

INFORMATION AND PUBLICITY GUIDE

for the implementation of actions

"TITLE OF THE PROJECT"

.....
OPERATIONAL PROGRAMME

"Human Resources Development 2007-2013"

"A programme with good communication is most likely to be a well managed programme. Well-designed communication in this context means that the potential beneficiaries are informed about possibilities of developing their projects within the framework of cohesion policy". Dr. Danuta Hübner

During the programming period 2007-2013, the development and creation of new jobs in the less advanced regions of Europe is still being supported by the structural funds of the European Union. Strengthening the publicity of their actions is crucial for the successful management of the Operational Programmes.

Under the National Strategic Reference Framework 2007-2013 the strengthening of employment is achieved through Operational Program "Human Resources Development 2007-2013", which is co-funded by the European Social Fund (ESF).

Extensive publicizing is a prerequisite for the successful implementation of the ESF actions, which contributes to:

- Highlighting the active role of the European Union related to the financing of interventions, co-funded by the European Social Fund, as well as recognising the added value of EU involvement in Operational Programmes.
- Informing the general public about the interventions of O.P. "Human Resources Development 2007-2013" with the emphasis on individual actions and their nature.
- Raising awareness of the general public about the European Social Fund actions
- Ensuring that assistance from the Funds is transparent regarding access to financing from Structural Funds and the implementation procedure of co-financed actions.

The enhancement of transparency is additionally achieved through the institutional framework of the Unified evaluation, monitoring and control system for the management of vocational training actions (Ministerial Decision 1491/29.07.2008), which in article 10 points out that:

- "All stakeholders are essential factors of dissemination of information regarding the target groups addressed and, in this sense, may use all appropriate means of communication that will contribute to transparency and the dissemination of detailed information".
- Informing the public about the support provided by the ESF for the policies of the Ministry of Labor and Social Security, in accordance with those of the EU with regard to

- the promotion of employment and facilitating access to it
- the full integration of all human resources in a society of equal opportunities
- the utilization of the human resources of the country.

The National Strategic Reference Framework 2007-2013 (NSRF), as the national system of the programming instrument, ensures that assistance from the ESF is consistent with the strategic Community guidelines. In accordance with the priorities of NSRF each co-financed action is implemented in one of the three types of regions and the contribution of the ESF resources shall be allocated respectively.

- **Type of region I:**
8 Convergence Regions: regions East Macedonia-Thrace, Epirus, Thessaly, W. Greece, Peloponnesus, Ionian Islands, N. Aegean, Crete, which correspond to the regions of objective 1 “Convergence”.
- **Type of region II:**
3 Phasing OUT Regions: Central Macedonia, Western Macedonia, Attica, which correspond to the regions of objective 1 “Convergence”.
- **Type region III:**
2 Phasing IN Regions: Central Greece (Sterea Hellas), Southern Aegean, which correspond to the region of objective 2 “Regional Competitiveness and Employment”.

The implementation of the project -“TITLE OF THE PROJECT”- is to be performed in all 3 types of Region.

