



**EUROPE & SCOTLAND**  
European Regional Development Fund  
Investing in a Smart, Sustainable and Inclusive Future



**EUROPE & SCOTLAND**  
European Social Fund  
Investing in a Smart, Sustainable and Inclusive Future

# **European Structural Funds 2014-2020 Publicity Requirements**

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# Section 1 - Introduction

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## 1.1 – Introduction to Communication & Publicity Guidance 2014-2020

The following guidance note is designed to assist Lead Partners and Delivery Agents in understanding the details of the specific publicity requirements appropriate to the Scotland's European Structural Fund (ESIF) Programmes for 2014 – 2020.

The Publicity Requirements set out the minimum requirements which Lead Partners and Delivery Agents **must** adhere to when developing and delivering ESIF operations. These requirements are set by both the European Commission and the Scottish Government.

This guide has been developed in accordance with the EU Regulations listed below. It is recommended that the guidance is read in conjunction with these.

- [1303/2013, articles 115-117 and Annex XII](#)
- [1304/2013, article 20 Youth Employment Initiative](#)
- [Commission Implementing Regulation 821/2014, chapter II and Annex II](#)

It is a condition of grant that any assistance received by an operation from the European Union through ESIF is clearly and appropriately acknowledged in all publicity material (including plaques and signage), publications, public procurement documents and events.

**It is the responsibility of the Lead Partners and Delivery Agents in receipt of the funds to ensure all regulations outlined in this document are complied with. If an operation has not complied with the publicity requirements, ESIF funding may have to be repaid to the Scottish Government.**

This guidance document will be updated every six months and it is the responsibility of Lead Partners and Delivery Agents to ensure they keep up to date with any changes to the requirements.

# Section 2 - Logos

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## 2.1 Branding and Logo Rules

In line with [Chapter II and Annex II of Commission Implementing Regulation \(EU\) No 821/2014](#), the Scottish Government has developed two ESIF logos. Each logo comprises five elements:

- Emblem of the European Union and the text 'European Union'
- Scottish Government logo
- Statement: Europe & Scotland
- Statement: Investing in a Smart, Sustainable and Inclusive Future
- Type of fund (i.e. European Social Fund or European Regional Development Fund); and



A Gaelic version of both European Social Fund and European Regional Development Fund logos has also been developed. It is the decision of the Lead Partner or Delivery Agent to use the English version/s and/or the Gaelic version/s.



The logos are available for download from the Scottish Government [webpages](#) and are available in PDF, JPEG, PNG and EPS file formats. The logos have been specifically designed and **must not** be altered, redrawn or cropped in any way.

The logos have been produced in portrait style and they must be displayed in portrait style only. A landscape version is not permitted.

## 2.2 Displaying the logo on a website

Lead Partners and Delivery Agents' websites should clearly acknowledge the EU funding awarded by displaying the respective logo, as a minimum requirement, at the top right hand corner of the webpage and on the homepage. If however, it is not possible to display the logo on the top right hand corner of the homepage then the logo should be placed on any page referring to ESIF operations and must be given equal prominence to any other logos on that page.

The logo should be at least 146px by 109px and link to the European Structural Funds [webpages](#).

The website must also contain a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the European Union.

## 2.3 Logo Size

The logos must be reproduced to a satisfactory quality when enlarged, and fully legible when reduced in size. In all cases, the minimum size requirement is 45mm wide. There is no maximum size restriction.

We recommend that you use the following measurements as a guide when applying logos to publications/documents etc.:

A4: Minimum 45mm Width



A3: Minimum 65mm Width



A2: Minimum 70mm Width



A1: Minimum 80mm Width



## 2.4 Logo Colour

The logo should be used in full colour wherever possible and always in colour on websites. In certain circumstances a black and white version of the logo may be permissible, for example on participant records, attendance sheets and similar paperwork. However, all promotional items must include the colour version of the logo unless written consent has been provided by the Scottish Government.

### Regulation Colours

The European Union Emblem must be displayed in the following colours:

PANTONE REFLEX BLUE for the surface of the rectangle;  
PANTONE YELLOW FOR THE STARS.

If approval has been given for using the monochrome version of the logo, the following rules will apply:

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

A monochrome version of the logos is available to download from the European Structural Funds webpages of the Scottish Government [website](#).



Further information regarding the technical characteristics of the logo can be found in [Chapter II and Annex II of Commission Implementing Regulation \(EU\) No 821/2014](#).

