

Community Initiative Interreg III – Publicity Requirements and Guidelines for Maltese Project Partners

Note that publicity is an essential part of all projects funded by the European Union. Article 46 of Council Regulation (EC) No. 1260/1999 specifically requires information and publicity measures to be carried out.

Projects must be publicised in order to increase public awareness about EU Structural Funds and to ensure transparency during the project implementation process. Project Leaders are reminded to ensure that the relevant publicity actions are undertaken with respect to their specific projects.

Since Interreg III is a Community Initiative funded by the European Regional Development Fund, it is governed by the same regulations which apply to the other structural funds.

The Planning and Priorities Coordination Division (PPCD), Office of the Prime Minister has therefore drawn up the following notes to serve as a brief guide to Maltese project partners involved in Interreg III projects:

Community Requirements

1. Project participants must ensure that all publicity complies with Commission Regulation (EC) No. 1159/2000, which is available online (in both Maltese and English) through the following link:

http://europa.eu.int/smartapi/cgi/sga_doc?smartapi!celexapi!prod!CELEXnumdoc&lg=MT&numdoc=32000R1159&model=guicheti

2. Failure to comply with the regulation may result in suspension/ withdrawal of funds. Note that it will not be possible to claim reimbursement for expenditure on incorrect advertising or publicity.

Project partners are responsible for the publicity of each project being implemented. Each participant may use publicity to increase awareness of their project and how their EU funds are being used (project specific publicity). However, partners are not allowed to use EU funds to market their organisation, products or services.

Publicity Contents

3. In general all publicity actions (adverts, backdrops, calls for applications, billboards, posters, publications, information events, certificates, plaques, notification to beneficiaries) should include the following text and emblems:

TEXT TO INCLUDE IN ALL PUBLICITY ACTIONS¹

(Text in English)

Structural Funds Programme for Malta 2004-2006

Project part-financed by the European Union Community Initiative Interreg III

Full name of programme [ie. Italia-Malta Programme, Archimed Programme, Medocc Programme, Interreg IIIC]

(Text in Maltese)

¹ Do not include text in italics.

Programm ta' Fondi Strutturali għal Malta 2004-2006
Proġett ko-finanzjat mill-Unjoni Ewropea – Inizjattiva Komunitaria, Interreg III
L-Isem speċifiku tal-programm [jie. Programm Italia-Malta, Programm Archimed, Medocc, Programm Interreg III C]

EMBLEMS TO INCLUDE IN ALL PUBLICITY ACTIONS

The **National Coat of Arms** shall be used on all publicity actions carried out by all Maltese partners. OPM Circular No 17/99 explains the use of the Coat of Arms. All project leaders are to use the Maltese emblem in black and white (as per OPM Circular No. 17/99). The circular may be accessed from the following link:
<http://intra.gov.mt/genericdata.asp?pagecode=21&SubCategory=2&Data=954>

Non Government Departments can obtain a copy of the circular from the Directorate for Corporate Services of their respective Ministry.

The National Coat of Arms is being reproduced hereunder for ease of reference:



Where the project partner is a public-equivalent or non-public organisation, the partner may use the logo of the respective organisation in addition to the Maltese emblem and the EU flag.

As regards the **EU emblem**, the blue rectangular flag with twelve gold stars (situated at equal intervals which form an invisible circle) should be used. If the publicity is in black and white, then the EU flag should be presented in a black outline rectangle: white background and black stars. If (reflex) blue is the only colour available, then the stars may be reproduced in negative white and the field 100 % blue. For further information please consult the following website: http://europa.eu/abc/symbols/emblem/graphics2_en.htm

As regards the emblems of each **Interreg III Programme**, it is necessary to consult the relevant Programme Documentation and information on the official websites of the programmes as follows:

Interreg IIIA – Italia-Malta Programme:	http://www.euoinfosicilia.it/
Interreg IIIB – Archimed Programme:	http://www.interreg.gr/en/
Interreg IIIB – Medocc Programme:	http://www.interreg-medocc.org/en/download.php
Interreg IIIC – All Zones	http://www.interreg3c.net/sixcms/detail.php?id=285

Language

4. Publicity measures should aim to reach the widest target possible, especially focusing on the region (Malta and Gozo) receiving the funds. The applicant is therefore encouraged to use the Maltese language as well as English. Guidance as to the Maltese terminology should be sought from the Maltese translation of EC Regulation 1159/2000 (see section 1 above).

Media Space

5. As a general rule, expenditure on media space/coverage for individual projects will only be reimbursed if the activities are part of the approved project. Project partners are urged to inform PPCD of all publicity actions and to keep photos of publicity actions and copies of all posters, adverts and other publications on file.
6. Project Leaders are urged to make use of any 'free' publicity available (press releases, in-house brochures, Agornat, press conferences etc).
7. It is necessary to include a copy/photo of all publicity material with the proof of expenditure when submitting a claim for reimbursement of expenditure on publicity.

Publicity for Infrastructure Projects

Billboards

8. Billboards are compulsory for infrastructure projects in which the Maltese partner's share is worth more than Eur. 3 million including ERDF Funds. Billboards are optional for smaller operations. It is important that billboards are of a size appropriate to the scale of the operation.

8.1 The billboard must include a space reserved for the European Union's (EU) contribution. This section must:

- a) take up at least 25% of the total area of the billboard;
- b) bear the standard Community emblem - twelve five-pointed gold stars in a circle on a blue background - and the following text, to be presented as below:

(Ex. Maltese version)

(L-EMBLEMA TA' MALTA)	PROGRAMM TA' FONDI STRUTTURALI GĦAL MALTA 2004-2006 PROĠETT KO-FINANZJAT MILL-UNJONI EWROPEA L-ISEM TAL-FOND <i>[OPTIONAL]</i> RATA TA' KO-FINANZJAMENT <i>[OPTIONAL]</i>	(L-EMBLEMA TA' L-UE)
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(Ex. English version)

(MALTA EMBLEM)	SRUCTURAL FUNDS PROGRAMME FOR MALTA 2004-2006 PROJECT PART-FINANCED BY THE EUROPEAN UNION: FUND NAME <i>[OPTIONAL]</i> CO-FINANCING RATE <i>[OPTIONAL]</i>	(EU EMBLEM)
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- c) the lettering used to indicate the EU's financial contribution must be at least the same size as the lettering used to indicate national participation, although the typeface may be different.
- d) Billboards must be removed not later than 6 months after completion of the work.

Commemorative plaques

9. For projects in which the total Maltese share exceeds Eur. 500,000, billboards must be replaced by a permanent commemorative plaque within six months of completion of project. Such plaques must be visible and placed in an area accessible to the public. These plaques must include the Community emblem, mention the EU contribution and may mention the Fund concerned, [ERDF]. In the case of physical investments in commercial business premises etc, commemorative plaques shall also be installed for at least one year.

Other forms of publicity

10. It is essential that all posters, information material, leaflets, flyers, handouts and other material all conform to Commission Regulation 1159/2000 and to the requirements listed in section 3 above. It is also preferable if project partners include the required logos on the first slide of power-point presentations.

11. Websites set up by Maltese partners should also display the compulsory text and logos mentioned in section 3 above on their home-page as well as a hyperlink to the website of the Interreg III programme concerned and to the website of the National Coordinator for Interreg III (Malta): www.ppcd.gov.mt

For further information or clarifications, please contact:

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