

## **10. Information and Publicity**

## 10.1 Introduction

1. This chapter provides information on EU Cohesion Policy Information and Publicity requirements to ensure that the results and achievements of the Programmes and projects co-funded by EU Cohesion Policy are communicated as widely and effectively as possible. These measures are intended to lead to increased transparency and greater awareness.<sup>1</sup> In this regard the Managing Authority has also prepared a Communication Plan ([www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity)) which was approved by the European Commission on 18<sup>th</sup> January 2008 (refer to point 10.4).
2. This chapter is divided into two main sections:
  - a. **Sections 10.2 – 10.5** outline the objectives, regulatory framework and responsibilities of the different stakeholders relating to publicity and information in the context of Cohesion Policy 2007-2013.
  - b. **Sections 10.6 – 10.14** provide full detail of the obligatory and optional information and publicity requirements relating to Cohesion Policy 2007-2013, as required by EU and national regulations and guidelines. This section is complemented by the Visual Identity Guidelines for Cohesion Policy 2007-2013 (refer to point 10.8 [5]) which is an integral part of the Manual of Procedures and can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity). This section concludes with a simplified checklist of requirements to ensure that the correct publicity and information measures are undertaken.

## 10.2 Publicity and Information: Strategic Objectives

Communication is essential at both programme and project level in order to reach the following strategic objectives:<sup>2</sup>

- Ensuring transparency of and accessibility to the Funds;
- Increasing visibility and awareness of the role of the European Union and the positive impact of Cohesion Policy on Malta and Gozo's socio-economic development and quality of life of the citizens.

These communication objectives are entrenched in a number of EU and national regulations and guidelines as outlined in Section 10.3 below.

## 10.3 The Regulatory Framework

This Chapter of the MoP incorporates and builds on the following regulations and specifications:

- The General Regulation (EC) No. 1083/2006, Article 69;
- The Implementing Regulation (EC) No. 1828/2006, Articles 2 - 10
- The official Graphical Specifications of the EU Emblem.
- The official Graphical Specifications of the National Flag of Malta.
- Relevant National Circulars and Guidelines which the MA may issue from time to time.

**Failure to comply with the Manual of Procedures may put the eligibility of expenditure or parts thereof at risk**

<sup>1</sup> As required by Article 69 of EC Regulation 1083/2006.

<sup>2</sup> Article 69 of Council Regulation 1083/2006.

## 1.4 Role of the Managing Authority [Programme Level Information and Publicity]

1. The MA (or the IB on its behalf in the case of aid schemes, as provided for in Article 107 of the Treaty) has two main functions:
  - a. Providing guidance, monitoring and ensuring compliance with the information and publicity regulations and requirements at programme and project level<sup>3</sup>. The MA undertakes this function through both written guidance (e.g. this manual and the MA's website) and also through training and information sessions which are organised from time-to-time and;
  - b. Drafting and implementing the Communication Plan for Cohesion Policy 2007-2013.

For further information on publicity and information at programme level, the MA's Communications Unit may be contacted on Tel. +356 2200 1179//1861 or by email: [info.ppcd@gov.mt](mailto:info.ppcd@gov.mt).

2. The MA will also provide logos, useful downloads and information through the publicity section of its website: [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).

## 1.5 Responsibility of the Beneficiary [Project Level Information and Publicity]

1. The Beneficiary also has responsibilities relating to publicity and information in relation to the project/s. These are:
  - a. Implementing publicity and information measures in line with the Grant Agreement and this Manual, as outlined in the following sections including compliance with the Cohesion Policy logos, EU emblem and National Flag of Malta and the compulsory text (altogether referred to as the *visual identity requirements*) as set out below;
  - b. Participating in information and publicity measures organised by the MA at Programme level when required;
  - c. Reporting on information and publicity actions to the MA when required and also through the Project Progress Reports. Samples/proofs of publicity actions may also be requested for record keeping by the Communications unit; and,
  - d. Participating in publicity and information measures as well as networks and /or exchanges of experience organised at EU, national or programme level. Refer to section 10.6 below.

## 10.6 Participation in Publicity and Information Measures at EU or Programme Level

1. The Beneficiary must be aware that acceptance of funding is also an acceptance of their inclusion in *online* or other published lists and databases of beneficiaries compiled by the MA or the IB on its behalf.<sup>4</sup> The information includes<sup>5</sup> name and details of Beneficiary organisation, cost of the project, grant amount and purpose and results of the project. This information may also be uploaded on websites, including those hosted by the Commission and / or other EU institutions where information is collated and presented in order to show activity across Member States.

<sup>3</sup> In the case of aid schemes under Article 107 of the Treaty, this function is undertaken by the relevant Intermediate Body managing the scheme on behalf of the MA.

<sup>4</sup> EC Regulation 1828/2006, Article 6

<sup>5</sup> The list is indicative and not comprehensive of the information that can be published.

2. The Beneficiary shall collaborate with the MA (and/or the IB on its behalf) during the organisation of events or promotional activities, including networks and exchanges of experience at both national and European level. An indicative list of these events, information and publicity initiatives is outlined in the MA's Communication Plan.

## 10.7 Implementing Publicity and Information Measures

Information and publicity is an integral part of project implementation. However, publicity is **NOT** synonymous with marketing. If the project warrants marketing activities, these should be described and budgeted separately in the project proposal. Attention is drawn to the following main points relating to publicity initiatives:

1. **Principle of proportionality:** Publicity measures (financed from the projects)<sup>6</sup> should be **reasonable** and in proportion to the size, objectives and results of the project.
2. **Planning and scheduling:** publicity and information measures should be carefully planned at an early stage and implemented in line with the budget and project plan set out in the Grant Agreement. In the case of projects which involve compulsory publicity and information requirements, Project Leaders need to ensure that they include these measures in their budgets and implementation schedules. The following must also be taken into account at the planning stage:
  - a. *Proportion:* publicity or information measures and their relevant costs must be in proportion and appropriate to the project concerned. What is not considered appropriate will not be borne by the budget of the Beneficiary.
  - b. *Consultation:* the MA recommends that the Beneficiary informs and consults with the MA about **ALL** information and publicity activities before implementation. However, the final vetting of the visual layout and artworks of information and publicity measures( including the visual identity requirements) will be the Beneficiaries' responsibility since the Visual Identity Guidelines provide sufficient guidance.
  - c. *Target audience:* publicity and information measures should be appropriate for the identified target groups. Where possible the Beneficiary should also target the general public, particularly when informing about results of Cohesion Policy interventions.
  - d. *Language and tone:* publicity and information activities should be neutral and factual in tone to avoid being perceived as biased and/or propaganda. The language used can be either Maltese or English, though use of the former is encouraged to reach a wider audience.
  - e. *Publicity as opposed to marketing:* The Beneficiary must ensure that publicity and information measures are not used as a marketing tool to promote an organisation, its products, services or infrastructure. Where a project includes an element of marketing, this must be used to complement, but not replace the project's obligatory information and publicity measures. Marketing expenses should also be listed separately in the project's budget and approved. However, marketing initiatives must still conform to the compulsory publicity requirements (the Visual Identity Requirements) outlined in section 10.8 below.
3. **Tendering and Procurement:** Like other co-financed project components, publicity and information initiatives or items should be procured or contracted in line with national legislation on public procurement, meaning that contracts and tenders for Publicity should strictly reflect the targets/obligations stipulated in the Grant Agreement. It is also important to note that advertising and documents relating to tendering and procurement should comply with the compulsory *Visual Identity Requirements* outlined in point 10.8 below. The DoC can advise on this matter, however the Beneficiary should note that the relevant cover page templates for tenders and contracts can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity) or from [www.contracts.gov.mt](http://www.contracts.gov.mt) (a sample page has been attached in **Annex VIII**)

