



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

Communications Strategy - European Structural and Investment Funds 2014 – 2020 Programmes

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SECTION 1 – INTRODUCTION

Background

1. This Communications Strategy sets out the aims, objectives and mechanisms for communicating the 2014 – 2020 European Structural and Investment Funds (ESIF) in Scotland. Specifically, it covers the European Social Fund (ESF) and European Regional Development Fund (ERDF) Operational Programmes for Scotland and related activities.
2. It adheres to European Commission regulations set out below and was submitted to the Commission on 1 June 2015.
 - [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](#)
3. The strategy provides the strategic communications aims of the Scottish Government (Managing Authority) for the new ERDF and ESF 2014-20 programmes and the communications obligations of lead partners (Annex 1). It sets out key stakeholders and interest groups who require up to date and accurate information about ERDF and ESF activity on a regular basis, the communication channels providing this information, and monitoring and evaluation procedures to support continuous improvement.
4. The strategy will ensure ERDF and ESF communications activity is robust and effective, and that information being communicated is clear, accurate and consistent.
5. The publicity requirements for lead partners (Annex 1) are the minimum set by the European Commission. The requirements underpin a partnership approach to communications activity between the Managing Authority and lead partners which is designed to maximise publicity opportunities.
6. The Communications Strategy and the publicity requirements will be revised by 31 March during each year of the 2014-20 programme.

2007-13 Programme Evaluation - Lessons

7. In June 2012 Hall Aitken conducted an independent evaluation of the communications strategy for the 2007-13 programme. It made a number of recommendations for 2014-20 ERDF and ESF activity:
 - To ensure project sponsors (lead partners in the new programme structure) identify communication opportunities at application stage and that these are used throughout the project lifecycle;
 - To ensure staff understand the role of the funds and what they are designed to deliver;

- That project sponsors should use different media forms to promote key funding messages;
- That large scale communication campaigns need detailed branding guidelines to ensure consistency at different levels and across different media;
- That projects need to build in communication plans from the beginning;
- That projects should proactively use social media;
- That logos and guidance from the Managing Authority should be media friendly and easy to reproduce.

The report found that projects viewed publicity requirements as necessary and that there was a good understanding of the need for promotion and effective communication. The report recommended that the Managing Authority facilitate an exchange of best practice between projects or support capacity building to encourage better communications activity.

Aims

The key aims of the 2014-20 European Structural and Investment Funds Communication Strategy are to:

- Promote the role of the EU and the contribution European Structural and Investment Funds make to Smart, Sustainable and Inclusive Growth in Scotland and the EU 2020 Strategy;
- Ensure lead partners and other interested parties understand the new ERDF and ESF funding structures;
- Ensure lead partners fully comply with the communications obligations as set out in Annex 1, and that they work with the Managing Authority to maximise ERDF and ESF publicity;
- Ensure effective supportive measures are in place to maintain the communications partnership between the Managing Authority and lead partners;
- Ensure the communications activities of the Managing Authority and lead partners effectively raise awareness and understanding of the European Commission's strategic priorities of Smart Growth, Sustainable Growth and Inclusive Growth;
- Ensure consistency of messaging about European Structural and Investment Funds in the communications activities of the Managing Authority and to support consistency in the activities of lead partners.
- Ensure effective monitoring and evaluation measures are in place to improve communications activity in the long term and to support continuous improvement.

Actions

To achieve these aims the actions of the Managing Authority over the next 12 months include:

- Developing key messages for European Structural and Investment Funds to support clarity and consistency of messaging across Managing Authority and lead partner communication channels, and to strengthen partnership communications activity;
- Maintaining the Managing Authority website to provide a reliable online information source for use by the Managing Authority, lead partners and other interested parties;
- Continued support to lead partners and other interested parties as required in relation to the Scottish Government's corporate identity redesign including new website and logos.
- Proactively maintaining Managing Authority social media channels to promote the programmes, and working with lead partners to coordinate and share relevant information through social media;
- Supporting lead partners in fulfilling their obligations set out in the publicity requirements (Annex 1).
- Setting up a communications network for the Managing Authority and lead partners to share information and learning, and to support and promote communications best practice;
- Proactively identifying events and opportunities to widely promote the ESIF 2014-20 programmes;
- Participating in EU-level communications networks to support continuous improvement in communications activity about the programmes in Scotland;
- Effectively monitoring and evaluating Managing Authority communications activity to support continuous improvement.

