



GIBRALTAR EUROPEAN REGIONAL DEVELOPMENT FUND

INVESTMENT FOR GROWTH AND JOBS GOAL

2014 - 2020



COMMUNICATION STRATEGY

Introduction

1. This is the Communication Strategy for the Gibraltar European Regional Development Fund Investment for Growth & Jobs Goal Programme for 2014-2020. The plan has been prepared by the EU Programmes Secretariat on behalf of the Programme's Managing Authority. Monitoring Committee members have been invited to comment on the draft plan.

2. The Operational Programme was submitted to the European Commission on 10 December 2014, and approved on 12 December 2014. The Programme will contribute to sustainable economic growth, competitiveness, employment and improving the environment by diversifying the economy, encourage enterprise, supporting sustainable development and promoting a knowledge based society. The Programme's total budget is € 11,366,628 of which the contribution of the European Regional Development Fund (ERDF) is €5,683,314.

3. The Implementing Regulation (*Commission Regulation (EU) No821/2014*) was adopted on 28 July 2014. The Regulation includes articles relating to the provision of information and publicity strategies and measures, which are attached at **Annex 2**. In line with these regulatory requirements this Communication Strategy sets out how the Managing Authority and other bodies responsible for administering and delivering the ERDF Programme, will provide information on the Operational Programme and publicise its availability, outcomes and achievements. The Strategy covers information and publicity measures related to ERDF and matched provision. The main Information and Publicity Measures to promote the 2014-2020 ERDF Programme in Gibraltar are attached at **Annex 1**.

4. The Communication Strategy is a strategic seven-year document. In addition, the EU Programmes Secretariat will continuously review the Strategy in order to maximise its effectiveness.

Background

5. The Communication Strategy has been shaped by the following factors:

- The European Commission's commitment to improve the access to Structural Fund Programmes in 2014-2020, through co-operation with the Managing Authority on specific publicity measures targeted mainly at citizens; and evaluating the impact of publicity activity such as awareness of EU support amongst citizens, ERDF beneficiaries and others.
- Publicity good practice at all levels from the 2007-2013 ERDF Programme in Gibraltar, particularly in relation to embedding publicity measures into delivery systems, communicating clearly in language that is understandable to a wide audience, and working closely with partners.

- The Plan must be strategic in nature to cover a seven-year period, rather than overly prescriptive about specific measures, which can be reviewed and revised annually.
- Existing and new media need to be used to maximise the reach and impact of publicity measures.
- The horizontal principles of environmental sustainability and equal opportunities must be embedded into delivery of the strategy, so that environmental impact is minimised.
- There must be evaluation criteria to measure impact, inform future measures and assist with reporting back to the European Commission and the Monitoring Committee each year and at the end of the Programme.

Purpose

6. The purpose of the Strategy is to provide information on and publicise the European Regional Development Fund in Gibraltar, its availability, activities and achievements.

Aims

7. The aim of the Strategy is to:

- assist all administering and delivering ERDF co-funded activity to understand publicity requirements of EU regulations and undertake appropriate measures to meet them;
- ensure that all beneficiaries are informed of ERDF support;
- raise public awareness of the role played by ERDF and the European Union in supporting entrepreneurship and environmental policies and programmes;
- publicise funding opportunities provided by ERDF to potential applicants;
- maximise the visibility of the fund through collaborative publicity measures;
- create a more visible unity through consistency of messages and branding; and
- assist the continual improvement of information and publicity measures through evaluative measures.

Objectives

8. The objectives of the Strategy apply to the delivery of ERDF at all levels, and are to:

- ensure that the information and publicity requirements of EU regulations are met;
- provide a clear description of the main ERDF information and publicity measures and their interdependencies;
- provide clear, positive messages about ERDF and the role of the EU, for use by the Managing Authority, partners and the media to target key audiences;
- set out an effective dissemination strategy to take forward good practice and results from 2000-2006 and 2007-2013 ERDF Programmes;
- implement publicity measures that take account of sustainability and equal opportunities issues;
- develop effective collaborative publicity measures with the European Commission;

- set out how information and publicity measures are to be regularly reviewed and evaluated.

