come out of answering

### Who

is the event aimed at

is responsible for issuing the invitations and receiving responses

will liaise with the venue

is responsible for pulling the agenda together

will be the event's project leader

will write the press release

will liaise with the speakers

will meet and greet visitors on the day

### What

will be on the agenda

form will the invitation take – email – printed invitation cards; letter

kind of venue do you need

do you need to include on the agenda

is the project's timeline

will be the cost

---

are the rough timings for each agenda item  
audio-visual equipment do you need  
catering do you need  
risk assessments and health and safety checks do you need to carry out  
display material do you need to use

## **Where**

will you hold the event  
is the best location for your event  
does it properly reflect what your operation/project is trying to achieve

## **Why**

are you holding the event  
are you inviting those on your invitation list  
are you holding this event

## **When**

do you want hold the event – date time  
do the invitations have to go out

## **How**

are you going to get the work done  
much will it all cost  
will you evaluate the success of the event  
will you register people on the day  
will you make sure the support of the European Union is properly recognised

The list of questions above is not exhaustive. If you agree comprehensive answers at the beginning of your planning, it will help you to identify the detail that you need to address to deliver 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 access to is the range of display boards and panels that you can book for use at launches and events.

---

## 4. PUBLIC and MEDIA RELATIONS ACTIVITY

Public Relations (PR) has been defined as *the development and maintenance of mutual understanding between an organisation and its publics*

or put another way *making friends and keeping them.*

PR and Media Relations activity is one way of communicating with your key target audiences.

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

1. the announcement that the operation/project has been awarded some money
2. a progress report on the operation/project (when appropriate)
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 goals and mission in life;
- contribute where necessary to effective crisis management;
- challenge misconceptions and build trust;
- increase familiarity and boost favourability;
- improve market position through increased awareness and participation;
- make current or future stakeholders or partners aware of what your organisation is achieving
- build and maintain internal morale and improve an organisation's standing in the community.
- 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 EU and Programme logos should be included in news releases. Spokespersons should 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 will 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 ??) we will decide if we need to send our photographer along to the event.

Send your press releases to comm A photograph in JPG format to illustrate your story is always welcome. The Communications Team may also be able to arrange for photographs to be taken.

### **Good press releases**

- A good headline
- The key questions are answered in the first paragraph
- Uses active verbs
- Keeps the fog index in mind

### **Using the Media**

Other EU funded projects have identified the following learning points about working with the media:

- Collaborate with journalists.
- They need stories. Feed them with information and they will be your friends..
- Know the core elements of you operation/project.
- Be consistent with the message you are promoting.
- Simple messages are the most effective.
- Focus on people more than on monetary values or technical information.
- Avoid acronyms and jargon
- In order to maximise positive impact of the project, emphasise the "journey", show what the situation was like before.

- 
- Carefully select the media that most appeals to the public (i.e. TV more popular than newspapers).
  - Be aware that other emerging stories on the launching day may divert media attention and lead to disappointing media coverage. Therefore always check with SEUPB that the date of the event is media friendly and that there is nothing else going on.

## **The headline**

The headline on a news story is like a free sample. It gives the journalist a flavour of what the overall story is about. If the headline does not grab him/her, he/she is unlikely to read the rest of the story. Therefore, it may not matter how good a story is, if it has a poor headline on top.

Example of a poor headline:

### **BYPASS OPENED TO ENABLE ROAD ACCIDENTS TO BE REDUCED BY FIFTY PERCENT.**

What is wrong with it?

- It's too long. A great headline can be spoken in one breath.
- Headlines should always be in the language of the reader, not the writer.
- It's passive. "Enable ..." is an indirect, passive way of saying something.
- It's in the past tense, so it sounds historic rather than newsy.
- It's difficult to mentally see what the story is.

A good headline is necessary because it has to attract the attention of the journalist.

### **Example of a good headline:**

#### **NEW ROAD CUTS ACCIDENTS BY HALF**

What is right with it?

- It's short and tells the story in seven words.

- 
- It's in vivid simple language.
  - It's active: "Cuts accidents..."
  - It's got human implications. (Most of us have seen or been involved in accidents.)
  - It's in the present tense, so it's newsy.
  - The future tense would work equally well: New Road Will Cut Accidents in Half
  - It's imaginable. We can imagine accidents and seeing less of them or not being involved in one.

When writing a headline, remember that there is no obligation on journalists to pay any attention to it. It's pointless to say "But they *should* be interested this. There are no "shoulds" in the media. Journalists have to attract and persuade people to read your story, but they have a million and one alternatives.

The onus is on the writer, not the reader. And that applies throughout the writing of a press release.

### **The first paragraph**

The key questions / issues must be addressed in the first paragraph, for two reasons:

1. If your story is to get into the paper, and another, bigger story comes along before it goes to print, they will edit your story. Under pressure, a sub editor will simply chop the end off it. So your story must be understandable, even if what follows the first paragraph were chopped off.
2. Readers are busy and distracted. They may not have the time to read every story to the end. So you want to deliver the key information early, just in case.

The key questions are:

*What* (is happening)?

*Who* (is involved)?

*Where* (is it happening)?

*When*?

---

Why?

