

Managing Authority of European Territorial Cooperation Programmes

INFORMATION AND PUBLICITY

PROJECT PARTNERS GUIDEBOOK



The IPA Cross-Border Programme
Greece - Albania
2007-2013

FROM NEIGHBOURHOOD TO PARTNERSHIP

The IPA Cross-Border Programme "Greece - Albania 2007-2013"
is co-funded by the European Union and by National Funds of the Participating Countries



INTERREG IV

MANAGING AUTHORITY OF EUROPEAN TERRITORIAL COOPERATION PROGRAMMES
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1. Introduction

Co-funded Projects enable the EU to demonstrate in a practical way how the EU impacts on the everyday lives of citizens. Within this framework the European Territorial Cooperation (ETC) budget across the European Union amounts to €8,7 billion for the Programming Period 2007-2013.

This guide was prepared so that all bodies involved with Projects funded by the "Greece-Albania 2007-2013"¹ IPA Cross-border Programme, co-funded by the European Union and national funds of Greece and Albania will be in a position to comply with EU Regulations and Guidelines regarding their communication activities. Correctly applying the EU logo and complying with the information and publicity requirements is a key element in the successful promotion of EU funding.

This manual has been designed to ensure that actions that are wholly or partially funded by the European Union (EU) incorporate information and communication activities designed to raise the awareness of specific or general audiences for the co-funded actions and the EU support for these actions in the country or region concerned, as well as the results and the impact of this support.

The manual mainly covers the way the EU identity should be promoted. It sets out requirements and guidelines for briefings, written material, press conferences, presentations, invitations, signs, commemorative plaques and all other tools used to highlight EU participation in projects/ interventions. In addition, it offers tools designed to enable the development of a dynamic communication strategy that will highlight the achievements of EU support to co-funded interventions.

This manual contains requirements for all beneficiaries and implementing partners under contracts and financing agreements, whether signed by the European Commission or by any other Contracting Authority. In all other cases the manual is only designed to provide guidance, unless otherwise stated. In all cases the provisions of specific contracts, financing agreements prevail.

Over and above the basic elements of visibility and information, and bearing in mind the context of every action, Project partners and contractors are encouraged, where

¹ Referred thereafter as "Programme", as well.

the available budget and resources permit, to develop a communication and visibility plan that will highlight in a dynamic way the impact of the EU support on the eligible area. This may require the engagement of outside expertise.

The following documents have been taken under consideration for the drafting of the present Handbook:

- Regulation (EC) No 1080/2006 of the European Parliament and of the Council of 5 July 2006 on the European Regional Development Fund and repealing Regulation (EC) No 1783/1999, as amended;
- Council Regulation (EC) No 1083/2006 of 11 July 2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and repealing Regulation (EC) No 1260/1999, as amended;
- Commission Regulation (EC) No 1828/2006 of 8 December 2006 setting out rules for the implementation of Council Regulation (EC) No 1083/2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and of Regulation (EC) No 1080/2006 of the European Parliament and of the Council on the European Regional Development Fund and specifically Articles 2-10 of Chapter II, as amended;
- Council Regulation (EC) No 1085/2006 of 17 July 2006 establishing an Instrument for Pre-Accession Assistance (IPA);
- Regulation (EU) No 540/2010 of the European Parliament and of the Council of 16 June 2010 amending Regulation (EC) No 1085/2006
- Commission Regulation (EC) No 718/2007 of 12 June 2007 implementing Council Regulation (EC) No 1085/2006 establishing an instrument for pre-accession assistance (IPA);
- Commission Regulation (EC) No 2499/2007 of 12 June 2007 implementing Council Regulation (EC) No 1085/2006 establishing an instrument for pre-accession assistance (IPA);
- The European Transparency Initiative;
- The European Commission's Decision C (2008) 4708, by which the "Greece-Albania 2007-2013" IPA Cross-border Programme was approved;
- The Communication Plan of the "Greece-Albania 2007-2013" IPA Cross-border Programme.
- Communication and Visibility Manual for European Union External Actions

2. Background information

The Information and Publicity (I&P) guidelines establish the conditions and procedure for the notification and disclosure of granting and use of the Programme "Greece-Albania 2007-2013" funds, and for marking of the objects financed by them. According to Article 8 of Commission Regulation (EC) 1828/2006, "the beneficiary shall be responsible for informing the public... about the assistance obtained from the Funds". Furthermore, Article 63 of Commission Regulation No 718/2007, mentions the responsibility of the final beneficiaries to provide information about assistance under the IPA Regulation. Therefore, Project Partners are required to apply all the appropriate Information and Publicity measures.

