



Llywodraeth Cymru
Welsh Government

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Welsh European Funding Office

European Structural Fund Programmes 2014-2020

Information and Publicity Guidelines

February 2019 Version 4



UNDEB EWROPEAIDD
EUROPEAN UNION



Llywodraeth Cymru
Welsh Government

**Cronfeydd yr UE:
Buddsoddi yng Nghymru**
**EU Funds:
Investing in Wales**

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INTRODUCTION

These information and publicity guidelines have been developed to maximise publicity and highlight the contribution EU funds are making in Wales and to ensure that you, as sponsors and beneficiaries, comply with EC regulations so that monies are not put at risk.

Worth around £1.8 billion investment over the 2014–2020 funding period, it is important that the Welsh Government, sponsors and beneficiaries work together to communicate the opportunities and achievements of EU funds and the impact they are having in transforming Wales' economic prospects, creating new jobs, boosting business, and helping people into work and training.

We all have a shared responsibility to communicate the benefits of this investment, and this is a non-negotiable condition for EU funds, as set out in your funding agreement letter. In particular, sponsors must ensure they communicate widely among beneficiaries, participants, contractors, businesses, partners and the general public so that they are fully aware of the contribution EU funds are making to the region.

There are many ways in which you can promote your EU backed scheme and the contribution the EU funds have made to its delivery. For example, through the use of press releases, social media and/websites and by organising launches, events and Welsh Ministerial visits to your scheme. Another important way of demonstrating the impact of your scheme is through case studies and human interest stories.

You will also be required to display plaques and posters with the EU logo (and billboards for infrastructure/capital projects) as these are regulatory requirements to increase visibility of EU funds to a wide audience.

Of course, there are many more ways to publicise your scheme and we will encourage and support you to be innovative in planning and undertaking communication activities for your EU project.

You may find it helpful to prepare your own communications plan outlining how you intend to meet the requirements set out in these guidelines such as:

- how you intend to inform beneficiaries/participants/contractors/businesses of EU funding support;
- how you plan to promote your EU scheme, through which channels and to which audiences;
- how you plan to prominently display plaques, billboards and posters;

We are here to help you maximise publicity, so please keep us informed when you are developing your communication plans and let us know about key milestones and

good news stories relating to your EU scheme, so we can promote them, including through our Twitter and website channels.

Please remember that all announcements relating to the award of EU funds for schemes are led by Welsh Government Ministers. We can help with the planning and preparation of publicity for a Ministerial announcement so that we raise awareness of your EU scheme. To mark delivery achievements and milestones, we can also arrange Ministerial quotes to be included in your press notices and Welsh Ministerial visits to your scheme.

Please also remember that billboards, events and other publicity activities, including translation, are eligible costs within your scheme. So please discuss with your WEFO project development officer (PDO) at the outset of your application for EU funds so that these costs can be included in your business plan.

OVERVIEW OF MAIN PUBLICITY REQUIREMENTS

Once your scheme has been awarded EU funds, it is essential that you carry out the following publicity activities for your project and highlight the EU support. This includes:

- acknowledging **EU Funds** when you refer to or publicise your scheme;
- informing those taking part in the project, including participants, businesses and contractors that they are benefitting from EU funds;
- ensuring arrangements are in place so that you and scheme providers/contractors and businesses in receipt of financial support acknowledge the EU funds in publicity activities, including the display of a permanent plaque (available free of charge from WEFO) and a poster (using WEFO's template) in a prominent position where project activities take place;
- erecting a temporary billboard during construction of infrastructure/capital schemes;
- installing a permanent billboard acknowledging the EU funds support (using WEFO's template) on completion of all infrastructure/capital schemes; positioning the EU funds logo on your website with a link to www.llyw.cymru/ue-ariannu and www.gov.wales/eu-funding.
- liaising with WEFO to arrange a Ministerial announcement of the award of EU funds for your scheme;
- ensuring all press notices, newsletters, online and social media content, and other promotional materials relating to your scheme prominently acknowledge EU funds, including use of logo(s); and

- always refer to the EU fund (European Social Fund, European Regional Development Fund, or European Structural and Investment Funds) **not WEFO**.

MAIN PUBLICITY REQUIREMENTS

Logos

All sponsors, providers, businesses, contractors, which have been awarded EU financial support (whether directly or indirectly) must use the EU fund logo in print, publications and online. This includes adverts, leaflets, job descriptions, newsletters, letterheads, promotional items, corporate stationary (e.g. business cards), reports, documentation (e.g. timesheets, induction material, invitations) etc.

Jpg and EPS formats of the logos are available from WEFO Communications. So that logos are displayed appropriately on publicity materials, please send a draft of your proposed artwork to the WEFO Communications Team for advice and approval.

Please see Annex B for further guidance on how you should use the EU logo.