Key messages

9. The key message to promote is that **ERDF will help strengthen Gibraltar's entrepreneurial base and assist in sustainable growth in a low-carbon economy.**

Underpinning this will be the following messages that ERDF is:

- **transforming the lives** of people across Gibraltar by helping to create new and sustainable employment;
- **encouraging the diversification** of the economy;
- **adding value to EU strategies** to tackle unemployment;
- **supporting the achievement of a carbon-neutral economy by 2020;**
- **supporting the EU 2020 Strategy.**

10. Specific messages will be developed by the Managing Authority and others at specific points in the programme cycle. These will include key messages for major information activities and about outcomes from Programme evaluations.

Target Groups

11. The target audience will differ depending on the nature of the message to be communicated, and appropriate media will be used to reach and engage each audience. The target audience for each measure will comprise one or more of the following groups;

- general public;
- individual programme participants;
- providers;
- media;
- policy makers in relevant Government Departments;
- sectoral organisations;
- social partners (i.e. trades unions and employer organisations);
- European Commission and other EU institutions;
- providers and professionals involved in employment, education, skills and inclusion;
- and
- equal opportunities and environmental organisations.

Resources

12. The EU Programmes Secretariat will provide the main human resources to deliver the elements of the Communication Strategy. Additional support will be available from the Government of Gibraltar's Press Office.

13. The EU Programmes Secretariat will set up ERDF technical assistance projects as appropriate to implement the Communication Plan and will provide the match-funding for these. The budget for the 2014-2020 Programming Period is € 453,600 including the use of Technical Assistance funds.

Roles and responsibilities

14. The Managing Authority is responsible for:

- information and publicity measures to promote the new Programme, including a launch event;
- disseminating the Operational Programme document and its financing opportunities;
- developing, implementing, reviewing and updating of the Communication Strategy and supporting information and publicity plans, in consultation with partner organisations;
- providing beneficiaries with clear and comprehensive information on publicity requirements through contractual arrangements and supporting guidance and publicity resources;
- informing the Monitoring Committee of the Communication Strategy and progress in its implementation, in line with Article 116(2) of Commission Regulation 1303/2013, including details of the information and publicity measures carried out, the means of communication used and examples of such measures;
- ensuring that Annual and Final Implementation Reports of the Operational Programme include:
 - examples of information and publicity measures,
 - arrangements for publishing the list of beneficiaries, names of operations and the amount of public funding allocated to operations, and
 - details of any major amendments to the Communication Strategy;
- ensuring that the Annual Reports and the Final Implementation Report assess the results of the information and publicity measures in terms of the visibility and awareness of the Operational Programme and of the role played by the Community;
- providing potential beneficiaries with clear and detailed information on:
 - the conditions of eligibility to be met in order to qualify for financing under the Operational Programme and the contacts who can provide information on the Operational Programme, and
 - a description of the procedures for examining funding applications, the criteria for selecting the operations to be financed and the time periods involved;
- involving other bodies in the dissemination of funding opportunities to potential applicants;
- organising the following information and publicity measures in line with Article 115 of Commission Regulation 1303/2013:
 - a major information activity publicising the launch of the Operational Programme,
 - at least one information activity per year, promoting the funding opportunities,
 - displaying the Union emblem at the premises of the Managing Authority, and
 - the publication, electronically or otherwise, of the list of beneficiaries, the names of the operations and the amount of funding allocated to the operations;
- designating a person to act as the information and communication officer to coordinate information and communications actions in relation to the Programme, in

line with Article 117 of Commission Regulation (EU) no 1303/2013.

- giving applicants clear and comprehensive information on publicity requirements through contractual arrangements, supporting guidance and other measures;
- monitoring and reviewing applicant compliance with publicity requirements through formal programme checks and other measures;
- working with partners including providers on publicity measures, such as events, websites, newsletters, the provision of case studies, contributing to annual reports, the evaluation of information and publicity measures and general networking and exchange of good practice.

15. Beneficiaries are responsible for complying with contractual requirements on information and publicity measures as determined by the Commission's Implementing Regulation and the Managing Authority through approval letters, supporting guidance and publicity resources, this Communication Strategy and the information and publicity plans. This activity will mainly be focused at a local level and include, though not be restricted to:

- meeting with information and publicity requirements. These will need to cover such measures as:
 - acknowledging funding assistance in all their information and communication measures,
 - providing their details and project details for the Managing Authority's list of approved beneficiaries and operations, and
 - using the logo in line with guidance;
- working with the Managing Authority on specific information and publicity measures, such as:
 - information events,
 - the updating of their project information on the EU Funding website,
 - the submission of news stories and case studies showcasing their activities, outcomes and added value,
 - contributing to annual reports and the evaluation of publicity activity when required,
 - the display of ERDF publicity plaques, and
 - general networking and exchange of good practice;
- sharing good practice and ensuring consistency;

17. Other bodies will be involved in publicising ERDF activities and achievements throughout the Programming Period. Many of these are referred to within this Communication Strategy. Their roles will develop during the Programme's implementation and measures are likely to involve the use of various media including websites and articles in publications.

