

JTS – ALPINE SPACE PROGRAMME
INFORMATION AND PUBLICITY MEASURES
Guidelines of implementation/project level

The following guidelines are founded on the provisions of the EU Regulation n. 1159/2000 on Information and Publicity measures to be adopted when carrying out ERDF-funded projects. The Regulation must be carefully studied and applied by all project participants.

- ✘ Each project participant must implement the measures set out in the Communication Plan included in the Application Form and in accordance with the provisions of the Partnership Agreement.*
- ✘ Any changes in the Communication Plan agreed among the partners shall be communicated to the JTS via the normal reporting procedure and shall in no way lead to a dissemination of the results among the relevant/interested targets weaker than the one originally planned.*
- ✘ The Lead Partner, according to the provisions of the Subsidy Contract, is responsible for ensuring that the project activities and results are efficiently disseminated among the relevant decision-makers, public authorities at various levels and general public. As far as the latter is concerned, a widespread publicity of the project's outcomes shall be guaranteed.*
- ✘ To this aim three main imperatives are to be followed in implementing communication measures at project level:
 - 1) disseminate the results achieved and the good practices implemented in order to stimulate the multiplier effect for the realization of similar actions;*
 - 2) ensure greatest transparency in the use of public funds;*
 - 3) increase awareness of the joint actions carried out by the European Union in partnership with the Member State.**
- ✘ Ownership, title and industrial and intellectual property rights in the outputs of the projects and the reports and other documents relating to it shall be vested in / remain at the Lead and Project Partners.*

EU REGULATION N. 1159/2000

✘ *All information and communication activities shall be implemented in compliance with the provisions of EU Regulation n. 1159/2000 (available on the Programme website,) recalled both in the Subsidy contract and in the Partnership Agreement, and which states as follows:*

Information and communication material (like brochures, leaflets, booklets, newsletters, fliers)

☛ must contain a clear indication on the title page of the European Union's participation and where appropriate that of the Fund concerned;

☛ must contain the EU graphic image (flag) if the national or regional emblem is also used; the European flag must accompany a mention of part-financing by the European Union and must be at the same level as the national and regional emblems; the graphic image of the European Union can be requested to the Information and Publicity Officer; otherwise can be downloaded by the EU official site at the following address:

http://europa.eu.int/abc/symbols/emblem/graphics1_en.htm;

☛ must contain the Alpine Space graphic image that can be requested to the Information and Publicity Officer;

☛ must be produced in the various languages of the project;

☛ by analogy the same rules set above must be applied to information made available by electronic means (homepage of websites) and by audio-visual material (ppt presentations, CD ROMs, etc.).

✘ *The Regulation doesn't request a specific logo of the project but it is highly recommended in order to canalize and vectorise all the communication related to it and its activities.*

Information events (conferences, seminars, fairs, exhibitions)

✘ *The organizers must display the European flag in meeting rooms and use the EU graphic image on documents.*

THE ASSISTANCE ON INFORMATION&PUBLICITY ISSUES

- ✘ The Information and Publicity Assistant of the Joint Technical Secretariat will give support on the implementation of I&P measures, when needed.*
- ✘ It is highly recommended to inform the I&P Assistant of all the scheduled events during the project lifetime in order to obtain support in its organization and realization, and to jointly cooperate to the aims of communication.*
- ✘ It is mandatory to send together with the progress reports of the project all the communication material produced and evidence of the information events carried out in the period of time reported, according to the timing of the Communication Plan described in the Application Form.*
- ✘ It is a duty of the Project Officer to carry out a check of the I&P measures of the above mentioned material, with respect to the timing fixed in the Application Form and the requirements of the EU Regulation 1159/2000.*
- ✘ The results of the I&P check are communicated to the Paying Authority which decides on whether to release funds for the I&P measures reported.*

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