The overall aims of I&P actions with regard to EU funding are:

- To acknowledge the role of the EU Funds;
- to acknowledge the importance of the support provided by the EU; and
- To promote an understanding of the objectives and achievements of interventions co-funded by the EU.

Moreover, the general objectives of any I&P actions concerning ETC co-funded Projects should be the following:

- **Awareness:** Highlighting of the role of the European Community and the Structural Funds of the European Union for the general public and the promotion of the added value of Community participation in the co-funded Projects; and
- **Transparency:** Ensuring transparency as far as access to the Funds is concerned.

3. Project I&P strategy

3.1 *Appropriate visibility*

Communication activities should be properly planned in all Projects. Communication should focus on highlighting the role of the EU as a partner and on the achievements and impact of the action, not on administrative or procedural milestones. In order to maximise the impact of communication efforts:

- Activities need to be timely
- Information used must be accurate
- The right audience(s) should be targeted
- Messages should be interesting for target audience(s)
- Activities should be appropriate in terms of resources spent and expected impact

However, there should also be room in any plan to seize a good opportunity. A good communication strategy reflects the ability to use unexpected opportunities for the benefit of the action will often be as important as more formal efforts and may often be free of cost. Where such opportunities arise, they should be taken up.

A budgeted communication and visibility plan should be included in the work plan of any EU co-funded action, highlighting the external communication activities that need to take place at key stages in the life of the action. The funds set aside for communication activities should have been included in any financing agreement, contract or contribution agreement, and should be reflected in the appropriate working document. The communication budget should be sufficient to have a real impact, and reflect the size, and, consequently, the likely impact of the action.

A specific Work Package of the Application Form of the Programme "Greece-Albania 2007-2013" requires that an I&P strategy shall be laid down. Specific I&P objectives, target groups and a dissemination strategy shall be identified. Derived from this, appropriate I&P activities shall be compiled including mandatory outputs, as described below. However, the I&P actions will be proportionate to the level of funding available. The level of detail should be tailored to the nature, extent and cost of the communication activities envisaged.

The I&P strategy shall guarantee that Information and Publicity becomes an integrated part of the Project funded under the "Greece-Albania 2007-2013" IPA

Cross-border Programme throughout its life cycle. The Partners shall plan relevant human and financial resources and allocate the responsibilities among the partnership.

The objective of the I&P strategy shall be to increase the awareness of the general public and/ or specific audiences on the Project, the "Greece-Albania 2007-2013" Programme and European Territorial Cooperation. Moreover, the transparency of the activities implemented and of the EU funds used shall be guaranteed. The implementation of an I&P strategy shall furthermore ensure that results achieved are disseminated widely and capitalised by policy makers and stakeholders in the Programming Area. Besides those general aims, each Project shall define specific objectives for its I&P strategy, according to the Project contents.

3.2 Target groups

In order to communicate effectively, target audiences should be clearly identified in communication and visibility plans.

Depending on the objectives, the Project Partners shall identify relevant target groups. In addition, specific target groups have to be addressed by a variety of specific activities. A dissemination plan shall prove the compliance between target groups and activities.

Potential target groups could be (list not exhaustive):

- General public;
- Local, regional, national, European, but also specialized mass-media, which contributes to the promotion of the project;
- European Commission and Members of the European Parliament;
- Universities and research institutions;
- Local, regional and national authorities;
- Associations and NGOs.

3.3 Mandatory I&P outputs

As stated above, the project's communication plan is a strategic tool aiming to raise awareness about the project, and to disseminate its results. In addition it ensures efficient communication among project partners. Furthermore, the project

communication plan should also be addressed to specific target groups such as the media and the general public, with the purpose of disseminating interesting information about the project to the wider audience.

The communication plan should be developed as soon as the project starts and must include (but is not limited to) the following four mandatory elements: a) creation of a project logo and slogan, b) development of a project website, c) at least one publication (brochure/booklet) with the results of the project and d) organization of one final public event.

The Project's Communication Plan should be submitted to the JTS with the first progress report. There is a template available in Annex III.