Information to beneficiaries

Sponsors, providers, businesses, contractors, which have been awarded EU financial support (whether directly or indirectly) must make their beneficiaries / participants aware that they are participating in an EU funded scheme. For example, clearly stating the EU funds support in letters to beneficiaries attending training and employment schemes, as well as using the EU logo on award certificates / application forms etc., are just some of the ways in which you can highlight the EU funds support. The commemorative plaque and poster should also be placed where it is clearly visible to beneficiaries.

You will need to provide evidence that you have informed beneficiaries that they are participating in an EU project, as this will be required as part of WEFO's inspection and verification visits and other audits. You could:

- highlight the support in any contracts or paperwork given to beneficiaries;
- state the support in internal newsletters and bulletins;
- provide the beneficiary with a leaflet explaining EU funds investment in your scheme (suggested text is available from WEFO Communications);

- ensure that plaques and posters are used and placed in a clearly visible location in line with this guidance;
- use the relevant fund logo(s) on publications and electronic media, in line with this guidance.

Commemorative plaques and posters

Organisations awarded EU financial support are required to display a poster (minimum size of A3 and designed by WEFO). The poster will be issued to you once the scheme has been approved for EU funds and formally announced. The poster must be located at the main entrance/reception area or the most public part of the building so that they are clearly visible to the general public, as well as to staff, participants and other beneficiaries.

The A3 poster must be displayed by all organisations which are in receipt of financial support through an EU funded scheme, including those who are in receipt of EU funds from lead project sponsors to deliver scheme activities such as skills training for participants or business support.

For lead sponsors and partners of projects, we also ask that you display a commemorative plaque (available free of charge from WEFO) in the most public part of the building.

Billboards

Billboards during construction phase

All infrastructure or construction schemes where the total public contribution (i.e. EU Funds and any other public funding supporting the project) exceeds €500,000 must erect a billboard at the site during the construction phase.

Billboards may either reflect all sources of finance or may just show the respective EU funds logo. The size and positioning of the logo will need to be agreed by the WEFO Communications Team so that the following criterion is met:

- the objective of the EU funded activity together with the ERDF logo must take up **at least 25%** of the billboard size;
- the EU fund logo should be no smaller than any other logo shown on the billboard.

Billboard examples are in the logo requirements Annex B at the end of this document.

Permanent billboards after completion of construction works

When the construction / infrastructure works are completed the sponsor must within 3 months display in an external location readily visible to the public a permanent billboard of significant size and using a design/template provided by WEFO. Please contact WEFO Communications for advice and approval of your artwork before production of the billboard.

Press releases

All press releases, features and advertorials relating to your EU funded scheme, beneficiary, business etc. must acknowledge the funding awarded from the European Regional Development Fund and/or the European Social Fund through the Welsh Government. This should appear prominently in the main body of press notices; i.e. not in 'Notes to Editors' nor as a footnote. Please do not refer to WEFO; instead please use the following acknowledgements for the EU funds;

- **the scheme has been part-funded by the European Regional Development Fund through the Welsh Government.**
- **the scheme has been supported by the European Social Fund through the Welsh Government.**
- **the scheme, backed with £12 million from the European Social Fund through the Welsh Government, will help ... etc.; and**
- **the scheme is supported by the Welsh Government and the European Regional Development Fund.**

You should also describe how the European Regional Development Fund and/or European Social Fund is helping to create jobs, support businesses and / or raise skills. You can use some of the key messages in the publicity toolkit at the end of this guidance or contact WEFO Communications for advice.

Draft press releases should be sent, as early as possible prior to publication, to the WEFO Communications team for advice and approval. This arrangement will also allow us to consider the inclusion of a Ministerial quote and/or Ministerial attendance at a proposed event, as well as possible involvement during the event planning stage. It will also help ensure we can maximise any PR relating to events, project achievements and milestones/case studies by promoting stories on the Welsh Government website, social media, and gaining regional, national/EU coverage etc.

Website

You must acknowledge EU funds on your website. This includes publishing the ESF or ERDF logo in a prominent and accessible format. Please ensure that it is at least 203px by 154px and links to EU funding pages of the Welsh Government website. You must also publish a short description of your project, including its aims and results, and the name of the fund from which the financial support has been approved. **Where a website has been developed for the sole purpose of delivering the EU funded scheme, then the logo along with this information should appear on the homepage of the website.**

OTHER TIPS AND REQUIREMENTS ON PUBLICISING YOUR EU PROJECT

Social Media

The logo/acknowledgement of EU support should be highly visible on all publicity materials including social media. If the EU fund logo cannot readily be applied, then an acknowledgement of the funding support should be included. For example, tweets relating to delivery activities should refer to EU funds; for example:

- EU-funded INVEST scheme helps 100 businesses expand

Using the EU-funds reference and/or the hashtag enables us to follow the conversation and, where appropriate, promote or retweet your activities; for example:

- EU-funded INVEST project helps 100 businesses expand #EUfundsCymru

Similarly, when preparing video clips or posting video footage on YouTube, you must please include the relevant EU logo prominently on the title page. Also, for video script individuals should verbally refer to the EU funds support the project has received; for example:

- “With the support of EU funds, we have been able to help more people gain qualifications....”