## Active Verbs

A good press release uses active verbs. This sentence uses the passive form of the verb:

*Belfast City Hall was occupied by protesters.*

This sentence uses the active form of the verb:

*Protesters occupied Belfast City Hall.*

Remember, if it's a headline, don't just go for an active verb, go for a present or future tense verb:

*Protesters Occupy Belfast City Hall*

*Protesters to Occupy Belfast City Hall.*

The easiest way to remember this rule:

Bad: *Man bitten by dog* (passive, past tense)

Good: *Dog bites man* (active, present tense)

## The fog index

A good press release keeps the fog index in mind. The longer a sentence, the thicker the "fog" through which the reader has to get the message.

- 8 to 10 word sentences are clear and easy to understand.
- 10 to 15 word sentences are slightly less clear and easy to understand.
- 15 to 25 word sentences mean that the fog is thickening.
- 25 plus words can mean the sentence becomes impenetrable.

## Quotations

There is much more to quotations than meets the eye. First of all, when we see quotation marks in a story, we know that there is a human being, a voice, in the story. This makes it more interesting.

---

Secondly, quotation marks, properly used, attract the eye of the reader, so that someone who might otherwise stop reading after the first paragraph is more likely to continue reading if there are quotations in the remainder of the text.

Thirdly, putting some of the data into the mouth of someone gives greater variety to what would otherwise be a straight presentation of details.

## **Ends**

It is important that the recipient of the release knows where it finishes. Putting “Ends” in the middle of the line after you have finished, but before you put in the sources, is one way of making that clear.

## **Source**

No newspaper will give a moment's consideration to a press release that does not come with contact details of the organisation and person who sent it.

The news editor needs to know who sent this particular release and where they can be reached *right now* if a detail needs to be clarified or an element elaborated on.

The 'source' should always be prepared to deal with queries, provide further information or organise an interviewee if necessary.

---

## 5. USING PHOTOGRAPHS

*“A picture’s worth a thousand words”* – is it? Ask yourself what you do when reading a magazine or newspapers? Do you look at the photographs first, then headlines and then the stories that grab your attention?

Photographs are probably the best way of grabbing the readers’ attention but picture editors cringe when they receive another launch or announcement picture containing two or three men in dark suits, slightly balding, and smiling into the camera. Using props in the photographs you want to send to the press can turn a run of the mill picture into one that will catch the picture editor’s eye and help to get it published. But badly used props could ruin a picture.

A good photographer will get some action into the picture. Props give the subjects something to do and will give you a picture with some activity in it which is favoured by the media. But don’t let the photographer go overboard. The action has to be appropriate to the occasion and the message you want to get across.

Potential props include simple things like the organisations logo board, or an oversize example of a product or piece of equipment related to the project.

Organisation and programme logos and names are a versatile prop that you should always have available. You can use as backdrops to portraits/head shots or have you your subjects carry them under their arms.

Logo and name props should be on lightweight foam board with a non-reflective surface. Have two or three sizes available - 6x4ft and 3x2ft for example. Make sure they have velcro backs so that they can be positioned anywhere or held under the arm.

If newspapers send their own photographer to your event, establish what they and their publications expect from the photo-opportunity. They are generally a friendly bunch who want to get good pictures and will appreciate a professional friendly approach.

Your picture needs stand out from the choice available to, picture editors. It must have visual impact.

---

If possible advise the people you want to include in your picture not to wear grey or black. But when you have to include the traditionally suited politician or committee member, a bright tie or scarf can help. Where appropriate, you could encourage the men to take off their jackets. Use your props or backgrounds to introduce colour into a picture wherever possible. Red is the most eye catching.

Be different, be brave – ask your chairman or your VIP if they are willing to co-operate. If you can persuade your top person or VIP to co-operate with a more adventurous, off-beat image then your picture and story may move from being a inside page filler to the front page. There is a fine line between creating a fun, lively picture of the chairman and VIP and one that makes them look fools. Use your's and the photographer's skills to make sure you don't cross it.

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.

An interesting, eye-catching picture with an extended caption is good way of bringing your project to the attention of magazine and newspaper readers. 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 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 section of your website.

---

## 6. RADIO and TELEVISION INTERVIEWS

If you are offered a radio or television interview, you will need to decide whether it is in your organisation's best interest to appear. Remember any questions on the operation of the European Union programmes should be referred to SEUPB.

It is usually better to comment than not to comment. If you do not want to answer questions you could read a statement and state that you have nothing further to add.

You need to know what the programme to which you have been invited to contribute is hoping to get out of your interview. Is it a good news story or is it addressing a controversial issue and your project is an example of a good or bad approach?

Radio and television interviews need some practice if you are to use effectively in the short time that you will have the audience's attention. The need for training in this area is important but here are some points to remember:

If you find yourself on the defensive, try not to slip into the comfort of your organisation's jargon and acronyms. The viewer or listener may not understand a word you say.

Before you go to the interview always decide what the message you want to get across is. Decide on three key points and have some examples ready which demonstrate the point you are making.

A live interview is better than a recorded one. You know the interviewer has a limited time and that what you say is exactly what will go out. A recorded interview could be reduced to a sound bite of a few seconds with your key points cut out.

For television interviews avoid patterned clothing and anything which may distract the viewer because it is too 'loud'. Dark colours give authority.

Always look at the interviewer.

---

## **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 Name:**

**person: 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>			