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<sup>6</sup> Beneficiaries are welcome to increase the publicity measures out of their own funding.

- a. in exception, adverts/notices financed by DOC to appear on the Government Gazette in restricted spacing, do not require to feature the visual identity requirements, **but** specific statements **must** be inserted (refer to Table 2). [Beneficiaries are to liaise with DOC in order to ensure that these statements are included] and;
- b. In exception, adverts/calls for quotations etc published on the Government Gazette which are financed through the funds do not require to feature the Cohesion Policy logo but must include the Maltese and EU flags together with the co-financing statement.
4. **Copyright issues and reproduction:** The Beneficiary is advised to retain copyright of original publicity or information material related to the project, including all artwork and/or components. The MA may require to utilise project level publicity or information material during public events, presentations or publicity at programme / national level. Co-financed publicity or information material cannot be used by the Beneficiary for other purposes. It is important that copyright issues are clear to prospective Tenderers and set out in the relevant terms of reference and tender dossiers (as well as subsequent contracts).
5. **Reporting:** The Beneficiary shall report on progress relating to the implementation of information and publicity actions by filling in the publicity section of the Project Progress Report template and submitting the relevant documents listed **in Chapter 7** of this Manual. The items to be reported on shall be those which would have taken place during the specific reporting period. A nil report in the publicity section of the project progress report is also required where relevant. This information will assist the MA to monitor and report on the publicity actions undertaken. Copies of ALL information and publicity material shall be sent to the MA together with the Project Progress Report (with reference to events or billboards, the MA will accept photographs while DVD/CDs will be accepted in the case of TV commercials/programmes).
6. **Audit and Control:** The Beneficiary is advised to keep original copies of ALL articles, news items, press releases, promotional and informative material for future checks / audits in line with the requirements set out in Chapter 8 and Chapter 12 of this Manual, wherever possible. Audio-visual material such as TV and radio commercials, photographs, video-clips, documentaries or features should also be archived and kept for audit purposes. Audio-visual material could also be made available on CD to ensure that it can be viewed by auditors and/or other officials involved in the control process.
7. **Confidentiality and data protection:** The confidentiality of participants in all projects is to be respected, especially with regard to ESF. Photographs or footage featuring participants can only be transmitted or reproduced for information or publicity purposes if participants give their written authorisation. The relevant letters of authorisation should be retained on file by the Beneficiary. Beneficiaries should ensure that such authorisation is given at the onset of the project in order to ensure that publicity material can be used.

## 10.8 Ensuring Compliance with Visual Identity Requirements and compulsory text

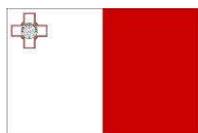
1. All documents, publicity and information items, publications or measures are to include the following elements in line with Article 9 of EC Regulation 1828/2006 and with national requirements. These are referred to as the visual identity requirements:

• The National Flag of Malta	[see paragraph (a) below]	☑
• The EU Emblem	[see paragraph (b) below]	☑
• The relevant Cohesion Policy Logo	[see paragraph (c) below]	☑
• The Compulsory Text adapted to the project	[see paragraph (d) below]	☑

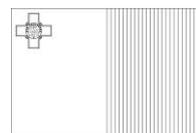
2. These four main elements make up the visual identity of the Cohesion Policy 2007-2013 and are to be mainly laid out as indicated in Section 4.1 of the Visual Identity Guidelines, unless otherwise instructed in writing by the MA. Further information on their positioning can be found in Chapter 4 of the Visual Identity Guidelines, which can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).

**a. The National Flag of Malta.** It is important to ensure that the flag is reproduced correctly, in line with the official Graphical Specifications for the National Flag which can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).

*Full-colour:*



*Monochrome:*



**b. The Emblem of the European Union.** The emblem must be reproduced correctly, in line with the official Graphical Specifications which can be downloaded from the following sites: [http://europa.eu/abc/symbols/emblem/graphics1\\_en.htm](http://europa.eu/abc/symbols/emblem/graphics1_en.htm) or [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).<sup>7</sup> The EU emblem is strictly compulsory for all information and publicity measures, as per Article 9 of EC 1828/2006.

*Full-colour:*



*Monochrome:*



**c. The relevant Cohesion Policy Logo,** in line with the Visual Identity Guidelines which can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity). A similar logo has been designed for each Fund (ERDF, ESF and the Cohesion Fund) in both Maltese and English to help establish a clear and holistic identity for the Structural Funds and the Cohesion Fund, reflecting the role played by both the EU and Malta.

<sup>7</sup> As specified by Annex I of the Commission Regulation (EC) No. 1828/2006.

