

FICHE 14

IMPLEMENTING ACT ON THE TECHNICAL CHARACTERISTICS OF INFORMATION AND COMMUNICATION MEASURES FOR THE OPERATION AND INSTRUCTIONS FOR CREATING THE EMBLEM AND A DEFINITION OF STANDARD COLOURS VERSION 1 – 19 JUNE 2013

Regulation	Article
Common Provisions Regulation [COM(2011) 615]	Article 105 (4) – Information and communication ANNEX VI - information and communication on support from the Funds

This document is provisional, without prejudice to the on-going negotiations in the Trilogues between the European Parliament and the Council (in line with the principle that "nothing is agreed until everything is agreed"). This document is a draft that shall be adjusted following the expert meeting.

It does not prejudge the final nature of the basic act, or the content of any delegated or implementing act that may be prepared by the Commission.

1. EMPOWERMENT

Article 105(4) of the CPR lays down the following empowerment:

The Commission shall adopt, by means of implementing acts in accordance with the examination procedure laid down in Article 143(3), uniform conditions concerning the technical characteristics of information and communication measures for the operation and instructions for creating the emblem and a definition of the standard colours.

Complementary provisions are set out in Annex VI of the CPR¹ as follows

Section (2.2) Responsibilities of the beneficiaries

1. All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:

- (a) the EU emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 105(4), together with a reference to the European Union;
- (b) a reference to the Fund or Funds supporting the operation. Where an information or publicity measure relates to an operation or to several operations co-financed by more than one Fund, the reference provided for in point (b) may be replaced by the reference to the European Structural and Investment Funds.

2. During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:

(a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the European Union;

(b) placing, for operations not falling under paragraphs 4 and 5, at least one poster with information about the project (minimum size A3), including the financial support from the European Union, at a location readily visible to the public, such as the entrance area of a building.

3. For operations supported by the ESF, and in appropriate cases for operations supported by the ERDF or Cohesion Fund, the beneficiary shall ensure that those taking part in an operation have been informed of this funding.

Any document, relating to the implementation of an operation which is used for the public or for participants, including any attendance or other certificate, [...] shall include a statement to the effect that the operational programme was supported by the Fund or Funds.

4. During implementation of an ERDF or Cohesion Fund operation, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation consisting in the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 500 000.

5. No later than three months after completion of an operation the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfils the following criteria:

- (a) the total public support 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 or billboard shall state the [...] name and the main objective of the operation. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 105(4).

¹ Text agreed in COREPER on 30 May 2013.

2. MAIN OBJECTIVES AND SCOPE

This fiche is intended to provide an outline of the planned scope of the technical requirements to be adopted by implementing acts that beneficiaries of an operation should respect when:

a) using the EU emblem, and

b) placing temporary and permanent billboards or plaques,

with a view to creating a harmonised application of the visual elements that would acknowledge the participation of Funds under EU cohesion policy.

3. MAIN ELEMENTS

3.1. Technical characteristics and use of the EU emblem

The technical requirements and instructions for creating (and using) the EU emblem, including examples for download, that the Commission intends to propose, will be identical to those for the 2007-2013 programming period and are available on these websites: <http://publications.europa.eu/code/en/en-5000100.htm>; http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm; and logos with a reference to the Fund and the European Union are set out in Annex 1 to this fiche.

Any information and communication measure provided by the beneficiary or the operational programme, should include a reference to the European Union, including the EU emblem, and, where applicable, reference to the Fund. Both references should be readily visible. If other logos are displayed, the EU emblem should be at least the same size as the biggest of the other logos on display. As a general rule, no more than 4 logos (including the EU emblem) should be displayed.

When the EU emblem and reference to the Funds are placed on a website, these logos should be placed visibly at the top right hand corner of the website, including the homepage of the website.

3.2. Technical characteristics of permanent plaques; temporary or permanent billboards

According to Section 2.2 of Annex VI to the CPR, a beneficiary of an ERDF or Cohesion Fund infrastructure or construction operation for which the total public support of each operation exceeds EUR 500 000 shall put up a temporary billboard during implementation and a permanent plaque or billboard no later than three months after completion of such an operation (point 5 of section 2.2. of Annex VI of the CPR). Furthermore, the same rules apply in case of a purchase of a physical object exceeding the before-mentioned threshold.

Billboard/plaque model to be followed: see Annex 2 to this fiche.

Instead of "European Regional Development Fund", reference to the Cohesion Fund² has to be made, where applicable. In case an operation receives funding from more than one Fund, the reference to the Fund shall not be displayed. Instead reference has to be made to the

² The number of relevant operations supported under the European Social Fund e.g. through the possibility of cross financing set out in Article 88 of the CPR, which exceed the threshold of EUR 500 000, is likely to be low. However, if an ESF operation fulfils the criteria set out in point 2.2. of Annex VI, a reference needs to be made to the European Social Fund.

European Structural and Investment Funds, in addition to the European Union references (emblem and text).

The space for the references to the EU emblem and the Fund is equal to that available to the Member State. On the other hand, the detailed technical requirements for elements below the logos, such as font type or size, are not pre-defined.

3.3 Displaying a poster with information about an operation

The minimum size of a poster shall correspond to the A3 format, as set out in Annex VI of the CPR. The design of the poster has to comply with the rules set out in Section 3.1 of this fiche regarding the EU logos and references to the European Union and the Fund(s).

4. MAIN CHANGES COMPARED TO THE PERIOD 2007-2013

The proposed implementing act would give effect to certain changes set out in the CPR. These changes can be summarized as follows.

The use of the EU emblem

The technical characteristics for the EU emblem will remain unchanged compared to the 2007-2013 programming period. However, there would be a standard format for billboards and plaques where the EU emblem would need to be at least the same size as the biggest other logo displayed.

The location of the EU emblem and reference to the Fund on a website would be harmonised (on top right) because in the current period the EU emblem and reference were often displayed outside the viewing area of a normal computer screen.

Temporary billboard and permanent plaque or billboard

In the 2007-2013 programming period, Article 8(2) of Commission Regulation (EC) No 1828/2006 provides that the information regarding the type and name of the operation and the EU support involved shall take up at least 25% of the billboard or plaque. These provisions led to many uncertainties and questions from managing authorities and beneficiaries on how to measure the 25% (with or without the text, with or without the space around the EU emblem, etc.).

In light of this, a new template would be introduced according to which the same amount of space would be designated to EU and Member State references and logos. Furthermore, in line with good existing practice in many Member States, the information about the operation would now include the main objective of the operation.

Poster

In the 2007-2013 programming period, many operations have remained below the threshold of EUR 500 000 public support laid down in Article 8(2) of Commission Regulation (EC) No 1828/2006. As a result, there was no obligation to display billboards or plaques. Annex VI to the CPR proposes therefore that any operation below EUR 500 000 of public support shall display a poster with information about the operation in a place visible to the public.

5. **ANNEXES**

Annex 1: Standards for the EU emblem

Annex 2: Model for billboards and plaques

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