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## **2.5 Using the Scottish Government logo**

Lead Partners and Operations will need to seek agreement from the Scottish Government publications team [webpublications@gov.scot](mailto:webpublications@gov.scot) if they wish to use the Scottish Government logo for other publicity measures.

# **Section 3 - Lead Partner & Delivery Agent Responsibilities**

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## **3.1 - Publicity**

The Scottish Government and Lead Partners must work in partnership to maximise publicity for operations, highlighting the positive contribution that European Structural Funds are making in Scotland.

All publicity material produced by both a Lead Partner or Delivery Agent must acknowledge support from the funds by displaying the correct European Structural Funds logo and a reference to the appropriate fund.

## **3.2 - Billboards**

During the implementation of an ERDF infrastructure or construction operation, the Lead Partner or Delivery Agent shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation which meets the following criteria:

- The public support to the operation exceeds €500,000.
- The operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.

The section of the billboard showing European funding support must meet the following criteria:

- It must state the name of the operation and a brief description of the activity
- The logo must cover at least **25%** of the overall billboard size;
- The relevant fund logo must be used; and
- The EU logo should be no smaller than any other logo shown on the billboard.

**Figure 1. Billboard:**



### 3.3 Plaques

No later than three months after completion of an operation, the Lead Partner or Delivery Agent shall put up a permanent plaque or billboard at a location readily visible and legible to the public for each operation that fulfils the following criteria:

- The public support to the operation exceeds €500,000.
- The operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.

The permanent plaque showing European funding support must meet the following criteria:

- It must state the name of the operation and a brief description of the activity
- The logo must cover at least **25%** of the overall plaque size;
- The relevant fund logo must be used; and
- The EU logo should be no smaller than any other logo shown on the billboard.

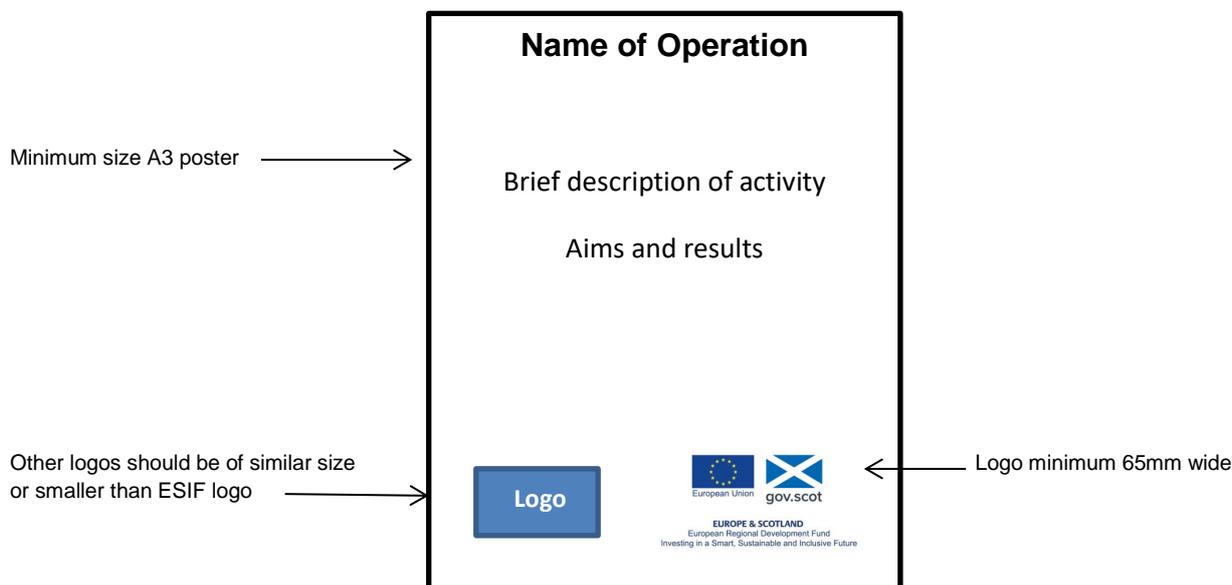
**Figure 2. Plaque:**



### **3.4 - Posters**

For those operations not required to display a plaque or billboard based on the criteria listed above, they must display at least one poster. The poster should be minimum size A3 and placed at a location readily visible and legible to the public, such as the entrance area of a building. The poster must contain the correct European Structural funds logo with a reference to the appropriate fund providing support.

Figure 3. Poster



### 3.5 Social Media

The Scottish Government has established a Twitter account for European Structural Funds ([@scotgovESIF](https://twitter.com/scotgovESIF)) which will be used to promote interest in ESIF activity among key interest groups and the general public in Scotland and also across Member States.

