



REPUBLIC OF SLOVENIA
GOVERNMENT OFFICE FOR LOCAL
SELF-GOVERNMENT AND REGIONAL POLICY



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INFORMATION AND PUBLICITY GUIDELINES

FOR IPA OPERATIONAL PROGRAMME SLOVENIA-CROATIA 2007-2013

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Investing in your future
Operation part financed by the European Union
Instrument for Pre-Accession Assistance

These instructions set out in detail the responsibilities and competences and the duties of the Managing Authority, the Joint Technical Secretariat, the Certifying Authority, the Audit Authority, Regional Bodies and National Authorities and the Joint Monitoring Committee in the field of providing information and publicity about the programmes concerned.

ABBREVIATIONS USED IN THE INSTRUCTIONS

IPA – Instrument for Pre-Accession Assistance

MA – Managing Authority

JTS – Joint Technical Secretariat

JMC – Joint Monitoring Committee

VI – Visual Identity

EC – European Commission

GOSP – Government Office of the Republic of Slovenia for Local Self-Government and Regional Policy

MRDFWM - Ministry of Regional Development, Forestry and Water Management

RS – Republic of Slovenia

OG – Official Gazette

TA – Technical Assistance

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1 INTRODUCTION

The GOSP as the MA is responsible for the publication of the Guidelines for information and publicity in the programming period 2007 – 2013. On the basis of Article 103(k) of Commission Regulation (EC) No 718/2007 of 12 June 2007 implementing Council Regulation (EC) No 1085/2006 and its amendments in Commission Regulation (EC) No. 80/2010 of 20 February 2010 establishing an instrument for pre-accession assistance (IPA) (hereinafter: Regulation 718/2007/EC and 80/2010/EC) MA is responsible for ensuring conformity to the requirements for the provision of information and publicity arising from Article 62 of the cited regulation. The MA is in accordance with Article 62 of the cited regulation required to provide on publicise programmes and operations.

USERS OF THE INSTRUCTIONS

The instructions are intended for the Managing Authority, Joint Technical Secretariat, Certifying Authority, Audit Authority, National Authorities and Joint Monitoring Committee listed in the IPA OP SI-HR 2007-2013, in the implementation of measures for providing information and publicity about the operational programme in the programming period 2007-2013.

VISUAL IDENTITY HANDBOOK

Visual Identity Handbooks (hereinafter: VI Handbooks) are a component part of the guidelines, which include accurate representations of the logotypes for the programmes in the programming period 2007-2013 and the design and graphics requirements for their use.

LANGUAGE SELECTION

Since OP IPA Slovenia-Croatia 2007-2013 is a cross-border operational programme, information and publicity, which will be connected with the selection of languages, shall be adapted to its cross-border nature. This means that the languages for information and publicity shall be selected with regard to the languages of the target publics. The design and content requirements will be the same for the partners on both sides of the border.

VALIDITY OF INSTRUCTIONS

The instructions shall take effect on the day they are issued and published on the programme's intranet web site. The Guidelines for Information and Publicity for the beneficiaries shall take effect on the day they are issued and published on the programme's web site.

2 COMPETENCES, RESPONSIBILITIES AND DUTIES OF THE MA

2.1 Programme documents

The OP and the tender documentation shall be published on the programme's web site. The web sites of the GOSP (www.svlr.gov.si), EUSKLADI (www.eu-skladi.si) and MRDFWM (www.mrrsvg.hr) will be linked to the programme's web site.

2.2 Regulations and instructions for participants within the IPA OP SI-HR 2007-2013 related to the use of Instrument for Pre-Accession Assistance funds

The MA shall publish the regulations that are related to the IPA Operational programme Slovenia – Croatia 2007 – 2013 on the programme's web site. Publication of the following regulations is compulsory:

- 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 (OJ L No 210, 31 June 2006, p. 25, hereinafter: Regulation 1083/2006/EC);
- 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 (OJ L, No 371 of 27 December 2006, p. 1, with all amendments, hereinafter: Regulation 1828/2006/EC);
- Council Regulation (EC) No 1085/2006 of 17 July 2006 establishing an instrument for pre-accession assistance (IPA);
- Commission Regulation (EC) No. 718/2007 of 12 June 2007 implementing Council Regulation (EC) No 1085/2006 and its amendments in Commission Regulation (EC) No. 80/2010 of 20 February 2010 establishing an instrument for pre-accession assistance (IPA);

2.3 Communication plan

A communication plan is not applicable for IPA programmes, but being highly recommended by the EU, the MA drew up a communication plan for the OP IPA Slovenia – Croatia 2007-2013.

