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Government of Ireland



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Eastern and Midland
Regional Assembly



EU JTF Communications & Visibility Guidelines for Beneficiaries and Strategic Partners of the Regenerative Tourism and Placemaking Scheme for Ireland's Midlands 2023-2026, administered by Fáilte Ireland

Version 2 (July 2025)



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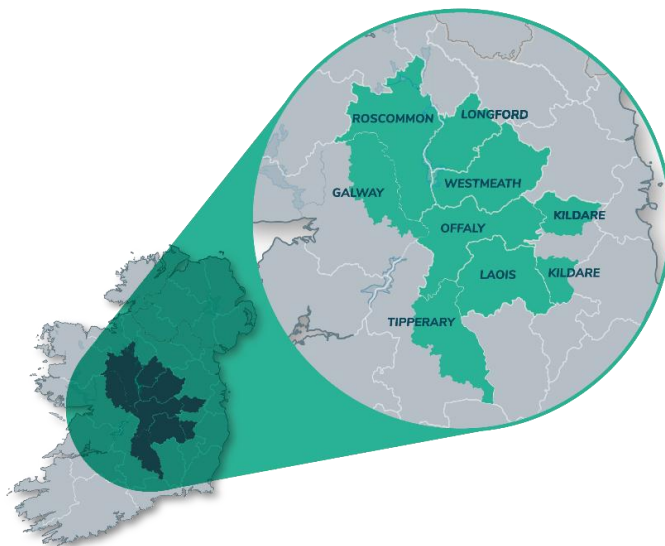


EU Just Transition Fund Programme 2021-27

The EU Just Transition Fund (EU JTF) is a €169 million investment programme, co-funded by the European Union and the Government of Ireland.

It supports communities across Europe who have been the most negatively affected by the transition to climate neutrality by addressing employment, economic, social and environmental issues to ensure the transition is fair and just, and nobody is left behind. Aligning with the National Climate Action Plan in Ireland, the EU JTF is focused on the wider Midlands region which has been impacted by the move away from peat production and electricity generation from peat.

The EU JTF targets the areas most negatively affected by the closure of peat-reliant power stations. The designated EU JTF Region in Ireland is defined as the counties of Laois, Longford, Offaly, Westmeath, Roscommon and the Municipal Districts of Ballinasloe (Co. Galway), Athy, Clane-Maynooth, (Co. Kildare), Carrick-on-Suir and Thurles (Co. Tipperary).



The EU JTF will support investment in the EU JTF territory via three priority areas:

- **Priority 1: Generating employment** by investing in the diversification of the local economy
- **Priority 2: Supporting the restoration and rehabilitation** of degraded peatlands and regeneration and repurposing of industrial heritage assets
- **Priority 3: Providing smart and sustainable mobility options** to enable local communities to benefit directly from the green transition

The Eastern and Midland Regional Assembly is leading the delivery of the Programme as the Managing Authority. Fáilte Ireland is an Intermediate Body for the Programme, overseeing the successful roll-out of seven schemes supported under priorities 1 and 2 of the EU JTF programme through the EU Just Transition Fund Regenerative Tourism and Placemaking Scheme for Ireland's Midlands 2023-2026:

- A. Trail Network Development Scheme
- B. Investment Grant-Aid Scheme for Private & Community SMEs
- C. Strategic Partnership Scheme (State Agencies)
- D. Strategic Partnership Scheme (Local Authorities)
- E. Tourism Activators Scheme
- F. Enterprise Supports Scheme

As a beneficiary of the EU Just Transition Fund Regenerative Tourism and Placemaking Scheme, your organisation is required to comply with these communications and visibility guidelines set out in the Common Provisions Regulation¹ (CPR).

Non-compliance can result in a loss of up to 3% of EU JTF financial support.

The EU supports thousands of projects, the most tangible benefit of EU membership in our communities and regions. We want to work with you to tell those who live in our regions about the positive impact your activities are having on their daily lives.

¹ Regulation (EU) 2021/1060 of the European Parliament and the Council of 24 June 2021

Beneficiary and Strategic Partner Communications Compliance Guidelines

1. Programme Logos and Funding Statement

The EU emblem, the Government of Ireland and Managing Authority (EMRA) logos **must be used by EU JTF beneficiaries and partners**. They are available in vertical and horizontal alignment and in all print and colour formats. They must be used in the format supplied and must not be recreated or modified in any way.



