

WORKING DOCUMENT: Draft Implementing Act for uniform conditions for the application of the information, publicity and visibility requirements

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Article [110]

Implementing powers for uniform conditions for the application of the information, publicity and visibility requirements

“The Commission may adopt implementing acts laying down uniform conditions for the application of the information, publicity and visibility requirements referred to in paragraph 2, points (j) and (k) Those implementing acts shall be adopted in accordance with the examination procedure referred to in Article 146(2).”

Article [1]

Emblem of the Union

Member States and managing authorities shall use the emblem of the Union in accordance with Annex [I] when carrying out visibility, transparency and communication activities. The managing authority shall also ensure that beneficiaries use the emblem accordingly.

Article [2]

Information, publicity and visibility requirements

Detailed rules for the application of the information, publicity and visibility requirements referred to in paragraph 2, points (j) and (k) of Article 110 of Regulation [SPR] are laid down in Annex [II]

Article [4]

Entry into force

This Regulation shall enter into force on the third day following that of its publication in the Official Journal of the European Union.

This Regulation shall be binding in its entirety and directly applicable in all Member States.

Done at Brussels, 2021.

For the Commission

The President

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ANNEX [I]

The use and technical characteristics of the emblem of the Union ('the emblem')

1. The emblem shall be prominently featured on all communication materials such as printed or digital products, websites and their mobile views relating to the implementation of an operation, used for the public or for participants.
2. The statement 'Funded by the European Union' or 'Co-funded by the European Union' shall be written in full and placed next to the emblem.
3. The typeface to be used in conjunction with the emblem may be any of the following fonts: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana or Ubuntu. Italic, underlined variations or font effects shall not be used.
4. The positioning of the text in relation to the emblem shall not interfere with the emblem in any way.
5. The font size used shall be proportionate to the size of the emblem.
6. The colour of the font shall be reflex blue, black or white depending on the background.
7. The emblem shall not be modified or merged with any other graphic elements or texts. If other logos are displayed in addition to the emblem, the emblem shall have at least the same size, measured in height or width, as the biggest of the other logos. Apart from the emblem, no other visual identity or logo must be used to highlight the support from the Union.
8. Where several operations are taking place at the same location, supported by the same or different funding instruments, or where further funding is provided for the same operation at a later date, at least one plaque or billboard shall be displayed.
9. Graphic standards for the emblem and the definition of standard colours:

(A) 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.

(B) HERALDIC DESCRIPTION

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

(C) GEOMETRIC DESCRIPTION

[emblem picture]

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.

(D) REGULATION COLOURS

The emblem is in the following colours: PANTONE REFLEX BLUE for the surface of the rectangle; PANTONE YELLOW for the stars

(E) 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'.

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.

[emblem logo]

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

[emblem logo]

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.

[emblem logo]

The principles of the use of the Union emblem by third parties are set out in the Administrative agreement with the Council of Europe regarding the use of the European emblem by third parties¹.

Annex [II]

