

MOSTRA DOS  
**FUNDOS  
EUROPEUS**

Information session  
**Communication rules**



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# What will we cover?

- Why, what for and for whom?
- 
- How to comply?
- What happens if you fail to comply?
- SOI – Strategic Operations of Importance
- When in doubt, contact us!





# Why, what for and for whom?

# Why do I have to comply with the communication rules?

- Because it is mandatory under EU regulations and national legislation.
  - Non-compliance may result in a financial correction of up to 3% of the amount supported by European funds.

## Applicable legislation:

Regulation (EU)  
2021/1060

Decree-Law No. 20-  
A/2023

Decree-Law No. 5/2023

# What is it for?

- Transparency.
- Visibility of your project.
- Quality seal.



# Who must comply?

- It applies to all beneficiaries with operations supported by Portugal 2030 and by the FAMI 2030 programme.





# How to comply?

# What are the obligations?

**For material operations or operations involving the purchase of equipment with a total cost above €500,000 (ERDF and CF) or €100,000 (ESF+, JTF, EMFAF and FAMI):**

- Include in all communication materials: logo(s) of the funding programme(s), the Portugal 2030 logo (except for FAMI 2030) and the emblem of the European Union.
- Publish a brief description of the operation, including its objectives and results, highlighting EU support, on the website and social media.
- Display a plaque or billboard in a place clearly visible to the public after the start of the physical implementation of the operation\*.

# What are the obligations?

For operations with funded eligible costs above €500,000:

- All the obligations listed in the previous *slide*.
- Produce a video of at least one minute presenting the operation, its objectives and results.



# What are the obligations?

**For operations with a total cost above €10,000,000 or considered to be of strategic importance:**

- All the obligations listed in the previous two *slides*.
- Organise a communication event or activity involving the European Commission and the funding programme.

# What are the obligations?

If the operation does not have a total cost above €100,000 and is not considered an Operation of Strategic Importance:

- Include in all communication materials: logo(s) of the funding programme(s), the Portugal 2030 logo (except for FAMI 2030) and the emblem of the European Union.
- Publish a brief description of the operation, including its objectives and results, highlighting EU support, on the website and social media.
- Display at least one **A3 poster or equivalent electronic display** in a place clearly visible to the public\*.

\* ESF+: the poster is waived where the beneficiary is a natural person or where the operation concerns material deprivation or basic material assistance.

# How to comply?

## Tools provided

- Logos on materials → **(Co-)funding bar**
- Description of the operation on the website → Operation **factsheet**
- Displaying information in a visible location → **Templates for posters, plaques, billboards or electronic displays**

# How to comply?

## (Co-)funding bar

- Includes the logos of the funding programme\*, Portugal 2030\*\* and the emblem of the European Union with the wording 'Co-funded by the European Union'.
- Where several programmes are involved, the logos must be ordered according to the highest amount financed, keeping the EU emblem on the right. No logo may be taller than the EU emblem.
- Logos of other entities must be positioned further away from the remaining logos.



Os Fundos Europeus mais próximos de si.



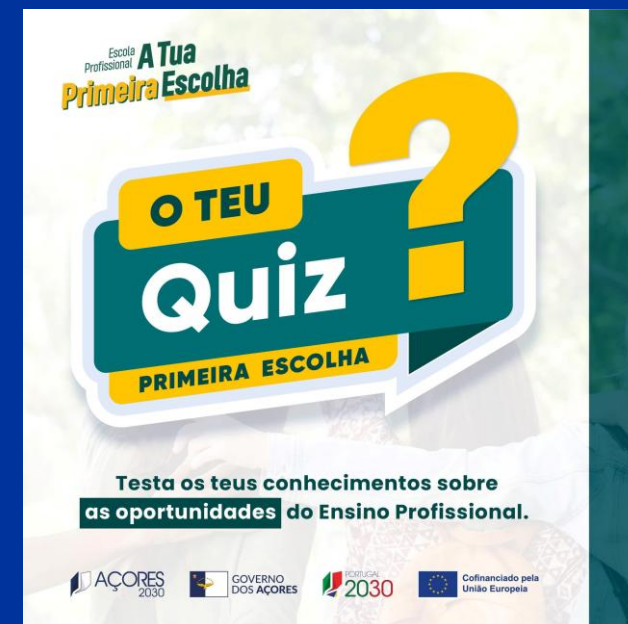
\* In the case of programmes from the autonomous regions, the regional government logo must also be included.

\*\* In the case of FAMI, the Portugal 2030 logo is not included.