Stakeholders

8. There will be shifts in key stakeholder communication needs, and types of key stakeholders, throughout the duration of the 2014-20 European Structural and Investment Funds period. However, the list below sets out the existing key stakeholders for the programme – those organisations and individuals requiring regular, accurate updates throughout the programming period:
- Scottish Ministers;
 - Scottish Government Communications Teams;
 - Scottish Government Directorates and Divisions;
 - Lead Partners – Scottish Enterprise, Highlands and Islands Enterprise, Transport Scotland, Scottish Natural Heritage, Zero Waste Scotland, Skills Development Scotland, Scottish Funding Council, Local Authorities;
 - Lead Partner Delivery Agents;
 - Third Sector organisations
 - Political Representatives – MPs, MSPs and MEPs;
 - European Commission – communications staff;
 - Member States – European Structural and Investment Fund and communications officials.

Key Messages

9. Messages for ESIF activity will be tailored depending on the audience and the channel being used. The strategic core messages below are designed for general use by the Managing Authority and lead partners when promoting European Structural and Investment Funds, although it is recognised that they will be tailored to suit particular channels and audiences:
- Since 1975, Scotland has received ca. €4.75 billion in European Structural and Investment Funds. Funds have helped build digital networks, roads, harbours and causeways; invested in urban regeneration and business premises; and supported skills and training;
 - The current (2014-20) programmes are worth over €944m (£828m) to Scotland, with over £383m already committed to projects;
 - The ESIF 2014-20 programmes will help facilitate major investments to support transformational change and economic and social structural reforms across Scotland;
 - The 2014-20 ESIF programmes will be invested in tandem with significantly larger public funds, working together to enable large-scale economic and social structural reforms;
 - The ESIF programmes aim to support the delivery of the EU 2020 Strategy priorities of Smart Growth, Sustainable Growth and Inclusive Growth;
 - The European priorities of Smart, Sustainable and Inclusive Growth will deliver benefits to people and communities across Scotland including helping to build an innovative, low-carbon economy, improving the competitiveness of Scotland's SMEs, reducing poverty, increasing workforce skills and providing practical routes into work for people facing multiple employment barriers.

- Programme partners are working ambitiously to ensure ESIF successfully delivers long-term growth for Scotland and for Europe;

SECTION 2 – INFORMATION AND PUBLICITY MEASURES

1. The European Structural Funds and State Aid division of the Scottish Government – the Managing Authority – is responsible for the strategic communications activity for the ESIF 2014 – 2020 programme. Under the new structure lead partners are responsible for fully complying with the publicity requirements in Annex 1. Maximising communications activity in the long-term depends on effective partnerships between the Managing Authority and lead partners, linking activity through effective channels and tailoring messages to suit specific audiences.

Promoting the 2014-20 Programme – Key Communication Objectives for 2017 and Activities to Date

2. Each year the Managing Authority is responsible for publicising ERDF and ESF and the positive impact of the funds in Scotland. Print, online and broadcast media continue to be used as a channel to promote ESIF activity to a wide audience. The Managing Authority issue timely and accurate press releases focusing on strategic activity.
3. The MA is introducing quarterly user group sessions with stakeholders in 2017. These will be used to communicate information about the Programmes and as a means of encouraging stakeholders to share best practices and communications activities.
4. A stakeholder newsletter will be introduced and sent on a quarterly basis. Lead Partners are asked to share progress and successes of their beneficiaries' projects and any other worthwhile news. The newsletter is also a space for the Managing Authority to provide relevant European Structural Funds updates.
5. On the 9th May ESIF colleagues joined 25 other Member States and Scottish bodies to celebrate Europe Day, promoting European Structural Funds in Scotland to the public. The event was promoted on Social Media and a blog was created after the event with call to action to follow both social media and the blog to keep informed on next years' Europe Day and other related ESIF activities.
6. Numerous ministerial announcements of European Funding have been arranged and media coverage for each is monitored post event. Announcements so far include:

What	Who	Comms Handling	Action
SUSTAINABLE: Low Carbon Travel and Transport £8m	Transport Scotland	SG news release (TS lead)	http://news.scotland.gov.uk/News/Funding-boost-for-low-carbon-transport-plans-2a74.aspx
SUSTAINABLE: Green Infrastructure Fund - £8.25	Scottish Government SNH	Visit + SG news release, social media	http://news.scotland.gov.uk/News/Green-space-funding-2c3b.aspx
INCLUSIVE: Social inclusion - £12.5m European Social Fund	Scottish Government	Visit + SG news release (Communities, Social Security & Equalities lead,	http://news.scotland.gov.uk/News/Fifty-actions-to-achieve-a-fairer-Scotland-2c80.aspx

