



Special EU Programmes Body
Foras Um Chláir Speisialta An AE
Boord O Owre Ocht UE Projects

Publicity and Marketing Toolkit for EU funded Projects

PEACE IV and INTERREG VA
Programmes 2014-2020



Ireland's European Structural and
Investment Funds Programmes
2014-2020

Co-funded by the Irish Government
and the European Union



Northern Ireland
Executive

www.northernireland.gov.uk



EUROPE & SCOTLAND

European Regional Development Fund
Investing in a Smart, Sustainable and Inclusive Future

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Congratulations on securing funding from the European Union. We want to support your communication efforts to ensure that as many citizens as possible know about the positive impact your project will make.

All projects funded through the European Regional Development Fund (ERDF) have a requirement to acknowledge the financial support that has been provided by the European Union. We also expect you to pro-actively communicate with the general public about the project you are responsible for.

This guide explains how projects supported by the PEACE IV and INTERREG VA Programmes for 2014-2020, can meet the regulatory obligations to acknowledge European Union funding and ensure that they are promoting the aims, objectives and results of their projects to as wide an audience as possible.

When producing this guidance we have tried to be as comprehensive as possible given the diverse projects funded under the Programmes. You can contact us directly for additional advice on communication issues, but ultimately it is your responsibility to ensure that the assistance you have received is acknowledged correctly.

The Regulations

There are a number of European regulations in relation to communications activity which are contained in:

- Common Provisions Regulation (EU 1303/2013), Articles 115-117.
- Common Provisions Regulation (EU 1303/2013), Annex XII.
- Implementing Regulation (EU 821/2014) Annex II, Articles 3-5.

This document highlights the main regulations which are applicable to you and your project.

Communications Plan

As part of the application process, you were asked to submit a Communications Plan. We have a template to assist you with this, which is available on our website.

The SEUPB Communications Team will provide comments on the suitability of this plan and the proposed budget for all information and publicity activities. The SEUPB is also responsible for approving the plan before communications activities can be initiated.

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Some basic requirements for communications activity regarding your project are detailed below:

- All projects must identify at least one member of staff with responsibility for all publicity and information activities (we shall refer to this person as the Communications Lead);
- Any document, including any leaflet, publication or research study, concerning such a project shall include a statement to the effect that the project was supported by either the PEACE IV or INTERREG VA Programme;
- On at least three separate occasions, press releases must be issued by each project over the course of its lifetime;
- At least one regularly updated webpage per project, (this can be hosted on the website of the Lead Partner or equivalent), must be developed. Websites/pages must include the correct use of logos as stipulated by the Managing Authority (SEUPB). There must also be a link to the SEUPB website: **www.seupb.eu**. (See P16 for further guidance).
- A proportionate and appropriate media event/publicity opportunity to mark both the commencement and closure of all projects must be arranged and invites sent to the SEUPB and relevant match-funding representatives at least three weeks in advance. (See P10 for further guidance).
- Communications Lead's must attend all Communication Network Meetings/ Workshops held by the SEUPB.
- The Lead Partner must distribute a newsletter/e-zine with updates on the progress of the funded project(s) and key events at least twice a year to identified stakeholders;
- Communications Leads must report on all communications activity undertaken on a quarterly basis.

If there are activities over and above those laid out in the communication plan which a Communication Lead would like to undertake, the SEUPB would encourage them to do so. However, any major revisions to an approved plan must be approved by the SEUPB's Communications team.

The SEUPB will review all communication plans submitted by projects to ensure that they meet the standards required and include a realistic budget.



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Logos & Branding

Like any major funder or sponsor the European Union expects to see that its logo is being used within your communications activity. Using the logo informs people about the commitment that the EU has in developing the region.

Unlike the previous programming period both the PEACE IV and INTERREG VA Programmes have their own individual logos, as below.



These logos are available on the SEUPB website (www.seupb.eu) in the following formats:

Illustrator .ai	Illustrator .eps	Photoshop .tiff	Photoshop .jpeg (high res)	Photoshop .jpeg (low res)	Photoshop .png
Illustrator .ai	Illustrator .eps	Photoshop .tiff	Photoshop .jpeg (high res)	Photoshop .jpeg (low res)	Photoshop .png

The Programme logos must be used in the format supplied and must not be recreated or modified in any way. If you have difficulties accessing the logo, please contact a member of the Communications Team.

Logo colours

The logo colours are derived from the European flag and must not be changed. For use in graphic and web design, the colours are defined below for all colour systems:

Reflex Blue		Reflex Blue	100/80/0/0	3399	0/51/153
Light Blue		2716	41/30/0/0	9FAEE5	159/174/229
Yellow		Yellow	0/0/100/0	FFCC00	255/204/0

The standard logo is the full colour version, which should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it must be a very light background so that the logo can be seen clearly.