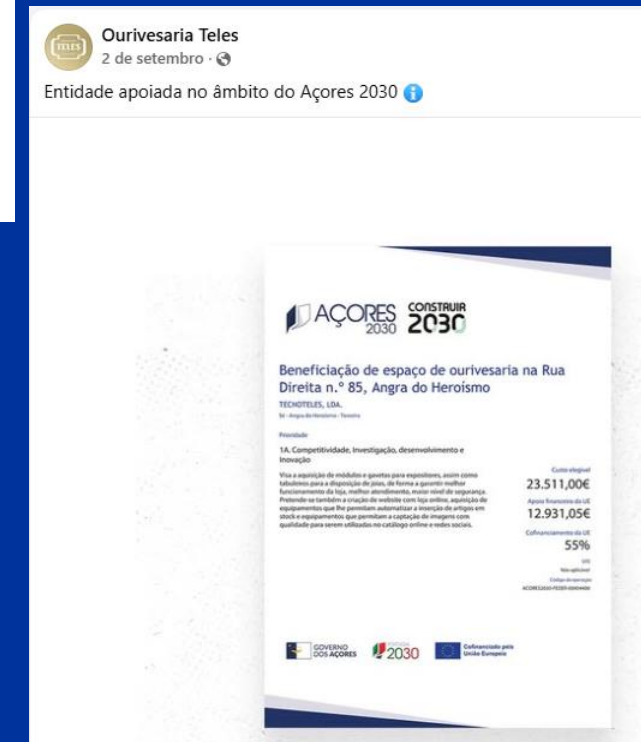
# How to comply?

(Co-)funding bar – where should it be displayed?

- Websites and applications
- Social media
- Documents and supporting materials
- Advertising and promotional gifts
- Videos and radio spots
- Uniforms
- Vehicles
- Posters, plaques or billboards



- Use the template provided by the Managing Authority, containing the essential fields: objectives, results and emphasis on EU support.
- The factsheet may be used on the website and on other media to facilitate understanding of the operation's impact.



# How to comply?

## Posters, plaques or billboards

- Applies both to material operations and intangible actions.
- They must be displayed in prominent circulation areas and be legible and visible to the public.
- They must be installed as soon as works begin and maintained throughout the operation and, where applicable, throughout the useful life of the buildings/equipment.
- In the event of damage or updates, they must be replaced while ensuring visibility and readability.



The image shows a template for a sustainability poster or plaque. It features the 'SUSTENTÁVEL 2030' logo at the top left, with the text 'PROGRAMA AÇÃO CLIMÁTICA E SUSTENTABILIDADE' below it. To the right of the logo is a stylized graphic of a green hill and blue waves. The main body of the poster contains several fields for information: 'Designação da operação', 'Código da operação', 'Beneficiário', 'Custo total elegível', 'Apoio financeiro da UE', and 'Descrição'. At the bottom, there are logos for 'PORTUGAL 2030' and the European Union, with the text 'Cofinanciado pela União Europeia'.



# How to comply?

## Posters, plaques or billboards – Tips

- If it is not possible to display them at the actual site, they should be placed in a nearby, accessible and visible location.
- The plaque/billboard referring to European funds support may not be smaller than the plaque displaying the name of the responsible entity.
- Several operations may be grouped on a single plaque/billboard, provided that all are referenced.
- Maintain a minimum clear margin of 10 cm around the entire plaque and install it at least 1 metre above ground level.
- **Recommended materials:** aluminium, brushed steel or aluminium composite (outdoor) or acrylic (indoor).



# How to comply?

## Video – Objectives and content

- Recognise and ensure the visibility of EU funding.
- Present the operation: what it consists of, its objectives and results (expected/achieved)
- Include the co-funding bar throughout the video (if possible) and before the end credits. A spoken acknowledgement may also be used.



# How to comply?

## Video – Technical specifications

- **Duration:** 1 to 5 minutes
  - **Format:** MP4
  - **Aspect ratio:** 16:9
  - **Resolution:** *Full* HD
- 
- Include subtitles and Portuguese Sign Language interpretation whenever narration is used.
  - Provide a short version for social media.
  - Transfer copyright to the funding entities.





# What happens if you fail to comply?

- A financial correction of up to 3% of the operation's funding may be applied.
- Assessment of non-compliance depends on the seriousness of the breached rules.
- The beneficiary will always be notified in advance in order to correct the irregularities and avoid the application of the reduction.

