Tionól Réigiúnach an Oirthir agus Lár Tíre
Eastern and Midland Regional Assembly

Visibility, Transparency & Communication in the EU JTF Programme

Date: 04 September 2025

Venue: Online

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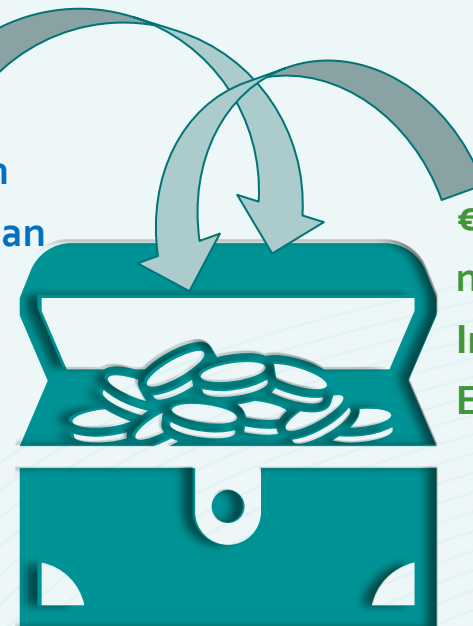
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Background

EU Just Transition Fund's Single Specific Objective:

The JTF shall contribute to the single specific objective of **enabling** regions and people to **address the social, employment, economic and environmental** impacts of the transition towards the Union's 2030 targets for energy and climate and a **climate-neutral economy** of the Union by 2050, based on the Paris Agreement.

€84.5 million from European Union

€84.5 million matched by Irish Exchequer

Up to €169 million for programme

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Why Communicate?

- EU Regulatory requirement

- Visibility & Transparency of public funds

- Raise awareness of fund's impact and benefits for midlands

- You have a great story to tell! Help support your project delivery

Common Provision Regulation (EU) 2021/1060

- link to Regulation
- TITLE III: Programming
- CHAPTER I: General Provision of the Funds
  - Article 22 Content of Programmes
- TITLE IV: Monitoring, Evaluation, Communication & Visibility
- CHAPTER I: Monitoring
  - Article 40 Functions of the Monitoring Committee

- TITLE IV: Monitoring, Evaluation, Communication & Visibility
- **CHAPTER III: Visibility, Transparency & Communication**
- Section I: Visibility of support from the Funds
  - Article 46 Visibility
  - Article 47 Emblem of the Union
  - Article 48 Communications Officers & Networks
  - **Article 49 Responsibilities of MA**
  - **Article 50 Responsibilities of Beneficiaries**
  - Annex IX: Communications & Visibility
  - Use & technical characteristics of Union emblem

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Europe in my region

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CPR Article 49 – Responsibilities of MA (and Intermediate Bodies)

1. **Establish a website** with programme information (www.emra.ie & www.eufunds.ie)

2. **Publication of planned calls for proposals**, updated at least 3 times / year with following elements:
   - geographic area covered; policy objective; type of eligible applicant; total amt of support; start & end date of call

3. **Publish list of operations** selected for support, updated at least every 4 months with following data:
   - Beneficiary's/contractor's name (or Natural person: first & surname); Operation name; purpose of operation & expected or actual achievements; start & end date; total cost of operation; fund concerned; EU specific objective; EU co-financing rate; location of operation; type of intervention
   - Data must be machine-readable format

Beneficiaries must be informed that they will be included in this list & its purpose before publication.
Information on the list of beneficiaries is included in grant award information.

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CPR Article 50 – Responsibilities of beneficiaries

- Acknowledge support from the Fund by:
  - Providing short description of operation **on their own website and social media sites** (proportionate to level of support), including the aims, results & acknowledge EU support (co-funding statement)
  - **Providing a statement of support** (co-funding statement) <u>in a visible manner</u> on documents and communication material intended for public or participants
  - **Display durable plaques/posters** clearly visible to public (more on this later)
  - For **Operations of Strategic Importance** and operations exceeding €10million, organising a communication event or activity involving Commission and MA
- Non-compliance = up to 3% of EU JTF support can be cancelled