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Greyscale/Black & White logo

For single colour reproductions, a greyscale version of the logo should be used. This version should only be used whenever full colour is not available.



Logo rules

The European Commission has a number of basic but important rules when it comes to the use of the Programme logo, as detailed below:

- If it is displayed alongside any other logo or logos, then the Programme logo must be **at least** the same size, measured in height or width, as the biggest logo it is placed against;
- The logo should always be **clearly visible** and placed in a **prominent position**. Its position and size should be appropriate to the scale of the material or document on which it is used;
- The logo must be displayed in colour on websites. In all other usage of the logo, **colour should be used whenever possible** and a black and white version only when this is not possible.

Minimum logo size

There is no minimum size, however you need to ensure that the logo is recognisable and does not look distorted. This would reduce the logo's impact and confuse people as to who the funder is.

Textual Reference

Along with the relevant logo, projects must also include a textual reference on relevant publicity materials (such as leaflets, brochures, invites, signage etc). Examples of this are as follows:

A project supported by the European Union's PEACE IV Programme, managed by the Special EU Programmes Body (SEUPB).

Or

A project supported by the European Union's INTERREG VA Programme, managed by the Special EU Programmes Body (SEUPB).

All textual references to the Programme's name must be in capitals i.e. PEACE IV and INTERREG VA.

Guidance on Recognition of other funding sources

Many EU funded initiatives receive funding from different sources, which will need to be recognised within any communications activity undertaken by the project.

The SEUPB fully endorses the recognition of the contribution made by other funders, including the match-funding to European Regional Development Fund (ERDF) projects provided by government departments.

In situations when references to additional funders must be included, the EU requirement is that ERDF recognition must have "*due and equal prominence*". The SEUPB is responsible for ensuring that there is appropriate EU recognition within any communications activity generated by PEACE IV and INTERREG VA funded projects.

All match-funded projects are advised to contact the relevant government departments to ascertain the requirements needed to acknowledge their funding. Similarly it is the responsibility of all projects to ensure that all private sector and/or other funding body support is duly recognised in any project communications activity. This also includes project launches, with invitations to participate issued in advance to the relevant supporting government department representatives.



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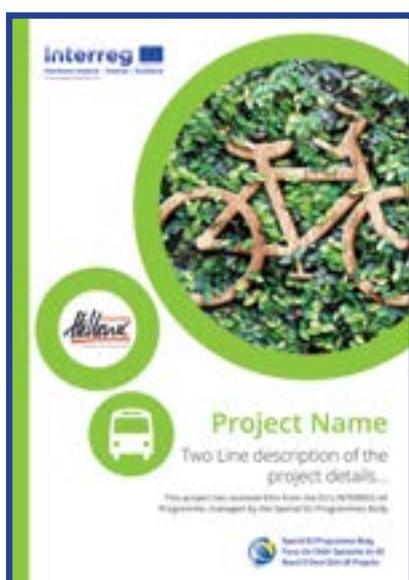
Posters

Under the EU regulations projects are responsible for placing *“one poster with information about the project (minimum size A3), including the financial support from the European Union, at a location readily visible to the public, such as the entrance to a building.”*

To assist projects with this requirement we have created a series of poster templates for both Programmes. Please contact us directly to receive the correct poster design. Projects are responsible for the placement of the poster. Our template is for guidance purposes; projects are free to create their own design as long as the requirements of the regulation are met. Local authority-led PEACE Partnerships may produce a single generic poster for use by their sub-projects.

The following points must be considered when developing your poster:

- Paper quality - with a minimum size of A3 and a weight of 170gsm (to ensure that the poster has durability).
- Poster images - carefully select an image that is easily associated and representative of what your project is about. You should also own the rights to any images/photographs used to avoid copyright infringement.
- Project description - avoid using any technical jargon or acronyms. The project description should be short and concise. It should be written in a way that anyone can easily understand what the project is about and what it will deliver. The amount of financial assistance the project has been awarded must also be included.
- Poster position - place your poster somewhere visitors to your office can easily see it, such as your reception area or a notice board at the entrance to your building.
- Programme reference - you must also reference the Programme you have received assistance from i.e. 'This project has been funded by the EU's PEACE IV or INTERREG VA Programme, managed by the Special EU Programmes Body (SEUPB)'.



Sample project designs available from the SEUPB.

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Printed Materials

For the purpose of this guide, printed materials relate to any printed item with information about the project. This includes larger publications such as brochures, annual reports and booklets as well as smaller items such as information leaflets, direct mail literature and invitations. When you are creating any printed materials you should always consider what is the appropriate print run and how the material will be distributed.

All communication materials produced by the project must include the appropriate Programme logo. (A common sense approach should prevail and, therefore, small individual pieces of furniture or IT equipment do not need to carry the Programme logo).