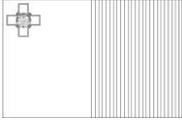


**d. The compulsory text.** In line with Article 9 of Regulation 1828/06, apart from the EU Emblem, National Flag of Malta and the relevant Cohesion Policy Logo, it is advisable for all publicity measures to include reference to the EU's contribution to projects and the role of the programmes concerned. The text consists of the following:

- Reference to the Operational Programme under which the funding is being provided  
E.g. "*Operational Programme I – Cohesion Policy 2007-2013*"
- The title of the relevant Operational Programme.  
E.g. "*Investing in Competitiveness for a Better Quality of Life*". \*
- Reference to the European Union  
E.g. "*Project part-financed by the European Union*"
- Name of the relevant Fund. \*
- The relevant co-financing rate.
- The slogan: "*Investing in your future*". \*

\* *Statements marked with asterisks are strictly compulsory, as per EC 1828/06, Article 9.*

3. For ease of reference and reproduction, the recommended text is incorporated in a standard paragraph which can be adapted to each Fund and Project (highlighted parts to be amended as necessary). The illustration below provides an example of the compulsory text and its position between the National Flag and EU emblem:

	<p>Operational Programme I – Cohesion Policy 2007-2013  <i>Investing in Competitiveness for a Better Quality of Life</i>          This tender is being considered for European Union part-financing          European Regional Development Fund (ERDF)          Co-financing rate: 85% EU Funds; 15% National Funds</p>	
<p><b><i>Investing in your future</i></b></p>		

4. The compulsory text for each Fund can be found in Table 1 below and can also be downloaded in word format from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity) (marked as 'Annex I'). The compulsory text EU emblems and the National Flag of Malta are to be accompanied by the Cohesion Policy logo in line with the Visual Identity Guidelines..
5. The Visual Identity Guidelines complements the MoP and provides:
- a. The technical specifications for the Cohesion Policy logos;
  - b. The graphical guidelines with layouts/templates for information and publicity measures as referred to in this chapter.

## 10.9 Carrying out Compulsory Information and Publicity Measures

Apart from ensuring that all information and publicity initiatives comply with the *visual identity requirements*, the Beneficiary shall also ensure to carry out all the compulsory publicity and information measures which are necessary for the project<sup>8</sup>. These compulsory activities, together with other optional information and publicity measures, are outlined in further detail under the points 10.10 – 10.14 below. A summary is provided in Table 3 below for ease of reference.

**NB: \*Requirements marked with an asterisk are strictly obligatory, as per EC 1828/06, Articles 8 and 9.**

### 10.9.1 All Projects

#### 1. Launch Press Release

- a) Once the Grant Agreement is signed, the beginning of each project may be announced through an official press release, depending on the size of the project. Information or media events could also be organised when projects reach important milestones and completion.
- b) Press Releases, including those published online, are to be issued complete with the general *visual identity requirements*. Since it is to the discretion of the respective editor to publish the *visual identity requirements*, or parts of it, it is required that each press release includes a statement referring to the EU and the respective fund (refer to Table 3)\*.
- c) It is advisable to keep original copies of press releases or published media articles for reporting and control/audit purposes.

If an event or launch is organised, it shall conform to the requirements outlined in point 10.13 below.

<sup>8</sup> As required by Article 8, Regulation 1828/2006.

2. In order to increase visibility, the Beneficiary shall seek to include *the visual identity requirements* on:
  - All adverts issued in the press (and other media) in relation to procurement, recruitment, calls or other procedures and/or events (with the exception of adverts on the Government Gazette);
  - All information and publicity measures part-financed by the funds;
  - The cover pages of tender documents and contracts and;
  - The cover pages of all part-financed reports, studies, questionnaires, attendance sheets, certificates<sup>9</sup>, power-point presentations, handouts and other documents without excluding information and publicity items.
  - Promotional items/giveaways financed through the project
3. Recommended layouts for print media adverts, documents and other information and publicity measures can be found in Section 5.9 of the Visual Identity Guidelines which can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).

### 10.9.2 *Projects Involving Construction/Infrastructural Works* *[Total Public Contribution over €500,000]*

Projects which have a total public contribution of over €500,000 and which involve construction/infrastructural works must set up a prominent billboard, followed by a permanent explanatory plaque at the work site/s as follows:<sup>10</sup>

1. The Compulsory Billboard\* must be:
  - a. Set up at or beside the construction or infrastructure site/s during the whole period of project implementation until works are complete. Once works are completed the Billboard should be replaced by the Compulsory Explanatory Plaque as described in 10.11 (2) below;
  - b. Set up in line with relevant MEPA or other national /local requirements, if applicable;
  - c. Clearly visible to passers-by and well-maintained throughout the whole period of construction;
  - d. Of significant size, in proportion to the scale of the operation;
  - e. Designed in such a way that at least 25% of the billboard is allocated to
    - i. the name and type of the project;
    - ii. the *visual identity requirements*. The font used for the compulsory text shall be the same size as the font indicating the Beneficiary's involvement;
  - f. Made of a material which is weather-resistant and durable enough not to fade, crumble or succumb to vandalism. In cases whereby billboards are vandalised or become worn through exposure to the elements, these must be replaced by the Beneficiary (at its own cost.) within the shortest time possible;

Photographed on site by the Beneficiary for reporting and audit purposes.

Note: Billboards must not be used as marketing tools for contractors and must not feature any branding or statements referring to the contractor.

The setting up of billboards is compulsory as per Regulation EC 1828/2006, Article 8. Beneficiaries of smaller projects should consult their grant agreements to see if a billboard has been approved in the case of

<sup>9</sup> In cases where certificates are issued by external training providers (such as University degrees; ECDL course etc.), it is recommended that a letter is attached to the certificate and the Beneficiary informs the trainee/s that the training programme or course was part-financed by EU funds.

<sup>10</sup> Total public contribution consists of EU funding and national co-financing.

these projects. If approved, the Beneficiary may charge such a billboard to the project (in line with what the MA has approved).

Further detail on the technical specifications of compulsory billboards, together with illustrations, can be obtained from Section 5.1 of the Visual Identity Guidelines, [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).

## 2. The Compulsory Explanatory Plaque\* must be:

- a. Set up within six months after completion of the construction / infrastructural works mentioned above<sup>11,\*</sup>;
- b. Visible and of significant size, located at a part of the site which can be seen by the general public.\* Text must be legible from a distance;
- c. Designed in such a way that at least 25% of the plaque is dedicated to a) the name and type of the project; b) *visual identity requirements*;
- d. Made of a material which is weather-resistant and durable enough not to fade, crumble or succumb to vandalism. Should plaques be vandalised or become worn through exposure to the elements, these must be replaced by the Beneficiary (at its own cost). within the shortest time possible;
- e. Well-maintained and erected in line with relevant MEPA or other local requirements, if applicable;
- f. Photographed on site by the Beneficiary for reporting and audit purposes.

Note: Plaques must also not be used as marketing tools for contractors and must not feature any branding or statements referring to the contractor.

The setting up of plaques is also compulsory as per Regulation EC 1828/2006, Article 8. Beneficiaries of smaller projects should consult their grant agreements to see if a plaque has been approved in the case of these projects. If approved, the Beneficiary may charge such a plaque to the project (in line with what the MA has approved).

Further detail on the technical specifications of compulsory plaques, together with illustrations, can be obtained from Section 5.3 of the Visual Identity Guidelines, which can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).