EU JTF Logo Block

① **②** **③** **④** **⑤**

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Fáilte Ireland

Partner logo

☑ Must be displayed in the above order and in colour (vertical and horizontal alignment possible) - logo blocks created to help

☑ Prominently displayed on all printed and digital products, websites, social media channels and other communication materials

☑ Any other logos displayed with the EU JTF must be equal or less size than the EU JTF logo block

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Co-funding statement

The logo block must be accompanied by the **co-funding statement** in all communications material

"The [PROJECT NAME] is co-funded by the Government of Ireland and the European Union through the EU Just Transition Fund"

- On ALL physical and online communication elements
- Must acknowledge the National and EU support has been provided
- Prominently displayed

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Physical Visual Communication Elements

- **Projects over €100,000 AND involves physical investment or equipment purchase → <u>Permanent plaque / billboard</u>**
  - Install as soon as project starts or equipment installed
  - Significant size and durable material
  - Located where project takes place and readily visible to public
  - Contain logo block and co-funding statement
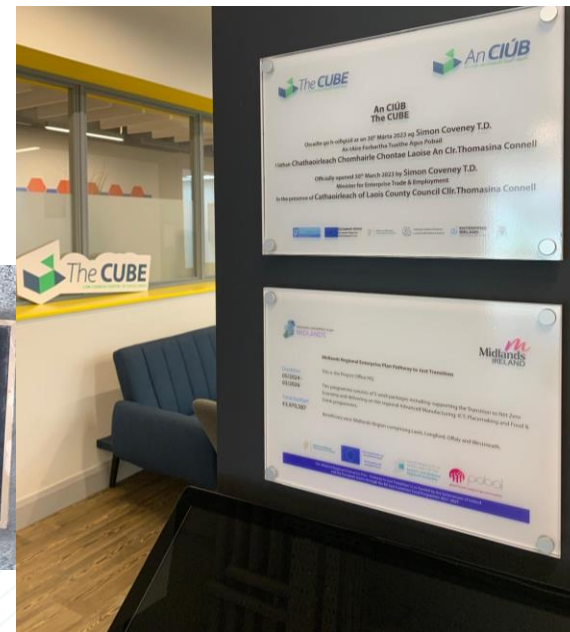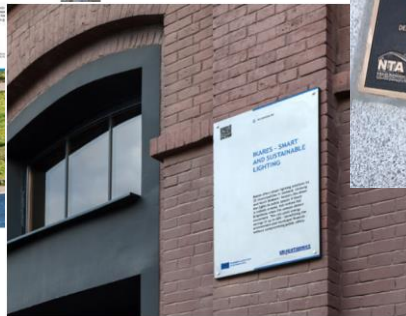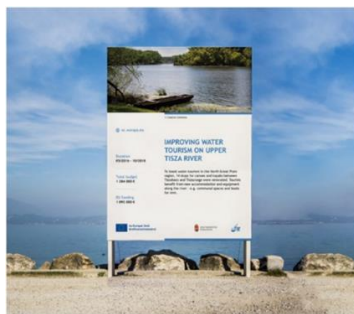
Plaques and Billboards (continued)
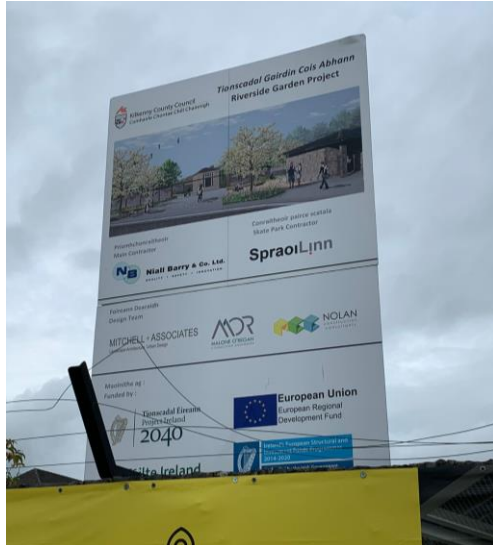
Temporary semi-permanent sign

Permanent Plaque

Physical Visual Communication Elements

- **Projects less than €100,000 or which <u>do not</u> have physical investments or equipment purchase → <u>Poster (physical or digital)</u>**