# What happens if you fail to comply?

## The PESSOAS 2030 example

Management Guidance 5/OG/PESSOAS2030/2025

- A pedagogical approach to the regulation: visibility matters to everyone.
- Corrections as a last resort
  - Assessment of compliance with communication obligations during management verifications: mandatory checks (operation factsheet, poster/plaque/billboard, video and SOI/€10 million operations).
  - Additional analysis of sample-based verification elements.
  - Where inaccuracies are identified, corrective actions will be requested and subsequently reverified at the final balance stage.
  - If non-compliance is confirmed at that stage, financial corrections of up to a maximum of 3% may be applied.

# What happens if you fail to comply?

## The PESSOAS 2030 example

Management Guidance 5/OG/PESSOAS2030/2025

### Operações com custo total inferior ou igual a 100.000€

| Regra de comunicação               | Taxa de Correção financeira |
|------------------------------------|-----------------------------|
| Barra de cofinanciamento           | 0,5%                        |
| Ficha de operação                  | 0,5%                        |
| Cartaz ecrã eletrónico equivalente | 0,5%                        |
|                                    | <b>1,5%</b>                 |

### Operações com custo total superior a 500.000€ e igual ou inferior a 10.000.000€

| Regra de comunicação     | Taxa de Correção financeira |
|--------------------------|-----------------------------|
| Barra de cofinanciamento | 0,5%                        |
| Ficha de operação        | 0,5%                        |
| Placa ou painel          | 1%                          |
| Vídeo                    | 0,25%                       |
|                          | <b>2,25%</b>                |

### Operações com custo total superior a 100.000€ e igual ou inferior a 500.000€

| Regra de comunicação     | Taxa de Correção financeira |
|--------------------------|-----------------------------|
| Barra de cofinanciamento | 0,5%                        |
| Ficha de operação        | 0,5%                        |
| Placa ou painel          | 1%                          |
|                          | <b>2%</b>                   |

### Operações de importância estratégica ou com custo total superior a 10.000.000€

| Regra de comunicação incumprida    | Taxa de Correção financeira |
|------------------------------------|-----------------------------|
| Barra de cofinanciamento           | 0,5%                        |
| Ficha de operação                  | 0,5%                        |
| Placa ou painel                    | 1%                          |
| Vídeo                              | 0,25%                       |
| Evento ou atividade de comunicação | 1%                          |
|                                    | <b>3%<sup>1</sup></b>       |



# What are Strategic Operations of Importance?

# What are Strategic Operations of Importance (SOI)?

- Operations with a significant contribution to the objectives of the Programme, selected by the Programmes themselves due to their innovative nature or their national or regional impact, regardless of value.
- They are subject to monitoring and specific communication measures.
- Organisation of an event or communication activity involving the funding programme and the European Commission.
- The key here is close coordination with the Programme.

# SOL – an example

Qualifica Centres – Strategic Operation of Importance under PESSOAS 2030

- A roadshow of visits to Qualifica Centres from north to south, involving ANQEP, the PESSOAS Managing Authority and the European Commission.
- Social media campaign involving several partners, including the Representation of the European Commission in Lisbon.
- TV and radio campaign (RTP and Antena 1).
- Success Stories – 6 videos and 6 radio programmes.
- Partnership with influencers – the Raminhos couple.
- Public event in Évora on 26 November with nearly 200 in-person participants and hundreds online.





**When in doubt, contact us!**

# Beneficiary checklist

- ✓ Obtain the (co-)funding bar from the funding Programme and apply it to all communication materials.
- ✓ Update the website and social media with the operation factsheet.
- ✓ Display the poster/plaque/billboard/screen, as applicable, within the required deadline.
- ✓ If the supported eligible cost exceeds €500,000, produce a video.
- ✓ If the total cost of the operation exceeds €10,000,000 or if it is an SOI, organise an event or communication activity involving the Managing Authority and the European Commission.

# Questions?

- Consult the **Guide to Communication Rules for Beneficiaries of Portugal 2030 and FAMI 2030** and the FAQs [here!](#)
- Visit the *websites* [portugal2030.pt](http://portugal2030.pt) and those of the Programmes.
- Contact **Linha dos Fundos:**

800 10 35 10 (free call)

[linhadosfundos@linhadosfundos.pt](mailto:linhadosfundos@linhadosfundos.pt)

[Linha dos Fundos website](#)

MOSTRA DOS  
**FUNDOS  
EUROPEUS**

**Thank you!**

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Convento de São Francisco, Coimbra

portugal2030.pt