### 10.9.3 *Projects involving the purchase of physical items / equipment / furniture or other objects*

1. Beneficiaries whose projects involve the purchase of equipment or other items of any value are advised to ensure that each item [including portable electronic equipment] is identified through the use of a sticker or plastic plaque attached to the equipment.
  - a. It is only in very exceptional circumstances and only upon explicit approval by the MA that this requirement can be waived in favour of a suitable alternative measure (e.g. a wall plaque on site where the equipment is kept), stating that it was co-financed through the project. Examples of such circumstances would be where the equipment is very small or the affixation of such stickers or plaques may be damaging to the equipment itself or the environment where it is kept.

<sup>11</sup> The Beneficiary should make every effort to affix the Compulsory Explanatory Plaque towards the start of the six month period notified in this clause. Until the Compulsory Explanatory Plaque is available for affixing, it is advisable to retain the Compulsory Billboard in order to retain the necessary visibility of the project.

2. Projects which have a total public contribution of over €500,000 and which involve the purchase of a physical object, including equipment or furniture, shall also set up a compulsory permanent plaque at the project site/s.
  - a. It is recommended to ensure that stickers/plastic plaque:
    - Include the EU emblem and National Flag of Malta, together with the compulsory text as outlined above [refer to 10.8 (3)(d)] and;
    - Be based on the layout that can be obtained from Section 5.5.2 of the Visual Identity Guidelines, which can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity);
    - Are made of a durable material; and
    - Copies are retained for reporting and audit purposes, including photographs of the affixed signs;
  - b. Explanatory Plaques should preferably conform to the description outlined in point 10.11 above, and on site photographs retained for reporting and audit purposes.

#### 10.9.4 *Projects involving events, conferences or training, including all ESF projects*

1. A Beneficiary implementing ESF projects and ERDF or Cohesion Fund projects which include events, conferences, training, employment measures or other activities involving several participants is advised to ensure that all participants are informed of the project's source of funding. This involves the following:
  - Recommended specifications for **events, conferences, training or other activities**:
    - a. Documents, including hand-outs, presentation slides, attendance sheets, certificates, agendas and other publications shall include the project title as well as the *visual identity requirements* mentioned above<sup>12\*</sup>;
    - b. The EU flag and Malta flag shall be displayed prominently inside the venue, preferably behind or beside the speakers / trainers;
    - c. Venues must be fully-accessible to persons with disability both with regard to training rooms and also facilities<sup>13</sup>;
    - d. Photographs and/or recordings of the event shall be taken and retained by the Beneficiary for reporting and audit purposes. These photographs and/or recordings are to clearly show the *visual identity requirements*; and
    - e. Copies of all documentation including original signed attendance sheets and forms are to be retained for reporting and audit purposes.
2. Compulsory posters/signs shall be:
  - a. Positioned at sites which are clearly visible to participants and the public, such as in or outside training rooms, reception areas, hallways and entrances;
  - b. Designed in such a way that at least 25% of the poster is dedicated to a) the name and type of the project; b) the *visual identity requirements* and;

<sup>12</sup> As required by Article 8.4 of Implementing Regulation, EC 1828/2006.

<sup>13</sup> Accessibility of venues may be confirmed in consultation with the Kummissjoni Nazzjonali Persuni b'Disabilita'.

c. On site photographs retained for reporting and audit purposes (Data protection approvals are to be obtained in writing from participants in respect of photography and original documentation retained).

Further detail on the technical specifications of compulsory posters, together with illustrations, can be obtained from Section 5.6 of the Visual Identity Guidelines, which can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).

## 10.10 Optional Publicity and Information Measures

1. In addition to the measures mentioned above, Beneficiaries may choose from a wide range of optional publicity and information measures to publicise their projects as required as long as these are reasonable and in proportion to the rest of the project. Advice should preferably be sought from the MA prior to embarking on additional publicity measures.
2. When carrying out publicity and information measures, the Beneficiary is advised to ensure that these measures comply with the publicity requirements mentioned in this Manual and in the Visual Identity Guidelines. Optional publicity and information measures, together with their corresponding compulsory requirements are summarised in the checklist in Table 4 below.
3. The Beneficiary is also urged to select the publicity and information measures which are most appropriate to their project and which reach the widest audience possible.
4. Some recommended publicity measures are provided below:
  - a. Print, TV, Radio or Audio-visual Adverts or Informative Spots
    - Adverts are effective to ensure transparency and good practice during all project's tendering, recruitment or marketing processes. They can also be an optional publicity tool. The MA's approval should be obtained before optional adverts or informative spots are launched in the media.
    - All types of visual media adverts shall include the *visual identity requirements* as outlined under Section 5.10 of the Visual Identity Guidelines. In exception, adverts/calls published on the Government Gazette which are financed through the funds do not require to feature the Cohesion Policy logo but still require to include the remaining parts of the *visual identity requirements*.
    - TV/ Radio advertising should only be considered as an option for larger projects or those which have a very wide target audience in view of the significant expense involved.
      - TV commercials are to end with the *visual identity requirements*.
      - Radio adverts/spots are to end with a voice-over reading the respective co-financing statement available in Table 4.

Given the time constraints which TV and radio adverts would have, it is strongly recommended that any voice-overs and/or stills with the visual identity requirements are given enough time to capture the listeners'/viewers' attention. The **minimum requirements** as per Article 9 of Regulation 1828/2006 indicate the use of the following texts:

1. Project part-financed by the European Union – **compulsory by Regulation**
2. Name of fund: European Social Fund or European Regional Development Fund or Cohesion Fund – **compulsory by Regulation**
3. Co-financing rates: EU Funds, National Funds, Beneficiary's Own Funds, with the percentages as applicable – optional
4. Investing in Your Future – **compulsory by Regulation**

Ideally, reference to the relevant Operational Programmes, the name etc (as per the visual guidelines and manual of procedures) would also be included; however priority is to be given to the compulsory text indicated in **bold**.

- The Beneficiary requires to provide justification supported with relevant sources for selecting particular newspaper/s, magazines, TV and radio stations. If possible Beneficiaries are encouraged to be comprehensive in their selection of media (budget and justification permitting).
- Where CDs or DVDs are distributed as part of a project's publicity initiatives, the CDs and DVDs could include *visual identity requirements* on the sleeve or box as well as at the beginning and / or end of the audio-visual recording. The recommended layout can be found in Section 5.10 of the Visual Identity Guidelines.
- Newspaper/magazines cuttings and CDs/DVDs are to be retained for reporting and audit purposes.

