European Territorial Cooperation Programme
Greece - Italy
2007-2013
INVESTING IN OUR FUTURE

INFORMATION AND PUBLICITY
GUIDELINES FOR PROJECT PARTNERS

European Territorial Cooperation Programme

GREECE - ITALY 2007 - 2013

Co-funded by the European Union (ERDF)
& by National Funds of Greece & Italy

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1. Introduction

Co-funded Projects enable the EU to demonstrate, in a practical way, how the EU impacts the everyday lives of citizens. Within this framework, the European Territorial Cooperation (ETC) budget across the European Union amounts to €8.7 billion for the Programming Period 2007-2013.

This guide was prepared so that all bodies involved with Projects funded by the European Territorial Cooperation Programme "Greece-Italy 2007-2013[1]", co-funded by the European Regional Development Fund (ERDF) and national funds of Greece and Italy, will be in a position to comply with Commission Regulation (EC) 1828/2006 (Article 8), setting out rules for the implementation of Council Regulation (EC) No 1083/2006 (article 69) laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and with Regulation (EC) No 1080/2006 of the European Parliament and of the Council on the European Regional Development Fund". Correct application of the EU emblem / logo (according to the graphic presentation standards set out in Annex II and III) and reference to the European Union and the ERDF (European Regional Development Fund) contribution and compliance with the information and publicity (I&P) requirements, is a key element in the successful promotion of EU funding.

This manual has been designed to ensure that actions that are wholly or partially funded by the European Union (EU) incorporate information and communication activities designed to raise the awareness of specific or general audiences of the reasons for the co-funded actions and the EU support for these actions in the country or region concerned, as well as of the results and the impact of this support.

The manual mainly covers the way that the EU identity should be promoted. In relation to the programming period 2007 - 2013, the EU emblem, (see article 5 for more details), the Programme's logo and slogan and the national (Greek and Italian) flags must be used for any projects / actions, which are co-funded by the EU (nominating always the ERDF);failure to acknowledge, highlight and publicize EU participation and ERDF contribution can lead to a 100% financial correction being

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[1] Referred thereafter as "Programme", as well.

applied by the Commission. The Programme reserves its rights to take further steps in case the requirements are violated.

2. Legal / Regulatory Framework

The following documents have been taken under consideration for the drafting of the present Handbook:

- Regulation (EC) No 1080/2006 of the European Parliament and of the Council of 5 July 2006 on the European Regional Development Fund and repealing Regulation (EC) No 1783/1999, as amended;
- Council Regulation (EC) No 1083/2006 of 11 July 2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and repealing Regulation (EC) No 1260/1999, as amended;
- Commission Regulation (EC) No 1828/2006 of 8 December 2006 setting out rules for the implementation of Council Regulation (EC) No 1083/2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and of Regulation (EC) No 1080/2006 of the European Parliament and of the Council on the European Regional Development Fund and specifically Articles 2-10 of Chapter II, as amended;
- The European Transparency Initiative;
- The European Commission's Decision C (2008) 1132, by which the European Territorial Cooperation Programnme "Greece-Italy 2007-2013" was approved;
- The Communication Plan of the European Territorial Cooperation Programme "Greece-Italy 2007-2013".

3.   Background information

The Information and Publicity (I&P) guidelines establish the conditions and procedure for the notification and disclosure of granting and use of the ETC Programme "Greece-Italy 2007-2013" funds, and for clearing identifying actions financed by them. According to Article 8 of Commission Regulation (EC) 1828/2006, "the beneficiary shall be responsible for informing the public… about the assistance obtained from the Funds". Derived from these regulations, appropriate Information and Publicity measures on Project level are required.

Therefore, the overall aims of I&P actions with regard to EU funding are:
- To acknowledge the role and support provided by the EU Funds; and
- To promote an understanding of the objectives and achievements of the actions co-funded by the EU.

Moreover, the general objectives of any I&P actions concerning ETC co-funded actions, should be the following:
- **Awareness:** Highlight of the role of the European Community and the Structural Funds of the European Union to the general public, and promote the added value of Community participation in the co-funded Projects; and
- **Transparency:** Ensure transparency as far as access to the Funds is concerned.