Information events and Europe Day

Conferences, seminars, fairs and exhibitions can be an excellent vehicle for promoting your EU-funded project. Please display the EU fund logo in a prominent position (e.g. at the top of display/banner stands and literature) and on any other publicity material used for the event.

Sponsors are encouraged to fly the European flag at their site during the week of 9 May (Europe Day) for each year of the programming period 2014-2020. Sponsors are also encouraged to plan innovative activities to promote the contribution the EU funds are making to the delivery of activities. This could involve an event, PR opportunity, competition.

Promotional items

Promotional items include banners, pop-up stands, visual presentations, pens, pencils, lanyards, mugs, key rings, bags, t-shirts, DVDs etc. The relevant EU fund logo should be used on all promotional items relating to the European-funded scheme and should be positioned on the right-hand side where possible. Please send your artwork / design to WEFO Communications for advice and approval.

WELSH LANGUAGE, ACCESSIBILITY AND SUSTAINABILITY

You should ensure that all information and publicity materials are fully accessible and available to a wide and diverse audience (2010 Equality Act) and that the standards outlined in the Welsh Language (Wales) Measure 2011 are adopted. This includes ensuring publications, websites, publicity materials etc., which are supported by EU funds, can be made available bilingually, and in other accessible formats e.g. braille. In addition, awareness of the environment and sustainable development should be carefully considered in the production of printed literature and use of recyclable materials.

EVIDENCING YOUR PUBLICITY ACTIVITIES

You must keep records to demonstrate that you are carrying out publicity activities in line with EU regulations and WEFO's guidelines on information and publicity. It is important that you keep copies of press notices, newsletters, publicity campaigns, evidence of use of plaques, billboards and posters undertaken during your scheme's lifecycle. You must also set out similar arrangements with providers and contractors involved in delivering the activities of EU funded schemes.

This evidence will also be inspected during audit and verification checks undertaken on EU funded schemes by WEFO. In addition audits and checks are carried out on a selection of projects by the Welsh Government's Structural Funds Audit Authority and by the European Commission. Please remember that:

Some or the entire funding awarded may be reclaimed if EU funds support is not acknowledged in accordance with the funding agreement letter and this guidance on Information and Publicity.

CONTACT FOR ADVICE AND FURTHER INFORMATION ON PUBLICITY

Please keep us informed of your achievements, milestones and success stories so that we can help you in maximising publicity, for example, through our Twitter channel, website as well as consideration of Ministerial involvement. Also, please send us your branding / marketing materials / artwork (confirming the dimensions of the EU logo) for approval well in advance of your publication date so we can provide appropriate advice and support in time to meet your deadline.

WEFO-Communications@gov.wales

WEFO Helpline Tel: 0845 0103355

PUBLICITY TOOLKIT:

Annex A: Publicity checklist

Annex B: Logo requirements

Annex C: ERDF/ESF logos

Annex D: Key messages

Poster template (to be provided to each project by the WEFO Communications team)

Permanent billboard templates (to follow)

Link to best practice examples/video (to follow)

PUBLICITY CHECKLIST

The table below is a summary of publicity activity that you must comply with for ERDF/ESF/ESI funded activity. You should read the complete guidance to ensure you are fully adhering to the EU's information and publicity regulations. You may find it helpful to complete a copy of the below checklist to ensure that you have complied with all necessary publicity activity.

| Communications Activity | European Regional Development Fund (ERDF) | European Social Fund (ESF) |
|---|--|-----------------------------------|
| Press and PR – promote EU funded scheme through press releases, newsletters, adverts etc. | ✓ | ✓ |
| Display logos on all information and publicity material, including stationary, promotional items, flyers, brochures, certificates, funding award letters | ✓ | ✓ |
| Display A3 poster in a prominent position (poster template available from WEFO) | ✓ | ✓ |
| Install billboards for infrastructure / construction – temporary and permanent | ✓ | |
| Acknowledge #EUfundsCymru when using social media for your EU scheme | ✓ | ✓ |
| Developing a communications strategy is useful to show how you plan to promote your EU scheme to a wide audience | ✓ | ✓ |
| Promote EU funding contribution to your scheme activity at events, conferences, seminars and workshops and on Europe Day | ✓ | ✓ |

| | | |
|--|---|---|
| Inform beneficiaries / participants/providers/businesses and contractors, displaying posters and logos as appropriate | ✓ | ✓ |
| Description of EU scheme activity and logo on website | ✓ | ✓ |
| Evidence publicity activities / keeping records for Management Verification Team and Auditors | ✓ | ✓ |

LOGO REQUIREMENTS

All sponsors, providers, businesses, contractors, and all others involved in delivering EU activities, must use the ERDF or ESF logo in print and publications relating to the EU funded scheme. This includes adverts, leaflets, promotional items, job descriptions, newsletters, letterheads, business cards, reports, project documentation (e.g. timesheets, induction material, invitations etc.). Jpg and EPS formats of the logos are available from WEFO Communications.

