

Promotion of a project realized within the SOP - ICE

Objectives of promotion

The aim of information activities conducted by final recipients is to increase the awareness among the society on the EU funds contribution to financing projects realized in a particular region or the EU member state.

Legal basis

Informing society about the support received from the European Union is a duty imposed by the European Commission on the final recipient (Beneficiary) of a project carried out within the SOP - ICE – the Article 46 of the Council Regulation (EC) 1260/1999 of 21 June 1999 laying down general provisions on Structural Funds and in the Commission Regulation (EC) No1159/2000 of 30 May 2000 on information and publicity measures to be carried out by Member States concerning assistance from the Structural Funds (called henceforth Regulation 1159/2000)

Promotion in the application form

While preparing an application for funding within the SOP - ICE one should remember to include information and promotional activities concerning the project and to take into account their cost in the table of planned expenditures. The amount of money allocated for the project promotional purposes should correspond to its size, type, and objectives - these factors will also be considered in the overall assessment of the application.

Visualization (logo)

Any information and promotional materials (leaflets, brochures, billboards, press releases, etc) concerning the projects carried out within the SOP - ICE should contain the official set of graphic signs of the European Union and the Programme. Detailed graphic requirements are presented below.

Use of the European Union Emblem

The correct emblem of the European Union is presented below:



It should be presented in colour whenever possible. The standard colours are “Pantone Reflex Blue” and “Pantone Yellow”:

PANTONE REFLEX BLUE



PANTONE YELLOW



Monochromatic reproduction

If the only available colour is black, the rectangle should have black edges, and the stars should be black against a white background.



In the case when the only available colour is blue (obviously it has to be Pantone Reflex Blue), the background should be printed at maximum saturation with this colour, with the stars being left white.

Reproduction on coloured background

Preferably, the emblem should be printed against a white background. Multicolour backgrounds should be avoided, especially if they do not match the blue colour.

If one is forced to print the emblem on a multicolour background, firstly, the rectangle should be surrounded by a white frame, whose width should be equal to 1/25 of the height of the rectangle.



In the pictures below there are presented some tips which will help to avoid a number of errors while reproducing the European Union emblem.

1. Two points of the stars point upwards - the emblem is positioned upside down.
2. Only one star is upright - that is to say, with the one point vertical.



3. The stars are not placed in the right positions on the circumference of the circle.

On promotional materials, next to the European Union Emblem, the words “European Union” and the name of the Fund of which the project is co-financed should be placed. In the case of the Sectoral Operational Programme - Increase of the Competitiveness of Enterprises it is the European Regional Development Fund. The abbreviated name of the Fund should not be used, as it is not known to the general public. A sample use of the European Union emblem together with the information about co-financing is shown below.



EUROPEAN UNION
Project co-financed
by the European Regional Development Fund



Project co-financed by the EUROPEAN UNION
European Regional Development Fund



Project co-financed by the EUROPEAN UNION
from the European Regional Development Fund



In the case when the emblem is reproduced against a blue background identical to the background of the European Union emblem, the yellow stars should not be framed with white lines.



Use of the logo of the SOP - ICE

Apart from the European Union emblem, the logo of the Sectoral Operational Programme - Increase of the Competitiveness of Enterprises for the years 2004-2006 should be displayed on all promotional materials.

Sample logotypes for use are presented below:



[Union for Entrepreneurial People / Competitiveness Programme]

If the SOP - ICE logo is to be placed against a coloured background, it should be contained within a white rectangle (the exact proportions are described in the “Book of Sign Identity” at the website www.konkurencyjnosc.gov.pl)



A range of colours versions are acceptable.



In order to preserve the uniformity of the identification, the provisions concerning the use and reproduction of the sign should be strictly followed. Any alterations diverging from the prescribed rules or any individual modifications are detrimental to the overall image of the identification!

What one must not do to the sign?

1. use colours or fonts other than the prescribed ones,
2. place the sign against an aggressive background,
3. distort the proportions of the sign by shrinking or stretching,
4. alter the proportions of the signs elements.

The SOP - ICE logo should be used on all information and promotional materials concerning the activities related to the Sectoral Operational Programme - Increase of the Competitiveness of Enterprises. There are no special requirements concerning the placement of the logo on promotional materials (except for publications and other promotional materials, which is

discussed below). However, it should always be displayed in a manner enabling one to identify and read it. Furthermore, it must not be smaller than the European Union emblem. More detailed information concerning the appropriate usage of the logo and examples of logotypes for use are presented in the Book of Logotypes and the Book of Sign Identity at the website www.konkurencyjnosc.gov.pl, section “Promotion and Logo”.

Types of promotional activities

The choice of particular promotional tools for a given project remains at the discretion of the Beneficiary, unless the co-financing agreement stipulates some obligatory methods of promotion. It should also be remembered that in the case of infrastructural investments exceeding eur 3 million, a billboard and a memorial plaque are required in a place visible to the general public.