4. Project Information & Publicity

4.1. I&P Strategy and I&P Plan - Appropriate visibility

Communication activities should be properly planned in all Projects. Communication should focus on highlighting the role of the EU as a partner and on the achievements and impact of the action. In order to maximise the impact of communication efforts:

- Activities need to be timely
- Information used must be accurate
- The right audience(s) should be targeted
- Messages should be interesting for target audience(s)
- Activities should be appropriate in terms of resources spent and expected impact

A good communication strategy that provides the ability to use unexpected opportunities for the benefit of the action will often be as important as more formal efforts and may often be free of cost. Where such opportunities arise, they should be taken.

A specific Work Package in the Application Form of the Programme "Greece-Italy 2007-2013" requires that an I&P strategy shall be laid down, in a form of an Information and Publicity (I&P) Plan, Specific I&P objectives, target groups and a dissemination strategy shall be identified. Derived from this, appropriate I&P activities shall be compiled including mandatory outputs, as described below. However, the I&P actions will be proportionate to the level of funding available as well as relevant and effective for the type of the Project. In a nutshell, the "I&P Plan" should highlight communication activities that need to take place. This allows not only to further specify objectives and to tailor activities to the identified target groups, but also to further detail responsibilities and dedicated budget lines (see annex IV for more information).

The "I&P Plan" shall guarantee that Information and Publicity becomes an integrated part of the actions funded under the European Territorial Cooperation Programme "Greece-Italy 2007-2013' throughout its life cycle. The Partners shall plan relevant human and financial resources, and allocate the responsibilities among the partnership.

The objective of the I&P Plan shall be to increase the awareness of the general public and/ or specific audiences on the Project actions, the "Greece-Italy 2007-2013" Programme and European Territorial Cooperation. Moreover, the transparency of the activities implemented and of the EU funds used shall be guaranteed. The implementation of an I&P strategy shall furthermore ensure that results achieved are disseminated widely and capitalised by policy makers and stakeholders in the Programming Area. Besides those general aims, each Project shall define specific objectives for the own I&P strategy, according to the Project contents and the legal framework.

4.2. Target groups

In order to communicate effectively, depending on the objectives, the Project Partners shall identify relevant target groups that have to be addressed by a variety of specific activities. In addition, the activities have to be addressed to the public and the media. An I&P plan shall prove the compliance between target groups and activities. According to the above, potential target groups could be (list not exhaustive):

- Beneficiary population / Organizations;
    - o Local, regional and national authorities
    - o Professionals in various sectors, SMEs
    - o Universities, research institutions, student - research community
    - o Development Agencies
    - o Networks
    - o Chambers and their members
    - o Federations, Associations
    - o NGOs
    - o European Institutions
- Mass-media, specialized mass-media, journalists, which/who contribute to the promotion of the project;
- General public;

Note: Project Partners are obliged to send the I&P Plan and the I&P Material, mentioned in the article 5 of this guide (i.e. samples of leaflets, booklets, CDs, ads, promotion materials, press clippings etc.) to the Communication Officer of the JTS.

5. Communication activities

5.1. Identity elements

5.1.1. Titling

The complete denomination of the Programme is **European Territorial Cooperation Programme "Greece - Italy 2007-2013"**. The correct usage of the Programme's name is compulsory in all official documents, projects' outputs and advertising materials, as it enforces the Programme's brand identity.

5.1.2. Emblem / Programme Logo - Slogan / Flags / Reference to EU & ERDF contribution

In order to acknowledge the European Union's contribution, all Project activities (i.e. buildings, vehicles, events, equipment, publications, advertisements, websites, documents and certificates, promotional items such as t-shirts, pens, etc.) financed by the Programme funds must display EU emblem (Annex II)[2] , the Programme logo and slogan "Investing in our Future" (Annex III) and the flags of the countries participating in the Programme, according to the legal framework. Moreover, the relevant project activities must have an explicit reference to EU contribution, including a reference to the relevant financing sources: i.e. "The Project is co-funded by the European Union -European Regional Development Fund (ERDF)- and by National Funds of Greece and Italy".