Information and Publicity Measures

18. Information and publicity activity will be targeted at the entire ERDF target audience or one or more groups within the target audience as appropriate. The nature of the message and needs of the target audience will determine the information and publicity measures that are used.

19. Many key messages contained within this Communication Strategy will be relevant at a local level and will involve the Managing Authority and others working together on (complementary) websites, press releases and publications. In other cases, such as the publishing of funding opportunities to potential ERDF applicants, the message will need to be conveyed by one or more organisations using a wider spread of tools.

20. The main information and publicity tools that are expected to be used to deliver the Communication Strategy and the plans of other beneficiaries are set out in **Annex 1**. These draw on good practice from the 2000-2006 and 2007-2014 ERDF Programmes in Gibraltar.

21. The development and implementation of information and publicity measures will support the Managing Authority's commitment to the ERDF Programme's horizontal principles of sustainable development, equality and the "green" economy. Measures implemented should encourage environmentally friendly methods, including the use of IT/web based materials rather than those that are paper based, and where paper based materials are necessary, the use of recycled materials.

Main Information and Publicity Measures to promote the 2014-2020 ERDF Programme in Gibraltar

Information and Publicity Measure	Additional Information	Lead responsibility
<u>Publicising the ERDF Operational Programme</u>	<p>The Operational Programme is available on the Gibraltar EU Funding website.</p> <p>There will be an official launch event. This will be a major information activity in line with Article 115(2) of Commission Regulation (EU) 1303/2013. The launch will be supported by related publicity measures, such as the issue of a press release and collaborative activities with other organisations.</p>	Managing Authority (with others)
<u>ERDF logo and branding</u>	<p>The logo for the 2014-2020 Gibraltar ERDF Programme is the Union emblem together with the Gibraltar branding.</p> <p>The branding for the 2014-2020 Gibraltar ERDF Programme comprises the letter “E” symbolising the euro and 4 stars. The biggest star trails to form the outline of the Rock of Gibraltar. The branding is in the EU colours of blue and yellow.</p> <p>The Managing Authority will use the logo and branding in all information and publicity measures and there will be a contractual requirement placed on beneficiaries and providers to use them on all information and publicity measures. The logo and branding will be available from the Managing Authority. Guidance will also be available on the website concerning the use of the same.</p> <p>Applicants will need to include a reference to the ERDF on documents or publicity actions that form part of their ERDF project.</p>	Managing Authority
<u>Contractual arrangements and guidance</u>	<p>To ensure that the provision of information and publicity measures is embedded into Programme delivery arrangements, the Managing Authority will set out clear provisions to be undertaken by beneficiaries in agreements and guidance. These will comply with the requirements of the publicity articles in Commission Regulation (EU) 1303/2013 and the measures set out in this Communication Strategy.</p>	The Managing Authority (with beneficiaries)

Information and Publicity Measure	Additional Information	Lead responsibility
<p><u>EU Funding website</u> (www.eufunding.gi)</p>	<p>Rapid growth in Internet access for individuals, businesses and other organisations has confirmed the importance of the website as the primary tool for providing key messages and up-to-date information.</p> <p>The website will provide key strategic and promotional information. It will be relevant to all target groups, providing information directly or linking with other sites that will provide the required information.</p> <p>The website will include the following information:</p> <ul style="list-style-type: none"> • what the 2014-2020 ERDF Programme does and is achieving; • the Operational Programme and delivery arrangements; • funding opportunities and how to apply; • beneficiary guidance; • the list of beneficiaries, names of operations and the amount of funding allocated to operations; • annual reports, promotional booklets, e-zines, case studies and findings from evaluations; • Information on the horizontal principles of gender equality and equal opportunities, and sustainable development; • key information relating to the 2007-2013 Programme ; • ESF in Gibraltar in 2014-2020; and • European Territorial Co-operation (ETC) Programmes in Gibraltar in 2014-2020, (previously known as Interreg Programmes). 	<p>Managing Authority</p>
<p><u>List of beneficiaries</u></p>	<p>The list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations will be publicly available in line with Article 115 of Commission Regulation (EU) No 1303/2013. The list will be accessible on the EU Funding website.</p>	<p>Managing Authority (with beneficiaries)</p>