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The logo block must be prominently displayed on all printed and digital products, websites, social media channels and other communication products related to your EU JTF financed project.



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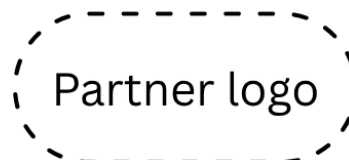
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The logos must be in colour on your website and whenever possible on other materials related to the funded project. Only use greyscale when colour is not possible.



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If other logos are displayed with the Programme logo block, they must be at least the same size (in height or width) as the biggest of the other logos, horizontally or vertically.



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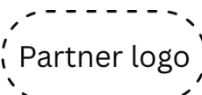
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Beneficiaries and Strategic Partners must include the co-funding statement with use of the programme logo block.

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

Irish:²

“Tá an [PROJECT NAME] arna chomhchistiú ag Rialtas na hÉireann agus an Aontas Eorpach trí Ciste an Aontais Eorpaigh um Aistriú Cóir 2021-2027.”

[Read more on logos](#)

² Applicable if required for public bodies per Official Languages Act 2003

2. Physical Visual Communications Elements

EU JTF co-financed beneficiaries must display a plaque or poster to inform stakeholders and the public of the EU JTF support, depending on the investment conditions set out below.

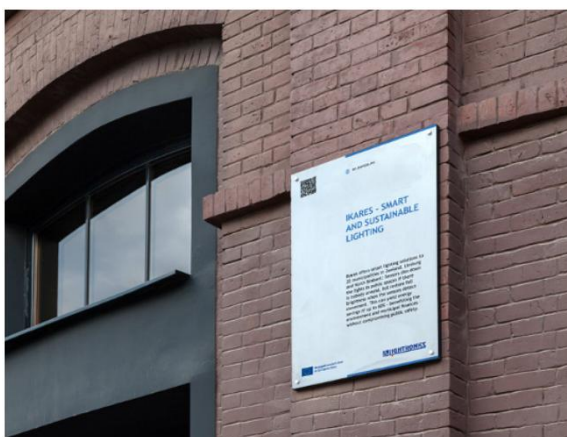
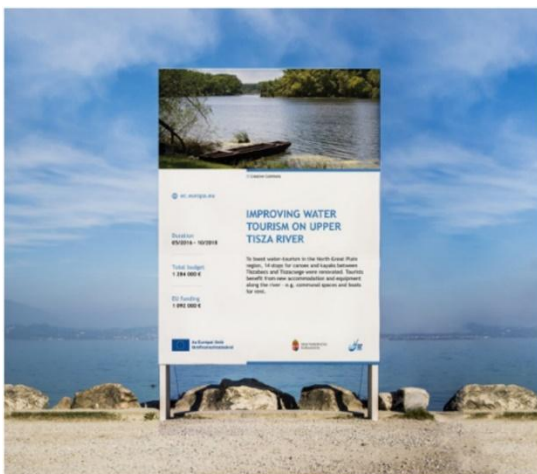
Once erected, a photo of the plaque(s)/billboard(s) or poster(s) should be sent to Fáilte Ireland as a visual verification of compliance and beneficiaries should keep this verification on file for audit purposes.

EU JTF projects in receipt of funding over €100,000 AND which involves a physical investment or purchase of equipment

- Must erect a permanent plaque/billboard as soon as the project starts or purchased equipment is installed.
- The plaque/billboard must be of significant size and of durable material for long-lasting display, located where the project takes place, and be readily visible to the public.
- The plaque/billboard must display the logo block and co-funding statement.