The digital version of the LOGO required to be used to acknowledge the Programme's contribution to Project activities, is made available to the Project Partners on the Programme's website in different formats. These include file formats suitable for common users, but also for professional use by design companies (see Annexes II and III).

All the above (from now on referred as **LOGO**) shall be used for all kinds of I&P material (printed or/and electronic and audio-visual) and must always be clearly

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2 The EU logo can be downloaded from the website http://europa.eu/abc/symbols/emblem/download_en.htm. Graphical elements (colour, size, layout etc.) can be downloaded from the website http://europa.eu/abc/symbols/emblem/graphics1_en.htm. Additionally, the EU logo and corresponding graphic elements can be downloaded from the Programme's website.

visible. It is advisable that project partners use the version of the Programme logo where the slogan is appeared as body of it. As the EU emblem, the Programme logo and slogan and the flags constitute an essential part of its visual identity, it is requested as a mandatory output.

In case of infrastructure related actions are carried out within the scope of the Project, the LOGO must be clearly displayed on the site as well as the billboard, plaque or information sign (according to the construction activity) that will be set up in the location of the structure, immediately after starting the activities.

In case of an event, the LOGO must be clearly displayed at the location where the event is hosted and must remain for the entire duration of the event (e.g. banners, information boards etc), according to the legal framework.

In case it is not possible to display the LOGO on the produced material due to its distinctive features, emblem and reference to the European Union must be provided as a minimum requirement. On digital information carriers, the emblem / logo / flags should be displayed on the front page, in the introductory screen or picture and also on the packaging (e.g. packaging of a CD, DVD etc.).

The displayed LOGO must remain legible and correct for at least five years after the end date of Project activities, according to the legal framework. Project Partners have to retain a sample copy of I & P materials, advertisements and other similar products to prove that the correct visibility requirements were adhered to. Furthermore, photographs or other evidence should be retained, which clearly show the visibility actions used during the project activities. In case the above are damaged before the abovementioned period expires (5 years after the project end date), the Project Partner must replace them.

5.2. Communication outputs

5.2.1. Mandatory deliverables (Means for displaying the LOGO)

General
All I&P outputs (deliverables) must be in <u>English</u>, the official language of the programme, however, Greek and/or Italian may be used for better promotion of the project, i.e. a study, a leaflet, a poster, a website, etc., must be produced in English and in Greek and/or Italian, if necessary.

Furthermore, all I&P outputs (printed or audio-visual material) such as press releases, publications, radio / TV interviews or spots, etc., should comprise the emblem / logo-slogan / flags and mention, besides the Project background, co-funding sources, according to the Legal Framework.

5.2.1.1. Project website
The website shall be launched at least in the Programme language[3] and shall provide information on the Project, its progress and results. Project Partners must display the LOGO on their websites or the website(s) financed by the Programme funds (referring to European Territorial Cooperation and the EU co-funding).

The website has to be linked with the Programme's website. It shall be launched within the first six (6) months after the Project start and shall be kept online for at least two years after Project closure. The name of the website shall be short and memorable. It shall run under its own Project domain (e.g. www.projectname.eu), as well as being part of an institutional website (e.g. www.ministry-environment.gr/department-for-water/research-andprojects/project-name/html).

You must communicate the website's expiry date (if there is an expiration date) to the Joint Technical Secretariat (JTS) well in advance, so that the Programme can collect/ upload relevant Project results onto the Programme website.

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[3] The official language of the Programme is English. However, Greek and Italian may also be used for the better promotion of the Project.

5.2.1.2. Project result booklet

At least one leaflet/ booklet, detailing the Project results, shall be published. This leaflet/ booklet shall be, in the Programme's language, and in Greek and/or Italian if deemed necessary.

5.2.1.3. Public closing event

A public closing event shall be held in the Programme's language (and in Greek and/or Italian if deemed necessary) and shall provide information about the results achieved during the Project implementation period. It is recommended to link this activity with media communications (e.g. press release, press conference).