Lead partners and Delivery Agents in receipt of European Structural Funds should:

- ensure their own Twitter accounts are following @scotgovESIF;
- where possible use the @scotgovESIF Twitter handle in posts designed to promote significant milestones in ESIF activity – for example where a lead partner receives funding from Scottish Government, awards European Structural Funds to specific operations or where an operation is completed;
- retweet @scotgovESIF Twitter posts which are relevant to lead partner ESIF activity or European Structural Funds generally;
- as much as possible support and promote any Twitter activity using European Structural Funds hashtags – i.e. #europeanstructuralfunds or #ESIF

## **3.6 - Documentation & Merchandise**

Publications remain an important marketing tool. The European Structural Fund logos must be clearly shown on all publications and positioned in the top right-hand corner where possible. Examples of publication materials include:

- Leaflets
- Booklets
- Flyers
- Letterheads
- Compliment slips
- Participant records
- Attendance sheets
- Certificates
- Business cards; and
- Corporate Stationery

Where there is limited space available on promotional items, for example pens and pencils, it is permitted to use the European Union and Scottish Government logo only, omitting all text.

Publicity costs are an eligible operation cost and should be discussed with the Lead Partner at the outset of the operation application.

## **3.7 - Publicity & Information Events**

When organising conferences, seminars, fairs and exhibitions relating to European-funded operations, it is important to generate as much interest in the event as possible. Social media is a good way to maximise publicity in a way which is cost-effective and reaches a wide and varied audience.

When using social media to promote any ESIF events, the Twitter handle @scotgovESIF must be used. This enables the Scottish Government to maximise publicity about the event and also assists with work identifying opportunities for Scottish Government Ministers and senior officials to support and, where appropriate, attend ESIF events.

## 3.8 Promotional Items

All promotional material for events must display the EU fund logo in a prominent place.

Promotional items may include:

- Banners
- Pop-up stands
- Visual presentations
- Pens
- Pencils
- Lanyards
- Mugs
- Key rings
- Bags, and
- T-shirts

This list is not exhaustive, operations are encouraged to be creative and develop more innovative ways to promote their organisation and the European Structural Funds.

Where possible, larger promotional items such as banners and pop-up stands should carry the @scotgovESIF Twitter handle.

## 3.9 - Press Releases

Press releases are an important way of engaging with the media and communicating messages to the general public. All press releases and features relating to an operation or beneficiary (e.g. announcing an operation approval, a launch event, achievement of milestones) must acknowledge the funding received from the **European** Structural Fund programmes. All press releases must include the **full** name of the fund under which the money is provided, for example the European Social Fund, and the amount of funding allocated to the operation. Copies of press releases should be retained in operation files as part of the audit trail.

The “Notes to Editors” section of press releases must also include the following paragraph relating to the Scottish Government in its role as Managing Authority:

*The Scottish Government is the Managing Authority for the European Structural Funds 2014-20 Programme. For further information visit our [webpages](#) or follow [@scotgovESIF](#).*

### **3.10 - Recruitment Campaigns**

It is essential that all those taking part in an operation are aware that it is part funded through the European Structural Funds. This includes both Lead Partners and the staff of the Delivery Agent recruited to develop and deliver the operation. Therefore any recruitment adverts and participant or business support records must clearly state that the operation is part funded by the European Structural Funds and must display the appropriate logo.

### **3.11 - Preparing for Audit**

All documentation relating to the promotion and publicity of ESIF operations must be retained for audit purposes. This includes documents relating to recruitment adverts, attendance sheets, certificates and publicity merchandise (stationery, banners, and visual presentations). If an operation cannot provide documentary evidence it will be assumed they have not fulfilled the publicity requirements and may result in them having to repay ESIF funding awarded.

The retention dates for any documentation or promotional materials can be found in the ESIF document retention guidance under [Document Retention Periods](#).

### **3.12 - Case Studies**

Lead Partners and Delivery Agents are actively encouraged to gather information for case studies which can be used to promote their operation and the European Structural Funds. Case study material may include photos, videos or interviews with participants. The Scottish Government will contact operations for case study material which may be used as part of a wider ESIF publicity campaign. It is therefore important to ensure all participants and staff that feature in a case study are aware of this and have given the appropriate consent for their details to be shared.

### 3.13 - Funding from the Youth Employment Initiative

All operations receiving funding through the Youth Employment initiative (YEI) must ensure that those taking part in the operation are informed of the YEI support provided through the European Social Fund and the Youth Employment Initiative allocation.