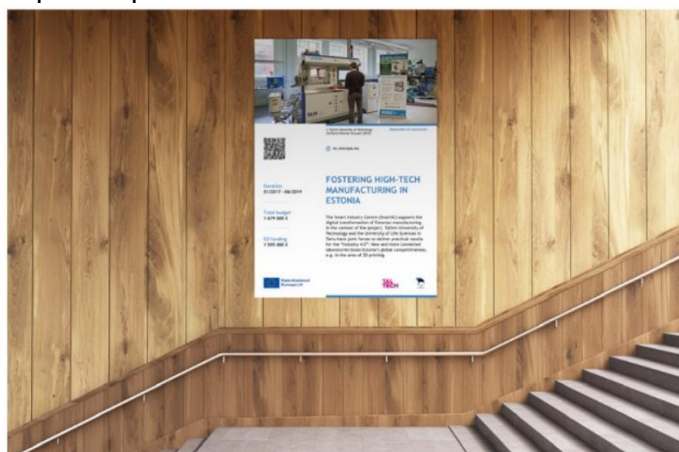
Examples of plaques and billboards:



EU JTF projects in receipt of funding less than €100,000 or which do not involve physical implementation or the purchase of equipment

- Must display a poster (physical or digital) as soon as the project begins.
- The display must either be a physical (min. A3 size) or equivalent electronic poster, displayed at a location clearly visible to the public and contain information about the project and highlight EU JTF support with the logo block and co-funding statement.
- If the project is implemented in various locations, we recommend that you display a few posters or electronic displays.
- If the beneficiary is a natural person, where possible, they must make appropriate information available, highlighting EU JTF support at a location visible to the public or through an electronic display.

Examples of posters:



See annex for key elements to include on the posters.

Plaque and Poster Creation

A billboard, plaque and poster template has been created for your convenience to assist with compliance. The templates can be accessed [Fáilte Ireland Resources for Logo Blocks, Poster/Plaque Templates](#)

Stickers

The Managing Authority (EMRA) can make stickers available to beneficiaries to enhance the visibility of the EU JTF support on equipment, etc. They are also easily placed in multiple locations. Stickers are not required under the CPR and do not replace plaques or posters.



3. Online Visual Elements

Beneficiaries must acknowledge in a clear and prominent manner the EU JTF co-funding when communicating about the EU JTF financed project to participants, stakeholders and on publicly available material. The logo block and co-funding statement must be used for online communications directly related to the EU JTF financed activities.

Websites

All beneficiaries must create a webpage on their main website to highlight the EU JTF funded project, including the project title, short description of the project, aims and results, the logo block and co-funding statement acknowledging the source of financial support.

The logo block and Programme reference must be readily seen inside the viewing area of digital devices without needing to scroll down the page.

This page should be linked to the Programme's website (<https://www.emra.ie/eu-jtf/>) and other relevant websites. A link to the EU Funds website (www.eufunds.ie) should also be included on your website.

Social Media

Beneficiaries can use existing social media platforms to communicate about the project.

The funding source (e.g. the co-funding statement) should be acknowledged in the profile description of the social media account or in individual posts relating to the project.

Individual posts specifically related to your EU JTF funded project must acknowledge the EU support with the Programme logo block and funding statement.

For individual posts specifically related to EU JTF funded activity where characters are limited, it is recommended that they be presented visually. 🇮🇪 🇪🇺 Flag emojis can be used to represent the co-funding where characters are limited. Posts must include the hashtag #EUinmyregion and tag the Managing Authority (EMRA) and EU Funds and Fáilte Ireland accounts on the platform that is being used.

Opening of a call for applications under the Technology Gateways Scheme in the Southern, Eastern and Midlands Regions <https://eufunds.ie/opening-of-a-call-for-application-to-the-enterprise-ireland-technology-gateway-programme-2023-2029/> #EUinmyregion



EU Funds Ireland:

X (formerly Twitter): @eufundsireland

Facebook: @EUFundsIreland

Instagram: @eufundsireland

Eastern and Midland Regional Assembly and the EU Just Transition Fund:

X (formerly Twitter): @EUJTF_ie and @EMRASsembly

Facebook: @Eastern and Midland Regional Assembly
(<https://www.facebook.com/EMRASsembly/>)

LinkedIn: @Eastern and Midland Regional Assembly

Bluesky: @emrassembly.bsky.social

Fáilte Ireland

LinkedIn: @Fáilte Ireland

Instagram: @Failte_Ireland

4. Communications material directly related to EU JTF funded project

The logo block and co-funding statement must be used for all communications directly related to the EU JTF co-funded project. If you are unsure design is correct on any communications material, please contact Fáilte Ireland (justtransition.grantees@failteireland.ie) or the Managing Authority (eujtf@emra.ie) for guidance.

