



Llywodraeth Cymru
Welsh Government

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**Ireland Wales Cooperation Programme
2014-2020
Information and Publicity Guidance**

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INTRODUCTION

These information and publicity guidelines have been developed to maximise publicity and highlight the contribution the European Regional Development Fund (ERDF) is making through the Ireland Wales Cooperation programme 2014-2020 and to ensure that you, as project sponsors, partners and beneficiaries, comply with EC regulations so that monies are not lost to both regions.

The Ireland Wales Programme 2014–2020 has been allocated €79m of ERDF. Together with match funding, the total investment is €100 million. It is important that project partners and beneficiaries work together to communicate the opportunities and achievements of the Ireland Wales Cooperation programme and its funding from the ERDF which is helping to improve economic prospects through collaborative projects, including in innovation, climate change, cultural and natural resources, heritage and tourism.

There are many ways in which you can promote your Ireland Wales project and the contribution the ERDF has made to its delivery. For example, through the use of press releases, social media and/websites as well as by organising launches, events and Ministerial visits to your project. Another important way of demonstrating the impact of your project is through case studies and human interest stories. Project partners will also be required to display commemorative plaques and posters with the Ireland Wales logos (while beneficiaries will be required to display a poster), 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 project and we encourage you to be innovative when planning communication activities.

The Lead Partner, in particular, has an essential role to play in developing a coherent approach for communication, and must establish a joint communication plan with their operation partners in Ireland and Wales. The Lead Partner will be responsible for co-ordinating the project Communication Plan and ensuring that the project has been sufficiently promoted towards various decision makers, local media and the general public. Lead partners, in preparing a communications plan, should outline:

- how you intend to inform beneficiaries/participants/businesses of EU funding support through the Ireland Wales Cooperation programme;
- how you plan to promote your project, through which channels and to which audiences;
- how you plan to prominently display plaques and posters;

We are here to help you maximise publicity, so please keep us informed when you are developing your communication plans and of key milestones and good news

stories relating to the delivery of your EU project. We can help promote good news stories through the Ireland Wales Cooperation programme website www.irelandwales.eu and Twitter @irelandwales so please tell us about your achievements.

Please remember that all announcements relating to the award of EU funds for projects are led by Welsh and Irish Government Ministers. We can help with the planning and preparation of publicity for a Ministerial announcement so that we raise awareness widely for your EU project. We can also arrange Ministerial quotes to be included in your press notices where appropriate and Ministerial visits to your project.

Please also remember that events and other publicity activities, including translation, are eligible project costs, so please discuss with your Ireland Wales Operation Officer at the outset of your application for EU funds so that these costs can be included in your project business plan.

OVERVIEW OF MAIN PUBLICITY REQUIREMENTS

Once support from the European Regional Development Fund has been approved through the Ireland Wales Cooperation programme for your project, it is essential that you, and your partners, carry out the following publicity activities for your project and highlight the EU support. This includes:

- acknowledging the **‘European Regional Development Fund through the Ireland Wales Cooperation programme’** prominently, including use of programme logos (see Annex A), when you refer to or publicise your project, i.e. all press notices, newsletters, online and social media content, and other promotional materials;
- informing those taking part in the project, including participants, businesses and contractors that they are benefitting from the European Regional Development Fund through the Ireland Wales Cooperation programme;
- ensuring arrangements are in place so that all partners display a permanent, commemorative plaque;
- ensuring partners and beneficiaries participating in the project display a poster (using a template provided) in a prominent position where project activities take place;
- positioning the relevant Ireland Wales logos on your website with a link to www.irelandwales.eu;
- liaising with WEFO Communications wefo-communications@gov.wales to arrange a Ministerial announcement of the award of funds for your project;
- Commemorating Europe Day;
- Promoting best practice photographs, project milestones and success stories.

MAIN PUBLICITY REQUIREMENTS

Logos

All lead and joint partners must use the four programme logos (see Annex A) in print, publications and online. This includes adverts, leaflets, job descriptions, newsletters, letterheads business cards, reports, project documentation – for example timesheets, induction material, promotional items, corporate stationary, invitations etc.

All four programme logos must be used in the above order. Logos are available in a strip or separately in EPS and Jpeg formats from WEFO Communications Team or to download from WEFO's web pages. All logos must be reproduced to a satisfactory quality and fully legible. Please see Annex A. In all cases, the Welsh Government/EU logo should be a minimum size of 45mm wide x 33mm high. 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.

Information to Beneficiaries

Project sponsors and partners, which have been awarded EU financial support (whether directly or indirectly), must make their beneficiaries / participants / businesses and contractors aware that they are participating in an EU funded project. Clearly stating the EU funds support in letters to beneficiaries participating in the project, as well as using the programme logos 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.

