

# Publicity Requirements and Guidelines for Maltese Project Partners participating in EU Territorial Cooperation Programmes and the ENPI CBC MED programme

updated on 25<sup>th</sup> July 2014

Publicity is an essential part of all projects funded by the European Union; projects must be publicised in order to increase public awareness about EU Structural Funds and the respective Programme. In this regard, the Territorial Cooperation Unit within the Funds and Programmes Division, MEAIM has drawn up the following notes to serve as guidance to Maltese project partners involved in EU Territorial Cooperation projects and in projects co-financed under the ENPI CBC MED programme. Project Leaders should ensure that the relevant publicity actions are undertaken with respect to their specific projects.

## Community Requirements

Project participants must ensure that all publicity complies with Commission Regulation (EC) N<sup>o</sup>. 1828/2006 and with the Communication and Visibility Manual for EU External Actions.<sup>1</sup> Failure to comply with the said Regulation and Manual may result in suspension / withdrawal of funds.

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

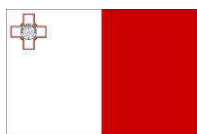
## Publicity Contents

All publicity actions, such as adverts, backdrops, promotional items, printed material, audio-visual, calls for applications, billboards, posters, publications, information events, certificates, plaques, presentations and notifications to beneficiaries, should include the following elements in line with article 9 of Commission Regulation (EC) N<sup>o</sup>.1828/2006 and with national requirements as outlined below:

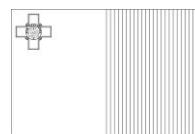
- |  |                           |   |
|--|---------------------------|---|
| • The National Flag of Malta                 | [see paragraph (a) below] | ☑ |
| • The EU Emblem                              | [see paragraph (b) below] | ☑ |
| • The relevant Programme Logo                | [see paragraph (c) below] | ☑ |
| • The compulsory text adapted to the project | [see paragraph (d) below] | ☑ |

**a. The National Flag of Malta.** It is important to ensure that the flag is reproduced in line with the official *Graphical Specifications for the National Flag* which may be downloaded from:  
[https://eufunds.gov.mt/en/Operational%20Programmes/Publicity/Documents/MALTAflag\\_Graphical%20Specs.pdf](https://eufunds.gov.mt/en/Operational%20Programmes/Publicity/Documents/MALTAflag_Graphical%20Specs.pdf)

*Full colour:*





*Monochrome:*



<sup>1</sup> The latter applies to projects under the ENPI CBC MED programme.

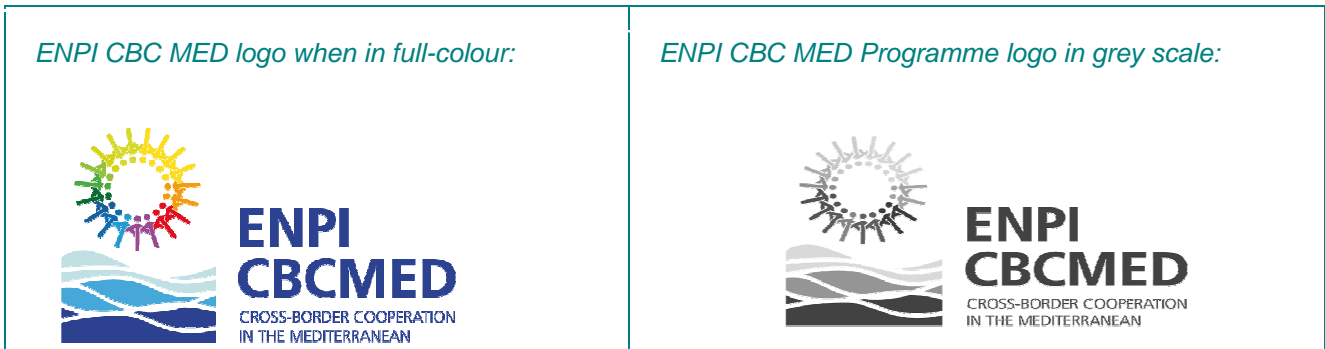
**b. The Emblem of the European Union.** The EU emblem must also be reproduced in line with the official Graphical Specifications which may be downloaded from the following site: [http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm)<sup>2</sup>

<p><i>Full-colour:</i></p> 	<p><i>Monochrome:</i></p> 
--	---

**c. The relevant Programme Logo.** As regards the logo of each Territorial Cooperation Programme and the ENPI CBC MED programme, project leaders are advised to consult the relevant programme documentation and information on the official websites of the programmes.