Information, publicity and visibility requirements

1. Communication and visibility actions of the managing authority

- 1.1 In accordance with paragraph 2, point (k) of Article [110] of SPR, the managing authority shall ensure that publicity is made for the CAP Strategic Plan by planning and carrying out relevant communication and visibility actions throughout the preparation and implementation of the CAP Strategic Plan for the purpose of informing the target groups referred to in that point.
- 1.2 The managing authority shall make available to the monitoring committee the information necessary to carry out the task of examining the implementation of communication and visibility actions as referred to in Article [111](3)(f) of SPR.
- 1.3 The managing authority shall ensure that, within 6 months of the Commission decision approving the CAP Strategic Plan, there is a website where information on the CAP Strategic Plan under its responsibility is available, covering the plan's objectives, activities, available funding opportunities as well as expected and, once available, actual achievements. The website shall target the general public as well as potential beneficiaries as referred to in Article [110], paragraph (2) point (k).
- 1.4 The managing authority shall ensure the publication on the website referred to in point 1.2, a timetable of the planned calls and deadlines for applications, that is updated at least three times a year, with the following indicative data:
 - (a) geographical area covered;
 - (b) intervention and specific objective(s) concerned;
 - (c) type of eligible applicants;
 - (d) total amount of support;
 - (e) start and end date for submission of applications.
- 1.5 The managing authority shall ensure that potential beneficiaries have access to all the information needed about funding opportunities, including eligibility conditions, selection criteria and all requirements for beneficiaries selected for funding, as well as their responsibilities.
- 1.6 The managing authority shall ensure that beneficiaries selected for funding are informed that the support is co-financed by the Union.
- 1.7 The managing authority shall ensure that communication and visibility material including at the level of beneficiaries is made available upon request to Union institutions, bodies, offices or agencies and that a royalty-free, non-exclusive and irrevocable licence to use such material and any pre-existing rights attached to it is granted to the Union in accordance with the second sub-paragraph of this point. This shall not require significant additional costs or a significant administrative burden for the beneficiaries or for the managing authority.

The licence on intellectual property rights referred to in the first sub-paragraph shall grant to the Union at least the following rights:

- (a) internal use i.e. right to reproduce, copy and make available the communication and visibility materials to Union's institutions and agencies, Member States' authorities, and their employees;
- (b) reproduction of the communication and visibility materials by any means and in any form, in whole or in part;
- (c) communication to the public of the communication and visibility materials by using any and all means of communication;
- (d) distribution to the public of the communication and visibility materials (or copies thereof) in any and all forms;
- (e) storage and archiving of the communication and visibility materials;
- (f) sub-licensing of the rights on the communication and visibility materials to third parties.

2. Visibility of operations supported by the EAFRD

In accordance with Article [110](2)(j) of SPR, the managing authority shall ensure that:

- (a) beneficiaries under interventions financed by the EAFRD other than area- and animal-related interventions,
- (b) as regards points (a) and (b), bodies implementing financial instruments financed by the EAFRD and,
- (c) by means of the contractual terms laid down in the funding agreement as referred to in Article 59(5) of Regulation (EU) No 2021/1060, as regards points (c), (d) and (e), final recipients of financial instruments

acknowledge support from the CAP Strategic Plan to the operation by:

- (a) providing on the beneficiary's official website, where such a site exists, and official social media sites, 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) providing a statement highlighting the support from the Union in a visible manner on documents and communication material relating to the implementation of the operation, intended for the public or for participants, presenting also the emblem of the Union in accordance with the technical characteristics laid down in Annex [I];
- (c) for operations consisting of the financing of infrastructure or construction operations, of which the total public expenditure, or the total cost in the case of support in the form of financial instruments, exceeds EUR 500 000, displaying durable plaques or billboards clearly visible to the public, that present the emblem of the Union in accordance with the technical characteristics laid down in Annex [I], as soon as the physical implementation of the operations starts or purchased equipment is installed;
- (d) for operations consisting of investment in physical assets not falling under point (c), the total public support of which exceeds EUR 50 000, or in the case of support in the form of

financial instruments the total cost of which exceeds EUR 500 000, placing an explanatory plaque or equivalent electronic display with information about the project, highlighting the financial support from the Union, presenting also the emblem of the Union in accordance with the technical characteristics laid down in Annex [I];

- (e) For operations consisting of support for LEADER operations, basic services and infrastructure not falling under point (c) and (d), the total public support of which exceeds EUR 10 000, or in the case of support in the form of financial instruments the total cost of which exceeds EUR 100 000, displaying at a location clearly visible to the public at least one poster of a minimum size A3 or equivalent electronic display with information about the operation highlighting the support from the Union. An explanatory plaque shall also be installed in the premises of the local action groups financed by LEADER;

By way of derogation from the first subparagraph where the beneficiary is a natural person, the managing authority shall ensure, to the extent possible, that appropriate information is available, highlighting the support from the funds, at a location visible to the public or through an electronic display.

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