



**European Union**

European Regional

Development Fund

Investing in your future

## **PEACE III Programme**

### **Guidance Note on Information and Publicity G5/PIII**

#### **1. General**

- 1.1 Section 1, Information and Publicity, of European Commission Regulation (EC) 1828/2006 requires the Special EU Programmes Body (SEUPB), as PEACE III Managing Authority, to ensure that operations and projects that have received funding through the PEACE III Programme acknowledge this support on all publicity.
- 1.2 The term 'operation' refers to all elements of a single application. The term 'project' refers to the elements comprising the 'operation', which may also be referred to as themes or actions.

#### **2. Recognition of European Union Funding**

- 2.1 Every operation and project is required to recognise the part-financing of their activities by the European Union's European Regional Development Fund (ERDF). The Managing Authority will provide templates for billboards, commemorative plaques and recruitment and public notice advertisements which should be used by all operations and projects. Full details of how and where EU logos should be used are contained in the Information and Publicity Guide and Information and Publicity Tool-kit available from SEUPB's Communications Team (contact details below).
- 2.2 The cost of publicity materials and events which do not display the appropriate recognition of European Union and ERDF support for the operation/project is not

eligible for EU funding. Versions of the logo which properly recognises the European Union's support can be downloaded from [www.seupb.eu/media\\_newlogos.htm](http://www.seupb.eu/media_newlogos.htm)

2.3 Further 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)

### **3. List of beneficiaries**

3.1 The Managing Authority will publish a list of all beneficiaries on the SEUPB website and other websites. Acceptance of ERDF funding implies agreement to being included in the list of beneficiaries. 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.

3.2 The name of the operation and its projects should be in a form which facilitates the understanding of the nature of the operation and project. A summary of the objectives and contact details of the operation and project will be included together with links to relevant web pages and news on operation and project progress and news. The following financial information will be listed for each beneficiary:

- Amounts committed to the operation/project.
- Total amounts effectively paid at the end of an operation/project.

### **4. The Lead Partners' responsibilities**

4.1 The Lead Partner should prepare a Communication Plan as part of the application, otherwise the application will be deemed incomplete. The Communication Plan should detail how potential/actual beneficiaries, the public and other stakeholders will be made aware of the European Union's contribution to the operation and project activities. Further information on the contents of a Communication Plan is provided below in section 7 and the SEUPB Communication Team can provide comments on the suitability of the plan.

4.2 The Lead Partner should ensure that they have sufficient budget to meet the information and publicity obligations of their operation and the projects for which it is

responsible. The Communication Plan should demonstrate that the planned publicity and information activities are appropriate and proportionate to the size of the operation and its projects. The Lead Partner has the designated responsibility to ensure that all elements of its operation adhere to the appropriate and proportionate information and publicity requirements which are relevant to the size of the project. Minimum requirements required by the Managing Authority are:

#### Communication Lead

- All projects should 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).
- Each Lead Partner's Communications Lead, or their representative, should 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.

#### Publicity – general requirements

- The Lead Partner must use appropriate publicity and information measures to ensure that those taking part in the operation or project, and the general public, are aware of the European Union's ERDF in financing the operation or project.
- A proportionate and appropriate media event/publicity opportunity to mark both the commencement and closure of all operations and projects should be arranged.
- Ensure that press releases are issued by each project on at least three separate occasions over its lifetime, unless inappropriate to do so.
- A regularly updated webpage per project, ideally hosted on the website of the Lead Partner or equivalent, should be developed. Websites/pages must include the correct use of logos as specified in the Information and Publicity Guide and Information and Publicity Tool-kit produced by the SEUPB. There should also be a link to the SEUPB website ([www.seupb.eu](http://www.seupb.eu)) from these pages.
- The Lead Partner should distribute a newsletter/e-zine with updates of the progress of projects and key events at least twice a year to identified stakeholders.
- Any related documents, including any attendance record or certificates, should include a statement to the effect that the operation or project was co-financed by

the European Union's ERDF as laid out in Article 8.4 of Commission Regulation EC 1828/2006.