#### b. Articles, Advertorials and Press Releases

- Paid articles and advertorials shall feature the general *visual identity requirements* layout<sup>14</sup> together with clear reference to the EU, the respective fund and programming period within the article/advertorial\*. The Beneficiary is to ensure that this requirements and references are featured with the published article/advertorial.
- Press releases including those published online, are to be issued complete with the general *visual identity requirements*. Since it is up to the discretion of the respective editor to publish the *visual identity requirements*, or parts of it, it is required that each press release includes a statement referred to the EU and the respective fund (refer to Table 2)\*. In addition, since DOI does not publish the *visual identity requirements* it is to be ensured that a link is added to the original press release. It is to be noted that press releases are free measures for increasing awareness.
- Newspaper/magazines cuttings and/or webshots are to be retained for reporting and audit purposes.

#### c. Optional Billboards, plaques or posters

- Billboards, plaques or posters may be used by various types of projects if deemed necessary by the Beneficiary, with the approval of the MA. The Billboards are to remain in place until they are replaced by the compulsory explanatory plaque.
- Such optional billboards, plaques or posters should ideally conform to the requirements for compulsory billboards or plaques outlined in 10.11 above. Designs which differ from those indicated by the MA in its manual and/or visual identity guidelines need to be sympathetic to the standard designs and receive approval of the MA.
- On site photographs of billboards and plaques must be kept for reporting and audit purposes.

#### d. Promotional Material

- Promotional material can be an effective means of information or publicity, as long as it is distributed widely and in a targeted fashion. Promotional material can include items such as mugs, bags, caps, leaflets, folders, bookmarks, postcards as well as conference material

<sup>14</sup> Refer to Section 5.9 of the Visual Identity Guidelines for the general *visual identity requirements* layout.

(such as pens, notepads, handouts and backdrop signs) preferably in the context of the project and the targeted audience. It is the responsibility of the beneficiary to limit this material at project level to items which can be linked to the project.

- It is essential to ensure that all promotional items have sufficient printing space to include the *visual identity requirements* as outlined above.
- Items with very limited printing space or very small items (pens, pencils, USBs etc) should note the minimum visual requirements outlined in the Visual Identity guidelines. If opting for such small items, the Beneficiary is advised to contact the MA for guidance on a case-by-case basis in this regard.

Further detail on promotional material, together with illustrations, can be obtained from Section 5.8 of the Visual Identity Guidelines, which can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).

#### e. Publications and Printed Material

Publications or printed material, such as booklets, leaflets, flyers, brochures, bookmarks and newsletters relating to part-financed projects can also be used as optional publicity initiatives as long as they take the following specifications into consideration:

- Include the *visual identity requirements*;
- Include the name and type of project;
- Include reference to the Managing Authority and its website;
- Have been approved by the MA;
- Copies are to be retained for reporting and auditing purposes.

Further detail on publications and printed material, together with illustrations, can be obtained from Section 5.9 of the Visual Identity Guidelines, which can be downloaded from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).

In the case where the Beneficiary wants to give prominence to the project on a generic publication, both if published by themselves or by a third party, the compulsory visual identity requirements, name and description of project as well as reference to the Managing Authority and its website should feature in the excerpt related to that particular project.

#### f. Media Events, Interviews or Press Conferences

When seminars, training, public or media events are organised as part of a project or as a publicity measure, the provisions in 10.13 above apply. Any backdrop signs are to be visibly displayed and feature the *visual identity requirements* as per Section 5.7 of the Visual Identity Guidelines;

In the case of media interviews, note that Beneficiaries are likely to find it difficult to ensure that journalists' articles comply with and include the publicity requirements unless the interview is a paid advertorial. It may therefore be necessary to discuss such issues with the journalist or newsroom prior to the interview, such as including clear reference to the EU and to the fund within the article (refer to Table 4).

Copies, including photographic evidence, are to be retained for reporting and auditing purposes.

#### g. Websites, Web-pages and Mail shots

Websites are another effective means of publicising a project, and to provide access on further information on the project as long as the content conforms to the following recommended specifications:

- Websites, web-pages and mail-shots which are part-financed by a project feature the compulsory EU Emblem\*, National Flag of Malta, Cohesion Policy Logo and text\* on the home page and on all other pages (possibly through the use of a permanent banner or

equivalent). The recommended layout is provided in Section 5.9 – 5.10 of the Visual Identity Guidelines.

- Each should include a reference and link to the European Commission ([www.europa.eu](http://www.europa.eu)) and the Managing Authority and its website ([www.ppcd.gov.mt](http://www.ppcd.gov.mt)).
- Co-financed websites should retain the *visual identity requirements* for the duration of the website.
- Retain screen print copies for reporting and audit purposes.
- Mentions, adverts or spots on other websites: Includes the compulsory *visual identity requirements* on the co-financed page/advert/spot.

## Table 1: Compulsory text templates to be placed beneath Cohesion Policy Logo

Select the appropriate recommended text from the options below, depending on the project itself, especially with regard to the Operational Programme and Fund through which it is being funded. Note that the highlighted text in the templates below is to be adapted to the components or co-financing rate of the project concerned. Choose either the Maltese or English version, depending on the language used for the information or publicity measure in question.

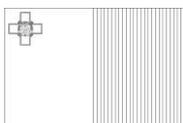
With respect to operations involving private<sup>15</sup> funds such as **Beneficiary's Own Funds** and **Aid Schemes**, the co-financing rate is to read:

XX% EU Funds, XX% National Funds; XX% Private Funds (or Beneficiary's Own Funds, as applicable).

Remember that it is to be ensured that the text below is also accompanied by the relevant Cohesion Policy logos in line with the positioning recommended by the Visual Identity Guidelines. The various versions of the compulsory text for each Fund can also be downloaded in *word format* from [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity).

i. Beneficiaries are asked to select and reproduce **ONE** of the following, making sure to select the relevant text, for information or publicity initiatives implemented for projects **which are still at the application or selection stage**:

### European Social Fund:



Operational Programme II – Cohesion Policy 2007-2013  
*Empowering People for More Jobs and a Better Quality of Life*  
 This **tender** is being considered for European Union part-financing  
 European Social Fund (ESF)  
 Co-financing rate: **85%** EU Funds; **15%** National Funds



*Investing in your future*

### Fond Soċjali Ewropew:

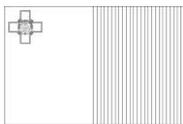


Programm Operattiv II – Politika ta' Koeżjoni 2007-2013  
*Insaħħu Filitna għall-Aktar Impjiegi u Kwalità ta' Hajja Aħjar*  
 Din l-**offerta** qed tigi kkunsidrata sabiex tigi parzjalment iffinanzjata mill-  
 Unjoni Ewropea  
 Fond Soċjali Ewropew (FSE)  
 Rata ta' kofinanzjament: **85%** Fondi UE; **15%** Fondi Nazzjonali



*Ninvestu fil-futur tiegħek*

<sup>15</sup> 'Beneficiary' is intended to mean a Non-Governmental Organisation (NGO), Social Partner and any other eligible Organisation as defined in the guidelines issued for the specific calls for project proposals.