External Documents intended for the Public or Participants

Documents and printed material related to the implementation of the EU JTF co-funded project intended for the public or participants must display the logo block and co-funding statement.

This includes, but is not limited to, approval letters or contracts, brochures, project updates in corporate annual reports, project updates in reports, booklets and leaflets, certificates, invitations, presentation slides.

Advertising/ Advertorials/ Press Releases/ PR/ Promotional Material

The following must acknowledge the EU JTF support when directly related to the EU JTF co-funded activity:

- Print advertising, including advertorials or job advertisements must display the logo block alongside the co-funding statement,
- Radio advertising must, at a minimum include the co-funding statement,
- Television advertising must, at a minimum, include logos at a size and for an appropriate time-period in which it can be read and the co-funding statement,
- Press releases, speeches, presentations and information directed to local, regional and national media (press, radio or television) must reference the EU JTF support in the body of the main text, not just the note to editors.
- Project spokespersons must be briefed to mention the EU JTF support when speaking to the media.
- Any promotional material used to communicate the EU JTF activity, such as display stands or giveaway items, should include the Programme logo bloc and co-funding statement where possible.
- Videos must include the Programme logo block at size that can be read and appropriate time-period in which it can be read with the co-funding statement.

Events

Projects usually co-ordinate a number of different events during the funding period. Beneficiaries should notify Fáilte Ireland (justtransition.grantees@failteireland.ie) and the Managing Authority (eujtf@emra.ie) of upcoming events in advance. While attendance may not always be possible, invites should be received at least three weeks in advance of the event.

Invitations for such events must include Programme logo block and co-funding statement.

5. Collaborating with the EU JTF Managing Authority

The EU supports thousands of projects, the most tangible benefit of EU membership in our communities and regions. As a condition of the EU JTF grand award, Fáilte Ireland and the Managing Authority will ask you to collaborate from time to time on showing those who live in our regions about the positive impact your activities are having on their daily lives.

The MA is required to ensure that all communication and visibility material, including that generated by Programme beneficiaries, is made available to EU institutions, bodies 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 EU in accordance with the CPR³.

List of Project Beneficiaries

The MA publishes a list of all Programme beneficiaries on its website – www.emra.ie. It will also be included on the European Commission's beneficiary search platform, called Kohesio: <https://kohesio.ec.europa.eu/en/>.

The information will include the beneficiary's name (entity or natural person), location, project name and outline, EU JTF co-funding award and overall project budget. It is critically important that any project beneficiaries are aware that they will be included in these publicly available lists and platforms at the time of a funding award, particularly natural persons.

News Items and Case Studies, Events and Site Visits

The Managing Authority will publish press releases, case studies or beneficiary stories, arrange events and site visits, to highlight the successes and benefits of EU JTF funded projects. European Commission regularly asks for case studies or stories to highlight at European level. Programme beneficiaries will be required to provide information and photos to support this activity, as requested.

Retention Records

Audit checks to verify expenditure⁴ on your co-funded activity will include communications compliance checks. You should maintain a communication file to retain evidence of communication activities to demonstrate compliance with the Regulations. Your website and social media channels are part of this evidence and are subject to the retention rules after your project has ended. Screenshots of these activities should be saved to your communications file.

Irish Language

Public bodies must adhere to the Official Languages Act 2003 (Section 9) Regulations 2008 for signage, stationery and advertising. Please contact your Irish Language Officer for guidance. Further details on the provisions of these regulations are available at <https://www.coimisineir.ie/>

³ CPR Annex IX

⁴ CPR, Article 74(1a)

6. Non-compliance with Communications & Visibility Requirements

As a beneficiary of an EU JTF financed scheme, your organisation is required to comply with these communications and visibility guidelines set out in the Common Provisions Regulation⁵ (CPR). Non-compliance can result in a loss of up to 3% of EU JTF financial support.