#### Infrastructure projects – additional requirements

- Any infrastructure or construction project with total public contribution exceeding €500,000 (approximately £345,000 – this sterling equivalent is only set as a guide and the exchange rate on the relevant date should be used – [www.x-rates.com](http://www.x-rates.com)) must erect a billboard during the implementation of the project. The requirements for the billboard are specified in the Information and Publicity Guide and Information and Publicity Tool-kit produced by the SEUPB to ensure compliance with Articles 8 and 9 of Commission Regulation (EC) 1828/2006.
- Any project with total public contribution exceeding €500,000 (approximately £345,000 as detailed above) 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 specified in the Information and Publicity Guide and Information and Publicity Tool-kit produced by the SEUPB to ensure compliance of Articles 8 and 9 of Commission Regulation (EC) 1828/2006.

#### Monitoring

- To enable the Managing Authority to effectively report on information and publicity activities, the Lead Partner should monitor and evaluate information and publicity activities and provide annual reports to the SEUPB Communications Team on:
  - i. How projects have met eligibility criteria with specific reference to the acknowledgment of EU contributions.
  - ii. Copies of all press releases and publications issued by an operation or project.
  - iii. The range of information and publicity measures undertaken to communicate with all identified stakeholders.
  - iv. An updated Communication Plan.

## **5. The Intermediate Bodies' responsibilities**

5.1 The Intermediate Bodies (the SEUPB's Joint Technical Secretariat and The Consortium of Border Action and the Community Relations Council) have certain responsibilities with regards to information and publicity measures related to the joint Communication Plan for the PEACE III and INTERREG IVA Programmes. The SEUPB Communications Team will have responsibility for all information and publicity activities and will perform this duty for the JTS. And The Consortium will nominate at least one individual who will have responsibility for duties relating to Theme 1.2, Acknowledging and Dealing with the Past. In summary these are:

- Attending all Communication Network meetings held by the Special EU Programmes Body.
- Attending and participating in information and publicity workshops held by the Special EU Programmes Body as requested.
- Attending and participating in all roadshows targeted at potential beneficiaries undertaken by the Special EU Programmes Body.
- Agreeing all press releases issued by the Intermediate Body in relation to PEACE III.
- Maintaining a log of all media enquiries and the responses provided.
- Assessing the communication plans and budgets of all applications for funding against a checklist provided by the Managing Authority.

## **6. Sharing Good Practice**

6.1 In line with Article 10 of European Commission Regulation (EC) 1828/2006, SEUPB will form a Communications Network for those who have been designated as the Communications Lead for operations and projects. The Communications Network will share good practice and contribute to activities of regional, national and European Commission networks. Operations and projects should advise the SEUPB Communications Team as early as possible of outstanding achievements which can be used by the European Commission to demonstrate the achievements of the programmes and the benefits brought to citizens. A template of the information required by the Commission will be provided by the Managing Authority.

6.2 The Communications Network will also identify any information and publicity issues requiring clarification.

## 7. Further Information

7.1 The SEUPB's joint Communication Plan for INTERREG IVA and PEACE III Programmes is available from the Communications Network section of the Members Login area of [www.seupb.eu](http://www.seupb.eu). Access to this section will be provided to the persons designated as Communications Leads. Requests for access should be made to the SEUPB Communications Team. An Information and Publicity Guide and Information and Publicity Tool-kit has also been developed and will also be available.

### 7.2 Developing a Communication Plan

The Communication Plan should include information on:

- WHO - the target groups to which you want to get your messages and the persons responsible for implementing the information and publicity measure.
- WHY - the aims of the different project activities.
- WHAT - the strategy and content of the information and publicity measures you intend to take.
- HOW – how you will communicate your messages to the different stakeholders such as potential beneficiaries, actual beneficiaries and the public.
- WHEN - an indicative timeframe for the different activities. Starting early with your Communication Plan will be a great help. Be pro-active!
- EVALUATION - an indication of how you will evaluate the information and publicity measures and the visibility and awareness you have created of the project and the EU in funding for the project.
- TIME RESOURCES - an indication of the time needed to implement the Communication Plan.
- BUDGET – an indication of financial resources needed to implement the Communication Plan.

An example of a Communication Plan is presented below for information.