The use of the correct form of promotion should take into account the value, type and nature of the undertaking. The following types of information and promotional activities are discussed at length in further sections of the handbook:

- Information/advertising billboards
- Memorial plaques
- Publications and other promotional materials (brochures, leaflets, CDs, etc)
- Posters
- Information stickers and labels
- Websites
- Press releases
- Information meetings, open days and others

The Beneficiary is required to choose at least one method of promotion, unless the provisions of the agreement stipulate otherwise. It is worth noting that the more promotional activities are carried out, the better.

Notwithstanding the kind and number of promotional methods chosen, information about co-financing by the EU, the EU emblem and the SOP - ICE logo should be used each time. The EU emblem and the SOP - ICE logo should be of the same size.

Information/advertising billboards

Information billboards must be placed at the site of the realization of infrastructural projects exceeding eur 3 million¹ immediately, that is within 30 days of signing the co-financing agreement. The Beneficiary is required to display a billboard only after signing the agreement, even if s/he has commenced work immediately after the day of the submission of his/her application (i.e. before its signing).

Billboards are placed in a visible spot, e.g. by the road adjacent to the site of the realization of the project or at the entrance gate leading to the site.

Billboards should include:

1. A section designated for the EU, taking up at least 25% of the billboard space, including the EU emblem in accordance with the visual identification discussed above and information on co-financing the project from the resources of the European Regional Development Fund.

The size of letters in the section designated for the EU must not be smaller than that in the section containing the project description. The typeface, however, is not regulated.

2. A section containing the project description, taking up up to 75% of the billboard space.

Project description has to include:

- a) the SOP - ICE logo,
- b) the name of the project,
- c) the name of the Beneficiary.

Project description can include:

- d) the Beneficiary's logo
- e) the total value of the project
- f) the level of co-financing from the European Regional Development Fund,
- g) the duration of the project

The size of the billboard should be in proportion to the value of the project. However, the following minimal sizes are defined:

- for investments worth more than eur 3 million up to eur 5 million inclusive: 200 cm x 180 cm,
- for investments worth more than eur 5 million: 300 cm x 250 cm.

The Beneficiary is obligated to remove the billboard within 6 months of finishing construction work, and in the case of places commonly accessible to the general public, s/he is also obligated to place a memorial plaque.

The suggested layout of an information billboard:

	Budan A-Z Sp. z o.o.
CONSTRUCTION OF INDUSTRIAL PARK in Chmielno Górne	
Total project value - 4.500.000 eur	
Level of co-financing from the European Regional Development Fund - 975.000 eur	
Project duration: June 2005 – April 2006	
	Project co-financed by the EUROPEAN UNION European Regional Development Fund

Memorial plaques

Memorial plaques are exhibited in places accessible to the general public such as:

- front elevations,
- entrances to buildings,
- representative interiors of buildings, accessible to the general public,
- headquarters of the Beneficiaries, in places available to the general public, etc.

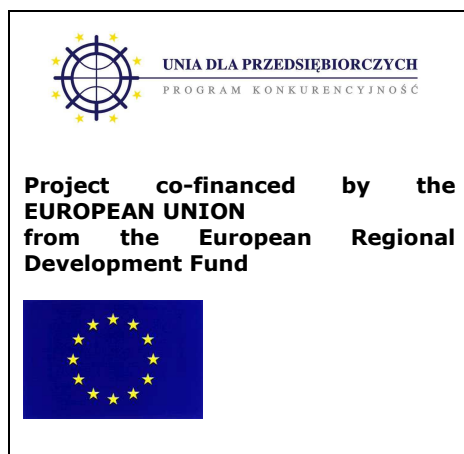
The choice of a visible place where the memorial plaque shall be placed remains at the discretion of the Beneficiary.

Memorial plaques, such as any other type of promotion, should contain: the European Union emblem and the SOP - ICE logo (in accordance with the visualization presented above), and information about the project being co-financed by the European Union from the resources of the European Regional Development Fund.

Memorial plaques should be large enough to be properly visible. Their minimal size is 20 x 29 cm.

As far as companies are concerned, memorial plaques are displayed for the period of 1 year. In the case of other entities, plaques are displayed for an indefinite period of time. It is suggested, however, that in any case they be of durable nature - they can be made of e.g. brass or marble.

A sample layout of a memorial plaque:



Publications and other promotional materials

- a) Publications concerning projects co-financed by the EU such as brochures, leaflets, bulletins, reports, studies - should display on their covers the EU emblem and the SOP - ICE logo (in accordance with the visual identification described above). Information that the project is co-financed from the EU should be also placed on the cover or the second page of the cover.

As far as leaflets and brochures are concerned, the EU emblem, the SOP - ICE logo, and information about the EU co-financing of the project should be placed on the first page (the cover) or the last page. It is important that the publications should include the Beneficiary's full address and contact details as well as website addresses of institutions involved in the implementation of the SOP - ICE (the Managing Authority, Implementing Institutions, and Intermediate Bodies).