5.2.1.4. Stickers

The Project Partners are recommended to use a weatherproof sticker (Annex VI) to display the LOGO on all items (equipment, supplies, vehicles, etc), financed from the "Greece-Italy 2007-2013" Programme funds, according to the legal framework and the following specifications:

- Small purchases (office equipment, furniture items, etc) should use a sticker of approximately 50×20 mm;
- Larger purchases (vehicles, equipment, etc.) should use a sticker of approximately 120×50 mm.

Stickers are not required where there is an information sign in the same room as the item(s) financed by the Programme funds, indicating the co-financing of all items/ material in the room in its entirety. In this case, the JTS should advise on the minimum measures required to publicise the activity.

Stickers must remain legible and correct for at least five years after the end date of the Project activities. In case stickers are damaged or wear out during this time, the Project Partner must replace them.

Important Note: Quality photographs (professional photos) showing the project (the implementation and completion of the project various actions) must be taken for communication purposes (promotional use). These photographs should show the project in its context, highlighting the concrete results and impact of it (i.e. a photo that shows a conference room with the participants).

The Lead Partner is responsible for sending the photographic materials (in an electronic form – jpg and of a good quality for advanced printing) to the Communication Officer of the JTS, immediately after the completion of the project or/and the project actions.

5.2.2. Non mandatory deliverables (Means for displaying the LOGO)

5.2.2.1. Media Relations

The communication with and via the mass media is an essential tool for reaching the target groups. Many potential communication activities can be chosen such as press releases, articles, interviews, press conferences, public relations, direct contacts, etc. In order to set the basis for an effective media communication strategy, it is recommended to set up a contacts database of relevant contact persons/ journalists. In this context, it is important for the Joint Technical Secretariat to be informed about the publicity that would result through press releases or other means of communication (press clippings, interviews, etc.).

5.2.2.2. Advertisements

The communication via advertisements in the mass media is a form also used to encourage or persuade the target groups (viewers, readers or listeners) to continue or take some new action. Advertising messages are usually paid for and viewed via various traditional media, including mass media such as newspaper, magazines, television, radio, outdoor advertising or direct mail, or new media such as websites and text messages (between fixed-line phone or mobile phone and fixed or portable devices over a network). It is crucial for the partners to choose the best and most cost-effective method (Advertising Value Equivalency) of getting the correct message to the right people and consider if a highly positive article (e.g. via a Press Release) can be worth more than a single advertisement in the same space.

Further communication activities shall be tailored according to I&P objectives, target groups and Project contents, such as:

5.2.2.3. Newsletter

An important communication tool is the project Newsletter (published in print or email / shown on the project's web site). Whether it is used to stay in contact with

the target groups, or to build credibility, the newsletter is a powerful tool. The key to taking advantage of this essential communication tool is to effectively manage the content, structure and format, subscription process, delivery tools, and metrics of your newsletter process.

5.2.2.4. Promotional material / items

Promotion material is used to create awareness for the project between partners and the target groups. Such material could be: e.g. posters, banners, film or picture presentations, pens, folders, etc. In this context, it is noted that a weatherproof poster with the project's background at the entrance of the partner's building would be of great importance. Furthermore, various items shall be suitable for and correspondent to an identified target group.

5.2.2.5. Other communication tools

An effective communication program could combine some of the following tools to communicate the intended message to the target audience: e.g. internet banners, special days, awards, exhibitions, seminars etc

5.3. Partners' responsibilities

According to the legal framework (EC 1828/ 2006 Article 8 and 9), among the responsibilities of the partners, in specific type of projects, relating to information and publicity measures for the public, are the Permanent Explanatory Plaque and the Billboard, as follows.

5.3.1. Permanent explanatory plaque

The partners (beneficiaries) shall put up a permanent explanatory plaque that is visible and of significant size no later than six months after completion of an operation that fulfils the following conditions:

(a) The total public contribution to the operation exceeds EUR 500 000.

(b) The operation consists in the purchase of a physical object or in the financing of Infrastructure or of Construction operations.