### 7.3 For further clarification and help contact:

Roger Hope  
Communications Manager  
Special EU Programmes Body

Michelle Rea  
Communications Officer  
Special EU Programmes Body

Telephone: + 44 (0) 28 9026 6691  
Email: [roger.hope@seupb.eu](mailto:roger.hope@seupb.eu)

Telephone: +44 (0) 28 90266682  
Email: [michelle.rea@seupb.eu](mailto:michelle.rea@seupb.eu)

## Communication Plan Example

	<b>Why</b> (The aim)	<b>What</b> (The product/ results/ good practices)	<b>To whom</b> (The target group/ stakeholders)	<b>When</b> (When do you plan your activity? Is this a one-off activity at launch of project or an ongoing activity?)	<b>How</b>	<b>Who</b> (Who is responsible for implementing this part of the plan?)	<b>Time resources required</b> (estimation of working hours/days)	<b>Costs</b>	<b>Evaluation</b> (tell us how you will measure whether or not it has worked)
<b>Level of Dissemination/ communication</b>									
<b>OWN ORGANISATION</b> Partner 1, Partner 2, ...	To keep operational staff up to date with the progress of the project	article on project in internal Newsletter	Operational staff	Weekly, monthly, quarterly from the beginning of the project to its completion?, at the start/end of the project?	Do it in-house, sub-contract out. Paper or e-zine?	Is it a part of someone's role to oversee internal communications within the different organisations?	Is it practical to have a weekly update? Time resources: 2 hours/week	Have you budgeted for this? Will it incur costs - subcontracting ? E-zine cheaper than paper?	Establish a feedback mechanism for staff? Define how many team meetings you will have. Record the number of times staff gave you feedback on the information they are receiving and whether it was given through their preferred medium
<b>PARTNERSHIP LEVEL</b>	To inform the project workers about the different communicatio n activities	collecting /updating different communication activities/ideas (also newsletter, website,...)	project workers	start of project + ongoing activity	e-mail + discussion at project steering group meetings	Is it part of someone's role to oversee the project communication activities	for the whole of the project 5 days	Internal project staffing costs	Define how you are going to determine that project workers are well informed about the different activities. 100% error free claims for EU funds; No complaints etc
<b>REGIONAL LEVEL</b> ( Local Authorities, County Councils, Local politicians, community groups, regional media, ...)	To make people aware of the intermediate project results	Press release	Local/regional press to reach a broad public on a regional level	pre, during and conclusion of the project	personal contact with journalist + sending press release	Communication officer of one of the partners	2 days: writing press article, contact journalists	2 days internal staffing costs	Set target for number of articles that appear in local newspaper? Set target score for inclusion of key messages in each story

	To get the advice of local county councillors	briefing	Local county councillors	5 months after the start of the project	personal invitation + agenda	project manager	5 days	5 days internal staffing costs	Set target for providing response to Councillor advice
<b>NATIONAL LEVEL</b> (Government, NGOs, national media, trade unions, charities)	To present project results	Final conference	national decision makers	End of the project	invitation	all the partners	5 days	internal staffing costs + cost of conference meeting rooms, refreshments, AV-equipment, invites	Define how many key people you will attract to each event.
<b>EU LEVEL</b> (European Commission, international suppliers, tourists, potential clients/customers)	To inform them about project results	presentation of end report to European Commission	relevant European Commission staff	End of the project	report accompanied by supporting letter	Lead partner	1 day	internal staffing costs	Set target for providing Managing Authority with details of outstanding media-friendly projects for submission the European Commission.
<b>SECTOR</b> (Influencers within the sector you are operating, can be regional, national or at EU Level – you're a visitors centre. These could be other local tourism venues, the tourist board, trade and travel press, overseas travel agencies etc)	To inform possible interested parties about the possible outcome of your project	Participation to sector fair	relevant partners in your sector	9 months after the start of the project	Sub-contracting	all the partners	5 days: preparation + fair attendance + evaluation	expenses booth + staffing costs	Define the number of contacts you will make at the sector fair and the number of follow up enquiries you want to generate.

**Total Cost =**

Date of Issue: July 2008