		Keith Brown quote)	
SMART: Business Competitiveness SME funding – ERDF - £26m	Scottish Government Business Gateway (16 operations, led by local authorities) HIE SE	Visit (North Ayrshire) + SG news release, social media	http://news.scotland.gov.uk/News/Business-boost-2d82.aspx
SMART: Creative industries network and conference programme	Scottish Government HIE	Keith Brown announce at CoHI speech, SG news release, social media	http://news.gov.scot/news/funding-for-north-creative-industries
INCLUSIVE: Social Inclusion and Poverty Reduction £13m (inc match funding)	Scottish Government, 10 local authorities	FM visit Renfrewshire council + SG news release, social media	http://news.gov.scot/news/scotland-to-benefit-from-significant-eu-funds
SMART: SME Holding Fund ERDF £40m	Scottish Government	Keith Brown visit Café Bellina + SG news release, social media	http://news.gov.scot/news/funds-for-business-growth
INCLUSIVE: Funding directly to empower communities Inclusive Growth £29m	Scottish Government (regeneration unit),	FM visit – Plantation Productions, Govan	http://news.gov.scot/news/gbp-29-million-to-build-fairer-scotland

Annual Publicity Activity

7. The Managing Authority is responsible for facilitating one major publicity activity a year to promote ERDF and ESF activity in Scotland.

The content of the 2017 event has still to be finalised and is likely to include:

- Key ESIF 2014-20 achievements to date including funds awarded to projects;
- Existing and future funding opportunities;
- How activities in Scotland are contributing to the delivery of Smart, Sustainable and Inclusive Growth Priorities of Europe 2020;

Communication Channels

Website

8. The new Scottish Government's European Structural and Investment Funds website– <https://beta.gov.scot/policies/european-structural-funds/> is the primary source of information about the 2014-20 programmes. Content relating to the 2007-2013 programmes has been archived and will remain on the old site www.gov.scot/EuropeanStructuralFunds however will not be updated. The European Structural Funds news is the only page which may be updated on the old site.
9. European Structural and Investment Funds news will continue to be updated at <http://www.gov.scot/Topics/Business-Industry/support/17404>. Lead Partners and Stakeholders on our mailing list will be emailed of any news updates published e.g. calls for applications and progress reports. Lead Partners and Stakeholders are encouraged to follow our new blog to keep up to date with other ESIF 2014-20 activities such as announcement and case studies. Existing and new communications channels such as Twitter will be used to drive viewers to specific sections of the website to raise awareness of online information.

Social Media

10. The European Structural and Investment Funds Twitter account [@scotgovESF](https://twitter.com/scotgovESF) is used to distribute accurate, up to date information about the new programmes, as well as other relevant information of interest to stakeholders. In particular the account drives viewers to the website where relevant information will be posted.
11. The publicity requirements in Annex 1 provide guidance for lead partners about linking their own social media channels to [@scotgovESF](https://twitter.com/scotgovESF) when promoting ERDF and ESF.

Media

12. Print, online and broadcast media will continue to be used as a channel to promote ESIF activity to a wide audience. The Managing Authority will issue timely and accurate press releases focusing on strategic activity. Responsibility for this will sit with the European Structural Funds Communications Officer with support from the Governance Team.
13. To reflect the new 2014-20 structure, lead partners need to work in partnership with the Managing Authority to maximise media coverage about the awarding of funding for individual projects. Responsibility for coordinating this activity lies with the lead partner programme contact, lead partner communications staff and the European Structural Funds Communication Officer and Governance Team.

Ministerial and Official Visits

14. To promote ESIF in Scotland the Communication and Engagement Officer and Governance Team will arrange, co-ordinate and support Ministerial and official visits within agreed procedures and standards, working alongside lead officials from the relevant Managing Authority teams and lead partner contacts.

Other Communication Channels

15. In its work to proactively raise awareness and understanding of ESIF the Managing Authority may develop and adopt new communication channels not referred to here. When new channels are being developed lead partners and key stakeholders will be kept up to date.

Blog

16. The Managing Authority recently set up a European Structural and Investment Funds blog as another means of communication. The Communications Officer will create blogs with support from the Managing Authority to provide content ensuring new and up to date content is published on the blog on a regular basis. Lead Partners and Stakeholders are encouraged to engage with blogs which will be promoted through Social Media and the Lead Partner newsletter.

Communications Staff

17. The European Structural Funds and State Aid Division currently has one member of staff working on communications with support from the governance team to – ensure ERDF and ESF information is accurate, accessible and consistent.
18. Responsibilities of the Managing Authority communications staff include maintaining the Scottish Government digital channels (web, blog and social media), planning, coordinating and delivering any media-focused activity about ESIF, organising communications and promotional events, running a communications network to encourage communications best practice and to support continuous improvement, providing general communications support and advice to lead partners, and attending and sharing information from communication seminars and events run by the European Commission.