The following mandatory outputs shall be included in the I&P strategy:

Project logo and slogan

The creation of a project's visual identity is required, as this would increase the project's visibility and recognition. A project logo and slogan constitute an essential part of the visual identity and shall be used for all published materials, together with the textual reference to the sources of financing and the flags of EU and the two participating countries.

Project website

The website shall be launched at least in the Programme language² and shall provide information on the Project, its progress and results. Moreover, it shall refer to European Territorial Cooperation and the EU co-funding. The website has to be linked with the Programme's website. It shall be launched within the first six (6) months after Project start and shall be kept online at least two years after Project closure. The name of the website shall be short and memorable. Therefore, it shall run under its own Project domain (e.g. www.projectname.eu) and shall not only be part of an institutional website (e.g. www.ministry-environment.gr/department-for-water/research-andprojects/project-name/html). The website language shall be English, i.e. the official language of the programme, and that other languages may only be used **in addition** to the English language (not to substitute it) to increase readership.

² The official language of the Programme is English. However, in addition to English, Greek and Albanian may be used for the better promotion of the Project.

The project's website shall be developed and functional within the first six (6) months after the Subsidy Contract is signed and shall be kept online at least two years after the project closure. Please communicate the website's expiry date to the Joint Technical Secretariat (JTS) early in advance, so that the Programme can collect/ upload relevant Project results on the Programme website.

Project result booklet

At least one leaflet/ booklet, including and spreading of the Project results, shall be published. This leaflet/ booklet shall be (at least) in the Programme's language, i.e. English.

Public final event

A public final Project conference to be held at least in the Programme's language, i.e. English, shall inform about the results achieved during the Project implementation. It is recommended to link this activity with media communications (e.g. press release, press conference).

Media relations

In addition to the outputs above, further outputs in the field of media relations are highly recommended and expected. The communication with and via the mass media is an essential tool for reaching the general public. Many potential activities can be chosen such as press releases, press conferences or press (field) trips, public relations campaigns, paid articles and ads, direct contacts and interviews etc. In order to set the basis for an effective media communication, it is recommended to set up a contact database of relevant contact persons/ journalists at the Project start.

Further communication activities shall be tailored according to I&P objectives, target groups and Project contents, such as:

- Project newsletter;
- Production of gadgets (e.g. pens, bags etc) and promotion materials (e.g. posters, banners etc);
- Promotional film or picture presentations;

- Photos; (preferably before and after" pictures to document the progress of projects and relevant events)
- Radio spots; etc.

As a general rule, gadgets shall be suitable for and correspondent to an identified target group.

Besides the description of the I&P strategy in the Application Form of the Programme, it is highly recommended to develop a more detailed, internal plan for Information and Publicity (I&P plan, communication plan etc.) immediately after the Project's approval. This allows to further specify objectives and tailor activities to the identified target groups, but also to manifest responsibilities and dedicated budget lines.

Please note that the Project's background and co-funding sources shall be highlighted in any I&P action (e.g. printed material such as press releases, publications, but especially activities with no visible output such as radio or TV interviews etc.).

4. Use of the Programme and EU logo

The fulfilment of the requirements as set out in the following section implies a win-win situation: a clear indication of the Programme's co-funding will let the Project's audience know that the EU and the Programme supports the approach developed.

Please note that expenditure for I&P activities that do not comply with the requirements described below are considered as ineligible. The Programme reserves its rights to take further steps in case the requirements are violated.

All Projects or activities financed from the Programme funds have to have an explicit reference to EU contribution, including a reference to the relevant financing sources. e.g. "The Project is co-funded by the European Union and by national funds of the countries participating in the 'COUNTRY NAME-COUNTRY NAME' Programme".

Moreover, in order to mark objects and to indicate the European Union's contribution, all Projects or activities financed from the Programme funds have to be marked with the Programme and EU logo³, including:

- Buildings;
- Events;
- Machinery;
- Equipment;
- Publications;
- Information and advertising material;
- Digital information carriers and material;
- Television shows, articles and other texts in a technically possible and suitable manner;
- Advertisements in print or digital media;
- Souvenirs.

The Managing Authority of European Territorial Cooperation Programmes and the JTS of the Programme shall provide the Project Partners with a graphic design (hereinafter referred to as the **Logo**), comprising of the flags of the countries

³ The EU logo can be downloaded from the website http://europa.eu/abc/symbols/emblem/download_en.htm. Graphical elements (colour, size, layout etc.) can be downloaded from the website http://europa.eu/abc/symbols/emblem/graphics1_en.htm. Additionally, the EU logo and corresponding graphic elements can be downloaded from the Programme's website.

participating in the Programme, the European flag, the Programme logo and the reference to the financing sources.

