

Commission Regulation (EC) No 1974/2006 of 15 December 2006  
laying down detailed rules for the application of Council Regulation  
(EC) No 1698/2005 on support for rural development by the European  
Agricultural Fund for Rural Development (EAFRD) (repealed)

## ANNEX VI

### INFORMATION AND PUBLICITY ON ASSISTANCE FROM THE EAFRD (REFERRED TO IN ARTICLE 58(3))

#### 1. Information measures for potential beneficiaries and for beneficiaries

##### 1.1. Information measures for potential beneficiaries

With a view to transparency, the managing authorities shall disseminate the most comprehensive information possible on the financing opportunities offered by joint assistance from the Community and the Member States in the rural development programme.

To that end, the managing authority shall ensure that the rural development programme is published widely, with details of the financial contributions from the EAFRD, and that it is supplied to all interested applicants.

The managing authority shall provide the potential beneficiaries with clear, detailed and updated information on the following:

- (a) the administrative procedures to be followed in order to qualify for financing under an rural development programme;
- (b) a description of the procedures for examining applications for financing;
- (c) the eligibility conditions and/or criteria for selecting and evaluating the projects to be financed;
- (d) the names of persons or contacts at national, regional or local level who can explain the way rural development programmes work and the criteria for selecting and evaluating the operations.

The managing authority shall ensure that bodies that can act as relays are involved in the information measures for potential beneficiaries, and in particular:

- (a) local and regional authorities;
- (b) professional organisations;
- (c) economic and social partners;
- (d) non-governmental organisations, especially bodies promoting equality between men and women and bodies working to protect the environment;
- (e) information centres on Europe;
- (f) Commission representations in the Members States.

The managing authority shall inform potential beneficiaries of the publication provided for in point 2.1.

##### 1.2. Information measures for beneficiaries

The managing authority shall ensure that the notification of award of the assistance informs beneficiaries that the action is being financed from a programme part-financed by the EAFRD and the priority axis of the rural development programme concerned.

#### 2. Information and publicity measures for the public

The managing authority for the rural development programme and the beneficiaries shall take all steps to provide information and publicity for the public on measures financed under a rural development programme in accordance with this Regulation.

#### 2.1. Responsibilities of the managing authorities

The managing authority shall inform the public of the rural development programme's adoption by the Commission and its updates, the main achievements in the implementation of the programme and its closure.

Starting from 2008 the managing authority shall publish at least annually, electronically or otherwise the list of beneficiaries receiving support from the rural development programmes, the names of the operations and the amounts of public contributions allocated to these operations.

The information measures shall be implemented by the managing authority using all media at the appropriate territorial level. They shall also involve communication campaigns, hard-copy and electronic publications and any other medium regarded as suitable.

The measures for informing the public shall include the elements set out in point 3.1.

#### 2.2. Responsibilities of beneficiaries

Where an operation under a rural development programme results in an investment (for example, on a farm or on food enterprise) whose total cost exceeds EUR 50 000, the beneficiary shall place an explanatory plaque.

A billboard shall be erected at the sites of infrastructures whose total cost exceeds EUR 500 000.

An explanatory plaque shall also be installed in the locations of the local action groups financed by Axis 4.

The billboards and plaques shall carry a description of the project/operation and the elements mentioned in point 3.1. That information shall take up at least 25 % of the billboard or plaque.

### 3. Technical characteristics of information and publicity actions

#### 3.1. Slogan and logo

Each action of information and publicity shall contain the following elements:

- The European flag in accordance with the graphic standards set out in point 4, together with an explanation of the Community's role, by means of the following statement:

‘The European Agricultural Fund for Rural Development: Europe investing in rural areas’.

- For the actions and measures financed by the Leader Axis, the Leader logo shall also be used.

#### 3.2. Information and communication material

- Publications (such as booklets, leaflets and newsletters) and posters about measures and actions part-financed by the EAFRD shall contain a clear indication on the title page of the Community's participation, as well as the Community emblem if the national or regional emblem is also used. Publications shall include references to the body responsible for the information content and to the managing authority designated to implement the assistance package in question.
- In the case of information made available by electronic means (websites, databases for potential beneficiaries) or as audio-visual material, the first indent shall apply by analogy. In drawing the communication plan, due regard must be had to new

*Status: This is the original version (as it was originally adopted).*

technologies which permit the rapid and efficient distribution of information and facilitate a dialogue with the general public.

Websites concerning the EAFRD shall:

- mention the contribution of the EAFRD at least on the home page;
- include a hyperlink to the Commission website concerning EAFRD.

4. Instructions for creating the emblem and a definition of the standard colours

4.1. European flag

Symbolic description

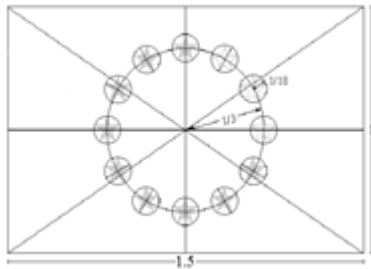
Against a background of blue sky, 12 golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, 12 being the symbol of perfection and unity.

In projects financed by the EAFRD, the name of this Fund shall appear under the European flag.

Heraldic description



On an azure field a circle of 12 golden mullets, their points not touching.




Geometric description



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. 12 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, therefore 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.

Regulation colours

	<p>The emblem is in the following colours:  <b>PANTONE REFLEX BLUE</b> for the surface of the rectangle; <b>PANTONE YELLOW</b> for the stars. The international <b>PANTONE</b> range is very widely available and easily accessible even for non-professionals.</p>
	<p>Four-colour process:          If the four-colour process is used, the two standard colours cannot be used. They must therefore be recreated using the four colours of the four-colour process. <b>PANTONE YELLOW</b> is obtained by using 100 % 'Process Yellow'. Mixing 100 % 'Process Cyan' and 80 % 'Process Magenta' gives</p>

	a colour that is very similar to <b>PANTONE REFLEX BLUE</b> . Internet: In the web-palette <b>PANTONE REFLEX BLUE</b> corresponds to colour RGB:0/0/153 (hexadecimal: 000099) and <b>PANTONE YELLOW</b> to colour RGB:255/204/0 (hexadecimal: FFCC00).
<b>Monochrome reproduction process:</b>	
If only black is available, outline the rectangle in black and print the stars in black and white.	
Where blue is the only colour available (it must be Reflex Blue, of course), use 100 % with the stars reproduced in negative white and the field 100 % blue.	
<b>Reproduction on a coloured background:</b>	
The emblem should preferably be reproduced on a white background. Avoid a background of varied colours, and in any case one that does not go with blue. 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.	

## 4.2. Leader logo