2.4 Annual and final implementation reports

First in 2009 and by 30 June of each subsequent year the MA sends the Annual Report on the implementation of the programme and by 31 March of the fifth year following the last budgetary commitment the Final Report on the implementation of the programme.

In accordance with Article 65(d) of Regulation 1083/2006/EC, the Annual Report and the Final Report on the Implementation of the Operational Programme shall be reviewed and approved by the JMC.

The MA shall publish the Annual Report and the Final Report on the programme's intranet web site.

ETC programmes

The Annual Report and Final Report must contain the following required component parts in connection with the provision of information and notification:

- examples of measures for providing information and publicity about the operational programme which are realised through the implementation of the communications plan;
- arrangement of the publication of a list of beneficiaries, names of operations and amounts of public funds allocated to the operations,
- the content of the main changes and supplements to the communication plan.

2.5 Publication of list and announcements for beneficiaries

The MA shall publish a list of funding recipients on the programme's web site. Together with the Joint Technical Secretariat it is required to publish on the programme's web site data on recipients of funding as part of the list of beneficiaries.

The List of Beneficiaries is Annex 1 to the Guidelines.

2.6 Operations of the Joint Monitoring Committee

The MA shall publish information about the operations of the JMC on the programme's intranet as it follows:

- regulations that regulate the establishment, composition, organization and duties of the JMC;
- minutes/conclusions¹ of the JMC meetings

¹ JMC decision – on the programme's website

2.7 Contact persons at the national and regional level who issue information about the implementation of the operational programmes

The MA shall publish data on contact persons who issue information about the operational programme on the programme's web site.

2.8 Selection criteria

After the approval of the criteria for the selection of operations by the JMC, the MA shall publish the selection criteria on the programme's web site as part of the tender documentation. The basic rules for beneficiaries for notification and provision of information to the public shall be published in the tender documentation, which shall also include the criteria for the selection of operations.

2.9 Implementation of compulsory measures for information and publicity

The MA is required to implement especially the following measures of providing information and publicity:

- larger events marking the beginning of the implementation of the operational programme;
- flying the flag of the European Union on 9 May for one week in front of the headquarters of the Managing Authority;
- electronic or other publication of the list of beneficiaries.

2.10 Design elements for Decision on the Allocation of Funds in the case of direct approval of operations

The MA shall include design elements in Decisions on the Allocation of Funds² in the manner shown below.

EXAMPLE:

- **document header**



- **document footer**



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² Not applicable in the case of TA projects

The MA shall include the following information in the Decision on the Allocation of Funds:
“The operation is part financed by the European Union through Instrument for Pre-accession Assistance. The operation is being carried out within the framework of the IPA Operational Programme Slovenia-Croatia 2007-2013.”

In the Decision they are required to state the amount of co-financing using IPA funds.

In the part of the Co-financing Contract the MA is required to state that the co-financing constitutes the acceptance of the fact that the beneficiary will be included in the list of beneficiaries, which will include the name of the beneficiary, the name of the operation and the amount of public funds used to finance the operation. In the contract, the MA is required to inform the beneficiary about the exercising of the competences, responsibilities and duties of the beneficiary in the field of providing information to and notifying the public as set out in point 5 of the guidelines.

3 COMPETENCES, RESPONSIBILITIES AND DUTIES OF THE CERTIFYING AUTHORITY AND THE AUDIT AUTHORITY

3.1 Regulations and instructions for participants in the use of the Instrument for Pre-Accession Assistance funds

The authorities which issue instructions for the implementation of procedures for the use of Pre-Accession Assistance funds in the Republic of Slovenia in the programming period 2007-2013 and any subsequent amendments and supplements are required to publish them on the programme’s intranet web site within 5 days of their issuance.

