

EU Territorial Cooperation Programmes

Publicity Requirements and Guidelines for Maltese Project Partners

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. In this regard, the Planning and Priorities Coordination Division (PPCD) within the Office of the Prime Minister has drawn up the following notes to serve as a brief guide to Maltese project partners involved in EU Territorial Cooperation projects. 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° 1828/2006. Failure to comply with this Regulation 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.

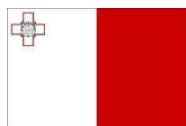
Publicity Contents

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°1828/2006 and with national requirements as outlined below:

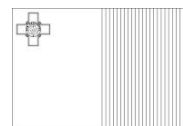
• The National Flag of Malta	[see paragraph (a) below]	<input checked="" type="checkbox"/>
• The EU Emblem	[see paragraph (b) below]	<input checked="" type="checkbox"/>
• The relevant Programme Logo	[see paragraph (c) below]	<input checked="" type="checkbox"/>
• The compulsory text adapted to the project	[see paragraph (d) below]	<input checked="" type="checkbox"/>

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 www.ppcd.gov.mt/publicity

Full colour:



Monochrome:



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 sites:
http://europa.eu/abc/symbols/emblem/graphics1_en.htm or www.ppcd.gov.mt/publicity.1

Full-colour:



Monochrome:



c. The relevant Programme Logo. As regards the logo of each Territorial Cooperation Programme (some of which are being reproduced hereunder), project leaders are advised to consult the relevant programme documentation and information on the official websites of the programmes.

Italy-Malta Programme logo in full colour:



Italy-Malta Programme logo in grey scale:



Med Programme logo in full colour:



Med Programme logo in grey scale:



IVC Programme logo (when larger than 40mm) in full colour:



IVC Programme logo (when larger than 40mm) in grey scale:



IVC Programme logo (when smaller than 40mm) in full colour:



IVC Programme logo (when smaller than 40mm) in grey scale:



¹ As specified by Annex I of the Commission Regulation (EC) N^o: 1828/2006.

ENPI CBC MED logo when in full-colour:



ENPI CBC MED Programme logo in grey scale:

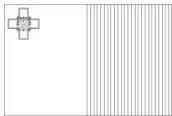


d. The compulsory text. Apart from the EU Emblem, the National Flag of Malta and the Programme's respective Logo, it is advisable for all publicity measures to include reference to the EU's contribution to projects. This text should consist of the following:

- 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;
- The national slogan for the 2007-2013 programming period: "Investing in your future".

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

Logo of respective Programme

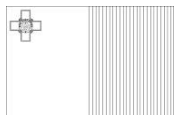


(Isem tal-Programm – Politika ta' Koeżjoni 2007 - 2013)
(Slogan tal-Programm rispettiv)

Dan il-proġett huwa parzjalment iffinanzjat mill-Unjoni Ewropea
Fond Ewropew għall-Iżvilupp Reġjonali (FEŻR)
Rata ta' ko-finanzjament: 85% Fondi UE; 15% Fondi Nazzjonali



Ninvestu fil-Futur Tiegħek



(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

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 obliged to use the Maltese language in all publicity material. 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 PPCD 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): www.ppcd.gov.mt.

For further information or clarifications, please contact:

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Valletta VLT 1210

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E-mail: info.ppcd@gov.mt
Website: www.ppcd.gov.mt

Reference websites:

- Italy-Malta: <http://www.italiamalta.eu>
- Med: <http://www.programmemed.eu/>

- IVC: <http://www.interreg4c.net/>
- ENPI: <http://www.regione.sardegna.it/speciali/enpicbc/en/>
- Espon II: <http://www.espon.eu/>
- Interact II: <http://www.interact-eu.net/>