Information and Publicity Measure	Additional Information	Lead responsibility
<u>Annual Reports</u>	<p>In line with Commission Regulation (EU) No 1303/2013 - each year's Annual Implementation Report for the ERDF Programme will include: a summary of information and publicity measures that have been implemented, examples of such measures and any major amendments to the Communication Strategy and information and publicity plans. The Annual Reports and the Final Implementation Report will contain an assessment of the results of the information and publicity measures in terms of visibility and awareness of the ERDF Programme and the role played by the European Community. Each Annual Implementation Report will be publicly accessible on the EU Funding website.</p>	Managing Authority
<u>Programme Publications</u>	<p>Throughout the Programme Period, general and specific publications will inform target audiences about the ERDF Programme. These will include: what ERDF is/does and EU support, funding opportunities, aspects of its delivery (e.g. publicity and the horizontal principles of sustainable development and gender equality and equal opportunities) and its achievements. Most will be produced by the Managing Authority for its own use and that of ERDF delivery partners. To help minimise the impact on the environment, where appropriate, materials will be placed on the EU Funding website as downloadable documents rather than be printed and distributed centrally.</p> <p>Details of individual publications will appear in the information and publicity plans. The requirement will be made known after consultation with partners and ongoing evaluation. They are expected to include leaflets, fact sheets and/or booklets targeted at the following groups:</p> <ul style="list-style-type: none"> • public • beneficiaries and applicants • decision makers 	Managing Authority

Information and Publicity Measure	Additional Information	Lead responsibility
<u>ERDF Plaques</u>	<p>All applicants will be required to display ERDF plaques that show the Union emblem and the support of the European Union at the main location(s) at which each project is delivered. The plaques will be made from durable materials and are to be placed in a prominent location, where they are clearly visible to all.</p> <p>The Managing Authority will produce the required plaques and applicants will have them affixed at their own expense.</p>	Managing Authority (with beneficiaries)
<u>ERDF Promotional Materials</u>	A range of small promotional materials (bearing the Gibraltar logo) will be produced for use at launches and other events to raise awareness of the ERDF Programme. Where possible promotional materials will be produced from recycled materials. Some promotional materials will be made available to applicants and beneficiaries.	Managing Authority
<u>Annual information activities</u>	<p>In line with Article 115 of Commission Regulation (EU) No 1303/2013 there will be at least one information event each year in order to promote the achievements of the Operational Programme. The primary aim will be to engage the media and potential beneficiaries. The action may be based around an event, a visit by a Minister and/or Commissioner, or the publication of the annual summary report or other publication. Media coverage from each information action will be evaluated.</p> <p>Other good publicity opportunities include the celebration of Europe Day on 9 May each year.</p>	Managing Authority (with partners)
<u>Enquiries</u>	The EU Funding website provides contact details in the form of an address, telephone number, fax number and email address, for enquiries.	Managing Authority
<u>Government Publications</u>	References to the added value of ERDF to policies and programmes will be incorporated within strategic national level documents and other relevant Government publications.	Managing Authority

Information and Publicity Measure	Additional Information	Lead responsibility
<p><u>Media Campaigns and Press releases</u></p>	<p>Most measures to engage with the media are likely to be about specific events or activities. Opportunities to engage in longer campaigns that are relevant to ERDF and links to other campaigns will be explored and taken forward where there are clear publicity benefits.</p> <p>Press releases will be the primary means of engaging the media and reaching the general public, and will supplement other measures targeted at specific groups including potential beneficiaries and the private sector.</p> <p>The Managing Authority will work to identify opportunities to publicise the ERDF Programme and its achievements during each year. Building on the experiences of the 2007-2013 ERDF Programme, some examples of how press releases will be used include:</p> <ul style="list-style-type: none"> • the launch event; • visits by Ministers/Commissioners and/or other VIPs to ERDF projects; • ERDF conferences/events; • publicising information activities; • the publication of ERDF evaluation findings. <p>The Managing Authority will also work with partners, including those represented on the Monitoring Committee, on ERDF related campaigns, where appropriate.</p>	<p>Managing Authority (with beneficiaries and partners)</p>
<p><u>Europe Day</u></p>	<p>The Managing Authority will fly the flag of the European Union at the front of its premises for one week each year, commencing on 9 May – Europe Day.</p>	<p>Managing Authority</p>

