

PEACEPLUS

Northern Ireland - Ireland

Co-funded by the



European Union



UK Government



PEACEPLUS COMMUNICATION GUIDELINES



Special EU Programmes Body
Comhlacht na gClár Speisialta AE
Special EU Skemes Boadie



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COMMUNICATION GUIDELINES

All projects funded through PEACEPLUS are required to acknowledge the financial support that has been provided by the Programme, in all communications activity. There are a number of specific requirements which funded projects are required to meet and these have been set out below.

If you have any queries in relation to these guidelines or need to speak to a member of the SEUPB Communications Team, please email: communications@seupb.eu or **Tel: 028 9026 6691**.

Remember, it is your responsibility to ensure that the funding you have received is acknowledged correctly.

Guidance for PEACEPLUS funded projects is subject to change. Please refer to the Communication Guidelines page at www.seupb.eu.

SUMMARY OF REQUIREMENTS

-  All projects must identify at least one member of staff who will have responsibility for all publicity and information activities related to the project (we shall refer to this person as the Communications Lead).

-  All communications materials related to the project, including any leaflet, brochure, signage, invite, advertisement, etc, must include the PEACEPLUS logo and a statement to the effect that the project is supported by the PEACEPLUS Programme (textual reference).

-  PEACEPLUS funded projects must acknowledge that they have received PEACEPLUS funding on all their social media accounts. The fact that your project is supported by the PEACEPLUS Programme, must be clearly stated in the 'About' section of your social media profile.

-  At least one regularly updated webpage is required for each project, this may be hosted on the website of the Lead Partner or equivalent. Websites/pages must include the correct use of the PEACEPLUS logo and the textual reference. Pages must also include a link to the SEUPB website: www.seupb.eu

-  A proportionate and appropriate media event/publicity opportunity to mark both the commencement and completion of all projects must be arranged and invites sent to the SEUPB and relevant match-funding representatives at least three weeks in advance.

-  Communications Leads must attend any relevant meetings, workshops or other events required by the SEUPB.

-  Communications Leads are required to provide the SEUPB with a report on all communications activity undertaken on a quarterly basis.



COMMENCING ACTIVITY

As part of the application process, you were asked to submit a Communications Plan. Before commencing any communications activity you are required to contact the Communications Team at SEUPB to discuss your plan and the communications regulations in more detail.

The SEUPB is responsible for approving the plan before communications activities can be initiated.

USE OF THE LOGO

PEACEPLUS funded projects are required to display the PEACEPLUS logo within all communications material.

Using the logo informs people that your project is funded by PEACEPLUS and demonstrates the commitment of the funding partners within your area.

The full colour version of the logo should be used wherever possible. Ideally the logo should be used on white backgrounds only.

Using the logo on a coloured background is permissible if there is no alternative, but it must be a very light background so that the logo can be seen clearly.

The PEACEPLUS Programme logo must be used in the format supplied. You must not recreate or modify the logo in any way.

The PEACEPLUS logo can be downloaded via the [**SEUPB website**](#).