4 COMPETENCES, RESPONSIBILITIES AND DUTIES OF THE MA/JTS

4.1 Holding of press conferences or other events related to the implementation of the operational programme or operations

At press conferences, the MA is required to state that *the public call for tenders for the selection of operations or an individual operation is part financed by the European Union through Instrument for Pre-accession Assistance. At the same time it is required to state that the call for proposals for the selection of operations or an individual operation is being carried out as part of the IPA Operational Programme Slovenia-Croatia 2007-2013 .*

All materials for the press conference or other event must have the appropriate design elements on the first page, particularly the following documents:

- invitations and programmes

- lists of participants
- press kits
- presentations and other written materials.

References to the fund and the slogan are not required in the case of minor promotional materials (e.g. pencils, erasers and similar).

4.2 Design elements for call for proposals for selection of operations

The MA shall include design elements on the first page of documents in the call for proposals procedure for the selection of operations in the manner described below, especially the following documents:

- JMC Decision on the approval of the call for proposals
- Decision on the appointment of a committee for opening and verifying the administrative compliance and eligibility and committee for assessing the quality of the received applications
- Call for proposals for the selection of operations, which shall be sent for publication in the Official Gazette of the RS (the publication in the Official Gazette will not include the described design elements)
- Call for proposals documentation (including forms)
- Control sheets for individual members of the commission
- Minutes of the committee for opening and verifying the administrative compliance and eligibility and committee for assessing the quality of the received applications
- List of operations or beneficiaries
- Decision on the Allocation of Funds
- Co-financing contract.

In the Decision on the Allocation of Funds in the part or article in which the funds are set out or the contractual value is determined, the MA shall include the following statement:

“The operation is part financed by the European Union through Instrument for Pre-accession Assistance. The operation is being carried out within the framework of the IPA Operational Programme Slovenia – Croatia 2007-2013.”

It is also required to state the amount of co-financing using IPA funds under that item.

For calls for proposals for the selection of operations which were begun before the taking effect of these Guidelines, the procedure and design elements which the MA used in the approval of the call for proposals shall apply.

4.3 Conclusion of co-financing contracts between the MA and beneficiaries

In the Co-financing Contract the MA shall include the following statement in the article in which the contractual value is determined:

“The operation is part financed by the European Union through Instrument for Pre-accession Assistance. The operation is being carried out within the framework of the IPA Operational Programme Slovenia - Croatia 2007-2013.”

In that article they shall also state the amount of co-financing using EU funds.

In the article in which the obligations of the beneficiary are set out, the MA is required to state that the co-financing constitutes the acceptance of the fact that the beneficiary will be included in the list of beneficiaries, which will include the name of the beneficiary, the name of the operation and the amount of public funds used to finance the operation.

5 COMPETENCES, RESPONSIBILITIES AND DUTIES OF THE BENEFICIARY

5.1 Holding of press conferences and/or other events in connection with operations and announcements in various media

At press conferences, the beneficiaries are required to state that the individual operations are part financed by the European Union through Instrument for Pre-accession Assistance. At the same time, they are required to state that the operation is being carried out as part of the IPA Operational Programme Slovenia-Croatia 2007-2013.

All materials for the press conference or other event must have the appropriate design elements on the first page, particularly the following documents:

- invitations and programmes
- lists of participants
- press kits
- presentations and other written materials.

These rules shall apply *mutatis mutandis* to announcements in various media.

References to the programme and the slogan are not required in the case of minor promotional materials (e.g. pencils, erasers and similar)

5.2 Announcements on the beneficiary's web site

If a beneficiary posts information about the implementation of an operation on their own web site, they are required in that part to set up a link to the programme's web site and post information in the quantity and manner set out in these Guidelines.

The following data shall be stated in the part of the web site where the information about an individual operation is posted:

- name and brief description of the operation
- name of the beneficiary or group of beneficiaries
- programme logo
- EU logo
- contact persons who issue information about the implementation of the operation.

5.3 Design elements for various written and other materials produced during the operation

When producing various written materials during the operation, individual beneficiaries or groups of beneficiaries are required to ensure adherence to the requirements in the field of provision of information publicity in a manner whereby all materials include design elements on the first page as set out in the VI.