Logo size and wording

The 2014-2020 programme logos must be reproduced to a satisfactory quality when enlarged, and fully legible when reduced in size. Please do not reproduce the logo unless all the text on the logo can be easily read.

To ensure that the logos are fully accessible please use the following measurements as a minimum requirement guide when applying logos to publications/documents/brochures, certificates, funding award letters to contractors/providers/businesses etc:

- A4: 45mm wide x 33mm high
- A3: 50mm wide x 36mm high
- A2: 62mm wide x 45mm high
- A1: 92mm wide x 67mm high
- A0: 150mm wide x 109mm high




If, on occasions, printing at these sizes compromises the legibility of the logo, you should include the text 'Part funded by the European Regional Development Fund through the Welsh Government' or 'Part funded by the European Social Fund through the Welsh Government'. However, this option should be used as a last resort on publicity materials such as newsletters, flyers etc. Using the logo ensures compliance with EU regulations.

When sending artwork to the WEFO Communication team for approval please ensure that you provide dimensions for the publication/document as well as dimensions for the ERDF/ESF logo. Please factor in at least 2 working days for artwork approval to be granted by WEFO.

Logo colour

The logo should be used in full colour wherever possible. For some circumstances, a black and white version of the logo may be used with prior written approval from the

WEFO Communications Team. The logo colours are: reflex blue, process yellow and process black:

| | | |
|---|-----------------------|--|
|  | Reflex Blue | Four colour values Cyan: 100% Magenta: 72% Yellow: 0% Black 6% |
|  | Process Yellow | Four colour values Cyan: 0% Magenta: 0% Yellow: 100% Black: 0% |
|  | Process Black | Four colour values Cyan: 0% Magenta: 0% Yellow: 0% Black: 100% |

Strapline

The strapline for the 2014-2020 programmes is:

- EU Funds: Investing in Wales

Use of other Welsh Government logos

Where match funding for an EU-funded project is sourced by the Welsh Government, you may need to only include the ESF and/or ERDF logo, as these already include the Welsh Government emblem. However, sponsors will need to seek agreement from the Welsh Government's Brand Team (contact tel: 0845 010 3300 or e-mail Brandingqueries@gov.wales for guidance).

Logo Do's and Don'ts



1. **Do not** reposition the Elements



2. **Do not** alter the logotype



3. **Do not** distort the logo



4. **Do not** place the English text above the Welsh



5. **Do not** flip the symbol



6. **Do not** alter the colour



7. **Do not** infringe the exclusion zone



8. **Do not** place the logo within a box

Exclusion zone

The exclusion zone is the area of clear space that should surround the logo. This is to ensure visual impact, without interference from other elements e.g. other logos, text etc.

The exclusion zone is calculated by taking the height of an upper case letter and multiplying it by three. For electronic publications, such as websites, the exclusion zone is calculated by taking the height of an upper case letter on the gif version of the logo which is 5px (or 1 x the height).

How to apply the EU logo on Billboards (so that it covers 25% of signage area)



**EBBW VALE MECHANICAL LINK
DOLEN FECANYDDOL GLYN EBWY**



LOGOS: European Regional Development Fund / European Social Fund / European Structural and Investment Funds

Jpegs and EPS versions are available by contacting WEFO Communications Team



Key Messages: EU Funds: Investing in Wales

Please feel free to use these messages to support your publicity materials such as press notices, newsletters etc. Adding a key message which relates to your EU funded scheme helps to place it in context of the goals of EU funding programmes and their benefits to Wales.

EU funds are having a positive impact on people, businesses and communities across Wales by:

- delivering sustainable economic growth and jobs;
- helping build a thriving and prosperous economy;
- raising skills and helping people into work;
- improving the lives of people and communities across the nation;
- tackling poverty and ensuring equal opportunities for all;
- driving cutting-edge research and innovation for Wales' global success; and
- boosting business and driving productivity for commercial success

For more information:

www.gov.wales/eu-funding

www.llyw.cymru/ue-ariannu

@wefowales / @wefocymru

Enquiries Helpdesk 0845 010 3355



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