Black & White Logo

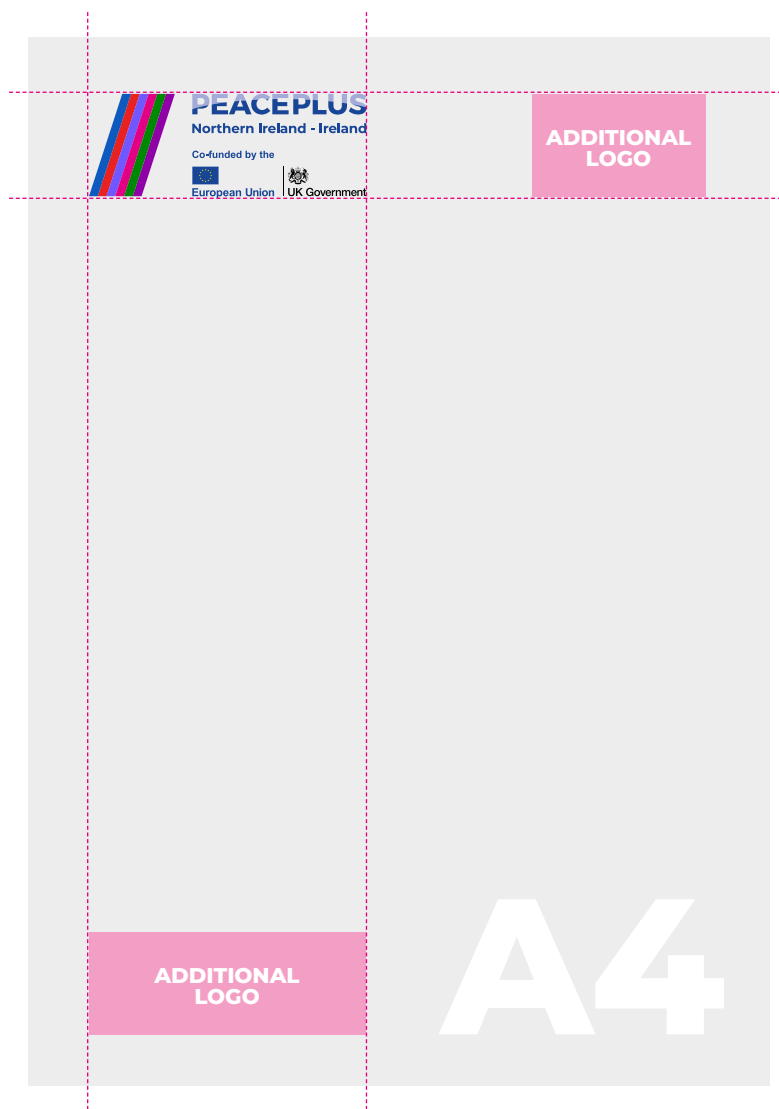
For single colour reproductions, a mono/greyscale version of the logo should be used. This version should only be used whenever full colour is not available. If you have difficulties accessing the logo, please contact a member of the Communications Team.



Logo Rules

The SEUPB has a number of basic but important rules when it comes to the use of the PEACEPLUS logo, as detailed below:

- If other logos are displayed in addition to the PEACEPLUS logo, the PEACEPLUS logo must have at least the same size, measured in height or width, as the biggest of the other logos.
- The logo should always be clearly visible and placed in a prominent position. Its position and size should be appropriate to the scale of the material or document on which it is used.
- The logo must be displayed in colour on websites. In all other usage of the logo, colour should be used whenever possible and a black and white version only when this is not possible.



Minimum Logo Size

There is no minimum size, however you must ensure that the logo is recognisable and does not look distorted.

TEXTUAL REFERENCE

Along with the PEACEPLUS logo, projects must also include a textual reference on relevant publicity materials (such as leaflets, brochures, invites, signage etc). The textual reference is below:

“A project supported by PEACEPLUS, a programme managed by the Special EU Programmes Body (SEUPB).”

In all textual references, the Programme’s name should be written as one word and must be in capitals i.e. PEACEPLUS.

Other Funding Sources

Many projects receive funding from a variety of different sources, which will need to be recognised within any communications activity undertaken by the project.

The SEUPB fully endorses the recognition of the contribution made by other funders, including the match-funding provided by government departments. In situations when references to additional funders must be included, the SEUPB requirement is that the recognition of PEACEPLUS must have “due and equal prominence”.

PRINTED MATERIALS

For the purpose of this guide, printed materials relate to any printed item with information about the project. This includes larger publications such as brochures, annual reports and booklets as well as smaller items such as information leaflets, posters, invitations, advertisements etc.

All communication materials produced by the project must include the PEACEPLUS Programme logo.

When stationery items are included in the project costs, the PEACEPLUS logo must be included on letterheads, compliment slips, invoices, business cards and invitations etc.

If you are unsure that the design is correct you can contact us at [**communications@seupb.eu**](mailto:communications@seupb.eu).

In addition to the PEACEPLUS Programme logo, a textual reference must also be included within the printed material. The textual reference is below:

“A project supported by PEACEPLUS, a programme managed by the Special EU Programmes Body (SEUPB).”

Reports, Corporate Documents, and Research Studies

In order to provide clarity around the authorship of the work you produce we require that the following disclaimer be included in all reports, corporate documents or research studies developed by PEACEPLUS funded projects:

“The views and opinions expressed in this report/document/plan (delete as appropriate) do not necessarily reflect those of the Special EU Programmes Body (SEUPB) or the Programme funders.”

This caveat should appear at the start of the document. If in doubt on whether a specific publication should or should not contain the disclaimer you should contact the SEUPB Communications Team via email: [**communications@seupb.eu**](mailto:communications@seupb.eu).

EVENTS

Please keep the SEUPB Communications Team advised of any events you are planning as part of your project so we can advise on the appropriate level of representation.

Project Launch

All projects funded under PEACEPLUS are required to coordinate a Project Launch event. The scale of the event is for the project to decide, it may be a simple photo-call or a larger event. As a funder of your project, the SEUPB requires an invitation and, if appropriate, an opportunity to speak at your launch event. Whilst our attendance may not always be possible, we do expect to receive an invitation at least three weeks in advance of the event. You must also offer the same opportunity to a senior representative of any match-funding body or Accountable Department which is providing funding to your project (i.e. Minister or other senior official). If you are unsure as to who the appropriate person is, please contact us via e-mail: communications@seupb.eu and we will advise you.

Project Completion

All projects funded under PEACEPLUS are required to coordinate a Project Celebration event to mark the completion of the project. The scale of the event is for the project to decide but should be commensurate with the scale of the project and funding provided by SEUPB. As a funder of your project, the SEUPB requires an invitation and, if appropriate, an opportunity to speak at your celebration event. Whilst our attendance may not always be possible, we do expect to receive an invitation at least three weeks in advance of the event. An invite must also be issued to a senior representative of any match-funding body or Government Department. Any invitations issued for a project generated event must include the PEACEPLUS logo and the textual reference, as detailed in the previous sections.

Verbal Acknowledgement

During your launch/celebration event, the amount of financial support from SEUPB and name of the Programme you are funded by (PEACEPLUS) as well as any relevant match-funding Government Departments (and any other funders) must clearly be referenced in any speech that is delivered by a project representative.

PRESS RELEASES

Funding Announcements

The SEUPB reserves the right to co-ordinate all communications activity relating to the announcement-of-funding of all projects supported under PEACEPLUS. This includes the content, timing and distribution of any funding announcement/press release.

Press Releases

Any press releases issued by the project must contain the textual references provided in the 'Textual Reference' section of this guide.

The SEUPB must be given an opportunity to provide a quote for the Press Release, with at least two full working days' notice before issue.

A reference to the PEACEPLUS Programme must be included within the first two paragraphs of the press release.

You may also need to acknowledge other funders in the press release if your project receives an additional contribution from another source. Please also ensure that you acknowledge any relevant match-funding Government Departments.

Projects are expected to issue a minimum of three press releases over their lifespan; this might be at the launch; to promote a significant achievement, report or research study; at some other project milestone or at its conclusion.

Project spokespersons should also be briefed to mention PEACEPLUS funding support when talking to journalists or undertaking media interviews.



Notes to Editors

“Notes to editors” are used to provide additional information on the project and its funding outside of the main body of a press release.

See below Notes to Editors to be included in any press releases issued by projects funded under PEACEPLUS.

- The Special EU Programmes Body (SEUPB) is a North South Body with the statutory remit for managing EU funding programmes within Northern Ireland and the border counties of Ireland.
- PEACEPLUS is a cross-border funding Programme designed to support peace and prosperity across Northern Ireland and the border counties of Ireland. The total value of PEACEPLUS is €1.14 billion.
- PEACEPLUS is co-funded by the European Union, the Government of the United Kingdom of Great Britain and Northern Ireland, the Government of Ireland, and the Northern Ireland administration.



ADVERTISING & MARKETING

Newspaper Advertising

When placing any form of print advertising (including job adverts) for your funded project, the PEACEPLUS logo must be used, alongside the textual reference (see relevant sections).

If you are in doubt about whether an advertisement meets requirements, please contact communications@seupb.eu for guidance.

Radio Advertising

For radio advertisements the textual reference must be included.

“A project supported by PEACEPLUS, a programme managed by the Special EU Programmes Body (SEUPB).”

Television Advertising

For television advertisements, the PEACEPLUS logo must be included at a size that can be read for an appropriate time period in which it can be read. If possible, the words of the textual reference should be spoken as a voice-over.

Promotional Advertising

In promotional advertising, projects must always include the PEACEPLUS logo which must have “due and equal prominence” with other funder or partner logos featured in the advertisement.

Please consult the Communications Team at the SEUPB about any marketing items or designs on which you would like guidance. We require a minimum of two working days in which to give a response.

Film, Audio and Digital Content

On films, animations, and any visual digital content the PEACEPLUS logo and textual reference must be included with all other credits either at the start or end of the film. Any commentary or voiceover should include the textual reference.

For Podcasts and other audio-only content, the textual reference should be included at either the start or the end.

BILLBOARDS & PLAQUES

Temporary billboards

Projects in receipt of PEACEPLUS funding support of over €100,000 for infrastructure or construction projects must erect “at a location readily visible to the public, a temporary billboard of significant size” during the implementation or construction phase of the project.

This billboard must include the name of the operation (project), the main objective of the operation (project), the PEACEPLUS Programme logo together with the textual reference. This shall take up at least 25% of that billboard. The actual size of the billboard must be proportionate to the size of the project.

The recognition information, as detailed above must take up at least 25% of the overall size of the billboard to ensure that there is no doubt as to where the funding has come from.

Projects are free to create their own designs as long as the requirements of the regulation are met.

If you have any concerns over the design of your billboard please submit them to the SEUPB Communications Team for guidance, before they are erected.

Plaques/Billboards

Projects in receipt of PEACEPLUS funding over €100,000 which involve capital build, construction or infrastructure must erect a permanent plaque or permanent billboard. The plaque or billboard must be of significant size and at a location readily visible to the public no later than three months after completion of the project. This plaque or billboard must state the name and the main objective of the activity supported by the operation (project) and the PEACEPLUS

Programme logo together with the textual reference. This information must take up at least 25% of the plaque's size.

The regulation requires the plaque or permanent billboard to be visible and of a 'significant size'. As a guide, this means that they must attract the attention of someone entering the location without the need for it to be pointed out to them.



WEBSITE AND SOCIAL MEDIA

Website

Each project must have at least one regularly updated webpage (this can be hosted on the website of the Lead Partner or equivalent).

The PEACEPLUS Programme logo must be included on the project webpage. The logo must be visible inside the immediate viewing area of a digital device, without the user having to scroll down the page. Project pages are required to provide “a short description of the operation (project), proportionate to the level of support, including its aims and objectives, and highlighting the financial support from PEACEPLUS”. This means a brief summary of the project, detail on what it aims to achieve as well as the amount of money the project has received within its letter of offer.

A link to the SEUPB website (www.seupb.eu) should also be included on the project’s webpage.

A project’s website and social media channels are considered to be part of the evidence or documentation of a project. As such they are subject to the retention rules when your project has ended. This does not mean that the website and social media channels need to be active after a project closure; simply that they exist. Each project will differ in terms of contracts for hosting / maintenance but please either place a disclaimer on the website that advises the project has closed OR make certified copies (screenshots) that would demonstrate that the website and/or social media channels did exist and includes their URL. If you require further clarification please email communications@seupb.eu.

Social Media

PEACEPLUS funded projects must acknowledge that they have received PEACEPLUS funding on all their social media accounts. The fact that your project is supported by the PEACEPLUS Programme, must be clearly stated in the 'About' section of your social media profile. A minimum requirement would be to use the Textual Reference (see above).

Funded projects are expected to upload the PEACEPLUS logo within the photograph section of any social media account you are using. This way people can easily recognise where the funding for the project comes from.

Photographs that include members of the general public (in particular those aged under 18 or vulnerable adults) must have the relevant permissions to use them before they are uploaded on social media.

Each post on social media is not required to reference PEACEPLUS. For significant announcements or events please refer to the relevant section above.





COMMUNICATIONS REPORTING

All projects are expected to evaluate their communications and publicity activities in order to demonstrate the success of the implementation of their Communications Plan.

For more information about how to monitor and report on communications activity contact the SEUPB Communications Team at communications@seupb.eu.



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