

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 http://www.interreg4c.net/load/INTERREG_IVC_LOGO_JPEG.zip
- b. For printing: http://www.interreg4c.net/load/INTERREG_IVC_LOGO_EPS.zip

2. EU logo:



- a. To download: http://www.interreg4c.net/load/EU_emblem.zip

The technical part (for your graphic designers):

1. **INTERREG IVC graphic identity guidelines:**
http://www.interreg4c.net/load/INTERREG_IVC_GUIDE.zip
2. **European Union graphic identity guidelines:**
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)



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

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INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

European Union
European Regional Development Fund

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 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."

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
- 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. At the top, there is a navigation menu with links for Home, Project Structure, Partners, and Contact. Below this, there is a section for the CITEAIR II Newsletter with links to News & events, City comparison, Benchmarking mobility emissions, Integrating green house gases emissions, Forecasting common air quality indexes, and Results from CITEAIR I. A Partner's area login form is also visible, with fields for Login, Password, and an OK button. The main content area features an introduction to the CITEAIR II Air Quality Conference and Networking Workshop (Paris, 3-4 June 2009) and a section titled 'What CITEAIR II is about' with three bullet points:

- Provide up-to-date information on air quality, greenhouse gases and emissions in European cities to local and regional authorities, the public and the media and enhance comparability of cities through the interactive website www.airqualitynow.eu (in which 50 European cities already take part) and common air quality indices;
- Identify, test and transfer good practice to describe the traffic situation and its impact regarding CO₂ emissions in urban agglomerations by a mobility indicator;
- Identify, test and transfer good practice to integrate greenhouse gases into existing air pollution emission inventories for regulated pollutants and to select measures with a combined effect on reduction of urban pollutants and greenhouse gases.

 At the bottom of the page, there are logos for INTERREG IVC (Made possible by the INTERREG IVC Programme), European Union (Europe's Regional Development Fund), and Co-financed by the ERDF. The browser status bar at the bottom indicates 'Internet | Protected Mode: Off' and '100%' zoom.

B. 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.



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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