MANDATORY ELEMENTS FOR THE PUBLICITY OF THE ESF ACTIONS

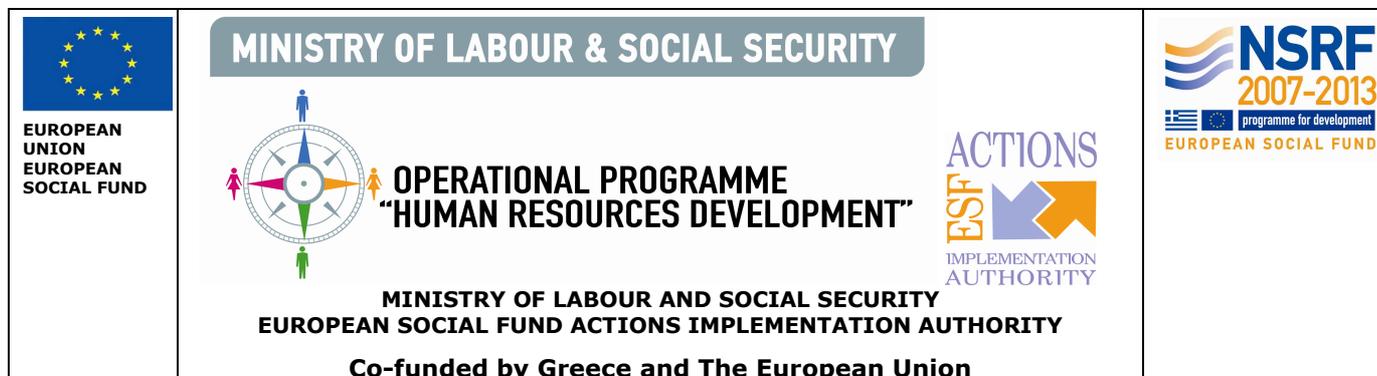
Taking into account the implementation provisions of the regulations (EC) 1828/2006 and (EC) No 849/2009 specifically the articles (8 and 9) referring to the publicity of actions of the Implementation Bodies, we present the symbols, emblems and logos that are mandatory for publicity and visibility of ESF co-financed actions, which inform the general public and the potential beneficiaries as well as all Implementation Bodies.

It is pointed out that each document issued by the Implementation Bodies (e.g. attendance sheets) as well as all documents sent to trainees (e.g. announcements, attendance certificates of training programmes, etc) must display all the symbols, emblems and logos listed in the formatted table below, exactly as they appear, and include:

- **The name of the Implementation Body**
(i.e. exact title of the project, name, address sponsor institution)
- **Operational Programme:** “HUMAN RESOURCES DEVELOPMENT”
- **Slogan of the ESF:** “Investing in People”
(It appears in the logo, but can also be used separately, e.g. in a form or poster, etc)
- **Name of the Funding Institution:**
Ministry of Labor and Social Security
European Social Fund Actions Implementation Authority

- Reference to the co-financing from the ESF:
Co-funded by Greece and the European Union
- Flag of the European Union: European Union - European Social Fund
- Logo of the National Strategic Reference Framework- (NSRF) 2007-2013

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We suggest that the above information should appear in the form of a banner at the foot of the documents, in accordance with the provision in the table (see attached).

The above "branding" must appear in all implementation documents, in order to meet the EU eligibility requirements for co-financed actions.

The logos can be found on the website of the ESF Actions Implementation Authority: www.eye-ekt.gr > publicity of ESF Actions > programming period 2007-2013 > new logos

The logo of the Operational Program must be **bigger** than the others **and always legible**.

The emblems of the European Union as well as special instructions for its graphic representation are available at: http://europa.eu/abc/symbols/emblem/download_el.htm, and are mandatory.

Apart from the above mentioned publicity and visibility symbols, emblems and logos, during the implementation of vocational programmes or/and integrated interventions for disadvantaged groups, etc, the Vocational Training Centres should inform the participants about the project which a certain vocational programme is associated with, making a short reference to

- the title and the content of the project to which a certain programme belongs and in accordance with which the vocational training is performed
- the funding institutions of the actions, that is to say, the ESF Actions Implementation Authority of the **Ministry of Labour and Social Security** and the European Social Fund of the **European Union**.

In the case of events (workshops, seminars, etc.), an information banner must be placed at the venue, indicating the project, the funding Institution and all the mandatory publicity symbols, emblems and logos described previously). The same applies to all documents for event information, such as forms, certificates of participation, and so on, which should for eligibility purposes include all mandatory elements of publicity.

Also, the mandatory symbols, emblems and logos of publicity must be visible when carrying out actions such as:

- Issuance of forms, publications - publicizing in the Press by the Implementation Bodies, such as those carried out with the aim of inviting and attracting beneficiaries to the training programmes
- Development of a Web page for the presentation of projects, etc.



MINISTRY OF LABOUR & SOCIAL SECURITY



**OPERATIONAL PROGRAMME
"HUMAN RESOURCES DEVELOPMENT"**

ACTIONS



**IMPLEMENTATION
AUTHORITY**

**NSRF
2007-2013**



programme for development

EUROPEAN SOCIAL FUND