Any documentation relating to the operation and issued for the public or for participants, including attendance or other certificates, must include a statement to the effect that the operation was supported through the Youth Employment Initiative. For example:

This operation has received funding from the European Social Fund and the Youth Employment Initiative.

## Section 4 - Scottish Government Responsibilities

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### 4.1 - Publishing operation details on the Scottish Government website

Lead Partners and Delivery Agents should be aware that in accordance with [Article 115\(2\) of EC Regulations 1303/2013](#) the Scottish Government will publish basic details about approved operations on the European Structural Funds website. This will include:

- Lead Partner name (only of legal entities; no natural person shall be named);
- Operation name;
- a short summary of the operation which will not reveal any commercially sensitive details;
- start and end dates;
- total eligible expenditure allocated;
- co-financing rate;

- operation postcode; or other appropriate location indicator;

This information will be presented in excel format, this will ensure the data can be easily sorted, searched and extracted for use by the private sector, civil society or national public administration.

The Scottish Government will also publicise approved operations via other channels (press releases, social media channels adverts, brochures, events etc.) If we are using a specific operation to promote Structural Funds we will contact the Lead Partner or Delivery Agent in advance.

## **4.2 - Annual Communications Activity**

Every year of the 2014-2020 Programmes the Scottish Government has an obligation to carry out an annual communications activity to promote the European Structural Funds and the operations receiving funding. During the 2007-2013 programmes the annual activity ranged from stakeholder events and road shows to an electronic book publicising the achievements of the operations across Scotland.

The purpose of the annual activity is to promote both European Structural Funds generally and also the individual operations receiving funding. The annual activity provides a platform to publicise the impact ESIF has not just at a national level across Scotland but also on the lives of individuals, local communities, businesses and the Scottish economy.

To ensure maximum publicity it is essential that Lead Partners and Delivery Agents work closely with the Scottish Government to promote operations and successful outcomes.

The Scottish Government will decide the appropriate communications activity for each year of the Programme. When this has been decided all Lead Partners will be informed of the date and type of activity to take place. This information will be shared via the ESIF [webpages](#) and via [@scotgovESIF](#).

The Scottish Government will then contact Lead Partners for publicity material suitable for the annual activity. This could include text, photos and videos for use as case study material. The Scottish Government may also require Lead Partners and Delivery Agents to take part in publicity events to promote the achievements of the operations.

Participation in the ESIF annual communications activity is a publicity requirement and all Lead Partners and Delivery Agents receiving funding must comply with this.

## 4.3 Publicity Events

Throughout the programming period 2014-2020 the European Structural Funds will take part in various publicity and communication events. These include events organised and hosted by the Scottish Government, the European Commission and also private sector organisations. To ensure maximum publicity for European Structural Funds at such events, Lead Partners and Delivery Agents may be asked to provide a range of publicity material including promotional items, case studies and also information suitable for generating media interest. Lead Partners and Delivery Agents may also be asked to attend events in person or to help publicise events through their own websites and social media channels.

## 4.4 - Europe Day

Every year the Scottish Government take part in a publicity event hosted by the European Commission. The focus of this event is Europe Day. Europe Day is a celebration of peace and unity across Europe and takes place on 9 May each year.

The Scottish Government see this event as an opportunity to promote not only European Structural Funds and the results they have achieved but also the strong relationship which exists between Scotland and Europe. We would therefore ask our lead partners to do the same.

Firstly, we encourage all Lead partners to fly the European flag at their site during the week of 9 May for each year of the programming period 2014 – 2020.

Secondly, we urge our [Lead Partners and Delivery Agents](#) to develop new innovative ways of promoting their achievements and the European Structural Funds. There is no limit to the ways a [Lead Partner or Delivery Agent](#) can advertise its activity. Previous examples have included posters, press releases and leaflets. However due to digital technology being so readily available now and a large percentage of the population using social media; digital advertising could be a more cost effective way of reaching a wide and varied audience. Social media channels such as Facebook and Twitter can be used as a platform to promote events such as Europe Day and the results which can be achieved with EU funds.

# Section 5 – Further Information

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For further information regarding the Publicity Requirements please contact the European Structural Funds at [europeanstructuralfunds@gov.scot](mailto:europeanstructuralfunds@gov.scot) or via the European Structural Funds twitter account [@scotgovESIF](https://twitter.com/scotgovESIF)

# Consent Form for European Social Fund Case Study

## Promoting the European Social Fund

We (**insert NAME OF ORGANISATION**) would like to use your recent experience as an example to tell others about the European Social Fund. We call this a case study or good news story and it is used to show how the European Social Fund is helping people to improve their skills and move towards or into employment.