  - Installed as soon as project starts
  - Minimum A3 size or equivalent electronic poster
  - At location of project and clearly visible to public
  - Contain logo block and co-funding statement + information about the project
  - If implemented in various locations, display a few posters or displays at each site

- Stickers also available (don't replace plaques or posters)

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Posters (continued)

- Poster templates available to assist with compliance

- Contact your Intermediate Body (e.g. Fáilte Ireland, Pobal, DAFM, NTA) for these templates

Online Visual Elements

- **Websites**
  - All Beneficiaries must create a webpage (on main website) to highlight the EUJTF project
    - Content to include on page: Logo, co-funding statement, project title, short description of project, aims and results
    - Logo block and funding acknowledgement must be readily seen inside viewing area of digital devices without scrolling down the page
    - Page should be linked to programme website (www.emra.ie/eu-jtf and www.eufunds.ie)
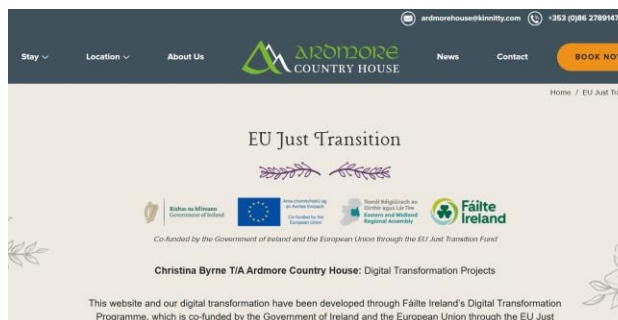
www.emra.ie

Online Visual Elements

- **Social Media**

  - Can use existing social media platforms to communicate about project

  - Acknowledge funding source in profile description of account or in individual posts relating to project

  - Include logos and reference to EU and Government co-funding

  - Irish and EU flag emojis can be used 🇮🇪 🇪🇺

  - Please tag **EMRA** (Managing Authority), **EUFundsIreland**, relevant Intermediate Bodies & **#Euinmyregion** wherever possible

#EUinmyregion

Europe in my region
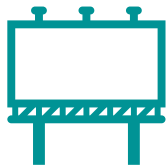
Other Material

- Logos and co-funding statement on all external documentation, such as:
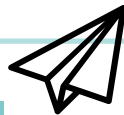   - External Docs for public or event participants
    - Approval letters
    - Contracts
    - Corporate annual reports
    - Brochures
    - Booklets
    - Certificates
    - Invitations
    - Presentations
    - Print, Radio, Television advertising

- Videos
- Press releases
- Speeches
- Advertisements
- Spokespersons must mention support when speaking to media
- Etc.

Events

- Great for effective project delivery!

- Organise and participate in public events to promote your project and its outcomes

- Ensure there is visibility of EU funding during event

- Include logos and co-funding statements on event material, e.g. on PPT slides, invitations, etc.

- Notify your IB (Fáilte Ireland, Pobal, NTA, DAFM) and EMRA of your upcoming events with invitations to attend
  - Particularly for official openings, announcements/ updates or project closure events

- We will endeavour to attend and/or support in promotion of event

- Always helpful for MA to know for reporting

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Retention of Records and Collaboration

- Comms and Visibility are part of Claims checks

- Retain evidence of communication activities to demonstrate compliance
  - e.g. Save screenshots of webpages and social media posts, take photos of posters/plaques, keep registration/sign in sheets (with logo block) from events, etc.

- You may be asked to collaborate in communication activities to show the impact your project is having in people's daily lives.

- Could be in form of **case studies** or **project stories** and **news items** to be shared in Ireland and at EU level.

Recap / Checklist

✓ **Apply the logo block and co-funding statement** on *all* materials – physical and digital, including social media

✓ **Create a dedicated webpage** on your organisation's site to showcase your funded activity

✓ **Install signage** (billboards, plaques, or posters) as soon as the project begins – check funding thresholds

✓ **Celebrate and share your project's success stories** widely to highlight its impact!

Always remember to include

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Thank You & Questions

Contact: eujtf@emra.ie

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