The Logo shall be used for any kind of I&P material. This includes word-, pdf-, ppt- or similar documents, as well as information made available by electronic means and audio-visual material.

The Logo must always be visible.

In case it is not possible to mark the produced material with the Logo due to distinctive features of this material, at least emblems of and reference to the European Union must be provided.

Project Partners must mark their websites or the website(s) financed from the Programme funds with the Logo, and provide information on the content of the Project, the beginning and end date of the Project and the amount of the Programme funds to be received.

Project Partners must place the Logo on documents and certificates that will be distributed during implementation or as a result of a Project to participants or to the public.

Information and communication material, such as publications (newsletters, brochures, pamphlets), must contain a clear indication of the EU's participation on the title page. Publications should include references to the body responsible for the information content and to the Managing Authority designated to implement the assistance package in question.

On digital information carriers the Logo is placed on front page, in introductory scene or picture, and also on the packaging (e.g. packaging of a CD, DVD etc.).

Project Partners are obliged to send any I&P Material to the Communication Officer of the JTS and/ or the Managing Authority of the Programme.

5. Beginning and duration of marking objects and events

The Logo must be placed on an object financed from or completed with the help of the Programme funds immediately after acquiring or completing the object, except for objects on which the Logo has been placed already during production.

In case construction or other activities are carried out within the Project, the object must be marked with the Logo immediately after starting the activities.

In case of an event, the location where the event is hosted must be marked with the Logo and with the EU flag for the duration of the event.

The marking of objects must remain legible and correct for at least five years after the last eligible date of the Project activities. Project Partners have to retain a sample copy of I&P materials, advertisements and other similar objects to prove correct marking. In case of activities, the Project Partners have to retain photos or other evidence, which proves marking of events.

In case marking of the use of the Programme funds is damaged before the period of marking expires, the Project Partner must replace it.

6. Means for marking objects

The Project Partners must mark the objects financed from the Programme funds with a sticker, information sign, billboard or board of gratitude with the Logo, or place the Logo on the object during production, according to the nature of the object and the conditions prescribed in this guide.

6.1 Sticker

The Project Partners are recommended to mark the objects financed from the "Greece-Albania 2007-2013" Programme funds with a sticker of the Logo as follows:

- Small objects (office equipment, furniture items, smaller means of work etc) with a sticker of approximately 50×20 mm;
- Larger objects (vehicles, equipment etc.) with a sticker of approximately 120×50 mm.

Stickers on the objects may not be used, in case there is an information sign in the same room as the object(s) financed from the Programme funds, concerning the co-financing of all objects/ material in the room in total. Additionally, stickers may not be used in case the Logo has been placed on the object(s) during production. In this case the JTS is to decide on the means of marking the object(s) or on minimum measures of marking an activity.

Stickers must remain legible and correct for at least five years after the last eligible date of the Project activities. In case stickers are damaged or wear out the Project Partner must replace them.

6.2 Information sign

If any buildings, rooms, facilities or other similar objects are rented, purchased, built, renovated or furnished with the help of the Programme funds, and placing a billboard or board of gratitude is not required, an information sign with the Logo must be placed in a visible location in these buildings, rooms, facilities or in a place related to these. In case of the information sign, separate stickers do not have to be used to mark single objects.

Minimum measures of an information sign should be approximately 220x150 mm.

The recipient of the Programme funds may mark the objects financed from the Programme funds differently from the requirements given above by co-ordinating this with the JTS in advance.

In case of infrastructure or construction with public contribution below € 500.000,00 installed information signs must remain legible and correct for at least five years after the last eligible date of the Project activities.

4.3 Billboard

If the total public contribution in financing an infrastructure or construction object is larger than € 500.000,00 a billboard will be set up in the location of the object.

The billboard must correspond to the following conditions:

- The billboard should be set up in a place visible by the public that is in close proximity to the object to be acquired or built;
- The Logo of the Programme will be placed on the billboard and it will cover at least 25% of the area of the billboard;
- Minimum measurement of the billboard should be approximately 1500x1000 mm;
- The billboard must be made of durable and weatherproof material in case of outdoor use;
- It is also permitted to put Logos of other authorities connected to completing or financing the object and any other additional information regarding the object on the billboard.