Networks/Meetings

19. Membership of the EU-led networks for communications and publicity (run by DG Emloi and DG Regio) continues, in particular, with the INIO Informal Network of ESF information Officers and the INFORM Network (the Information and Communication Platform). Both of these forums provide an opportunity for sharing best practice and addressing publicity issues at an EU level. Information from these meetings will be shared by lead partner communications staff to support best practice and innovative communication.

Publicity Requirements and Branding

20. Annex 1 contains the publicity requirements for the new European Structural and Investment Funds 2014-20 ERDF and ESF programmes as set out in European Commission Regulation (EC) 1303/2013.
21. The publicity requirements set out the minimum requirements which lead partners **must** adhere to when developing and delivering European Structural and Investment Fund operations. These requirements are set by both the European Commission and the Scottish Government.
22. It is a condition of grant that any assistance received by a project from the European Union through ESIF is clearly and appropriately acknowledged in all publicity material publications, public procurement documents and events.
23. **It is the responsibility of the beneficiary – lead partner or delivery agent under the 2014-20 programmes – 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.**

SECTION 3 – FINANCIAL INFORMATION

Indicative Budget

1. The Scottish Government, European Structural Funds Division, has an allocated publicity budget of between £25,000 and £30,000 per annum for the Managing Authority to fund communication activities and the implementation of this Communications Strategy.
2. The Managing Authority communications budget does not cover:
 - The day to day publicity activity of the lead partners;
 - Support received from other areas of Scottish Government, for example from the Marketing Unit or the Digital /Website teams.

SECTION 4 – ADMINISTRATION

Management and Control

1. The Managing Authority will update the Communications Strategy and the publicity requirements in Annex 1 in time for the first JPMC of each year.
2. The Managing Authority may revise the Communications Strategy during the programming period. If any modifications are made, the revised strategy will be submitted to the Joint Programme Monitoring Committee for approval.

Communications Contact Details

In line with [1303/2013, articles 115-117 and Annex XII](#) the designated information and publicity contact will be:

Sharon Dickson
Communications and Engagement Officer
European Structural Funds and State Aid Division
The Scottish Government
3rd Floor, Atlantic Quay
150 Broomielaw
Glasgow
G2 8LU

Email: futurefunds2020@scotland.gsi.gov.uk

3. The Communications and Engagement Officer will provide updates on strategic communications and publicity activities as and where necessary, with support from the Governance Team. .

SECTION 5 – MONITORING AND EVALUATION

Monitoring and Evaluation Arrangements

1. To ensure the communications activities of the Managing Authority are effective, and to promote continuous improvement, specific monitoring arrangements will be put in place. These include:
 - Commissioning an annual media monitoring survey to ascertain the frequency of European Structural and Investment Funds media coverage in Scotland, and to assess amount and tone of coverage;
 - Quarterly analysis of social media channels, particularly Twitter, to assess development of online engagement activities;
 - Annual analytical review of Managing Authority website to assess activity and ways to improve it;
 - An annual stakeholder survey will be conducted using methods including the Managing Authority website, Twitter and stakeholder events;
 - An evaluation of Managing Authority communications activity will be included in the annual update to the JPMC. The update will include a summary of the monitoring activity as outlined above.
 - Introduction of an events and content management system to ensure regular promotion of activities both by the Managing Authorities and Lead Partners.

Annual Reporting

2. The Managing Authority will update the monitoring committee annually (by 31 March) on the implementation of the Communications Strategy and publicity requirements, and on the planned information and communication activities for the following year taking into account the monitoring and evaluation results.

ANNEX 1



EUROPE & SCOTLAND
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European Structural Funds 2014-2020 Publicity Requirements

Date	Change	Version	Author
7 Apr 2015	Initial version	1.0	Cheryl Glen Erlend Barclay
16 Jun 2015	- All references to 'Projects' have been changed to 'Operations' - Monochrome logos inserted. - Twitter handle changed to @scotgovESIF	1.1	Cheryl Glen
13 Apr 2016	Hyperlinks updated	1.2	Cheryl Glen
19 May 2016	Change to logo requirements P7 paragraph 2.2	1.3	Cheryl Glen
8 Nov 2016	All logos updated	1.4	Cheryl Glen
28 Nov 2016	New logos update	1.5	Sharon Dickson
06 Mar 2017	Checked and updated where necessary 6 monthly update	1.6	Sharon Dickson

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Section 1 - Introduction

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

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](#).

