

ANNEX IV

Publicity Requirements

Community Requirements

1. The Managing Authority recalls the obligation to comply with the relevant Community Legislation on publicity. This is a brief summary of the salient points. Full details are contained in Commission Regulation 1159/2000 that is also available in Maltese online:

http://europa.eu.int/servlet/portail/RenderServlet?search=DocNumber&lg=mt&nb_docs=25&domain=Legislation&coll=&in_force=NO&an_doc=2000&nu_doc=1159&type_doc=Legislation

Failure to comply with the regulation may result in suspension/ withdrawal of aid.

The general publicity of the Structural Fund Programme is the responsibility of the Managing Authority.

Project Leaders are responsible for the specific actions in relation to the project being implemented. The Applicant may only use publicity to increase awareness of what the EU funds are used for (project specific) and may never use EU funds for marketing purposes.

Publicity Contents

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

(English Version)

Structural Funds Programme for Malta 2004-2006

Project part-financed by the European Union

Full name of Specific Fund

- *European Regional Development Fund (ERDF);*
- *European Social Fund (ESF);*
- *European Agricultural Guidance & Guarantee Fund (EAGGF); or*
- *Financial Instrument for Fisheries Guidance (FIFG).*

Emblems (Malta and EU)

(Maltese Version)

Programm ta' Fondi Strutturali għal Malta 2004-2006

Proġett ko-finanzjat mill-Unjoni Ewropea

L-Isem speċifiku tal-Fond

- *Fond Ewropew għall-Iżvilupp Reġjonali (FEŻR);*
- *Fond Soċjali Ewropew (FSE);*
- *Fond Ewropew tal-Gwida u l-Garanzija Agrikola (FEGGA); jew*
- *Strument Finanzjarju għall-Gwida tas-Sajd (IFGS).*

L-Emblemi (Malta u UE)

Emblems

3. For the Malta emblem, the National Coat of Arms shall be used. OPM Circular No 17/99 explains the use of the Coat of Arms. In general project leaders are to use the Maltese emblem in black and white (as per OPM Circular No. 17/99). The circular may be accessed from the following link:

<http://intra.gov.mt/genericdata.asp?pagecode=21&SubCategory=2&Data=954>

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

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



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

For further information the applicant may also contact the Managing Authority.

Media Space

5. As a general rule the Managing Authority will not reimburse media space/coverage for individual projects unless previously authorised by the Managing Authority and only where it is deemed to be of direct relevance to the implementation of the project. Project Leaders are urged to make use of any 'free' publicity available (in-house brochures, Aggornat, press conferences etc). Project Leaders are also reminded to ensure that the relevant publicity actions are undertaken with respect to their specific projects. Further information may be obtained from the Managing Authority (see relevant extract of manual of procedures and annex V of the Programme Complement).

Language

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

Publicity for Infrastructure Projects

Billboards

7. Billboards must be erected on the sites of infrastructure projects part-financed by Structural Funds. Billboards must be of a size appropriate to the scale of the operation.

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

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

(Ex. Maltese version)

(L-EMBLEMA TA' MALTA)	PROGRAMM TA' FONDI STRUTTURALI GHAL MALTA 2004-2006 PROĠETT KO-FINANZJAT MILL-UNJONI EWROPEA L-ISEM TAL-FOND RATA TA' KO-FINANZJAMENT	(L-EMBLEMA TA' L-UE)
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(Ex. English version)

(MALTA EMBLEM)	STRUCTURAL FUNDS PROGRAMME FOR MALTA 2004-2006 PROJECT PART-FINANCED BY THE EUROPEAN UNION: FUND NAME	(EU EMBLEM)
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	CO-FINANCING RATE	
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- c) the lettering used to indicate the EU's financial contribution must be at least the same size as the lettering used to indicate national participation, although the typeface may be different.
 - d) the Fund concerned may be mentioned (e.g European Regional Development Fund (ERDF); European Social Fund (ESF); etc).
 - e) Billboards must not be removed until at least 6 months after completion of the work.
- 7.2 If a billboard is erected, a commemorative plaque placed, a poster displayed, or any other type of publicity is used for the project, the Community's contribution must also be noted. This requirement applies even if the costs of the project do not exceed the amounts mentioned in paragraph 1.

Commemorative plaques

8. A permanent commemorative plaque shall replace the billboard, where the infrastructure project is accessible to the general public. Such plaques must be visible and placed in an area accessible to public. These plaques must include the Community emblem, mention the EU's contribution and may mention the Fund concerned, (e.g. ESF). In the case of physical investments in commercial business premises, commemorative plaques shall also be installed.

Schemes

9. In the case of schemes, the publicity of the scheme (newspapers, brochures etc) and forms issued concerning the call for applications for schemes and the grant of assistance to final beneficiaries shall indicate the part financed by the respective funds (ERDF, ESF, EAGGF[Guidance] or FIFG). The notification of aid sent to beneficiaries shall mention the amount or percentage of the assistance financed by the relevant fund. The European emblem must also be included together with the SPD emblem and wording (as in point 5 above). All the respective logos must be of the same size.

Non-Public Organisations

10. In the case where the applicant is a non-public organisation, the applicant may use the logo of the respective organisation in addition to the Maltese emblem and the EU flag.