**European Regional Development Fund:**

Operational Programme I – Cohesion Policy 2007-2013  
*Investing in Competitiveness for a Better Quality of Life*  
 This **tender** is being considered for European Union part-financing  
 European Regional Development Fund (ERDF)  
 Co-financing rate: **85%** EU Funds; **15%** National Funds



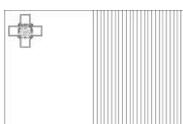
**Investing in your future**

**Fond Ewropew Għall-Iżvilupp Reġjonali:**

Programm Operattiv I – Politika ta' Koeżjoni 2007-2013  
*Ninvestu fil-Kompetittività għall-Kwalità ta' Hajja Aħjar*  
 Din l-**offerta** qed tigi kkunsidrata sabiex tigi parzjalment iffinanzjata mill-  
 Unjoni Ewropea  
 Fond Ewropew għall-Iżvilupp Reġjonali (FEŻR)  
 Rata ta' kofinanzjament: **85%** Fondi UE; **15%** Fondi Nazzjonali



**Ninvestu fil-futur tiegħek**

**Cohesion Fund:**

Operational Programme I – Cohesion Policy 2007-2013  
*Investing in Competitiveness for a Better Quality of Life*  
 This tender is being considered for European Union part-financing  
 Cohesion Fund  
 Co-financing rate: **85%** EU Funds; **15%** National Funds



**Investing in your future**

**Fond ta' Koeżjoni:**

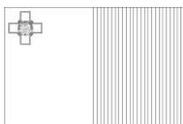
Programm Operattiv I – Politika ta' Koeżjoni 2007-2013  
*Ninvestu fil-Kompetittività għall-Kwalità ta' Hajja Aħjar*  
 Din l-**offerta** qed tigi kkunsidrata sabiex tigi parzjalment iffinanzjata mill-  
 Unjoni Ewropea  
 Fond ta' Koeżjoni  
 Rata ta' kofinanzjament: **85%** Fondi UE; **15%** Fondi Nazzjonali



**Ninvestu fil-futur tiegħek**

ii. Select and reproduce ONE of the following, making sure to select the relevant text, for information or publicity initiatives relating to projects

which have **already been approved** by the Managing Authority:

**European Social Fund:**

Operational Programme II – Cohesion Policy 2007-2013  
*Empowering People for More Jobs and a Better Quality of Life*  
**Tender** part-financed by the European Union  
 European Social Fund (ESF)  
 Co-financing rate: **85%** EU Funds; **15%** National Funds



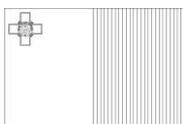
**Investing in your future**

**Fond Soċjali Ewropew:**

Programm Operattiv II – Politika ta' Koeżjoni 2007-2013  
*Insaħħu Hilitna għall-Aktar Impjegi u Kwalità ta' Hajja Aħjar*  
**Offerta** parzjalment ifffinanzjata mill-Unjoni Ewropea  
 Fond Soċjali Ewropew (FSE)  
 Rata ta' kofinanzjament: **85%** Fondi UE; **15%** Fondi Nazzjonali



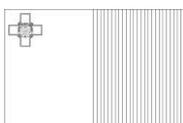
**Ninvestu fil-futur tiegħek**

**European Regional Development Fund:**

Operational Programme I – Cohesion Policy 2007-2013  
*Investing in Competitiveness for a Better Quality of Life*  
**Tender** part-financed by the European Union  
 European Regional Development Fund (ERDF)  
 Co-financing rate: **85%** EU Funds; **15%** National Funds



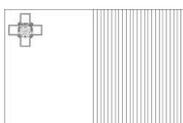
**Investing in your future**

**Fond Ewropew Għall-Iżvilupp Reġjonali:**

Programm Operattiv I – Politika ta' Koeżjoni 2007-2013  
*Ninvestu fil-Kompetittività għall-Kwalità ta' Hajja Aħjar*  
**Offerta** parzjalment ifffinanzjata mill-Unjoni Ewropea  
 Fond Ewropew għall-Iżvilupp Reġjonali (FEŻR)  
 Rata ta' kofinanzjament: **85%** Fondi UE; **15%** Fondi Nazzjonali



**Ninvestu fil-futur tiegħek**

**Cohesion Fund:**

Operational Programme I – Cohesion Policy 2007-2013  
*Investing in Competitiveness for a Better Quality of Life*  
**Tender** part-financed by the European Union  
 Cohesion Fund  
 Co-financing rate: **85%** EU Funds; **15%** National Funds



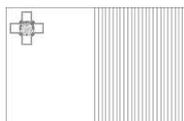
**Investing in your future**

**Fond ta' Koeżjoni:**

Programm Operattiv I – Politika ta' Koeżjoni 2007-2013  
*Ninvestu fil-Kompetittività għall-Kwalità ta' Hajja Aħjar*  
**Offerta** parzjalment iffinanzjata mill-Unjoni Ewropea  
 Fond ta' Koeżjoni  
 Rata ta' Ko-finanzjament: **85%** Fondi UE; **15%** Fondi Nazzjonali

***Ninvestu fil-futur tiegħek***

Operational Programmes I and II – Cohesion Policy 2007-2013  
*Investing in Competitiveness for a Better Quality of Life*  
*Empowering People for More Jobs and a Better Quality of Life*  
**Tender** part-financed by the European Union  
 European Regional development Fund (ERDF), European Social Fund (ESF) and Cohesion Fund  
 Co-financing rate: **85%** EU Funds (70% ERDF, 30% ESF); **15%** National Funds

***Investing in your future***

Programmi Operattivi I u II – Politika ta' Koeżjoni 2007-2013  
*Ninvestu fil-Kompetittività għal Kwalità ta' Hajja Aħjar*  
*Insaħħu Hilitna għall-Aktar Impjegi u Kwalità ta' Hajja Aħjar*  
**Offerta** parzjalment iffinanzjata mill-Unjoni Ewropea  
 Fond Ewropew għall-Iżvilupp Reġjonali (FEŻR), Fond Soċjali Ewropew (FSE) u Fond ta' Koeżjoni  
 Rata ta' Ko-finanzjament: **85%** Fondi UE (70% FEŻR, 30% FSE); **15%** Fondi Nazzjonali

***Ninvestu fil-futur tiegħek***

**Table 2: Co-financing statements to be inserted in DOC paid adverts in respect of Calls for Tenders, or in documents referred to under points 10.10 - 10.14:**

*(Extracted and adapted from Annex I of notice letter issued through DG-PPCD on 4th March 2008 and available for downloading on [www.ppcd.gov.mt/publicity](http://www.ppcd.gov.mt/publicity))*

The following statements are to be included in adverts and notices issued and paid by the Department of Contracts (DOC) and published on the Government Gazette and/or circulated through the Department of Information (DOI) mail-shots and/or uploaded on the DOC website, for call for tenders part-financed (or considered for part-financing) by the European Regional Development Fund (ERDF), Cohesion Fund, and the European Social Fund (ESF) for the 2007-2013 programming period.