4.4 Board of gratitude

In case the total public contribution is larger than € 500.000,00 when acquiring an object or financing an infrastructure or construction object, the Project Partner must install a board of gratitude at the location of the object within six months after acquiring the object or completing the works. Public contribution includes the Programme funds, and co-financing by public and public equivalent bodies.

In case of financing an infrastructure or construction object, the Project Partner will replace the billboard with the board of gratitude within six months after completing the works.

The board of gratitude must correspond to the following conditions:

- Board of gratitude will be set up in a visible place that is located on the object, in close vicinity or at a location connected to it;
- The Logo will be placed on the board of gratitude and it will cover at least 25% of the area of the board of gratitude;
- Completion date of the object will be given on the board of gratitude;
- Minimum measures of the board of gratitude should be approximately 500x300 mm.
- The board of gratitude must be made of durable and weatherproof material in case of outdoor use.
- The installed board of gratitude must be retained at least until December 31, 2025.

4.5 Digital Logo

The digital Logo, necessary for marking objects and events financed from the Programme funds, shall be available to the Project Partners on the Programme's website in different formats. These include file formats suitable for common users, but also for professional use by design companies.

7. Further support by the Programme

The Lead Partners are asked to timely inform the Managing Authority/ JTS and the European Union Delegation to Albania (via their Albanian Lead Partners) on public Project events. If possible, the JTS or the Managing Authority will participate to these events and offer promotion material (e.g. Programme banners or posters). The Communication Officer of the JTS and the Managing Authority can be contacted for any open questions or doubts. Communication trainings and tool kits will be offered during Project implementation.

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ANNEX I: The communication matrix: How and when to communicate what to whom?

Communication should occur throughout the life cycle of the action and should be timely.

Communication and visibility efforts should be used to announce and accompany key milestones. In order to tailor visibility activities both to the specific stages of the action (or of the project cycle) and to the target population, the matrix below can be used. This matrix outlines the types of visibility activity appropriate to the various stages of the life cycle of an action.

It should be noted that the stages of the project cycle set out in the matrix are proposed for the purpose of planning only. They are not intended to be the focus of the communication activities; the focus should be achievements and impact. The matrix is intended as a flexible tool and may be updated and adapted at any stage of the action, if necessary.

The scope of the visibility matrix goes beyond the scope of individual contracts, contribution agreements or financing agreements (it also covers programming, identification, appraisal, financing, evaluation and audit). Although it is useful in the context of drafting communication and visibility plans it should be clear that not all activities proposed under the visibility matrix can be funded in the context of specific contracts, contribution agreements or financing agreements.

	Programming	Identification	Appraisal	Financing	Implementation	Evaluation & Audit
Communication objective	Announce EU support	Information on action status	Information on action status	Highlight amount of EC support, and context	Awareness raising	Demonstration of impact
Responsibility	Partner	Partner	Partner	Commission/ Partner	Partner	MA/ Partner
Type of key message	"The world's biggest donor at the service of the Millennium Goals"	"More, better, faster – Europe cares"	"The EU and <partner>-delivering more and better aid together"	"The world's biggest donor at the service of the Millennium Goals"	"Cooperation that Counts"	"The EU delivers"
Most appropriate tools	Press conferences, events, interviews	Information campaign	Information campaign	Press conference	Events, site visits, TV and radio spots, high level visits	Videos, reports
Beneficiary population	Press conference following pledge	Information campaign to accompany visit of identification mission	Inform via the media on selection of partner	Inform via the media when financing is confirmed	Information campaign, photo opportunities, (joint) high level visits to mark milestones	Make key results publicly available Work with the media to show the impact on the ground
EU institutions and international community	Press conference following pledge	-	-	-	Information campaign, photo opportunities, (joint) high level visits to mark milestones, joint presentations, thematic events	Make key results publicly available & broaden to include key strategic messages
European citizens	Press conference following pledge	-	-	Inform via the media, if appropriate Work with specialist press Thematic events	Photo opportunities, (joint) high level visits to mark milestones, broad awareness raising campaigns, thematic events	Inform via the media, if appropriate Make key results publicly available and broaden to include key strategic messages

ANNEX II: How to use the EU emblem

Symbolic description & Regulation colours

The logo has 12 stars. There is no correlation between the number of countries in the EU and the number of stars. The use of the colours is strictly regulated. Therefore, the emblem is in the following colours:

PANTONE REFLEX BLUE for the surface of the rectangle.