The permanent explanatory plaque shall state the type and name of the operation, in addition to the information referred to in paragraph 5.3.3 (Article 9 of the EC 1828/2006).

5.3.2. Billboard

The Partners (beneficiaries) shall, during the implementation of the operation, put up a billboard at the site of each operation, which fulfils the following conditions:

(a) The total public contribution to the operation exceeds EUR 500 000.

(b) The operation consists in the financing of infrastructure or of construction operations.

When the operation is completed, the billboard shall be replaced by the permanent explanatory plaque referred to in the above paragraph 5.3.1.

Technical characteristics of information and publicity measures for the operation

Both the permanent explanatory plaque and the billboard mentioned above shall state the type and name of the operation, in addition at least to the following technical characteristics of information and publicity measures:

(a) The emblem of the European Union, in accordance with the graphic standards set out in Annex II, and reference to the European Union, the Programme logo and slogan (Annex III) and the flags of the countries participating in the Programme.

(b) Reference to the Fund: European Regional Development Fund – ERDF.

(c) The statement "Investing in your future", highlighting the added value of the intervention of the Community.

The above information shall take up at least 25% of the plaque and the billboard. The Partner shall provide clear notice to the effect that the operation being implemented has been selected under an operational Programme, co-financed by the the ERDF.

Note: For small promotional objects, points (b) and (c) shall not apply.

5.3.3. Information Sign

If any buildings, rooms, facilities or other similar objects are rented, purchased, built, renovated or furnished with the contribution of the Programme funds, and placing a billboard or of plaque is not required (see above), an information sign with

the emblem /logo – slogan / flags / contribution of ERDF must be displayed in a visible location in the buildings, rooms, facilities, etc, or in a place related to these. Where there is an information sign, separate stickers do not have to be used to mark individual purchased.

The minimum measures of an information sign should be approximately 220x150 mm. In case of infrastructure or construction with a public contribution of below € 500,000.00, installed information signs must remain legible and correct for at least five years after the end date of the Project activities.

6. Further support by the Programme

The Lead Partners are asked to inform the Managing Authority/ JTS of any public Project events. If possible, the JTS,the Managing Authority and Apulia Region will participate in these events and offer promotion material (e.g. Programme banners or posters). The Communication Officer of the JTS and the Managing Authority can be contacted for any questions or doubts. Communication trainings and tool kits will be offered during Project implementation.

MANAGING AUTHORITY OF EUROPEAN TERRITORIAL COOPERATION PROGRAMMES

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website: http://www.interreg.gr

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JOINT TECHNICAL SECRETARIAT of the EUROPEAN TERRITORIAL COOPERATION PROGRAMME "GREECE – ITALY 2007 – 2013"

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ANNEX I: The communication matrix: How and when to communicate what to whom?

Communication should occur throughout the life cycle of the action and should be timely. Communication and visibility efforts should be used to announce and accompany key milestones.

In order to tailor visibility activities both to the specific stages of the action (or of the project cycle) and to the target population, the matrix below can be used. This matrix outlines the types of visibility activity appropriate to the various stages of the life cycle of an action.

It should be noted that the stages of the project cycle set out in the matrix are proposed for the purpose of planning only. They are not intended to be the focus of the communication activities; the focus should be achievements and impact. The matrix is intended as a flexible tool and may be updated and adapted at any stage of the action, if necessary.

The scope of the visibility matrix goes beyond the scope of individual contracts, contribution agreements or financing agreements (it also covers programming, identification, appraisal, financing, evaluation and audit). Although it is useful in the context of drafting communication and visibility plans it should be clear that not all activities proposed under the visibility matrix can be funded in the context of specific contracts, contribution agreements or financing agreements.