Information and Publicity Measure	Additional Information	Lead responsibility																								
<p><u>Monitoring and Evaluation of Communications activity</u></p>	<p>The Managing Authority will undertake monitoring and evaluation of communications activity in terms of the visibility and awareness of the Operational Programme and the role played by the European Union.</p> <p>The indicators used to monitor the strategy during the Programme Period will include:</p> <table border="1" data-bbox="548 467 1794 775"> <thead> <tr> <th>Indicator</th> <th>Measurement unit</th> <th>Target value (2023)</th> </tr> </thead> <tbody> <tr> <td>Major launch event</td> <td>Number</td> <td>1</td> </tr> <tr> <td>Dissemination events</td> <td>Number</td> <td>5</td> </tr> <tr> <td>Press releases issued</td> <td>Number</td> <td>10</td> </tr> <tr> <td>Interviews with potential beneficiaries</td> <td>Number</td> <td>100</td> </tr> <tr> <td>Publicity plaques issued</td> <td>Number</td> <td>75</td> </tr> <tr> <td>Verification visits to beneficiaries</td> <td>Number</td> <td>70</td> </tr> <tr> <td>Staff in full-time employment</td> <td>Number</td> <td>4</td> </tr> </tbody> </table>	Indicator	Measurement unit	Target value (2023)	Major launch event	Number	1	Dissemination events	Number	5	Press releases issued	Number	10	Interviews with potential beneficiaries	Number	100	Publicity plaques issued	Number	75	Verification visits to beneficiaries	Number	70	Staff in full-time employment	Number	4	<p>Managing Authority (and beneficiaries)</p>
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Major launch event	Number	1																								
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<p><u>Networking</u></p>	<p>There will be an activity to support the planning and delivery of information and publicity measures and their ongoing evaluation and review. This will involve key delivery partners and provide information regarding the Communication Strategy and its development. The Managing Authority will establish a network of publicity contacts to share good practice and ensure consistency.</p> <p>Networking will also take account of ESF and ETC information and publicity measures and opportunities for collaborative working.</p> <p>In terms of wider networking, the Managing Authority will support the networking and exchange of good practice on information and publicity measures across the EU; and seek to work with the Commission on specific measures such as the provision of good quality case studies and the dissemination of Commission publicity materials.</p>	<p>Managing Authority</p>																								

**Implementing Regulation (EU) NO 1303/2013
Information and Publicity Articles**

CHAPTER II

Information and communication

Article 115

Information and communication

1. Member States and managing authorities shall be responsible for:

(a) drawing up communication strategies;

(b) ensuring the establishment of a single website or a single website portal providing information on, and access to, all operational programmes in that Member State, including information about the timing of implementation of programming and any related public consultation processes;

(c) informing potential beneficiaries about funding opportunities under operational programmes;

(d) publicising to Union citizens the role and achievements of cohesion policy and of the Funds through information and communication actions on the results and impact of Partnership Agreements, operational programmes and operations.

2. Member States or managing authorities shall, in order to ensure transparency concerning support from the Funds, maintain a list of operations by operational programme and by Fund in a spreadsheet data format, which allows data to be sorted, searched, extracted, compared and easily published on the internet, for instance in CSV or XML format. The list of operations shall be accessible through the single website or the single website portal providing a list and summary of all operational programmes in that Member State.

In order to encourage the use of the list of operations subsequently by the private sector, civil society or national public administration, the website may clearly indicate the applicable licensing rules under which data are published.

The list of operations shall be updated at least every six months.

The minimum information to be set out in the list of operations is laid down in Annex XII.

3. Detailed rules concerning the information and communication measures for the public and information measures for applicants and for beneficiaries are laid down in Annex XII.

4. The Commission shall adopt implementing acts concerning the technical characteristics of information and communication measures for the operation and instructions for creating the emblem and a definition of the standard colours. Those implementing acts shall be adopted in accordance with the examination procedure referred to in Article 150(3).

