

ESF Publicity guidelines

Council Regulation (EC) No. 1260/99 and Commission Regulation (EC) No. 1159/2000, set out the requirements on information and publicity measures to be carried out by Member States in relation to activities supported by the European Social Fund.

Information and publicity related to ESF should aim:

1. To inform potential and final beneficiaries as well as other public and private bodies, non-governmental organisations, partners and authorities about the opportunities and benefits offered by joint assistance from EEDA and the European Union in order to ensure the transparency of such assistance.
2. To inform the general public about the role played by the European Union in cooperation with the Member States in the assistance concerned and its results.

The aims of a publicity policy are:

To adhere to ESF regulations requiring publicity of ESF involvement

To maximise coverage of EEDA contribution to success in ESF co-financing programme

To raise awareness within EEDA and the region on EEDA commitment to the region through the ESF projects

To improve ESF profile and perception to co-financing in general

Roles and responsibilities

As a co-financing organisation, EEDA holds overall responsibility for the publicity related to its projects, and should use publicity to increase awareness of what the EU funds are used for, rather than to promote or market products and services. In an effort to ensure that information and publicity material is presented in a uniform fashion and in accordance with the rules, the following description should be used for the European Social Fund:

'Helping develop employment by promoting employability, the business spirit and equal opportunities and investing in human resources'.

Providing information

ESF projects should include a balanced reference to the ESF contribution. When a project is launched, project managers should alert national and regional media as appropriate (e.g. press releases, articles, supplements in newspapers and site visits). Other means of information and communication can include websites, publications on successful projects and competitions to identify best practices.

Copies of information and material should also be maintained in a publicity folder. Where use is made of advertising inserts, ESF contribution should be clearly indicated. Electronic copies of good stories, case studies and photos are also desirable.

The ESF co-financing team publicise EEDA involvement through the EEDA website, ESF newsletter and other initiatives arising from the Objective 3 Operational Group (O3OG) for the East of England.

Match funding projects also form part of EEDA's co-financing plan, therefore the same publicity and information requirements apply.

Technical means of information and publicity can be found on the Commission Regulation EC No. 1159/2000. Guidelines on the use of the following publicity measures are included in the regulation:

- Billboards
- Commemorative Plaques
- Posters
- Notification to beneficiaries
- Information and communication material (incl. website)
- Information events

Any publicity for EEDA can refer to co-financing as part of EEDA activity. Flagging items for publicity helps promote EEDA's contribution to co-financing.

The ESF co-financing team supports and advises on adherence to ESF issues in the implementation of ESF and match-funded projects, and can assist project managers and providers in their implementation of information and publicity measures.