	Programming	Identification	Appraisal	Financing	Implementation	Evaluation & Audit
Communication objective	Announce EU support	Information on action status	Information on action status	Highlight amount of EC support, and context	Awareness raising	Demonstration of impact
Responsibility	Partner	Partner	Partner	Commission/ Partner	Partner	MA/ Partner
Type of key message	"The world's biggest donor at the service of the Millennium Goals"	"More, better, faster – Europe cares"	"The EU and <partner>- delivering more and better aid together"	"The world's biggest donor at the service of the Millennium Goals"	"Cooperation that Counts"	"The EU delivers"
Most appropriate tools	Press conferences, events, interviews	Information campaign	Information campaign	Press conference	Events, site visits, TV and radio spots, high level visits	Videos, reports
Beneficiary population	Press conference following pledge	Information campaign to accompany visit of identification mission	Inform via the media on selection of partner	Inform via the media when financing is confirmed	Information campaign, photo opportunities, (joint) high level visits to mark milestones	Make key results publicly available Work with the media to show the impact on the ground
EU institutions and international community	Press conference following pledge	-	-	-	Information campaign, photo opportunities, (joint) high level visits to mark milestones, joint presentations, thematic events	Make key results publicly available & broaden to include key strategic messages
European citizens	Press conference following pledge	-	-	Inform via the media, if appropriate Work with specialist press Thematic events	Photo opportunities, (joint) high level visits to mark milestones, broad awareness raising campaigns, thematic events	Inform via the media, if appropriate Make key results publicly available and broaden to include key strategic messages

ANNEX II: How to use the EU emblem (EC 1828/ 2006, Annex I)

*Symbolic description*

Herald description

Geometric description & regulatory colours

The logo has 12 stars. There is no correlation between the number of countries in the EU and the number of stars. The use of the colours is strictly regulated. Therefore, the flag is in the following colours:

PANTONE REFLEX BLUE for the surface of the rectangle.

PANTONE YELLOW for the stars.
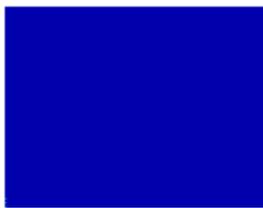
The international **PANTONE** range is very widely available and easily accessible even for non-professionals.

Four-colour process

If the four-colour process is used, it is not possible to use the two standard colours. It is therefore necessary to recreate them by using the four colours of the four-colour process. The **PANTONE YELLOW** is obtained by using 100% "Process Yellow". By mixing 100% "Process Cyan" and 80% "Process Magenta" one can get a colour very similar to the **PANTONE REFLEX BLUE**.

Internet

PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and **PANTONE YELLOW** corresponds in the web-palette colour RGB:255/204/0 (hexadecimal: FFCC00).

Geometric description

All stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. The number of stars is invariable at 12.
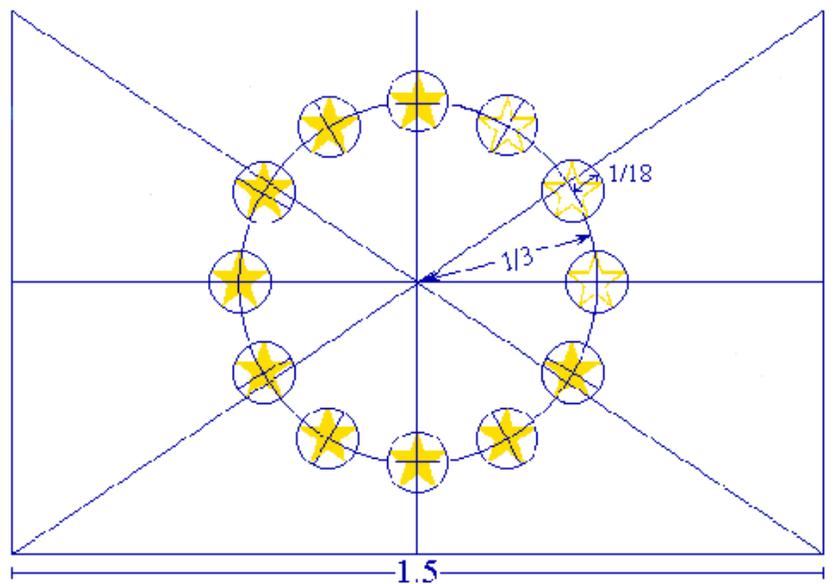
Incorrect use of the EU flag

A frequent mistake is to use the flag upside down. The stars should have a single point, each pointing upwards:

- The emblem is upside down

- The stars are not upright

- The stars are wrongly positioned in the circle. They must appear in the position of the hours on the face of a clock

Single colour reproduction
- If only black is available, outline the rectangle in black and print the stars in black and white

- In the event that blue is the only colour available (it must be Pantone Reflex Blue), use it 100% with the stars reproduced in negative white and the field 100% blue

Reproduction on a colour background

The flag should preferably be printed on a white background. Avoid printing on a multicoloured background, especially those which clash with blue. Where use of a coloured background is unavoidable, a white border around the rectangle, with the thickness equal to 1/25 of the height of the rectangle, must be used.

ANNEX III: The Logo of the Programme

General

The logo is available in three chromatic versions (Annex IV); full colour, black & white and gray scale. The full colour version is highly recommended when there are no restrictions imposed by the texture and colour of the material on which the visual identity is applied. However, in order to create the maximum impact and visibility, the presence of a white space around the graphic signature is very efficient.

The logo should not be oversized, yet it should acquire a sufficient space in order to be visible. In case it is not possible to mark the produced material with the Logo due to distinctive features of this material, at least emblems of and reference to the European Union must be provided.

Below shows the available logo (emblem & flags) variations which can be downloaded from the Programme's website at ETCP "Greece – Italy 2007-2013" site: http://www.interreg.gr/en/news/bilateral-cooperation-programmes/greece-italy, http://www.greece-italy.eu (under construction).

ANNEX IV: Communication & visibility plan template

I. General communication strategy

II. Objectives

1. Strategy and overall communication objectives

2. Target groups

- Within the country(ies) of the Programme where the action is implemented
- Within the EU (as applicable)

3. Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

Examples of communication objectives:

- ensure that the beneficiary population is aware of the roles of the partner and of the EU in the activity
- raise awareness among the population of the host country or raise awareness in Europe about the roles of the partner and about the EU in the implementation of the Programme
- raise awareness of how the EU and the partner work together to support education, health, environment, etc

III.   Communication activities

1. Main activities that will take place during the period covered by the communication plan. Include details of:

- the nature of the activities
- the responsibilities for delivering the activities

2. Communication tools chosen

IV. Communication tools chosen

Include details of advantages of particular tools (media, advertising, events, etc.) in the local context.

V. Indicators of achievements

- Completion of the communication objectives. Include indicators of achievement for the different tools proposed.
- Provisions for feedback (when applicable). Give details of assessment forms or other means used to get feedback on the activity from participants.

VI. Human Resources

- Person/ days required to implement the communication activities
- Members of the management team responsible for communication activities.

VII. Financial resources

Indicative budget required implementing the communication activities (in absolute figures and as a percentage of the overall budget for the action).

VIII. Timetable / table of actions and associated costs

ANNEX V: Template of the Permanent Explanatory Plaque / Billboard / Information Sign

Note:

- For the implementation of the information and publicity actions, you must take into consideration the manual of the program "Greece-Italy 2007-2013" and the legislative framework (EC 1828/2006, Article 8, 9 and Annex I).
- The information referred to in paragraph 5.3.3. (Page 15) shall take up at least 25% of the plaque and the billboard.
- In the field "Budget", the total budget that has been approved for the relative project should be detailed.
- For the Project's Title, the Acronym and the full name of the project is needed.
- The information signs are permanent and should be placed at least 6 months after the implementation of the action.
- The durability and structure of the boards must ensure their permanency.
- Under "Third Party Logo" you may put the logo of the Entity.

ANNEX VI: Template of Stickers

European Territorial Cooperation Programme

**Greece - Italy
2007-2013**

INVESTING IN OUR FUTURE

PROJECT TITLE:

PROJECT BUDGET:

Co-funded by the European Union (ERDF)
and by national Funds of Greece and Italy

European Territorial
Cooperation Programme

Greece - Italy
2007-2013

INVESTING IN OUR FUTURE

The Programme is co-funded by the European Union
– European Regional Development Fund (ERDF) -
and by National Funds of Greece and Italy

iNTERREG IV