

# Human Capital Investment Operational Programme 2007-2013



## EUROPEAN SOCIAL FUND INFORMATION AND PUBLICITY GUIDELINES



Ireland's EU Structural Funds  
Programmes 2007 - 2013

Co-funded by the Irish Government  
and the European Union



EUROPEAN SOCIAL FUND



An Roinn Fiontar, Trádála agus Fostaíochta  
Department of Enterprise, Trade and Employment

*Investing in your Future*

## 1. Introduction

The European Social Fund (ESF) enables the European Union to demonstrate how the European Union impacts on the everyday lives of citizens. Over the seven-year period 2007-2013 Ireland will, through the Human Capital Investment Operational Programme, receive €375m in funding under the ESF, which is managed by the Department of Enterprise, Trade and Employment. This is the only ESF Programme being funded in Ireland during the period.

These guidelines have been produced to inform and assist organisations in correctly applying the ESF logo and complying with both the EU and Irish information and publicity requirements. It is based on the EU Regulations (Article 69 of 1083/2006 and Articles 2 to 9 of Regulation 1828/2006 - see text in Annex I below).

In relation to the programming round 2007-2013, Ireland's EU Structural Funds logo (see section 7 for more details) and the ESF logo must be used for any projects which have an EU co-funded element; failure to acknowledge and publicise the EU Structural/Social Fund's contribution can lead to a 100% financial correction being applied by the Commission. This financial correction would lead to a loss to the exchequer. Obviously, it is in Ireland's interest to adhere stringently to the information and publicity regulations to ensure no financial corrections are applied. Management verifications carried out by Managing Authorities and Intermediate Bodies will include checks on compliance with these guidelines.

The overall aims of information and publicity actions with regard to ESF funding are

- To recognise the role and support provided by the European Social Fund
- To promote an understanding of the objectives and achievements of funds/activities supported by the European Social Fund
- To provide information on the availability of the European Social Fund for applicants, beneficiaries and the general public

## 2. Promoting the support role of the EU

The means of providing information and promoting the role of the European Social Fund can include

- Information and communication material such as publications, newsletters, brochures and pamphlets which must contain a clear indication on the title page of the EU's participation i.e., the ESF logo. The ESF logo must be the same size as the national and regional logo used. 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.
- Notification of grants by the Intermediate or Public Beneficiary Body to Beneficiaries, which must indicate that the grant is co-financed by the EU and must specify the fund – ESF.
- Posters displayed on the premises of Managing Authorities, Intermediate Bodies, Public Beneficiary Bodies or Beneficiaries e.g., employment agencies, vocational training centres, chambers of commerce and industry, regional development agencies. Posters should indicate the EU's contribution and the fund concerned i.e., ESF.

- Websites concerning the Social Fund should include both Ireland's EU Structural Funds logo (see section 7 for more details) and the ESF logo, should mention the EU Fund contribution - on the home page, at least - as well as including a hyperlink to the other Commission websites concerning the Social Funds.
- Information events such as conferences, seminars and exhibitions on EU co-financed programmes, should include Ireland's EU Structural Funds logo (see section 7 for more details), should clearly indicate the EU contribution and also use the ESF logo on documentation and display the EU flag in meeting rooms.
- Press Releases and information directed at the national or local media (press, radio and television) with appropriate references to the ESF contribution are useful ways of reaching the general public.

Intermediate Bodies and Public Beneficiary Bodies are requested to liaise with the relevant Managing Authority in relation to launches and associated publicity events for the co-financed programmes delivered by them.

### **3. Target groups**

The key target groups for the Communications Plan include the following: -

- the general public;
- Beneficiaries and Potential Beneficiaries (individuals, businesses, NGOs);
- Government Departments, Regional Assemblies, Regional and Local Authorities, Intermediate Bodies, Public Bodies and Agencies;
- MEPs, TDs, Senators and Councillors;
- International Groups (visiting groups, parliamentary delegations and other Member State Managing Authorities);
- The Social Partners incorporating Trade Unions, Employers and Business Groups, Farming Organisations and the Community and Voluntary sector; and
- Local, Regional and National opinion formers and influencers including Journalists and the Media, Academics, Researchers and Educators.