Article 116

Communication strategy

1. The Member State or the managing authorities shall draw up a communication strategy for each operational programme. A common communication strategy may be drawn up for several operational programmes. The communication strategy shall take into account the size of the operational programme or programmes concerned, in accordance with the principle of proportionality.

The communication strategy shall include the elements set out in Annex XII.

2. *The communication strategy shall be submitted to the monitoring committee for approval in accordance with point (d) of Article 110(2) no later than six months after the adoption of the operational programme or programmes concerned.*

Where a common communication strategy is drawn up for several operational programmes and concerns several monitoring committees, the Member State may designate one monitoring committee to be responsible, in consultation with the other relevant monitoring committees, for the approval of the common communication strategy and for the approval of any subsequent amendments of that strategy.

Where necessary, the Member State or managing authorities may amend the communication strategy during the programming period. The amended communication strategy shall be submitted by the managing authority to the monitoring committee for approval in accordance with point (d) of Article 110(2).

3. *By way of derogation from the third subparagraph of paragraph 2, the managing authority shall inform the monitoring committee or committees responsible at least once a year on the progress in the implementation of the communication strategy as referred to in point (c) of Article 110(1) and on its analysis of the results as well as on the planned information and communication activities to be carried out in the following year. The monitoring committee shall, if it considers it to be appropriate, give an opinion on the planned activities for the following year.*

Article 117

Information and communication officers and their networks

1. *Each Member State shall designate an information and communication officer to coordinate information and communication actions in relation to one or more Funds, including relevant programmes under the European territorial cooperation goal, and shall inform the Commission accordingly.*

2. *The information and communication officer shall be responsible for the coordination of the national network of Fund communicators, where such a network exists, the creation and maintenance of the website or website portal referred to in Annex XII and the provision of an overview of communication measures undertaken at Member State level.*

3. *Each managing authority shall designate one person to be responsible for information and communication at operational programme level and shall inform the Commission of those designated. Where appropriate, one person may be designated for several operational programmes.*

4. *Union networks comprising the members designated by the Member States shall be set up by the Commission to ensure exchange of information on the results of the implementation of the communication strategies, the exchange of experience in implementing the information and communication measures, and the exchange of good practices.*

COMMISSION IMPLEMENTING REGULATION (EU) No 821/2014

of 28 July 2014

laying down rules for the application of Regulation (EU) No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data

CHAPTER II

TECHNICAL CHARACTERISTICS OF INFORMATION AND COMMUNICATION MEASURES FOR OPERATIONS AND INSTRUCTIONS FOR CREATING THE UNION EMBLEM AND A DEFINITION OF THE STANDARD COLOURS

(Article 115(4) of Regulation (EU) No 1303/2013)

Article 3

Instructions for creating the emblem and a definition of the standard colours

The Union emblem shall be created in accordance with the graphic standards set out in Annex II.

Article 4

Technical characteristics for displaying the Union emblem and the reference to the Fund or Funds supporting the operation

- 1. The Union emblem referred to in point 1(a) of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall be displayed in colour on websites. In all other media, colour shall be used whenever possible and a monochrome version may only be used in justified cases.*
- 2. The Union emblem shall always be clearly visible and placed in a prominent position. Its position and size shall be appropriate to the scale of the material or document being used. For small promotional objects the obligation to make reference to the Fund shall not apply.*
- 3. When the Union emblem, the reference to the Union and the relevant Fund are displayed on a website:*
 - (a) the Union emblem and the reference to the Union shall be visible, when landing on the website, inside the viewing area of a digital device, without requiring a user to scroll down the page;*
 - (b) the reference to the relevant Fund shall be made visible on the same website.*
- 4. The name 'European Union' shall always be spelled out in full. The name of a financial instrument shall include a reference to the fact that it is supported by the ESI Funds. The typeface to be used in conjunction with the Union emblem may be any of the following fonts: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana, Ubuntu. Italic, underlined variations or font effects shall not be used. The positioning of the text in relation to the Union emblem shall not interfere with the Union emblem in any way. The font size used shall be proportionate to the size of the emblem. The colour of the font shall be reflex blue, black or white depending on the background.*
- 5. If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.*

Article 5

Technical characteristics of permanent plaques and temporary or permanent billboards

1. The name of the operation, the main objective of the operation, the Union emblem together with the reference to the Union and the reference to the Fund or Funds to be displayed on the temporary billboard referred to in point 4 of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall take up at least 25 % of that billboard.
2. The name of the operation and the main objective of the activity supported by the operation, the Union emblem together with the reference to the Union and the reference to the Fund or Funds to be displayed on the permanent plaque or permanent billboard referred to in point 5 of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall take up at least 25 % of that plaque or billboard.