In addition, as referred to under points 10.9-10.10, these statements can also be introduced in Press Releases, articles, and any other documents for referring to the EU's contribution to the community.

**1 Projects at application or selection stage (select one of the following as appropriate):**

*European Regional Development Fund (EN and MT versions):*

- This tender is being considered for European Union part-financing under the European Regional Development Fund (2007-2013) – *Investing in your future.*
- Din l-offerta qed tigi kkunsidrata sabiex tigi parzjalment iffinanzjata mill-Unjoni Ewropea taħt il-Fond Ewropew għall-Iżvilupp Reġjonali (2007-2013) – *Ninvestu fil-futur tiegħek.*

*European Social Fund (EN and MT versions):*

- This tender is being considered for European Union part-financing under the European Social Fund (2007-2013) – *Investing in your future.*
- Din l-offerta qed tigi kkunsidrata sabiex tigi parzjalment iffinanzjata mill-Unjoni Ewropea taħt il-Fond Soċjali Ewropew (2007-2013) – *Ninvestu fil-futur tiegħek.*

*Cohesion Fund (EN and MT versions)*

- This tender is being considered for European Union part-financing under the Cohesion Fund (2007-2013) – *Investing in your future.*
- Din l-offerta qed tigi kkunsidrata sabiex tigi parzjalment iffinanzjata mill-Unjoni Ewropea taħt il-Fond ta' Koeżjoni (2007-2013) – *Ninvestu fil-futur tiegħek.*

**2. Approved projects (select one of the following as appropriate):**

- This tender is part-financed by the European Union under the European Regional Development Fund (2007-2013) – *Investing in your future.*

- Din l-offerta hija parzjalment iffinanzjata mill-Unjoni Ewropea taħt il-Fond Ewropew għall-Iżvilupp Reġjonali (2007-2013) – *Ninvestu fil-futur tiegħek*.

*European Social Fund (EN and MT versions):*

- This tender is part-financed by the European Union under the European Social Fund (2007-2013) – *Investing in your future*.
- Din l-offerta hija parzjalment iffinanzjata mill-Unjoni Ewropea taħt il-Fond Soċjali Ewropew (2007-2013) – *Ninvestu fil-futur tiegħek*.

*Cohesion Fund (EN and MT versions)*

- This tender is part-financed by the European Union under the Cohesion Fund (2007-2013) – *Investing in your future*.
- Din l-offerta hija parzjalment iffinanzjata mill-Unjoni Ewropea taħt il-Fond ta' Koeżjoni (2007-2013) – *Ninvestu fil-futur tiegħek*.

**N.B.** The Department of Contracts and Project Leaders (or prospective Project Leaders) are urged to collaborate together to ensure that the appropriate Fund and programming period are featured when inserting the above text.

**Table 3: Check-list for COMPULSORY Information and Publicity Measures**

Type of Project	Public Contribution to Project*	Measure/s	Recommended Publicity Requirements
All Projects	Any	<input checked="" type="checkbox"/> Press Release or Launch Event	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> The press release content includes the Reference to the contribution of the EU under the relevant Fund (refer to Table 3). The press release itself includes the visual identity requirements in header/footer based on Section 5.9 of the Visual Identity Guidelines;</li> <li><input checked="" type="checkbox"/> Launch Event complies with requirements for training and events (see below);</li> <li><input checked="" type="checkbox"/> Copies of press release and photographs of event, including any related documents, retained for reporting and audit purposes.</li> </ul>
	Any	<input checked="" type="checkbox"/> Visual identity requirements on adverts, tenders, contracts, documents, publications, reports, handouts, power-point presentations, questionnaires, templates etc.	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Includes the compulsory visual identity requirements and based on the layout in Section 5.9 of the Visual Identity Guidelines ***.</li> <li><input checked="" type="checkbox"/> The correct cover page template for tenders and contracts is used (adapted to the project).</li> <li><input checked="" type="checkbox"/> Copies retained for reporting and audit purposes.</li> </ul>

Type of Project	Public Contribution to Project*	Measure/s	Recommended Publicity Requirements
Projects including Infrastructure/ Construction	Exceeding €500,000	<input checked="" type="checkbox"/> Billboard on site throughout duration of works.	<input checked="" type="checkbox"/> Is based on the technical specifications in Section 5.1 of the Visual Identity Guidelines. <input checked="" type="checkbox"/> Is well-maintained and set up in line with relevant MEPA or other local guidelines if applicable; <input checked="" type="checkbox"/> Is clearly visible and of significant size, in proportion to scale of the operation; <input checked="" type="checkbox"/> At least 25% of billboard is allocated to the <i>visual identity requirements</i> ; The font used for the recommended text is same size as the font indicating the Beneficiary's involvement; <input checked="" type="checkbox"/> The name of project is included. <input checked="" type="checkbox"/> Onsite photographs retained for reporting and audit purposes; <input checked="" type="checkbox"/> Has been replaced by a permanent commemorative plaque within six months of completion of the construction or infrastructural works.
Projects including Infrastructure/ Construction  ... Cont'd		<input checked="" type="checkbox"/> Permanent explanatory plaque installed within six months from completion of construction or infrastructural works.	<input checked="" type="checkbox"/> Based on the technical specifications in Section 5.3 of the Visual Identity Guidelines ***. <input checked="" type="checkbox"/> Well-maintained and erected in line with relevant MEPA or other local guidelines if applicable; <input checked="" type="checkbox"/> Visible and of significant size, located at site which can be seen by general public - text is legible at a distance; <input checked="" type="checkbox"/> At least 25% of the plaque are allocated to the compulsory <i>visual identity requirements</i> ; <input checked="" type="checkbox"/> The name of project is included; <input checked="" type="checkbox"/> Is made of weather-resistant, durable material. <input checked="" type="checkbox"/> On site photographs retained for reporting and audit purposes.