Commemorative plaques

Lead and joint partners must display a permanent commemorative plaque (internal and external plaques available from the Joint Secretariat free of charge – email (IrelandWalesCrossBorderProgramme@gov.wales) which bears the respective logos. The plaque must be displayed in a prominent location (e.g. site entrance / reception area), which is clearly visible to the general public, staff, participants and other beneficiaries.

Posters

All partners and beneficiaries of support must display at least one poster (minimum size A3) in a prominent location readily visible to the public (e.g. site entrance / reception area), which is clearly visible to the general public, staff, participants and other beneficiaries. A design template will be provided by the Joint Secretariat for best practice purposes, but as a minimum requirement the poster must highlight the name of the operation; its main objective; the amount of ERDF financial support, the statement 'EU funds: Investing in Ireland and Wales'; and the respective logos (see Annex A).

Website

Where a partner/beneficiary operates its own website, the beneficiary must publish in a prominent area and accessible format the following: a short description of the operation, including its aims and results; the ERDF financial support; and respective logos (see Annex A). **If a website is operational for the sole purpose of promoting the activities of an EU funded project(s), the respective information must be included on the website homepage.** Please ensure that the logo is at least 203px by 154px and links to the Ireland Wales website.

Press releases

All press releases, features and advertorials relating to your EU project, beneficiary, business etc must acknowledge the funding received from the **‘European Regional Development Fund through the Ireland Wales Cooperation programme’**. This should appear, prominently in the main body of press notices; i.e. not in ‘Notes to Editors’ nor as a footnote.

Draft press releases should be sent, as early as possible prior to publication, to WEFO Communications. 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 Ireland Wales website, social media, and gaining regional, national/EU coverage etc.

Europe Day

Beneficiaries will be encouraged to undertake a programme of information activities / festivities on or around 9 May to promote the benefits and achievements of its EU funds activities.

Best Practice

Beneficiaries will be encouraged to share their photographs and case studies with the Joint Secretariat for use in a range of publicity measures to promote the benefits and achievements of the EU funds. Beneficiaries will also be encouraged to enter Joint Secretariat and European Commission led publicity activities such as ‘Europe in your Region’ photo competition, Open Days etc.

Social Media

The logos/acknowledgement of EU support should be highly visible on all publicity materials including social media. If the logos cannot readily be applied, then an acknowledgement of the funding support should be included. For example, tweets relating to project activities should refer to ‘EU’s Ireland Wales programme’; for example:

“The INVEST project has been launched to support businesses thanks to EU’s Ireland Wales programme #EUirelandWales”

Using the EU-funds reference and/or the hashtag enables us to follow the conversation and, where appropriate, promote or retweet your activities. Likewise when preparing video clips or posting video footage on YouTube, please include the relevant logos prominently on the title page. Also, please ensure that within the video script individuals verbally refer to the ‘EU’s Ireland Wales Cooperation Programme.’ For example:

“With the support of the EU’s Ireland Wales Cooperation Programme, we have been able to help more businesses”

IRISH LANGUAGE, WELSH LANGUAGE, ACCESSIBILITY AND SUSTAINABILITY

Please ensure that all information and publicity materials are fully accessible and available to a wide and diverse audience (2010 Equality Act), and can be made available, if requested, in accessible formats e.g. Braille.

Welsh partners must ensure 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 the Ireland Wales Cooperation programme, can be made available bilingually.

Irish partners that are public bodies are required to comply with the Official Languages Act 2003. Please refer to the Office of An Comisínéir Teanga for further information on legislative compliance.

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 will be required to keep records to demonstrate that you are carrying out these publicity activities. It is important that you keep copies of press notices, newsletters, publicity campaigns, evidence of use of plaques and posters undertaken during your project’s lifecycle. You will be required to set out similar arrangements with providers and contractors involved in delivering projects.

This evidence will also be inspected during project audits. Audits and verification checks will be carried out on projects by the Managing Authority in Wales. In addition audits and checks are carried out on a selection of projects by the Audit Authority and by the European Commission. Please remember:

Some or the entire funding awarded may be reclaimed if ERDF 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 assist 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 avoid and support in time to meet your deadline.

Joint Secretariat: IrelandWalesCrossBorderProgramme@gov.wales
WEFO Helpline Tel: 0845 0103355

ANNEX A

Logos

The Welsh Government / Ireland Wales / EU, Irish Government and Southern Regional Assembly (SRA) logos should be used on all publicity materials as follows. Jpeg version available from WEFO Communications:

