



## Information and Communication Guidelines for European Structural and Investment Funds 2014-2020

### Background

Ireland's Partnership Agreement covers four European Structural and Investment (ESI) Funds

- European Regional Development Fund (ERDF)
- European Social Fund (ESF)
- European Agricultural Fund for Rural Development (EAFRD) and
- European Maritime and Fisheries Fund (EMFF)

The ERDF and ESF Operational Programmes have been adopted by the European Commission. Negotiations are continuing with the Commission on the adoption of the EAFRD and EMFF Operational Programmes. These guidelines are being issued by the Department of Public Expenditure and Reform to ensure the information and communication requirements are met for operations approved from 1 January 2014 and thereafter.

**These Guidelines only apply to operations funded under the ERDF and ESF. They do not apply to the EAFRD and EMFF.**

Information and communication rules relating to the EAFRD are set out in Annex III of [EU Regulation 808/2014](#). And in [EU Regulation 763/2014](#) in relation to the EMFF. While Ireland's ESI funds logo is not required for projects funded under the EAFRD and EMFF, its use in accordance with these Guidelines is encouraged whenever possible.

### Information and Communication

Given the scale of the European Union cohesion policy budget (€ 351.8 billion in the 2014-2020 period), it is essential to make potential beneficiaries aware of existing funding opportunities and to communicate to citizens and residents the results of these investments.

Moreover, public funds must be managed in the most transparent way in order to be open for public scrutiny. Member States must, therefore, provide regular and complete information about available investment opportunities and programmes, and they must publish information about projects and beneficiaries.

The information and communication rules for the European Union's **cohesion policy** (ERDF and ESF) are defined in the [EU Regulation No 1303/2013](#) of 17 December 2013 commonly known as the Common Provisions Regulation (CPR). Provisions relating to information and communication can be found under **Articles 115-117 and Annex XII** of [EU Regulation](#)

[1303/2013](#) and in accordance with **Articles 3-5 and Annex II** of Implementing [EU Regulation 821/2014](#).

Briefly, the main information and communication requirements for **cohesion policy** (ERDF and ESF) are set out in Article 115 of the CPR.

**Member States and Managing Authorities** are responsible for:

- Drawing up a **communication strategy** for each Operational Programme;
- Establishing a **single website** or single website portal providing information on, and access to, all Operational Programmes in that Member State, including information about the timing of implementation of programming and any related public consultation processes;
- Informing potential beneficiaries about **funding opportunities under Operational Programmes**;
- Publicising to Union citizens the roles and **achievements** of cohesion policy and of the funds through information and communication actions on the results and impact of Partnership Agreements, Operational Programmes and operations;
- Organising a programme **launch event**;
- Carrying out **one major annual information activity**;
- Publishing the **list of operations (projects & beneficiaries)**, (to be updated every six months) including the information on each operation specified in the regulation.);
- Displaying the Union emblem at the premises of each Managing Authority.

The above requirements are primarily for the Member State, Managing Authorities and Intermediate Bodies to fulfil. A Communication Strategy must be submitted to the Monitoring Committee for approval no later than six months after the adoption of the Operational Programme. The Monitoring Committee must also approve any amendment to the Communication Strategy. The Communication Strategy shall take into account the size of the Operational Programme or programmes concerned, in accordance with the principle of proportionality.

The minimum information to be set out in the list of operations is laid down in Annex XII of [EU Regulation 1303/2013](#). **Detailed rules concerning the information and communication measures for the public and information measures for applicants and for beneficiaries are also set out in this Annex – see Appendix 3.**

**Project beneficiaries** are responsible for:

- ensuring that all communication measures acknowledge the support from the funds in line with Article 4 of [EU Regulation 821/2014](#)
- Displaying somewhere on their website (but not necessarily on the home page) the Union emblem and ensuring it is clearly visible and placed in a prominent position
- During implementation of an ERDF operation, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation consisting of the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 500 000.
- During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:
  - a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;

- b) placing, for operations not falling under points 4 and 5 of Section 2.2 of Annex XII of the Common Provisions Regulation at least one poster (minimum size A3) with information about the project including the financial support from the Union<sup>1</sup>, at a location readily visible to the public, such as the entrance area of a building.
- For operations supported by the ESF, and in appropriate cases for operations supported by the ERDF, the beneficiary shall ensure that those taking part in an operation have been informed of this funding.
  - Any document, including any attendance or other certificate, relating to the implementation of an operation which is used for the public or for participants shall include a statement to the effect that the Operational Programme was supported by the Fund or Funds.
  - No later than three months after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfils the following criteria:
    - a) the total public support to the operation exceeds EUR 500 000;
    - b) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.
  - The plaque or billboard shall state the name and the main objective of the operation. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 115(4).

It is the responsibility of the Managing Authority of a given programme to ensure that beneficiaries are made aware of their responsibilities. The Managing Authority must also monitor compliance with these rules and fulfil its own communication responsibilities. Please see link below for further information:

[http://ec.europa.eu/regional\\_policy/informing/networking/index\\_en.cfm](http://ec.europa.eu/regional_policy/informing/networking/index_en.cfm)

Managing Authorities must also inform beneficiaries that project details will be included in the list of beneficiaries to be updated twice annually for each Operational Programme.

Intermediate Bodies responsible for the delivery of a co-financed scheme are advised to display the Union emblem, the reference to the fund and Ireland's European Union Structural and Investment Funds logo somewhere on their website (but not necessarily on the home page). The Union emblem must be clearly visible and placed in a prominent position.

### Information on logos and the EU emblem

The technical characteristics of information and communication measures for the operation and instructions for creating the emblem and a definition of the standard colours are defined in **Annex II** of an Implementing Act - [Commission Implementing Regulation \(EU\) No 821/2014 of 28 July 2014](#) laying down rules for the application of Regulation (EU) No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for

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<sup>1</sup> Clarification is being sought from the EU Commission regarding whether information on support from the Union should be shown at fund or project level.

operations and the system to record and store data. This can be found at [Commission Implementing Regulation \(EU\) 821/2014](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014R0821&rid=1) or at <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014R0821&rid=1>

## Where to use the Union Emblem and Ireland's ESI Funds Logo



Ireland's European Structural and Investment Funds' logo and the Union Emblem must be featured if a project is to be included in European Union funded programmes. These must feature on the following items (not exhaustive), if they are produced, in relation to projects or schemes in receipt of European Structural and Investment Funds:

- Billboards/Publicity Signage
- Plaques
- Brochures/Literature
- Application Forms
- Annual Reports
- Display/Exhibition stands
- Videos
- Advertisements & Supplements
- Conference Material
- CD-ROMs/DVDs
- Websites
- Offer letters, correspondence with projects/beneficiaries
- Press releases
- Launches/Awards
- Posters

## Describing the European Structural and Investment Funds

Wherever possible, e.g. in publications, annual reports, press releases, speeches etc., a description of the ESI Fund concerned should be used.

Any document relating to the implementation of an operation shall include a statement to the effect that the Operational Programme was supported by the Fund or Funds or display the EU fund emblem.

## How to use Ireland's European Structural and Investment Funds logo

Ireland's European Structural and Investment Funds logo must be used with the Union emblem, as it is referred to in Implementing Regulation 821/2014, for all projects that have, or will receive, EU funding. Ireland's European Structural and Investment Funds' logo is a White Harp facing left accompanied by the text

*"Ireland's European Structural and Investment Funds Programmes 2014-2020"*

Co-funded by the Irish Government and the European Union”.



**Ireland's European Structural and  
Investment Funds Programmes  
2014-2020**

**Co-funded by the Irish Government  
and the European Union**



**Ireland's European Structural and  
Investment Funds Programmes  
2014-2020**

**Co-funded by the Irish Government  
and the European Union**

Further guidelines on the use of Ireland's ESI Funds logo are contained in Appendix 2 of these Guidelines.

### **Official Languages Act 2003 (Section 9) Regulations 2008:**

The requirements of the Official Languages Act 2003 (Section 9) Regulations 2008, have to be adhered to by public bodies (but not private bodies or NGO beneficiaries) when placing signage and designing stationery. Further details on the provisions of these regulations are available from Department of Arts, Heritage and the Gaeltacht or <http://www.irishstatutebook.ie/2008/en/si/0391.html>

The Irish version is also available to use with the text;

*“Cláir Chistí Eorpacha Struchtúrtha agus Infheistíochta na hÉireann 2014-2020  
Cómhaoinithe ag Rialtas na hÉireann agus ag an Aontas Eorpach”.*



## Cláir Chistí Eorpacha Struchtúrtha agus Infheistíochta na hÉireann 2014–2020

Cómhainithe ag Rialtas na hÉireann  
agus ag an Aontas Eorpach



## Cláir Chistí Eorpacha Struchtúrtha agus Infheistíochta na hÉireann 2014–2020

Cómhainithe ag Rialtas na hÉireann  
agus ag an Aontas Eorpach

### How to use the Union Emblem:

The technical characteristics of the Union Emblem are set out in Article 4 and Annex 2 of Implementing Regulation (EU) 821/2014 and in particular require that:

- The Union emblem is to be displayed on web-sites and in colour whenever possible. Monochrome should be used only in justified cases.
- When the Union emblem, the reference to the Union and the relevant Fund are displayed on a website:
  - a) when landing on the website, but not necessarily the home page, the Union emblem and the reference to the Union shall be visible inside the viewing area of a digital device, without requiring a user to scroll down the page;
  - b) the reference to the relevant Fund shall be made visible on the same website.
- The Union emblem should be displayed somewhere on the website of beneficiaries (but not necessarily in the home page) and shall always be clearly visible and placed in a prominent position to ensure compliance with Article 4 of [Commission Implementing Regulation 821/2014](#)
- The name 'European Union' shall always be spelled out in full. The name of a financial instrument shall include a reference to the fact that it is supported by the ESI Funds. The typeface to be used in conjunction with the Union emblem may be any of the following fonts: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana, Ubuntu. Italic, underlined variations or font effects shall not be used. The positioning of the text in relation to the Union emblem shall not interfere with the Union emblem in any way. The font size used shall be proportionate to the size of

the emblem. The colour of the font shall be reflex blue, black or white depending on the background.

- The Union emblem shall always be clearly visible and placed in a prominent position. Its position and size shall be appropriate to the scale of the material or document being used. For small promotional objects the obligation to make reference to the Fund shall not apply.

## Technical Characteristics of Permanent Plaques and Temporary or Permanent Billboards

- The name of the operation, the main objective of the operation, the Union emblem together with the reference to the Union and the reference to the Fund or Funds to be displayed on temporary billboards shall take up at least 25 % of that billboard.
- The name of the operation and the main objective of the activity supported by the operation, the Union emblem together with the reference to the Union and the reference to the Fund or Funds to be displayed on permanent plaques or permanent billboards referred to in point 5 of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall take up at least 25 % of that plaque or billboard (See Appendix 3 of these Guidelines).

## Graphic standards for creating the Union emblem and the definition of the standard colours

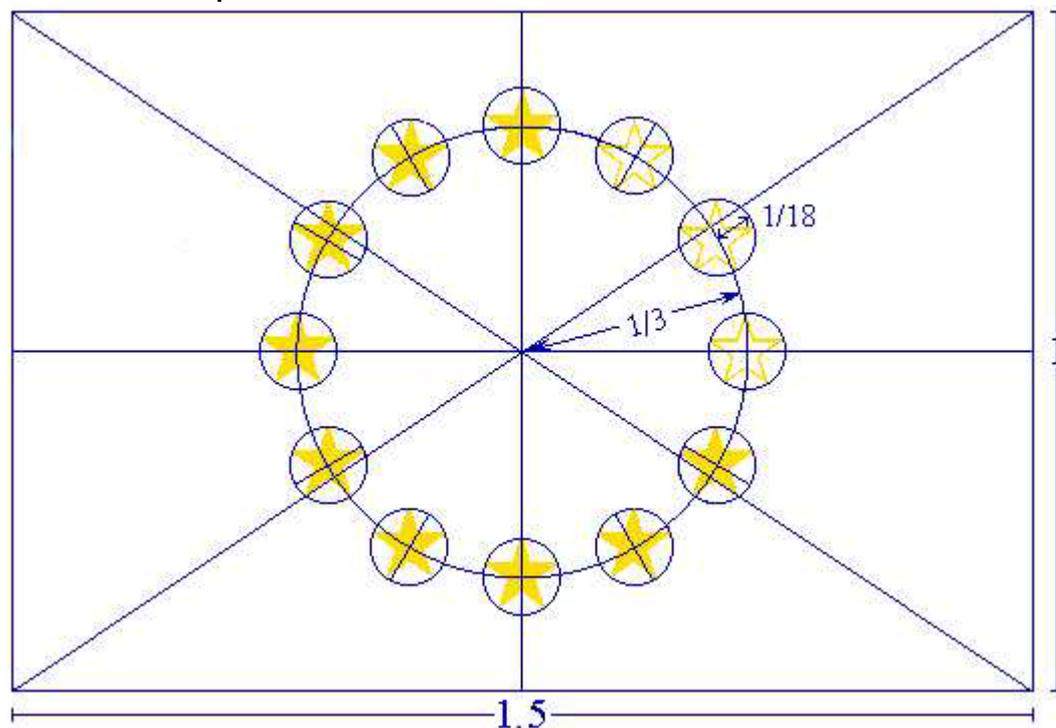
### Symbolic Description

Against a background of blue sky, twelve golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity.

### Heraldic Description

On an azure field a circle of twelve golden mullets, their points not touching.

### Geometric Description



The emblem has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the 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. Their number is invariable.

### Regulation Colours

The emblem is in the following colours:

- PANTONE REFLEX BLUE for the surface of the rectangle;
- PANTONE YELLOW for the stars.

### Four-Colour Process

If the four-colour process is used, recreate the two standard colours by using the four colours of the four-colour process.

**Pantone Yellow** is obtained by using 100 % 'Process Yellow'.

**Pantone Reflex Blue** is obtained by mixing 100 % 'Process Cyan' and 80 % 'Process Magenta'. 29.7.2014 L 223/17 Official Journal of the European Union EN

### 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).

### Monochrome Reproduction Process

Using black, outline the rectangle in black and print the stars in black on white.



Using blue (Reflex Blue), use 100 % with the stars reproduced in negative white.



#### **Reproduction on a Coloured Background**

If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle.



#### **Using the Union Emblem with other logos**

For projects/schemes, which are EU co-financed, the EU emblem and Ireland's European Structural and Investment Funds' logo must feature on any information and communication material produced.

Both logos should be of equal size and, to ensure legibility, should not be smaller than a minimum size of 58mm in horizontal width. It is accepted that for small items of merchandise this minimum size may not be achievable.

The Union emblem shall always be clearly visible and placed in a prominent position. Its position and size shall be appropriate to the scale of the material or document being used. For small promotional objects the obligation to make reference to the Fund shall not apply.

If used horizontally Ireland's European Structural and Investment Funds' logo should be placed on the left, followed by the EU emblem and other logos, as appropriate.

If used vertically Ireland's European Structural and Investment Funds' logo should be placed on the top, followed by the EU emblem and other logos, as appropriate. The full range of logos, in Irish and English, colour and monochrome, in JPEG and EPS (Encapsulated PostScript) format are available from the Managing Authorities' websites set out on Page 11.

Sufficient ‘breathing spaces’ between logos should be utilised to enhance the visual appearance of publications and signage.

The start of a major infrastructural project or scheme provides an opportunity to promote the role of the European Structural and Investment Funds.

## Examples of other logos that can be used with the Union emblem

Union Emblem with the words “*European Union* and “*European Structural and Investment Funds*” or with the Irish equivalent “*An tAontas Eorpach*” and “*Cistí Eorpacha Struchtúrtha agus Infheistíochta*”.



Union Emblem with the words “*European Union*” and “*European Regional Development Fund*” or with the Irish equivalent “*An tAontas Eorpach*” and “*Ciste Forbartha Réigiúnach na hEorpa*”.



Union emblem with the words “*European Union*” and “*European Social Fund*” or with the Irish equivalent “*An tAontas Eorpach*” and “*Ciste Sóisialta na hEorpa*”.



## EUROPEAN UNION

### European Social Fund

### Signage & Branding

Prior to the start of a project, roadside and site signage communicates to the passing public that a major project is about to commence. This can apply not only to infrastructure projects or schemes, but also to community-based projects, e.g. local tourism initiatives, rural development schemes, etc.

### Launching the Project

A publicity event, attended by a senior Minister, local public representatives and the local media should be organised for the start of a project or scheme. Beneficiaries are advised to liaise with the Managing Authority in event of the project launch to ensure compliance under the regulation and to maximise publicity for the fund. European Union and Managing Authority representatives should be invited to the launch of EU funded projects.

### Media

For the promotion of projects the focus should be firmly on the local media. A strong presence should be established with local radio with project coordinators on hand to answer questions from the general public. Advertising in the local press should be considered as an option in any project communication plan.

### Online Activity

The websites of the Managing Authorities are updated regularly. It is the responsibility of local implementers to ensure that their information is published on these central websites, in addition to developing and maintaining their own websites.

### Where to get Ireland's European Structural and Investment Funds' logo and the EU emblem

Ireland's European Structural and Investment Funds' logo and the EU emblem is available to download from the following websites:

[www.nwra.ie](http://www.nwra.ie)

[http://www.southernassembly.ie/en/info/communications\\_erdf\\_regional\\_programme\\_2014\\_2020](http://www.southernassembly.ie/en/info/communications_erdf_regional_programme_2014_2020)

[www.esf.ie](http://www.esf.ie)

[www.eustructuralfunds.ie](http://www.eustructuralfunds.ie) and <http://www.per.gov.ie/eu-cohesion-policy-2014-2020/>



## **Important points to note**

All measures or projects in receipt of European Union funding must display Ireland's European Structural and Investment Funds' logo and the EU emblem on all signs and on all advertisements, information and communication material.

Ministerial speeches in relation to projects/schemes should include appropriate reference to the European Structural and Investment Funds. Where projects are co-financed by the EU, Ireland's European Structural and Investment Funds' logo and the EU emblem must be displayed and given similar visibility and prominence with respect to size, location and format as outlined above. EU Commission and Managing Authority officials should be issued with invitations to publicity events, project launches, etc.

Information and communication rules relating to the EAFRD are set out in Annex III of [EU Regulation 808/2014](#). And in [EU Regulation 763/2014](#) in relation to the EMFF. While Ireland's ESI funds logo is not required for projects funded under the EAFRD and EMFF, its use in accordance with these Guidelines is encouraged whenever possible.

**EU Policy Unit**  
**Department of Public Expenditure and Reform**  
**March 2015**

## Appendix 1: Contacts

### Ireland's Partnership Agreement

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### ESF Programme for Employability, Inclusion and Learning

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### ERDF Border Midland and Western Regional Operational Programme

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### ERDF Southern and Eastern Regional Operational Programme

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## Appendix 2: Guidelines for use of National Logo

### Ireland's European Structural and Investment Funds Programmes 2014-2020

### LOGO GUIDELINES



#### Logo colours:

PMS 3015C and PMS Process Cyan.

For CMYK and RGB breakdown see below.

- For screen display use a .JPG or .PNG file.
- For print, use an .EPS file.

#### Colour Breakdown:

		
CMYK	100, 35, 3, 21	100, 0, 0, 0
RGB	0, 108, 163	0, 158, 218

#### Greyscale:

Black 100%  
Black 60%



#### Clearspace:

The clearspace is the smallest distance allowed between the logo and the edge of a page, the edge of an image or text.



#### Minimum Size:

To ensure legibility, minimum logo size should be W: 58mm x H: 19mm



## Appendix 3: Annex XII from EU Regulation 1303/2013

### INFORMATION AND COMMUNICATION ON SUPPORT FROM THE FUNDS

#### 1. LIST OF OPERATIONS

The list of operations referred to in Article 115(2) shall contain, in at least one of the official languages of the Member State, the following data fields:

- beneficiary name (only of legal entities; no natural persons shall be named);
- operation name;
- operation summary;
- operation start date;
- operation end date (expected date for physical completion or full implementation of the operation);
- total eligible expenditure allocated to the operation;
- Union co-financing rate, as per priority axis;
- operation postcode; or other appropriate location indicator;
- country;
- name of category of intervention for the operation in accordance with point (b) (vi) of the first subparagraph of Article 96(2);
- date of last update of the list of operations.

The headings of the data fields shall be also provided in at least one other official language of the Union.

#### 2. INFORMATION AND COMMUNICATION MEASURES FOR THE PUBLIC

The Member State, the Managing Authority and the beneficiaries shall take the steps necessary to provide information to, and communicate with, the public on operations supported by an Operational Programme in accordance with this Regulation.

##### 2.1. Responsibilities of the Member State and the Managing Authority

1. The Member State and the Managing Authority shall ensure that the information and communication measures are implemented in accordance with the communication strategy and that those measures aim for the widest possible media coverage using various forms and methods of communication at the appropriate level.

2. The Member State or the Managing Authority shall be responsible for at least the following information and communication measures:

- a) organising a major information activity publicising the launch of the Operational Programme or programmes, even prior to the approval of the relevant communication strategies;
- b) organising one major information activity a year which promotes the funding opportunities and the strategies pursued and presents the achievements of the Operational Programme or programmes, including, where relevant, major projects, joint action plans and other project examples;
- c) displaying the Union emblem at the premises of each Managing Authority;
- d) publishing electronically the list of operations in accordance with Section 1 of this Annex;
- e) giving examples of operations, by Operational Programme, on the single website or on the Operational Programme's website that is accessible through the single website portal; the examples should be in a widely spoken official language of the Union other than the official language or languages of the Member State concerned;

- f) updating information about the Operational Programme's implementation, including, when appropriate, its main achievements, on the single website or on the Operational Programme's website that is accessible through the single website portal.

3. The Managing Authority shall involve in information and communication measures, in accordance with national laws and practices, the following bodies where appropriate:

- a) the partners referred to in Article 5;
- b) information centres on Europe, as well as Commission representation offices, and information offices of the European Parliament in the Member States;
- c) educational and research institutions.

These bodies shall widely disseminate the information described in Article 115(1).

## 2.2. Responsibilities of the beneficiaries

1. All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:

- a) the Union emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115(4), together with a reference to the Union;
- b) a reference to the Fund or Funds supporting the operation.

Where an information or communication measure relates to an operation or to several operations co-financed by more than one Fund, the reference provided for in point (b) may be replaced by a reference to the ESI Funds.

2. During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:

- a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;
- b) placing, for operations not falling under points 4 and 5, at least one poster with information about the project (minimum size A3), including the financial support from the Union<sup>2</sup>, at a location readily visible to the public, such as the entrance area of a building.

3. For operations supported by the ESF, and in appropriate cases for operations supported by the ERDF or Cohesion Fund, the beneficiary shall ensure that those taking part in an operation have been informed of this funding.

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<sup>2</sup> Clarification is being sought from the EU Commission regarding whether information on support from the Union should be shown at fund or project level.

Any document, relating to the implementation of an operation which is used for the public or for participants, including any attendance or other certificate, shall include a statement to the effect that the Operational Programme was supported by the Fund or Funds.

4. During implementation of an ERDF or Cohesion Fund operation, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation consisting of the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 500 000. EN L 347/458 Official Journal of the European Union 20.12.2013

5. No later than three months after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfils the following criteria:

- a) the total public support to the operation exceeds EUR 500 000;
- b) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.

The plaque or billboard shall state the name and the main objective of the operation. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 115(4).

### 3. INFORMATION MEASURES FOR POTENTIAL BENEFICIARIES AND BENEFICIARIES

#### 3.1. Information measures for potential beneficiaries

1. The Managing Authority shall ensure, in accordance with the communication strategy, that the Operational Programme's strategy and objectives, and the funding opportunities offered through joint support from the Union and the Member State, are disseminated widely to potential beneficiaries and all interested parties, with details of the financial support from the Funds concerned.
2. The Managing Authority shall ensure that potential beneficiaries have access to the relevant information, including updated information where necessary, and taking into account the accessibility of electronic or other communication services for certain potential beneficiaries, on at least the following:
  - a) the funding opportunities and the launching of application calls;
  - b) the eligibility of expenditure conditions to be met in order to qualify for support under an Operational Programme;
  - c) a description of the procedures for examining applications for funding and of the time periods involved;
  - d) the criteria for selecting the operations to be supported;
  - e) the contacts at national, regional or local level that are able to provide information on the Operational Programmes;
  - f) the responsibility of potential beneficiaries to inform the public about the aim of the operation and the support from the Funds to the operation in accordance with point 2.2. The Managing Authority may request potential beneficiaries to propose indicative communication activities, proportional to the size of the operation, in the applications.

### 3.2. Information measures for beneficiaries

1. The Managing Authority shall inform beneficiaries that acceptance of funding constitutes an acceptance of their inclusion in the list of operations published in accordance with Article 115(2).
2. The Managing Authority shall provide information and communication tools, including templates in electronic format, to help beneficiaries to meet their obligations set out in point 2.2, where appropriate.

### 4. ELEMENTS OF THE COMMUNICATION STRATEGY

The communication strategy drawn up by the Managing Authority and, where appropriate, by the Member State shall include the following elements:

- a) a description of the approach taken, including the main information and communication measures to be taken by the Member State or the Managing Authority and aimed at potential beneficiaries, beneficiaries, multipliers and the wider public, having regard to the aims described in Article 115;
- b) a description of materials that will be made available in formats accessible for people with disabilities;
- c) a description of how beneficiaries will be supported in their communication activities;
- d) the indicative budget for implementation of the strategy;
- e) a description of the administrative bodies, including the staff resources, responsible for implementing the information and communication measures;
- f) the arrangements for the information and communication measures referred to in point 2, including the website or website portal at which such data may be found;
- g) an indication of how the information and communication measures shall be assessed in terms of visibility and awareness of policy, Operational Programmes and operations, and of the role played by the Funds and the Union;
- h) where appropriate, a description of the use of the main results of the previous Operational Programme;
- i) an annual update setting out the information and communication activities to be carried out in the following year.