PANTONE YELLOW for the stars.

PANTONE REFLEX BLUE



PANTONE YELLOW



The international **PANTONE** range is very widely available and easily accessible even for non-professionals.

Four-colour process

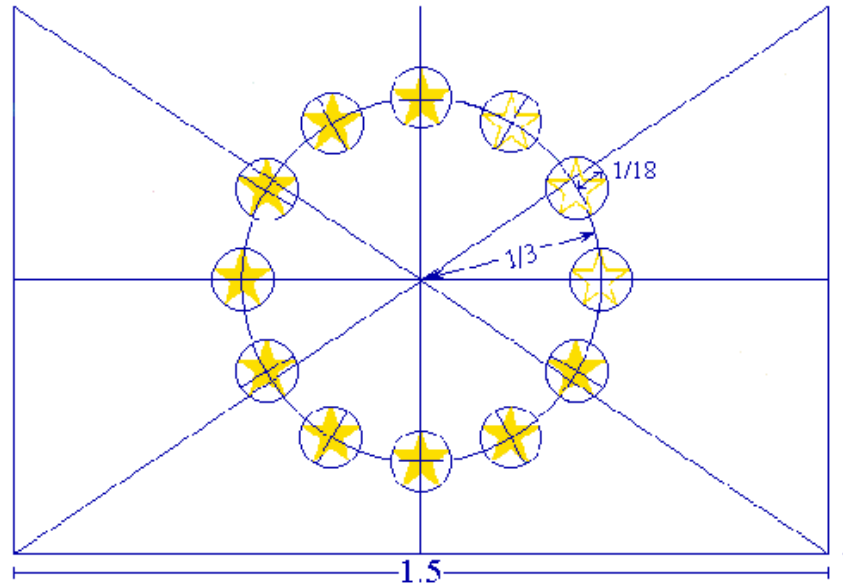
If the four-colour process is used, it is not possible to use the two standard colours. It is therefore necessary to recreate them by using the four colours of the four-colour process. The **PANTONE YELLOW** is obtained by using 100% "Process Yellow". By mixing 100% "Process Cyan" and 80% "Process Magenta" one can get a colour very similar to the **PANTONE REFLEX BLUE**.

Internet

PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and **PANTONE YELLOW** corresponds in the web-palette colour RGB:255/204/0 (hexadecimal: FFCC00).

Geometrical description

All stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. The number of stars is invariable at 12.



Incorrect uses of the EU emblem

A frequent mistake is to use the emblem upside down. If the stars have a single point each pointing upwards the emblem is the right way up.

- The emblem is upside down



- The stars are not upright



- The stars are wrongly positioned in the circle. They must appear in the position of the hours on the face of a clock



Single colour reproduction

- If only black is available, outline the rectangle in black and print the stars in black and white
- In the event that blue is the only colour available (it must be Pantone Reflex Blue), use it 100% with the stars reproduced in negative white and the field 100% blue



Reproduction on a colour background

The emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue. If there should be no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25 of the height of the rectangle



ANNEX III: Communication & visibility plan template

General communication strategy

Objectives

1. Overall communication objectives
2. Target groups
 - Within the country(ies) of the Programme where the action is implemented
 - Within the EU (as applicable)
3. Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

Examples of communication objectives:

- ensure that the beneficiary population is aware of the roles of the partner and of the EU in the activity
- raise awareness among the host country population or in Europe of the roles of the partner and of the EU in delivering aid in a particular context
- raise awareness of how the EU and the partner work together to support education, health, environment, etc

Communication activities

4. Main activities that will take place during the period covered by the communication and visibility plan

Include details of:

- the nature of the activities
- the responsibilities for delivering the activities

5. Communication tools chosen

Include details of advantages of particular tools (media, advertising, events, etc.) in the local context

Indicators of achievements

6. Completion of the communication objectives

Include indicators of achievement for the different tools proposed

7. Provisions for feedback (when applicable)

Give details of assessment forms or other means used to get feedback on the activity from participants

Resources

8. Human Resources

- Person/ days required to implement the communication activities
- Members of the management team responsible for communication activities

9. Financial resources

Budget required to implement the communication activities (in absolute figures and as a percentage of the overall budget for the action)



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