### **4. Information and Publicity Measures; Strategy and Content**

- The Managing Authority will aim at the broadest possible media coverage using all suitable forms and methods of communication at the appropriate territorial level. It will inform the media, both nationally and locally, about the assistance part-financed by the European Union. Appropriate channels, which will result in the most cost effective promotion of the role of the European Union, will be used.
- Beneficiaries/Intermediate Bodies for individual operations will be responsible for carrying out information and publicity measures relevant to the operations for the public. In doing so, Beneficiaries will apply the provisions contained in Article 8 of Commission Implementation Regulation (EC) 1828/2006 as they concern the putting up of plaques, billboards and acknowledgement of funding sources.
- Intermediate and Public Beneficiary Bodies will promote the individual priorities/themes/operations for which they are responsible using the various channels at their disposal, i.e., websites, launches, sectoral publications, business/community groups, advertisements, information leaflets and selected seminars and conferences.

- Intermediate and Public Beneficiary Bodies will report (as part of annual progress reports) to the OP Monitoring Committee on planned and completed information actions relating to their priorities/themes/operations. The Managing Authority will report annually on a similar basis to the NSRF Monitoring Committee.
- The information and publicity actions will be proportionate to the level of funding available.
- All potential information channels to promote the 2007-2013 OP will be availed of in order to achieve the overall aims of the strategy in a cost-effective manner, e.g., on websites related to the OP.

## 5. Where to use the ESF logo

Ireland's Structural Funds logo and the ESF logo must feature if a project has received or will receive EU funding. These should feature on the following items produced in relation to projects or schemes in receipt of ESF funds:

- Publicity Signage
- Brochures/Literature
- Application Forms
- Annual Reports
- Display/Exhibition stands
- Videos
- Advertisements & Supplements
- Conference Material
- CD-ROMs/DVDs
- Websites
- Offer letters, correspondence with projects/beneficiaries
- Press releases
- Launches/Awards
- Posters

## 6. Describing the Social Funds

Wherever possible, e.g., in publications, annual reports, press releases, speeches etc., a description of the Social Fund should be used. The tag line suggested by the Commission, (Article 9 of Implementation regulation 1828/2006) and in use on numerous documents already is "*Investing in your future*". The operation/project can also be advertised in Irish. The Irish version of "Investing in your future" is "*Ag infheistiú i do dhán*".

This is consistent with the Irish translation of "future" used in the National Development Plan/Community Support Framework 2000-2006. The recommended font for this tagline is DAX Medium, which is the same as used in the Ireland's EU Structural funds logo.

## 7. How to use Ireland's EU Structural Funds logo

Ireland's EU Structural Funds logo and the ESF logo must be used for all projects that have or will receive EU funding. Ireland's EU Structural Funds logo is a Golden Harp facing left that has the text

*"Ireland's EU Structural Funds Programmes 2007-2013 co-funded by the Irish Government and the European Union"*

The Font is DAX Medium and the Colour is PANTONE 875 (Gold). The logo can be also be used in black and white. The preferred option is in gold, which complements the EU flag.



**Ireland's EU Structural Funds  
Programmes 2007 - 2013**

**Co-funded by the Irish Government  
and the European Union**



**Ireland's EU Structural Funds  
Programmes 2007 - 2013**

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**7.1 Official Languages Act 2003 (Section 9) Regulations 2008:**

The requirements of the Official Languages Act 2003 (Section 9) Regulations 2008, have to be adhered to by public bodies when placing signage and designing stationery. Further details on the provisions of these regulations are available from the Department of Community, Rural and Gaeltacht Affairs at: [www.pobail.ie](http://www.pobail.ie).