Type of Project	Public Contribution to Project*	Measure/s	Recommended Publicity Requirements
Projects involving purchase of physical items/ equipment / furniture or other objects	Any	<input checked="" type="checkbox"/> Stickers or plastic plaques attached to each smaller or portable co-financed item;	<input checked="" type="checkbox"/> Based on the technical specifications in Section 5.5.2 of the Visual Identity Guidelines. <input checked="" type="checkbox"/> Made of durable material. <input checked="" type="checkbox"/> Copies have been retained for reporting and audit purposes including photographs of the affixed signs.
	Exceeding €500,000.	<input checked="" type="checkbox"/> Permanent explanatory plaque installed within six months from installation or delivery.	<input checked="" type="checkbox"/> Is in line with the permanent explanatory plaque requirements outlined above. <input checked="" type="checkbox"/> On site photographs retained for reporting and audit purposes
All projects involving events, conferences, training or other activities; All ESF projects. [Cont...]	Any	<input checked="" type="checkbox"/> Publicity at Venue and event documents	<input checked="" type="checkbox"/> Documents including handouts, completed attendance sheets, certificates, agendas, presentation slides and other publications include the project title as well as the compulsory <i>visual identity requirements</i> (refer to Section 5.9 of the Visual Identity Guidelines) Copies of each must be kept on file. <input checked="" type="checkbox"/> The EU flag and National Flag of Malta are displayed prominently inside the venue, preferably behind or beside the speakers or trainers. <input checked="" type="checkbox"/> Venues, as well as their relevant facilities, are fully accessible to persons with a disability. <input checked="" type="checkbox"/> Photographs and/or recordings of the event clearly showing the <i>visual identity requirements</i> on display shall be taken and retained by the Beneficiary for reporting and audit purposes ; <input checked="" type="checkbox"/> Copies of all documentation including originally signed attendance sheets and forms are to be retained for reporting and audit purposes.

Type of Project	Public Contribution to Project*	Measure/s	Recommended Publicity Requirements
Projects involving events, conferences, training or other activities e.g. projects. [Cont...]	Any	<input checked="" type="checkbox"/> Posters / signs inside and / or outside the venue.	<input checked="" type="checkbox"/> Based on the technical specifications in Section 5.3 of the Visual Identity Guidelines ***; <input checked="" type="checkbox"/> Positioned at sites which are clearly visible to participants and the public, such as in or outside training rooms, reception areas, hallways and entrances; <input checked="" type="checkbox"/> Are designed in such a way that at least 25% of the poster is dedicated to the compulsory <i>visual identity requirements</i> . <input checked="" type="checkbox"/> Include the name and type of the project; <input checked="" type="checkbox"/> On site photographs retained for reporting and audit purposes. (Data protection approvals have been obtained in writing from participants in respect of photography and original documentation retained).

**Table 5: Check List for OPTIONAL Information and Publicity Measures**

Type of Project	Public Contribution to Project*	Optional Measure/s	Information and Publicity Requirements
Any	Any	<input checked="" type="checkbox"/> Print, TV, radio or audiovisual adverts or informative spots.	<input checked="" type="checkbox"/> Include the compulsory <i>visual identity requirements</i> : <ul style="list-style-type: none"> <li>○ <u>Audio/visual</u>: at start or end of transmission as per Section 5.10 of the Visual Identity Guidelines;</li> <li>○ <u>Print</u>: as per Section 5.9 of the Visual Identity Requirements;</li> <li>○ <u>Radio</u>: end with a voice-over reading the co-financing statement (refer to Table 4).</li> </ul> <input checked="" type="checkbox"/> CDs or DVDs include the <i>visual identity requirements</i> at start or end of recording and also on the CD sleeve or box, based on the layout in Section 5.10 of the Visual Identity Guidelines;
		Articles, Advertorials and Press Releases	<input checked="" type="checkbox"/> Include the <i>visual identity requirements</i> (refer to Section 5.9 of the Visual Identity Guidelines) together with clear co-financing reference within the text (refer to Table 4); <input checked="" type="checkbox"/> Newspaper/magazines cuttings and/or webshots retained for reporting and audit purposes.
		<input checked="" type="checkbox"/> Optional billboards, plaques and/or posters	<input checked="" type="checkbox"/> Conform to the requirements for compulsory billboards or plaques outlined in 10.11 above. <input checked="" type="checkbox"/> On site photographs of billboards and plaques retained for reporting and audit purposes.

Type of Project	Public Contribution to Project*	Optional Measure/s	Information and Publicity Requirements
Any	Any	<input checked="" type="checkbox"/> Promotional material [e.g. Mugs, bags, folders, pens, etc.]	<input checked="" type="checkbox"/> Include the <i>visual identity requirements</i> ; <input checked="" type="checkbox"/> Based on the layouts in Section 5.8 of the Visual Identity Guidelines; <input checked="" type="checkbox"/> Copies retained for reporting and auditing purposes.
		<input checked="" type="checkbox"/> Publications and printed material [e.g. Booklets, notepads, brochures, flyers, newsletters, etc.]	<input checked="" type="checkbox"/> Include the <i>visual identity requirements</i> ; <input checked="" type="checkbox"/> Based on the layouts in Section 5.9 of the Visual Identity Guidelines; <input checked="" type="checkbox"/> Copies retained for reporting and auditing purposes.
		<input checked="" type="checkbox"/> Media Events, Press Conferences	<input checked="" type="checkbox"/> Include the venue requirements for events, conferences, training or other activities [see above].
		<input checked="" type="checkbox"/> Websites, webpages and mailshots	<p>Co-financed websites and all mailshots:</p> <input checked="" type="checkbox"/> Include the compulsory <i>visual identity requirements</i> in a permanent header or footer on home-page and on each page if the website is entirely co-financed; <input checked="" type="checkbox"/> Based on the layout provided in Section 5.9 - 5.10 of the Visual Identity Guidelines; <input checked="" type="checkbox"/> Include reference and a link to the European Commission website ( <a href="http://www.europa.eu">www.europa.eu</a> ) and to the Managing Authority's website ( <a href="http://www.ppcd.gov.mt">www.ppcd.gov.mt</a> ); <input checked="" type="checkbox"/> Screen print copies retained for reporting and audit purposes.
			<p>Mentions, adverts or spots on other websites:</p> <input checked="" type="checkbox"/> Includes the compulsory <i>visual identity requirements</i> on the co-financed page/advert/spot.