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 if they wish to use the Scottish Government logo for other publicity measures.

Section 3 - Lead Partner & Delivery Agent Responsibilities

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

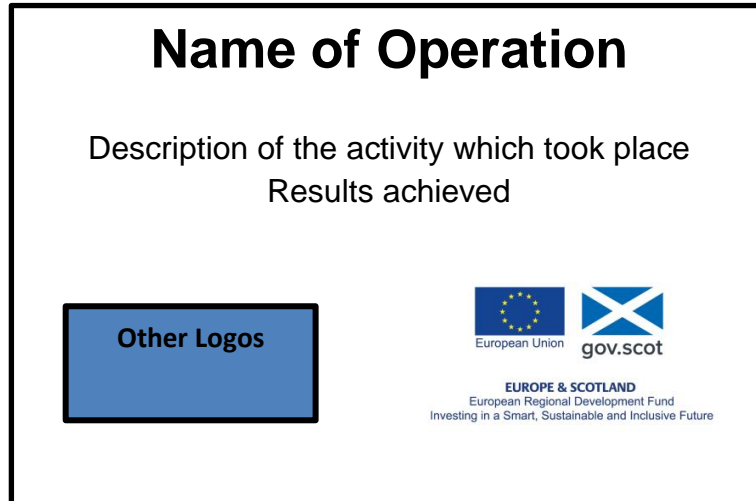
No later than three months after completion of an operation, the Lead Partner or Delivery Agent shall put up a permanent plaque or billboard at a location readily visible and legible to the public for each operation that fulfils the following criteria:

- 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.

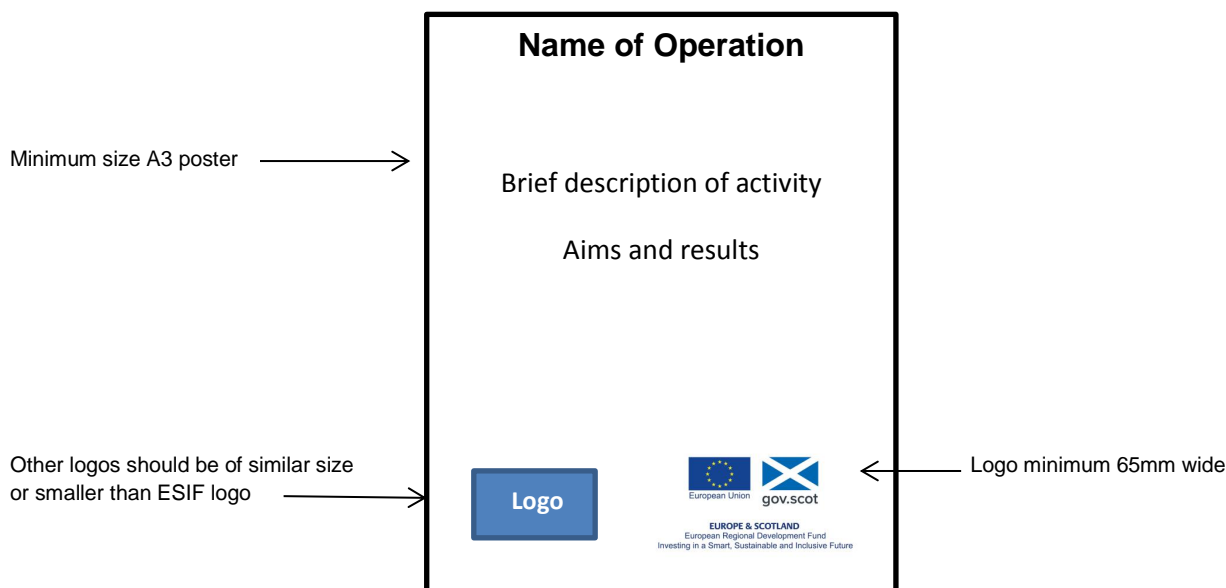
Figure 2. Plaque:



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. #structuralfundsscotland 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

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

For further information regarding the Publicity Requirements please contact the European Structural Funds at futurefunds2020@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 NAME OF ORGANISATION 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.

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

Name of person giving consent: (print name clearly)	
Name of ERDF 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 NAME OF ORGANISATION 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.	<input type="checkbox"/>	<input type="checkbox"/>
In newspaper articles (some articles may also appear on the newspaper's website)	<input type="checkbox"/>	<input type="checkbox"/>
In Government Ministers' speeches or in written reports	<input type="checkbox"/>	<input type="checkbox"/>

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.

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:

DRAFT