



European Union

European
Social Fund

2014-2020 ESF Programme

Action Note

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Changes to European Regional Development Fund and European Social Fund Branding and Publicity Requirements

Who

ESF Youth Employment Initiative (YEI) and Community Led Local Development (CLLD) Funding Recipients, including delivery partners.

What

Changes have been made to [the England 2014-2020 ERDF and ESF Branding and Publicity Requirements](#) covering YEI (Section 3.3) and CLLD (Section 2.7).

Cleared

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Background

This note relates to changes to the European Regional Development Fund and European Social Fund Branding and Publicity Requirements, which was updated on GOV.UK on 31 July 2017. The document has been amended to clarify requirements around referencing YEI support when a project receives this; and use of logos for CLLD.

Robust compliance with the EU Regulations on administering and publicising ESF funding is mandatory for all projects. In order to help avoid non-compliance with EU Regulations being found during audit and verification activity, the Managing Authority has added information to the published requirements to provide additional support to projects.

YEI poster display

Whilst we expect YEI supported projects will already be displaying posters referring to support under the Youth Employment Initiative, we identified that the requirement can be made clearer by adding in more specific text in the posters section of the branding and publicity requirements.

In Section 3.3 'Posters':

- Article 20 of European Union Regulation No1304/2013 has been included with the European Union Regulation shaded area and states that 'any document relating to the implementation of an operation and issued for the public or for participants, including an attendance or other certificate, shall include a statement to the effect that the operation was supported under the Youth Employment Initiative.'
- Within the 'Supporting Notes' lower down in Section 3.3 the following text has been added: 'Where a project is in receipt of Youth Employment Initiative (YEI) funding, this must be acknowledged on the project poster. See poster templates.'
- In Section 3.3 and Section 5 the website links to example poster templates now include a poster template which refers to support under the Youth Employment Initiative.

The YEI poster example within the project templates is also accessible from the ESIF Programme Useful Resources page on GOV.UK.

CLLD – logo use

Within the 2014-2020 European Structural and Investment Funds (ESIF) programme, CLLD is a unique ERDF/ESF multi-fund intervention. In the main it is delivered in local areas through joint ERDF and ESF CLLD Strategies, which involves management and administration elements across both funds being covered by a lead fund. Where there is an overarching ERDF and ESF CLLD Strategy branding and publicity needs to cover all activities delivered under both funds.

To help avoid potential complexity and confusion on CLLD branding it has been agreed that all activities (i.e. at the level of the local action group, accountable body and local projects funded through delegated grant schemes) should be branded as ESIF.

Clearly the requirement to use the ESIF logo does not need to apply to activities where the CLLD Strategy at local level is exclusively ESF.

A new Section '2.7' has been added to the Branding and Publicity Requirements, which explains that the ESIF logo must be used unless a Strategy is ESF only (i.e. no ERDF funding is being accessed by the local action group).

The core text is as follows:

'All CLLD implementation activities and materials (i.e. at the level of the local action group, accountable body and within local projects funded through the delegated grant schemes) need to be branded using the ESIF logo. With the following exceptions:

- Strategies that are only drawing on ESF need to be branded as ESF.'

Action

If you are delivering YEI or CLLD projects please read the relevant sections of the [published branding and publicity requirements](#), check you are compliant and take any actions that are appropriate to ensure compliance.

- YEI projects will need to review the wording on posters that are displayed at project locations, to check and ensure support under the Youth Employment Initiative is referenced appropriately.
- CLLD projects should note the need to use the ESIF logo to meet branding and publicity requirements; (unless your CLLD Strategy is only drawing down ESF, in which case only the ESF logo is required).

Please also inform delivery partners of these changes where necessary.

Contact

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