The Irish version is also available to use with the text

*“Cláir Chistí Struchtúracha AE na hÉireann 2007-2013 Cómhaoinithe ag Rialtas na hÉireann agus ag an Aontas Eorpach”.*

Again the Font is DAX Medium and the Colour is Pantone 875 (Gold). The logo can also be used in black and white. The preferred option is in gold, which complements the EU flag.



**Cláir Chistí Struchtúracha AE  
na hÉireann 2007-2013**

**Cómhaoinithe ag Rialtas na hÉireann  
agus ag an Aontas Eorpach**



## Cláir Chistí Struchtúracha AE na hÉireann 2007-2013

### Cómhainithe ag Rialtas na hÉireann agus ag an Aontas Eorpach

#### 8. How to use the ESF logo; structure of the ESF logo

The logo has 12 stars. There is no correlation between the number of countries in the EU and the number of stars. The blue (Pantone Reflex Blue) and yellow (Pantone Yellow) should be used whenever possible with the Typeface Frutiger Roman for the words European Union Social Fund. The ESF logo can also be used in black and white. There are 3 types of ESF logos, which can be used in either Irish or English:

- EU Flag with the words “*European Social Fund*” or with the words “*Ciste Sóisialta na hEorpa*”.



**EUROPEAN SOCIAL FUND**

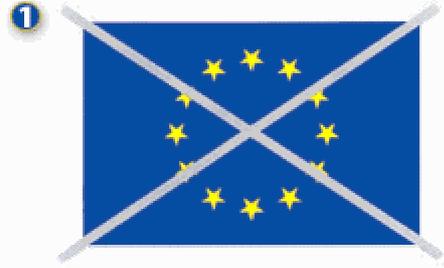
#### 8.1. Geometrical Description

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. (See Annex I of Commission Regulation 1828/2006 for instructions for creating the emblem and a definition of the standard colours).

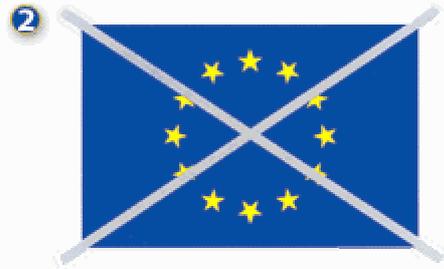
#### 8.2 Incorrect Uses of the Logo

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.



### 8.3 Single Colour Reproduction:

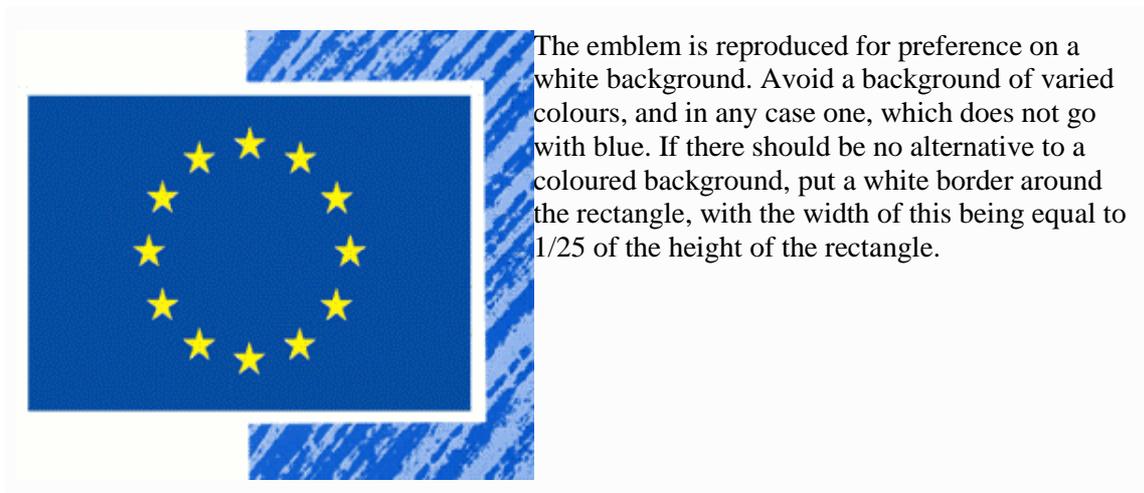


If only black is available, outline the rectangle in black and print the stars in black and white.