- b) Information materials recorded on CDs, VHS, and other electronic publications related to the projects should display the EU emblem, the SOP - ICE logo, and information about the EU co-financing of the project. Furthermore, the EU emblem, the SOP - ICE logo (in accordance with the visual identification described above) and information about the EU co-financing of the project should be placed on the casings of cassettes, CDs, etc.

Posters

Posters should contain general information concerning the project. Moreover, posters should display the EU emblem and the SOP - ICE logo (in accordance with the visual identification described above) and information about the EU co-financing of the project.

Posters should be clearly legible, but their size and format are not regulated. Posters can be displayed in the Beneficiary's headquarters or during information and promotional events such as conferences, seminars, fairs, etc.

A sample poster:



Information stickers/labels

Information stickers and labels should be placed in a visible spot immediately after installing the equipment or machines whose purchase was co-financed by the EU. The size of the labels should depend on the size and the value of the piece of equipment, and should display in a well-visible and legible manner the EU emblem, the SOP - ICE logo (in accordance with the visual identification described above) and information about the EU co-financing of the project.

Sample information label:



Websites

The so-called home page of the Beneficiary's website should display a link to information on the project co-financed by the European Union, which should include the EU emblem, the SOP - ICE logo (in accordance with the visual identification described above) and links to web pages related to the SOP - ICE (including the web page www.konkurencyjnosc.gov.pl). The address of the web page of the project should be widespread, among others, in publications concerning the project and other printed materials, press releases, information billboards as well as in other efficient ways.

Press releases

Press release is a short text containing basic information about the project (among others its scope, cost, level of co-financing from the European Regional Development Fund, major stages of realization and events related to the realization of the project).

The heading should display the EU emblem, the SOP - ICE logo (in accordance with the visual identification described above) and information about the EU co-financing of the project. Information should be sent to the media (in particular to the local and regional ones) by fax or e-mail. It can also be distributed to journalists during a press conference or other information events.

Information meetings

At information meetings concerning the projects (including press conferences, seminars, fairs) the fact that the project is co-financed by the European Union should be highlighted. Moreover, in the venues where meetings are held, the EU flag (or a poster with the EU emblem) and a SOP - ICE logo should be placed. The EU emblem, the SOP - ICE logo (in accordance with the visual identification described above) and information about the EU co-financing of the project should be also placed on invitations, conference materials and other documents.

Examples of promotional activities depending on the type of the project

1. Promotion of an advisory project

Relevant information can be displayed on a poster in the company headquarters as well as on the website and advertising leaflets.

2. Promotion of the participation in fair and trade missions

As far as participation in fairs is concerned, it is advisable to place adequate logos on a poster displayed at the stall/booth and brochures printed for the occasion.

3. Promotion of an investment project consisting in the erection of a technology incubator building

This undertaking aims at providing space for small and medium-sized enterprises to carry out economic activities related to new technologies. If the investment does not exceed eur 3 million, the promotion can be conducted by means of posters, information stickers/labels, publications and other promotional materials (brochures, leaflets, CDs, etc), web pages, press releases, and information meetings.

4. Promotion of an investment project consisting in the expansion and modernization of an enterprise and the purchase of an innovative production line

As the investment exceeds eur 3 million, a billboard should be displayed at the construction site (or by the driveway leading to the plant under construction, as this will help both the project and the fact of its being co-financed to be better propagated and promoted). Subsequently, the billboard should be replaced with a memorial plaque.

The newly constructed plant will not be open to the general public as production will take place inside it. Therefore, a memorial plaque should be displayed in a place accessible to everyone, e.g. in the main hall of the Beneficiary's headquarters.

5. Promotion of an investment project consisting in the construction of a hotel-conference-recreational complex

It may be assumed that this is an infrastructural investment exceeding the amount of eur 3 million. Due to the fact that the complex is accessible to the general public (everyone may enter the building and guests can move with hardly any constraints and take advantage of its resources), the memorial plaque should be placed not in the headquarters of the company that has carried out this investment, but inside the newly constructed complex. Thus information about the project being co-financed from European Union funds will be commonly accessible. Furthermore, it would be advisable to distribute leaflets informing about the EU co-financing.

6. Promotion of an investment project consisting in the construction of the infrastructure of an industrial park

The project aims at providing space, technical infrastructure and land for small and medium-sized entrepreneurs for carrying out their businesses. As the value of the project exceeds eur 3 million, a billboard should be displayed and then, after the completion of the construction, replaced with a memorial plaque inside the building.

7. Promotion of an investment project consisting in the complex modernization of an industrial sewage treatment plant

As the value of the project exceeds eur 3 million, a billboard should be displayed, and subsequently a memorial plaque should be placed inside the company's headquarters (because the sewage treatment plant will not be accessible to the general public).