7. Key Resources

- [Eastern and Midland Regional Assembly](#): Programme Managing Authority
- [National EU Funds portal](#)
- [Common Provisions Regulation \(Articles 46, 47, 50 and Annex IX\)](#): EU Regulation
- [National Communications Guidelines for EU Funds 2021-2027](#)
- [Support Kit for EU Visibility](#): EU Commission Guidance
- [Fáilte Ireland Resources for Logo Blocks, Poster/Plaque Templates](#)

Points of Contact

Eastern and Midland Regional Assembly, Managing Authority for EU JTF:

eujtf@emra.ie

Fáilte Ireland: justtransition.grantees@failteireland.ie

⁵ Regulation (EU) 2021/1060 of the European Parliament and the Council of 24 June 2021

Appendix: Use of Logos

It is a requirement under the regulations that the emblems of the Government of Ireland and the European Union are prominently featured on all communication materials relating to the implementation of an operation, used for the general public or for participants.

Logos Required in beneficiary communication material [In order of use]

1. Government of Ireland
2. European Union
3. Eastern and Midland Regional Assembly (EMRA)
4. Fáilte Ireland
5. Beneficiary logo [as applicable]

If used horizontally, the order above should be read from left to right. If used vertically, the order above should be applied from top to bottom.

If additional logos are displayed, the Government of Ireland and the European Union logos shall have at least the same size, measured in height or width, as the biggest of the other logos.

For simplicity of use, the logo block in section 1 should be used in communication material. The communication team in Fáilte Ireland and the EU JTF Communication Coordinator in the Managing Authority can be contacted for clarification on specific cases if needed.

Guide to Logo Use

A suite of logo block images are available for download for your convenience at this link: [Download approved logo blocks](#)

The below guidelines should be respected in relation to logo use:

- Bilingual logos should not be smaller than 2cm in height.
- Single language versions (English only or Irish only versions), the minimum height of the emblems is 1cm. For specific items, like pens, this version can be reproduced in a smaller size.
- The logos should not be edited in any way.
- Graphic standards for the EU emblem and the definition of standard colours can be found in Annex IX of the Common Provisions Regulation⁶.
- The logos should be given adequate breathing space around them – no squashing or compressing logos
- The logos must be displayed in colour on websites. Colour should be used, whenever possible, in all other usage of the logos. Grayscale use must have prior approval by EMRA.

⁶ Regulation (EU) 2021/1060 of the European Parliament and the Council of 24 June 2021

Official Titles

When referring to the overall fund, you must use its full title. The below versions are acceptable:

- EU Just Transition Fund Programme 2021-2027
- EU Just Transition Fund Programme
- EU JTF can be used for subsequent references in documents.

When referring to the particular scheme that Fáilte Ireland is administering, you must use the following, ensuring the full title is written in the first mention.

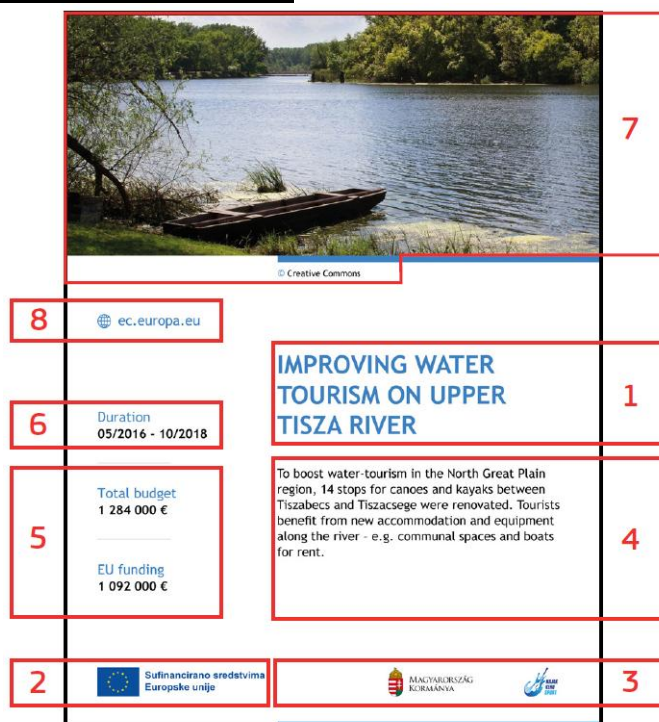
- EU Just Transition Fund Regenerative Tourism and Placemaking Scheme for Ireland's Midlands 2023-2026
- EU JTF Regenerative Tourism and Placemaking Scheme

When referring to schemes A-G, only refer to their full names, not the letters. The below versions are acceptable:

- EU Just Transition Fund Investment Grant-Aid Scheme for Private & Community SMEs
- EU JTF Investment Grant-Aid Scheme for Private & Community SMEs
- "Investment Grant-Aid Scheme for Private & Community SMEs" can be used as well once the reference to the funding source is specified clearly in other parts of the communication material.