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.

## 8.4 Reproduction on a colour background



## 9. Using the EU flag with the other logos:

For projects/schemes which are EU co-financed, the ESF logo and Ireland's Structural Funds logo must feature on any publicity and information material produced. The National Development Plan (NDP) logo **should not** be used for co-financed operations.

The ESF logo shall be the same size as Ireland's Structural Funds logo (and that of any other logo(s) featured).

Both logos should not be smaller than a minimum size of 26mm in horizontal width. If used horizontally, the Ireland Structural Funds logo should be placed on the left, followed by the ESF logo in the centre, followed by the Department or Agency's corporate logo on the right. If used vertically the Ireland Structural Funds logo should be placed on the top, followed by the ESF logo in the centre, followed by the Department or Agency's corporate logo on the bottom. The full range of logos, in Irish and English, colour and monochrome, in JPEG and EPS (Encapsulated PostScript) format are available from the Managing Authority's websites.

The tag line "*investing in your future*" should be placed underneath the other logos if possible.

Sufficient `breathing space` between logos should be utilised to enhance the visual appearance of publications and signage.

## 10. Promoting your event & the role of the EU

The start of a project or scheme provides an opportunity to promote the role of the ESF. The following publicity actions will provide the opportunity to promote the EU's contribution to your project.

**Launching the Project** - a publicity event, attended by a senior Minister, local public representatives and the local media should be organised for the start of a project or scheme. EU and Managing Authority representatives should be invited to the launch of EU funded projects.

**Media** - for the promotion of projects the focus should be firmly on the local media. A strong presence should be established with local radio with project coordinators on hand to answer questions from the general public. Advertising in the local press should be considered as an option in any project communications plan.

**Online Activity** - the website of the Managing Authority is updated regularly. It is the responsibility of local implementers to ensure that their information is published on these central websites, in addition to developing and maintaining their own websites.

## **11. Where to get the Ireland's Structural Funds logo and the ESF logo**

Ireland's Structural Funds logo and the ESF logo are available to download from the Managing Authority website at: <http://www.esf.ie/en/logos.aspx>

## **12. Important points to note**

All activities or projects in receipt of EU funding must display Ireland's Structural Funds logo and the ESF logo on all signs and on all advertisements, information and publicity material.

Where projects are co-financed by the EU, Ireland's Structural Funds logo and the ESF logo must be displayed and given similar visibility with respect to size, location and format as outlined above.

Ministerial speeches in relation to projects/schemes should include appropriate reference to the EU Social Fund.

Commission and Managing Authority officials should be issued with invitations to publicity events, project launches, etc.

### **Contact:**

#### **Human Capital Investment Operational Programme**

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# Annex 1

## EU Regulation 1083/2006 [Extract]

*Article 69*

### **Information and publicity**

1. The Member State and the managing authority for the operational programme shall provide information on and publicise operations and co-financed programmes. The information shall be addressed to European Union citizens and beneficiaries with the aim of highlighting the role of the Community and ensure that assistance from the Funds is transparent. The Commission shall adopt implementing rules for this Article in accordance with the procedure referred to in Article 103(3).

2. The managing authority for the operational programme shall be responsible for publicity in accordance with the implementing rules of this Regulation adopted by the Commission in accordance with the procedure referred to in Article 103(3).

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## EU Regulation 1828/2006 [Extract]

### **“PROVISIONS IMPLEMENTING REGULATION (EC) NO 1083/2006**

### **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."