The logotypes shall be used *mutatis mutandis* in the designing of various types of print materials.

References to the fund and the slogan are not required in the case of minor promotional materials (e.g. pencils, erasers and similar).

5.4 Billboards and explanatory plaques

The compulsory design elements for the operations shall include:

- billboards (i.e. construction billboard) and
- explanatory plaques, which the beneficiary shall erect 6 months at the latest after the completion of the operation.

Beneficiaries are required to adhere strictly to the prescribed characteristics for billboards and explanatory plaques.

5.4.1 Billboards

➤ **Setup**

Billboards shall be hung or set up **during the implementation** of the operation at the site of the individual operation, if:

- public sources of financing the operation exceed EUR 500,000.00 and if
- the operation includes the financing of infrastructure or construction activities.

After the completion of the operation the beneficiary is required to replace the billboard with a permanent explanatory plaque.

➤ **Content requirements**

The area on the billboard (i.e. construction site hoarding) reserved for information about the contribution of the European Union must include the following information:

1. At least 25% of the total surface area must include:
 - the symbol (flag) of the European Union and the statement *“OPERATION PART FINANCED BY THE EUROPEAN UNION”*
 - a reference to the *“INSTRUMENT FOR PRE-ACCESSION ASSISTANCE”*
 - the slogan *“ INVESTING IN YOUR FUTURE”*;
 - the name of the Operation.
2. a reference to the IPA OP SI-HR and use of its logo;

The letters used to state the European Union’s financial contribution must be at least THE SAME size as the letters used for the national statement, while the type font can be different.

➤ **Technical and design requirements**

Size: minimum 220/250 cm

The letters used to state the name of the operation must be in a dark colour, preferably black. In cases where a construction permit is not required, a smaller billboard may be posted, but not smaller than 100x150 cm. In such case the size of the letters used to state the name of the operation may not be less than 4 cm, and must be in a dark colour, preferably black.

In addition, the requirements set in national legislation must be respected (example: for Slovenia in accordance with the Rules on Construction Sites (Official Gazette of the RS, No 55/08 and 54/2009), construction billboard must conform to the conditions set out in Articles 2 and 3 of the Rules).

5.4.2 Permanent explanatory plaques

➤ **Setup**

The beneficiary must permanently erect a large and visible explanatory plaque if:

- public sources of financing the operation exceed EUR 500,000.00 and if
- the operation includes the purchase of physical objects or financing of infrastructure or construction activities.

➤ **Content requirements**

The area on the permanent explanatory plaque reserved for information about the contribution of the European Union must include the following information:

1. At least 25% of the total surface area must include:

- the symbol (flag) of the European Union and the statement *“OPERATION PART FINANCED BY THE EUROPEAN UNION”*
- reference to the Fund concerned: *“EUROPEAN REGIONAL DEVELOPMENT FUND/INSTRUMENT FOR PRE-ACCESSION ASSISTANCE”*
- the slogan *“INVESTING IN YOUR FUTURE”*
- the name of the Operation.

2. a reference to the IPA OP SI-HR and use of its logo

Technical and design requirements

Size: minimum 500 x 350 mm

The plaques should have a light-coloured background, the letters used to state the name of the operation must be in a dark colour, preferably black.

The panel must be made of durable materials and paints (weather resistant).

5.5 Decals

Decals shall be applied to physical objects (various machines or interior equipment) for whose purchase, lease or rental the total public sources of financing do not exceed EUR 500.000,00.

➤ **Application**

Decals must be applied in a visible and accessible spot on the equipment or near the equipment and may not be exposed to physical wear. Decals must be applied upon the installation of the equipment and be applied immediately after purchasing or placing the equipment.

Content requirements

Decals shall include:

- the programme logotype and the statement *“OPERATION PART FINANCED BY THE EUROPEAN UNION”*
- a reference to the *“INSTRUMENT FOR PRE-ACCESSION ASSISTANCE”*
- the slogan *“INVESTING IN YOUR FUTURE”*.

ANNEX 2: Visual Identity

VI of the IPA Operational Programme Slovenia-Croatia 2007-2013