

SECTION 6

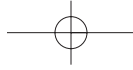
DISSEMINATING INFORMATION ON YOUR EQUAL PROJECT

6.1 The Benefits of Dissemination

It is vital to the achievement of the objectives of EQUAL that the work and outcomes of the Development Partnerships are brought to wide and diverse audiences in as strategic and focused a manner as possible. All actors in the process have a part to play in the dissemination process in Ireland including: the European Commission and its agents; the Department of Enterprise, Trade and Employment; WRCsec, the Technical Support Structure for EQUAL; the Equality Authority; thematic groupings of EQUAL projects, transnational groupings of DPs, individual DPs and individual partner organisations within the DPs themselves.

There will be many different potential audiences for information on individual projects. Given the 'policy laboratory' nature of EQUAL, there will be audiences at both European and National level. However, there will also be local audiences comprising organisations in the same sector(s) as the partner organisations, organisations in the same geographic area, organisations dealing with the same target groups and organisations dealing with the same sets of issues.

Each DP will have its own dissemination strategy that may involve, for example, seminars, conferences, local fora, publications, web based approaches and engagement with EU, national and local media. In addition, you will be expected to actively participate in co-ordinated dissemination exercises promoted and supported by the European Commission, the Department of Enterprise Trade and Employment and the



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Technical Support Structure for EQUAL. This may involve, for example, participation in policy seminars, provision of material for the Mainstream Policy Group, engagement with policy fora (e.g. NCPP, NESF) as opportunities arise.

6.2 Acknowledging the Support of the European Union in EQUAL

Information and publicity relating to expenditure and activity under the Structural Funds is strictly governed by Commission Regulation (EC) No. 1159/2000. The Regulation aims to increase public awareness and transparency regarding the activities of the European Union. Specifically, the Regulation requires those in receipt of European Social Fund monies to use the following on all documentation (actual and/or virtual) produced by the Development Partnership:

- ⊙ official logo of the EU;
- ⊙ the following official legend.

"European Social Fund: helping to develop employment by promoting employability, the business spirit and equal opportunities and investing in human resources".

The above should also appear on all other materials produced by the Development Partnership, for example, job advertisements, on name plaques, flags/emblems, CD Roms etc. **In addition, the official EQUAL logo should be used in all of the above cases.** Where a project incurs expenditure relating to advertising, publicity or other dissemination activities and does not observe the above, that expenditure will be deemed ineligible for European Social Fund support.

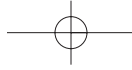
The relevant logos are provided in the Logos and Links folder of the accompanying CD and are available for download on the EQUAL website (www.equal-ci.ie/res/logos.html).



6.3 The Audience for Dissemination

Given the broad range of projects and Development Partnerships in EQUAL, potential audiences for materials produced will vary immensely. Furthermore, given the priority that mainstreaming (and dissemination) has within the programme, the need to reach diverse audiences is critical to the ultimate success of individual Development Partnerships and their projects as well as to the Initiative as a whole. We have provided an indicative list of potential consumers of information relating to the work of EQUAL Projects at a number of levels:

- ⊙ European Commission;
- ⊙ Technical Support Structures working to the European Commission;
- ⊙ European Parliament;
- ⊙ Employment Committee;
- ⊙ Transnational Partners;
- ⊙ Government Departments;
- ⊙ Special EU Programmes Body;
- ⊙ Regional Authorities (NUTS I I & NUTS I I I);
- ⊙ County Development Boards;
- ⊙ Statutory Agencies (e.g. Equality Authority, FÁS, Teagasc etc.);
- ⊙ Local Authorities (e.g. Councils/Corporations; Health Boards);
- ⊙ Local Administration and Development (e.g. VECs; Partnership Companies; Enterprise Boards etc.);
- ⊙ Community Groups;
- ⊙ Voluntary organisations;



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- ⊙ Local and National Politicians;
- ⊙ Social Partner Organisations;
- ⊙ Private Enterprise;
- ⊙ Educational Establishments;
- ⊙ Recently acceded Member states;
- ⊙ Television, radio and print media.

Throughout the duration of your engagement with EQUAL the Technical Support Structure will work with Development Partnerships to ensure the widest and most effective dissemination possible. In that regard we will develop dissemination strategies in partnership with you as your activities progress.