ANNEX II

Graphic standards for creating the Union emblem and the definition of the standard colours

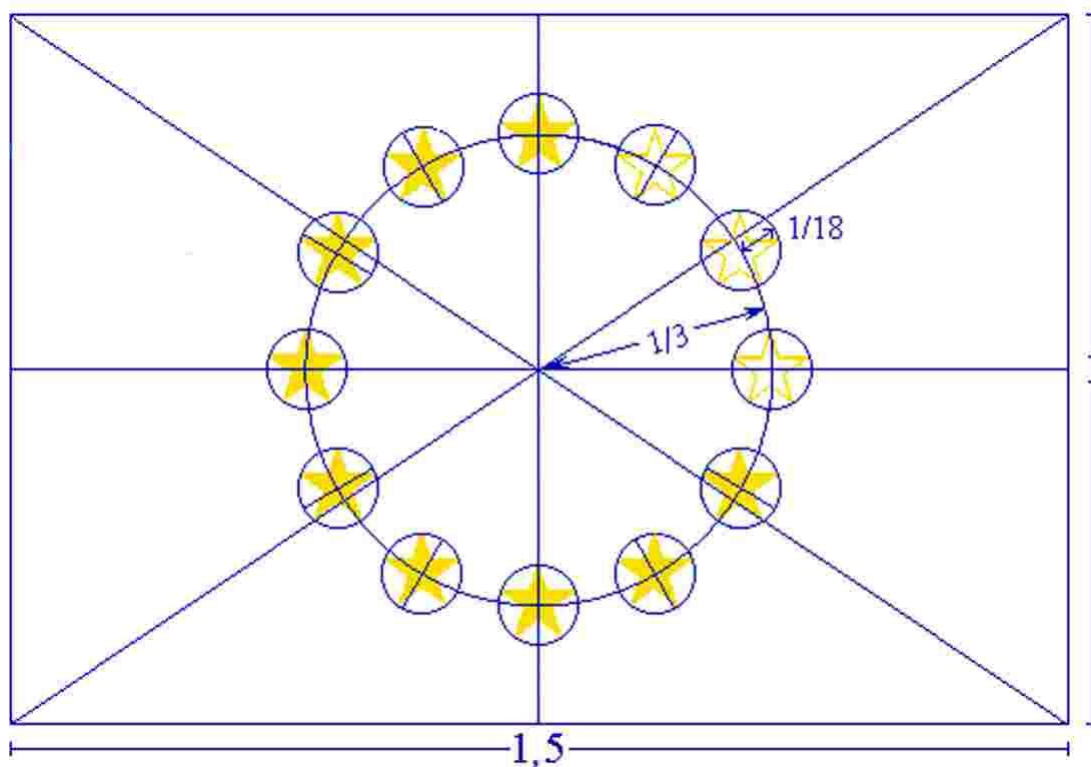
SYMBOLIC DESCRIPTION

Against a background of blue sky, twelve golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity.

HERALDIC DESCRIPTION

On an azure field a circle of twelve golden mullets, their points not touching.

GEOMETRIC DESCRIPTION



The emblem has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of

the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

REGULATION COLOURS

The emblem is in the following colours:

- *PANTONE REFLEX BLUE for the surface of the rectangle;*
- *PANTONE YELLOW for the stars.*

FOUR-COLOUR PROCESS

If the four-colour process is used, recreate the two standard colours by using the four colours of the four-colour process.

PANTONE YELLOW is obtained by using 100 % 'Process Yellow'.

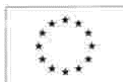
PANTONE REFLEX BLUE is obtained by mixing 100 % 'Process Cyan' and 80 % 'Process Magenta'.

INTERNET

PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and PANTONE YELLOW corresponds in the web-palette colour RGB: 255/204/0 (hexadecimal: FFCC00).

MONOCHROME REPRODUCTION PROCESS

Using black, outline the rectangle in black and print the stars in black on white.



Using blue (Reflex Blue), use 100 % with the stars reproduced in negative white.



REPRODUCTION ON A COLOURED BACKGROUND

If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle.

