

Information & Publicity

➔ Background Information

According to article 8 of Commission Regulation (EC) no. 1828/2006 project participants shall inform the public about the assistance obtained from the ERDF and ensure that those who take part in the operation have been informed of that funding. Derived from these regulations, appropriate information and publicity (I&P) measures on project level are required as laid down in section 4.2.5 of the Operational Programme (OP) and shall be further elaborated in a project I&P strategy.

Additionally requirements are included in articles 6 and 7 of the Subsidy Contract (SC) and in article 11 of the Partnership Agreement (PA). (See also factsheets 5.2 *Subsidy Contract* and 5.1 *Partnership Agreement*).

➔ Guidance

1 Requirements on the use of the logo, textual references and the production of plaques and billboards

The fulfilment of the requirements as set out in the following section implies a win-win situation: A clear indication of the European Regional Development Fund and the Community's participation will let the project's audience know that the European Union (EU) trusts in the approach developed.

Please note that expenditures 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 several times.

1.1 The use of the logo and textual references

For any kind of I&P material, the project participants are obliged to use the following illustration



combining the required indications given by the relevant regulations and the programme.

VERSION A



Version A shall be used for all I&P activities/products. It combines the EU emblem, the indication of the ERDF, the statement chosen by the Managing Authority (MA) as well as the programme logo. It exists in 2 different formats, in different colour and language versions and must be used in its minimum size (see “styleguide for project communication”).

VERSION B



Only for very small gadgets (e.g. pens, memory sticks, etc.) the use of **version B** without any further indications is sufficient (see “styleguide for project communication”).

Project participants shall respect the following:

- + 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 project’s background and co-funding source (the European Territorial Cooperation and ERDF co-funding as well as the Alpine Space Programme) shall be highlighted within any communication activities (e.g. printed material such as press releases, publications, but especially activities with no visible output such as radio or TV interviews etc.). “Infosheets for press releases” with facts and figures on the programme state are provided to ease this communication (to be downloaded from the programme website).
- + The logo is available as jpg- and eps- data on the programme website and has to be used in accordance with the “styleguide for project communication”. In case of any doubt, please contact the Joint Technical Secretariat (JTS).

1.2 Production of plaques and billboards

In case of infrastructure investments with a public contribution of more than 500.000€ the information requirements as set out in article 8 of Commission Regulation (EC) 1828/2006 have to be fulfilled. The required plaques and billboards shall contain the logo and the project slogan as set out above.

2 Project I&P strategy

In work package (WP) 3 of the Application Form (AF) 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.

The I&P strategy shall guarantee that information and publicity becomes an integrated part of the project throughout its life cycle. The partners shall plan relevant personal and financial resources and respectively the responsibilities among the partnership.

The objective of the I&P strategy shall be to increase the awareness of the general public on the project, the programme and the European cooperation. Moreover the transparency of the activities implemented and 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 Alpine Space. Beside those general aims, each project shall define specific objectives for its I&P strategy according to the project contents.

Depending on the objectives, the project partners shall identify relevant target groups. In addition project specific target groups (stakeholders, policy makers, etc.) the activities have to be addressed to the public and the media. A dissemination plan shall prove the compliance between target groups and activities.

Potential target groups could be (list not exhaustive):

- + General public
- + Media
- + European Commission
- + Universities and research institutions
- + Local, regional and national authorities
- + Stakeholders and representatives of relevant branches
- + Associations and NGOs

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

Project logo

The creation of a visual identity is highly recommended as this would increase the project's visibility and recognition. This includes e.g. the definition of symbols, formats, colours and other elements of a brand signature. As a project logo constitutes an essential part of the visual identity it is requested as a mandatory output and shall be used for all published materials.

Project website

The website shall be launched at least in English language and shall inform on the project, its progress and results. Moreover it shall refer to the Alpine Space Programme, the European Territorial Cooperation and the ERDF co-funding. The website has to be linked with the website of the DG Regio's website (http://ec.europa.eu/regional_policy/index_en.htm), the Alpine Space Programme (www.alpine-space.eu) and websites of related projects of the Alpine Space Programme (relevant links can be found in the section "running projects" of the website www.alpine-space.eu).

It shall be launched within the first 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 an own project domain (e.g. www.projectname.eu) and shall not only be part of an institutional website (e.g. www.ministry-environment.de/departement-for-water/research-and-projects/project-name/html).

Please communicate the website's expiry date to the JTS early in advance, so that the programme can gather relevant project results on the programme website.

Project result booklet

At least one booklet including and spreading the project results shall be published. This booklet shall be (at least) in English language. As the results shall be communicated to a wide range of target groups, including the general public and media, the contents shall be described in an adequate language.

Public final event

A public final project conference to be held at least in English language 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), especially if political ambassadors of the project are present.

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 media is an essential tool to reach the general public. Many potential activities can be chosen such as press releases, press conferences or press (field) trips, PR campaigns, charged 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. Please note that the project's background and co-funding source shall be highlighted in press releases and/or interviews. Infosheets summarising facts and figures on the programme are provided to ease this communication and provide some formulations.

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) and promotion materials (e.g. posters, banners)
- + promotional film or picture presentations

As a general rule, gadgets shall be expedient and correspondent to an identified target group. If advertisement is used in combination with I&P materials and activities, the total costs are deemed to be reduced. Therefore the measures are not completely eligible (see also factsheet 6.5 on *How to handle revenues*).

Please be aware that the I&P strategy will be carefully assessed during the project evaluation procedure (see also factsheet 4.1 on *Project assessment, evaluation and selection*).

Beside the description of the I&P strategy in WP 3, the programme highly recommends to develop a more detailed, internal plan for information and publicity (I&P plan, communication plan etc.) after the project's approval. This allows to further specify objectives (e.g. overall and/or operational objectives) and tailor activities to the identified target groups, but also to manifest responsibilities and dedicate budget lines.

3 Further support by the programme

The Lead Partners (LP) are asked to inform the JTS and their Alpine Space Contact Point (ACP) on public project events. If possible, the JTS or ACP will participate to these events and offer promotion material (e.g. programme banner or poster). The Communication Officer of the JTS can be contacted for any open questions or doubts e.g. on the use of the "styleguide for project communication". Communication trainings and tool kits will be offered during project implementation and the projects are encouraged to exchange on best-practise experiences.

Reference Documents

- + Articles 8 and 9 and Annex 1 of Commission Regulation (EC) No 1828/2006
- + Operational Programme “Alpine Space”, chapter 4.2.5
- + Application Form, Work Package 3

Annexes

- + Styleguide for Project Communication together with the logo versions (in eps and jpg)
- + Communications Handbook
- + Subsidy Contract
- + Partnership Agreement