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## Annex 7: Information & Publicity Factsheet

This factsheet details the use of EU emblem and INTERREG IVC logo in all your communications.

### What you need

#### 1. INTERREG IVC logo:



- a. For websites [www.interreg4c.eu](http://www.interreg4c.eu) > Projects > Resources for project partners
- b. For printing: [www.interreg4c.eu](http://www.interreg4c.eu) > Projects > Resources for project partners

#### 2. EU logo:



- a. To download: <http://www.interreg4c.eu> > Projects > Resources for project partners

### The technical part (for your graphic designers):

1. **INTERREG IVC graphic identity guidelines:**  
<http://www.interreg4c.eu> > Projects > Resources for project partners
2. **European Union graphic identity guidelines:**  
[http://europa.eu/abc/symbols/emblem/graphics1\\_en.htm](http://europa.eu/abc/symbols/emblem/graphics1_en.htm)

### Legal basis:

The regulation (EC 1828/2006, articles 8 & 9) specifies what measures project beneficiaries need to take to show that the project has been financed in part by the European Union, and in particular the European Regional Development Fund.

Further programme requirements are detailed in the subsidy contract (article 7), and the programme manual, concerning the INTERREG IVC logo.

## How to use them:

### A. Publications

- e.g. brochures, leaflets, press releases, event invitations, best practice guides (list non-exhaustive)

#### Requirements:

- On **front** of document: **EU logo** (as above, with reference to EU and fund included); **INTERREG IVC logo** (as above, with slogan included)

**grabs**  
green and blue space  
adaptation for urban  
areas and eco towns

**INTERREG IVC**  
INTEGRATED & CO-ORDINATED  
INITIATIVES OF EUROPEAN DEVELOPMENT

**European Union**  
European Regional Development Fund

### Project Partners

The 14 partners, drawn from eight member states, represent a broad spectrum of authorities and climate change challenges, all with varying degrees of strategic policy and experience.

**Austria**  
Provincial Government of Styria

**Greece**  
Municipality of Kalamaria

**Italy**  
Etnambiente SLR  
Province of Genoa  
University of Catania

**Lithuania**  
Klaipeda University Coastal Research and Planning Institute

**Netherlands**  
City District of Geuzenveld-Slotermeer

**Slovakia**  
Regional Environmental Centre for Central and Eastern Europe, Country Office Slovakia

**Sweden**  
City of Malmö

**UK**  
London Borough of Sutton  
Southampton City Council  
South East England Development Agency (SEEDA)  
Town and Country Planning Association (TCPA)  
University of Manchester

For further information please visit [www.grabs-eu.org](http://www.grabs-eu.org) or contact Diane Smith  
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**grabs**  
green and blue space  
adaptation for urban  
areas and eco towns

**New era in European partnership to plan for climate change adaptation**

A network of leading organisations involved in integrating climate change adaptation into regional planning and development has been established across Europe in the new Green and Blue Space Adaptation for Urban Areas and Eco Towns (GRABS) project.

The GRABS project will facilitate the much needed exchange of knowledge and experience and the actual transfer of good practice on climate change adaptation strategies to local and regional authorities.

The project has been co-financed by the European Union European Regional Development Fund (ERDF) and made possible by the INTERREG IVC Programme.

All photos are courtesy of the City of Malmö

**N.B.** on material that isn't designed for publicity purposes (e.g. internal meeting documents, etc) where the logos are not used, a written reference must in any case be made to funding by INTERREG IVC and the European Union's European Regional Development Fund, e.g. "This project is funded by the EU's European Regional Development fund through the INTERREG IVC programme."

## B. Websites, Electronic information and audio-visual material

Requirements:

- EU logo & INTERREG IVC logo must appear at least on the home page of website, on the first slide of any electronic presentation, on electronic newsletters, and in a prominent position.
- Logos should be clickable in electronic versions:
  - o Hyperlink to INTERREG IVC website: <http://www.interreg4c.eu>
  - o Hyperlink to DG Regio website: [http://ec.europa.eu/regional\\_policy/index\\_en.htm](http://ec.europa.eu/regional_policy/index_en.htm).
- On websites, a short description of INTERREG IVC programme should be present. We can suggest the following text:

The **Interregional Cooperation Programme INTERREG IVC**, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention. EUR 302 million is available for project funding but, more than that, a wealth of knowledge and potential solutions are also on hand for regional policy-makers.

e.g. project website with clickable logos



The screenshot shows the CITEAIR II website interface. At the top left is the CITEAIR II logo. A navigation menu at the top right includes links for Home, Project Structure, Partners, and Contact. On the left side, there is a sidebar with a 'CITEAIR II NEWSLETTER' section containing links for News & events, City comparison, Benchmarking mobility emissions, Integrating green house gases emissions, Forecasting common air quality indices, and Results from CITEAIR I. Below this is a 'Partner's area' login form with fields for 'Login' and 'Password', and an 'OK' button. At the bottom left, there are logos for INTERREG IVC (Made possible by the INTERREG IVC Programme) and the European Union (Co-financed by the ERDF). The main content area features a heading for 'CITEAIR II Air Quality Conference and Networking Workshop (Paris, 3-4 June 2009) - INFO PRESS + PRACTICAL INFORMATION'. Below this is an 'Introduction' section with text about air pollution and climate change impacts, and a link to 'Download our presentation leaflet!'. A section titled 'What CITEAIR II is about:' lists three bullet points: providing up-to-date information on air quality and emissions, identifying and transferring good practices for traffic and mobility indicators, and integrating greenhouse gases into existing air pollution inventories.

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### C. Conferences, events, exhibitions

Requirements:

- EU flag displayed in meeting rooms, conferences etc
- Attendance or other certificates shall include a statement such as “This project is co-financed by the ERDF and made possible by the INTERREG IVC programme”.

Some examples of use of flag during seminars and conferences



**N.B.** exceptions can be made for small promotional objects (e.g. USB keys) if there is no room for all publicity requirements. The EU flag and the IVC logo symbol (both without slogans) may be sufficient. Check with the JTS if in doubt.



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**Other things to check:**

**INTERREG IVC layout and spelling**

The programme name INTERREG IVC shall always be presented in capital letters, with Roman numerals as shown here.

**Sending publications**

Three copies of main project publications (general brochure, good practice guidelines, final results) should be sent to the INTERREG IVC secretariat.

Any apparitions in the media should also be sent to the INTERREG IVC Communication Officer.

**Eligibility**

Communication elements that do not respect the information and publicity guidelines will not be considered as eligible costs for ERDF funding. Please **double check**, and if in doubt, contact the Communication Officer of the JTS!

For any queries, to receive guidance or feedback on use of logos etc. please do not hesitate to contact:

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