



IV Reporting

Publicity Requirements

Background

Publicity and communications measures referring to the Interreg IVB North Sea Region Programme for the 2007-2013 programming period fall under Article 69 of the European Council Regulation (EC) No 1083/2006 and Chapter 2, Section 1 of the European Commission Regulation (EC) No 1828/2006.

Commission Requirements

The Regulation (EC) No 1828/2006 states that all communication measures aimed at beneficiaries, potential beneficiaries and the general public must include the EU flag, a reference to the European Union and the fund concerned (ERDF), as well as a statement chosen by the Managing Authority.

In the case of the North Sea Region Programme this function has been delegated to the programme secretariat. The programme statement is: 'Investing in the future by working together for a sustainable and competitive region.'

The Structural Funds regulations emphasizes the role of the Member States in relation to informing beneficiaries, potential beneficiaries and the general public of the role played by the European Union in regional development.

Programme Requirements

All projects under the North Sea Region Programme 2007-2013 are required to draft and adopt a Communication Plan. The plan should reflect and be relevant for the entire time period which the project will receive part funding from the European Commission through the North Sea Region Programme.

The Communication Plan should clearly indicate how the communications aim and objectives as stated in the plan will bring added value to the project and how the strategy of the plan will help to achieve this.

The plan should have a budget and explain the connection between the proposed measures and activities and the budget. The target groups of communications as well as measures and initiatives they refer to in the plan should be clearly defined. The responsibilities to carry out the different parts of the plan should be clearly defined. The Communication Plan should indicate how and when the plan will be evaluated and revised.

The Communication Plan must not in any way contradict Article 69 of the European Council Regulation (EC) No 1083/2006 or Chapter 2, Section 1 of the European Commission Regulation (EC) No 1828/2006.

The Communication Plan should be consistent with and not contradict measures and other statements and references to communications made in the Application Form of the project.

A Communication Plan guidance has been written by the Programme and is available as a download through the North Sea Region Programme website. Projects are recommended to read the guidance before drafting a Communication Plan for the project.

Programme Logo Requirements

All publicity materials including websites and related media commissioned and produced under the responsibility of a North Sea Region Programme should have a reference to the Programme, including the Programme statement.

The graphical guideline of the North Sea Region Programme should be followed when publicising the Programme logo and related materials. The guideline can be downloaded from the North Sea Region Programme website.

European Commission Technical Guidance

The official European colours are Pantone Reflex blue and Pantone Yellow 2C.

While respecting certain principles, you may use this emblem in a number of different ways:

- **Reproduction on a colour background:** preferably, the symbol should be placed on a white background. Avoid a wide variety of colours and in particular, those which do not complement the blue. In situations where it is impossible to avoid a colour background, the rectangle should be encased in a white border, the thickness of which is equal to one twenty-fifth of the height of the rectangle,
- **Reproduction in white and blue:** reflex blue should be used and the stars placed in white,
- **Reproduction of documents in black and white:** in this case the flag should be depicted as black stars on a white background.

Download the flag in the different formats from:

http://ec.europa.eu/regional_policy/sources/graph/embleme_en.htm

References

- Commission Regulation (EC) No 1828/2006, Chapter II, section 1 on information and publicity measures to be carried out concerning assistance from the Structural Funds:
http://eur-lex.europa.eu/LexUriServ/site/en/oj/2006/l_371/l_37120061227en00010163.pdf
- The European Commission's website with guidance on the use of the EU emblem:
http://europa.eu/abc/symbols/emblem/index_en.htm
- The North Sea Region Programme 2007-2013 website: <http://www.northsearegion.eu>