<p><i>Italy-Malta Programme logo in full colour:</i></p> 	<p><i>Italy-Malta Programme logo in grey scale:</i></p> 
<p><i>Med Programme logo in full colour:</i></p> 	<p><i>Med Programme logo in grey scale:</i></p> 
<p><i>IVC Programme logo (when larger than 40mm) in full colour:</i></p> 	<p><i>IVC Programme logo (when larger than 40mm) in grey scale:</i></p> 
<p><i>IVC Programme logo (when smaller than 40mm) in full colour:</i></p> 	<p><i>IVC Programme logo (when smaller than 40mm) in grey scale:</i></p> 

<sup>2</sup> As specified by Annex I of the Commission Regulation (EC) N° 1828/2006.



**d. The compulsory text for projects co-financed by Territorial Cooperation Programmes<sup>34</sup>.** Apart from the EU Emblem, the National Flag of Malta and the Programme's respective Logo, it is advisable for all publicity measures to include reference to the EU's contribution to projects. The text should consist of the following:

- Reference to the Programme under which the funding is being provided;
- Reference to Cohesion Policy 2007-2013;
- Slogan of the respective Programme;
- Reference to the European Union: e.g. "Project is part-financed by the European Union" and to the European Regional Development Fund;
- The relevant co-financing rate.

**e. The compulsory text for projects co-financed by the ENPI CBC MED programme.** Apart from the EU Emblem, the National Flag of Malta and the ENPI CBC MED Logo, it is advisable for all publicity measures to include reference to ENPI's contribution to projects. The text should consist of the following:

- Reference to the ENPI CBC MED programme;
- Reference to the European Union;
- The relevant co-financing rate;
- One of the key phrases as per the Communication and Visibility Manual for EU External Actions (example below).

Below is an illustration (in Maltese and in English) of how all the requirements of European Territorial Cooperation Programmes are to be positioned in publicity and information material (text in bold is to be replaced with the relevant references):

<sup>3</sup> Partners should always refer to the Programme specific documentation as follows:

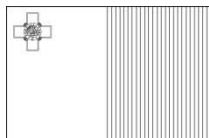
- Italia Malta – <http://www.italiamalta.eu/en/loghi.html>
- Med – <http://www.programmemed.eu/en/download-area/communication.html>
- IVC Programme - [http://www.interreg4c.eu/resources\\_programme\\_manual.pdf](http://www.interreg4c.eu/resources_programme_manual.pdf)
- ENPI - <http://www.enpicbmed.eu/projects/project-management>

<sup>4</sup> It is important to note that Italia Malta partners have to refer to three different pay-offs depending on the beneficiaries of the information and publicity measures:

- "Investing in your future": to be used for the measures aimed at potential beneficiaries;
- "Italy-Malta: a sea of opportunity for your future": to be used for the measures aimed at social and economic bodies, the public belonging to the programme area, other involved authority.
- "Italy-Malta: European Union close to Mediterranean": to be used for the measures aimed at educational institutes, the European Commission, information operators.

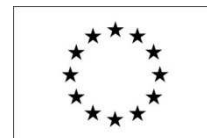
---

Logo of respective  
Programme



**(Isem tal-Programm – Politika ta' Koeżjoni 2007 - 2013)**  
**(Slogan tal-Programm rispettiv)**

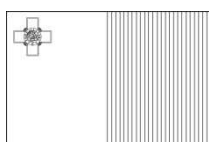
Proġett /Offerta/i kofinanzjat/a/i mill-Unjoni Ewropea  
Fond Ewropew għall-Iżvilupp Reġjonali (FEŻR)  
Rati ta' kofinanzjament: 85% Fondi mill-UE; 15% Fondi Nazzjonali



*Ninvestu fil-Futur Tiegħek*

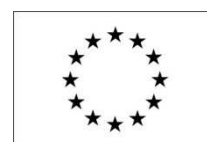
---

Logo of respective  
Programme



**(Name of respective Programme – Cohesion Policy 2007 - 2013)**  
**(Slogan of respective Programme)**

This project is part-financed by the European Union  
European Regional Development Fund (ERDF)  
Co-financing rate: 85% EU Funds; 15% National Funds



*Investing in your future*

---

Below is an illustration (in Maltese and in English) of how all the requirements of the ENPI CBC MED programme<sup>5</sup> are to be positioned in publicity and information material. In addition, the following should be taken note of: leaflets and brochures must incorporate a definition of the EU (as per Annex 4 of the EU communication and visibility Manual) whereas equipment co-funded under ENPI CBC MED should feature the EU flag prominently as well as the following text: "Provided with the support of the EU." In public events, the EU and Maltese flags and/or banners should be displayed. Furthermore, in cases where the Maltese ENPI CBC MED partner launches a press release in connection with the project, liaison with the Press and Information Officer at the EU Delegation for Malta or the relevant Commission department should be made before sending it out.