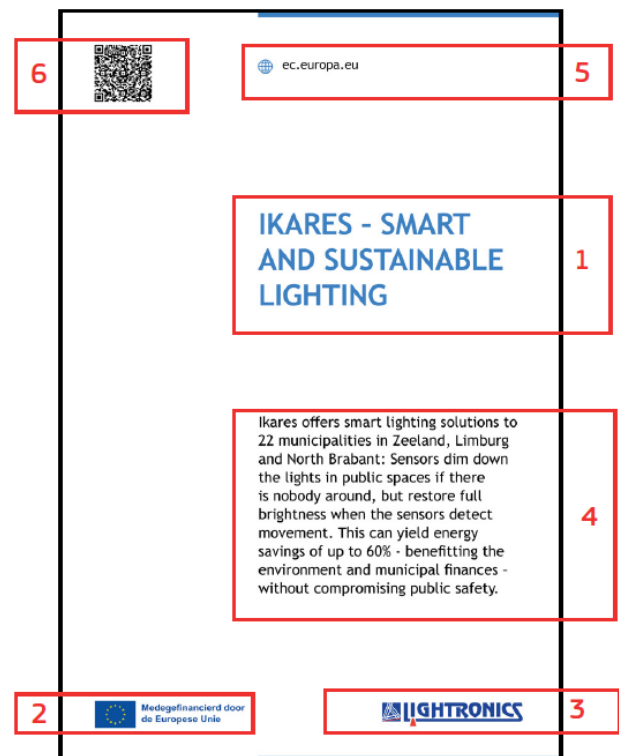
Main elements in physical visual displays (billboards and posters):

1. **Project Title**
2. **Logo block**, containing Government of Ireland and EU emblem with co-funding statement
3. **Partner(s) logo**, containing EMRA, Fáilte Ireland and project partner logos
4. **Project description**
5. **Financial contribution**, total budget of project and EU co-funding contribution
6. **Duration**, start and finish of project (month/year)
7. **Picture**, or video if digital display. Don't forget copyright holder of image used.
8. **Website** where further information about the project can be found



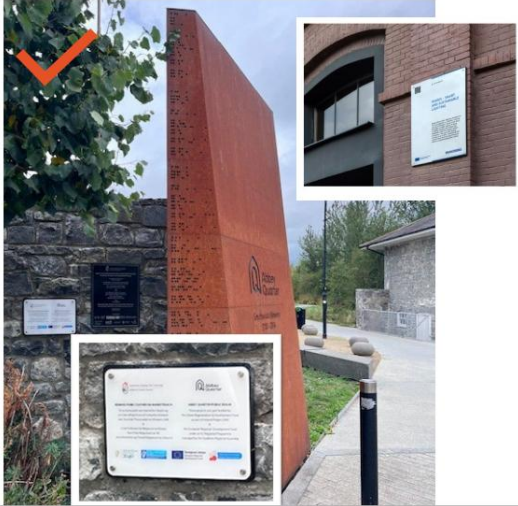



Elements for project signage (plaques) without image:

1. Title of project
2. Logo block, containing Government of Ireland and EU emblem with co-funding statement
3. Partner(s) logo
4. Project description
5. Website
6. QR code



Examples of Signage do's and don'ts:

Do's	Don't	Explanation
		<p>Do: In the example on the left, the billboard is of durable quality, of significant size, visible and accessible to the public, installed at the start of the project works.</p> <p>Don't: The example on the right is indeed of durable quality, of significant size, visible and accessible to the public, installed at the start of the project works. However, it placed in a location that obstructs the pathway and potentially building access.</p>
		<p>Do: The left image contains the correct elements in the plaque, is visible and accessible to the public and at the project location. It is of durable quality.</p> <p>Don't: The example on the right does not contain all the correct elements in the plaque and it is not placed at a visible and accessible location to the public.</p>