### How will my story be used?

- We may use your case study in newsletters, magazines, leaflets or on our website and social media accounts. We would like to use your photograph to accompany your case study wherever possible. Occasionally, we might want to interview you to gather more information.
- We may refer to your case study on a radio station or on TV.
- We may use your case study in local and sometimes national newspapers.
- We may share your case study with the European Commission to help them publicise the European Social Fund using measures described above.
- European Structural Funds Division may share your case study with Government Ministers who sometimes use case studies when speaking in Parliament or making speeches.

**We will share your written case study or press release with you before we start to use it for publicity activity**

## CONSENT SECTION

### Part 1 – For completion by the person giving consent

Name of person giving consent: (print name clearly)	
Name of ESIF provider and contact information (email and/or phone)	

### Part 2 – Must be completed by person giving consent

We need your consent before we can use your story.

**Please tick (✓) the boxes below where you agree to give your consent:**

I give my consent for <b>NAME OF ORGANISATION</b> and national, local and other ESIF partner organisations to use my case study in the following ways:	To use my name	To use my photo
In publicity materials – including booklets, digital media (e.g. websites, social media), feature articles (magazines), radio, TV, local newsletters, exhibition stands, posters etc.		
In newspaper articles (some articles may also appear on the newspaper's website)		
In Government Ministers' speeches or in written reports		

**Anonymity:** In exceptional circumstances we may be able to use your case study without using your real name, for instance, if there are sensitivities around information you have provided. However, this would greatly limit the use of your story in the general media and we may not be able to use it at all. Please check/ tick as appropriate.

Are you happy for the content you have provided to be promoted in the general media? Yes  No

If you answered yes, should your case study be anonymous? Yes  No

### I agree and understand:

- My case study may be used until 31 December 2022.
- I can withdraw my consent to **NAME OF ORGANISATION** and other organisations using my case study at any time, by contacting **NAME OF ORGANISATION** at **CONTACT DETAILS**

Signature of person giving consent:

Date:

# Consent Form for European Regional Development Fund Case Study

## Promoting the European Regional Development Fund (ERDF)

We (**insert NAME OF ORGANISATION**) would like to use your recent experience as an example to tell others about the European Regional Development Fund. We call this a case study or good news story and it is used to show how European Structural Funds is helping people to improve their skills and move towards or into employment.

### How will my story be used?

- We may use your case study in newsletters, magazines, leaflets or on our website and social media accounts. We would like to use your photograph to accompany your case study wherever possible. Occasionally, we might want to interview you to gather more information.
- We may refer to your case study on a radio station or on TV.
- We may use your case study in local and sometimes national newspapers.
- We may share your case study with the European Commission to help them publicise European Structural Funds using measures described above.
- European Structural Funds Division may share your case study with Government Ministers who sometimes use case studies when speaking in Parliament or making speeches.

**We will share your written case study or press release with you before we start to use it for publicity activity**

## CONSENT SECTION

### Part 1 – For completion by the person giving consent

<b>Name of person giving consent: (print name clearly)</b>	
<b>Name of ERDF provider and contact information (email and/or phone)</b>	

### Part 2 – Must be completed by person giving consent

We need your consent before we can use your story.

**Please tick (✓) the boxes below where you agree to give your consent:**

<b>I give my consent for <b>NAME OF ORGANISATION</b> and national, local and other ESIF partner organisations to use my case study in the following ways:</b>	<b>To use my name</b>	<b>To use my photo</b>
<u>In publicity materials</u> – including booklets, digital media (e.g. websites, social media), feature articles (magazines), radio, TV, local newsletters, exhibition stands, posters etc.		
In newspaper articles (some articles may also appear on the newspaper’s website)		
In Government Ministers’ speeches or in written reports		

**Anonymity:** In exceptional circumstances we may be able to use your case study without using your real name, for instance, if there are sensitivities around information you have provided. However, this would greatly limit the use of your story in the general media and we may not be able to use it at all. Please check/ tick as appropriate.

Are you happy for the content you have provided to be promoted in the general media? Yes  No

If you answered yes, should your case study be anonymous? Yes  No

### I agree and understand:

- My case study may be used until 31 December 2020.
- I can withdraw my consent to **NAME OF ORGANISATION** and other organisations using my case study at any time, by contacting **NAME OF ORGANISATION** at **CONTACT DETAILS**

**Signature of person giving consent:**

**Date:**