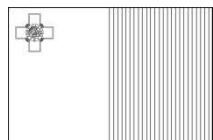
---

<sup>5</sup> Templates for Communication Actions can be downloaded from the Communication and Visibility Manual for EU External Relations (e.g. templates of leaflets, posters and brochures) :

[http://ec.europa.eu/europeaid/work/visibility/documents/communication\\_and\\_visibility\\_manual\\_en.pdf](http://ec.europa.eu/europeaid/work/visibility/documents/communication_and_visibility_manual_en.pdf)

---

Logo of the Project



Logo of the ENPI CBC MED Programme



Dan il-proġett huwa parzjalment iffinanzjat mill-Unjoni Ewropeja taħt il-Programm ENPI CBC Baċin tal-Mediterran.

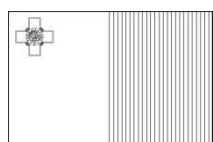
Rata ta' kofinanzjament: 90% Fondi mill-UE; 10% Kofinanzjament mill-Proġett

---

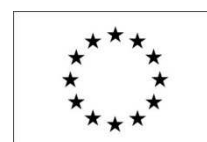
Below is the English version:

---

Logo of the Project



Logo of the ENPI CBC MED Programme



This project is co-financed by the European Union under the ENPI CBC Mediterranean Sea Basin Programme. Co-financing rate: 90% EU Funds; 10% Project co-financing.

---

Furthermore, all publications co-financed by the ENPI CBC MED programme have to include the following text:

*(Maltese version)*

*“Din il-pubblikazzjoni giet provduta bl-għajjnuna finanzjarja tal-Unjoni Ewropea taħt il-Programm ENPI CBC Baċin tal-Mediterran. Il-kontenut ta’ dan id-dokument huwa taħt ir-responsabbiltà assoluta tal-*<isem tal-Benefiċjarju/is-sieħeb fl-implimentazzjoni>* u taħt l-ebda ċirkostanza ma jistà jitqies bħala riflessjoni tal-pożizzjoni tal-Unjoni Ewropea jew tal-istrutturi ġestjonali tal-Programm.”*

(English version)

*“This publication has been produced with the financial assistance of the European Union under the ENPI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of <Beneficiary's name/ implementing partner> and can under no circumstances be regarded as reflecting the position of the European Union or of the Programme's management structures.”*

Moreover, all ENPI publications produced by contractors or implementing partners should refer to official EU sources for more information and, in particular, to the Europa home page and/or EC Delegation home page.

### **Language**

Publicity measures should aim to reach the widest target possible, especially focusing on the region receiving the funds (i.e. Malta and Gozo). The applicant is therefore advised to use the Maltese language in all publicity material as much as possible. Such material may also be reproduced in the English language and in any of the official languages of the respective programmes.

### **Media Space**

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 the FPD of all publicity actions and to keep photos of publicity actions as well as copies of all posters, adverts and other publications in the respective file. It is necessary to include a copy and / or photos of all publicity material with the claims for reimbursement.

Project Leaders are urged to make use of any 'free' publicity available such as press releases, in-house brochures, press conferences and government produced material e.g. Focus, Funding 4EU, e-newsletters.

Websites set up by Maltese partners should also display the compulsory text and logos mentioned above on their home-page as well as a hyperlink to the website of the respective programme and to the website of the National Coordinator for Territorial Cooperation Programmes (Malta): <https://eufunds.gov.mt/en/EU%20Funds%20Programmes/EU%20Territorial%20Programmes/Pages/Eu-Territorial-Programmes.aspx>.

For further information or clarifications, please contact:

Territorial Cooperation Unit  
Funds and Programmes Division  
Triq il-Kukkanja, Sta. Venera  
SVR 1411

Telephone: (+356) 2200 1142  
Website: <https://eufunds.gov.mt/>

Reference websites:

- Italy-Malta: <http://www.italiamalta.eu>
- Med: <http://www.programmemed.eu/>
- IVC: <http://www.interreg4c.eu/>
- ENPI: <http://www.enpicbmed.eu/>
- Interact II: <http://www.interact-eu.net/>