When stationery items are included in the project costs, the Programme logo must be included on letterheads, compliment slips, invoices, business cards and invitations etc. If you are unsure that the design is correct you can contact us at **communications@seupb.eu**

In addition to the relevant Programme logo, a textual reference must also be included (space permitting) within the printed material, as opposite:

“This project is supported the European Union’s PEACE IV Programme, managed by the Special EU Programmes Body (SEUPB).”

or

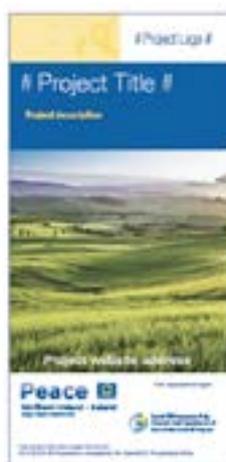
“This project is supported by the European Union’s INTERREG VA Programme, managed by the Special EU Programmes Body (SEUPB).”

Guidance for the production of reports, corporate documents and research studies generated by projects

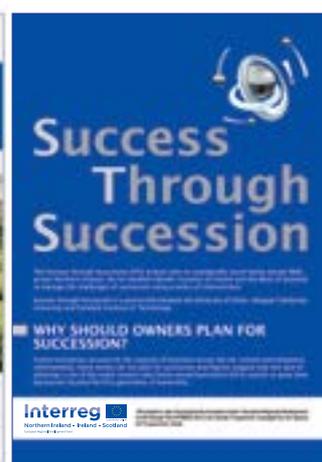
In order to provide clarity around the authorship of the work you produce we require that the following disclaimer be included in all reports, corporate documents or research studies developed by PEACE IV or INTERREG VA funded projects:

“The views and opinions expressed in this report/document/plan (delete as appropriate) do not necessarily reflect those of the European Commission or the Special EU Programmes Body (SEUPB).”

This caveat should appear at the start of the document. If in doubt on whether a specific publication should or should not contain the disclaimer you should contact the SEUPB Communications Team via email: **communications@seupb.eu**



(Pop-Up Stand)



(Information leaflet)

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Events

All projects will co-ordinate a number of different events over their duration. These events represent a great opportunity to let your key stakeholders know about the aims and achievements of your project. They can also help you make new contacts which will be of benefit as your project develops and grows.

Project launch

As a funder of your project, the SEUPB requires an invitation and an opportunity to speak at your launch event. Whilst our attendance may not always be possible, we do expect to receive an invitation at least three weeks in advance of the event.

You must also offer the same opportunity to a senior representative of any match-funding body or Accountable Department which is providing funding to your project (i.e. Minister or other high ranking official).

If you are unsure as to who that person is, please contact us via e-mail: communications@seupb.eu and we will advise you.

During your launch event the amount of financial support and name of the Programme you are supported by must be clearly referenced in any speech that is delivered by a project representative.

Project closure

We require an invitation to help celebrate the conclusion of your project. This invite must also be issued to a senior representative of any match-funding body or Government Department, as for the launch.

Any invitations issued for a project generated event must include the relevant Programme logo and a textual reference, as detailed in the previous logos and branding section.

Other events

If there are any other events which your project is organising we can help to promote them through our social media accounts. In order for us to do this, please provide the appropriate details at least two days in advance.

Please see below the proper wording to be used to acknowledge funding received through the EU's PEACE IV or INTERREG VA Programme. The SEUPB, upon request, can confirm the relevant Accountable Department (Northern Ireland, Ireland and Scotland) which has provided match-funding for any project.

- The PEACE IV/INTERREG VA Programme for 2014-2020 is funded by the European Union, the Northern Ireland Executive and the Irish Government.
- It has been designed to promote peace and reconciliation across Northern Ireland and the Border Region of Ireland (for PEACE IV) / It has been designed to help create a more prosperous and sustainable cross-border region (for INTERREG VA).
- Match-funding for this project has been provided by Accountable Department XXX in Ireland and Accountable Department XXX in Northern Ireland and also potentially the Scottish Government.
- The SEUPB is the Managing Authority for the PEACE IV/INTERREG VA Programme and as such is responsible for its implementation and delivery.

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Press Releases

The SEUPB reserves the right to co-ordinate all Public Relations activity relating to the funding announcement of all projects supported under PEACE IV or INTERREG VA. This includes the content, timing and distribution of any funding announcement/press release. During this process we will liaise directly with the Lead Partner to ensure that all information contained within the press release is accurate and properly references any other funding body.

The appropriate recognition should be provided by using one of the textual references provided in the 'Logos and Textual references' section of this guide. There is a degree of flexibility allowed to permit a better flow of the text, however a reference to the European Union and the appropriate Programme must be included in the first two paragraphs of the press release.

Projects are expected to issue a minimum of three press releases over their life-time; this might be at the launch; part of a topping out ceremony; to promote a report or research study; at some other project milestone or at its conclusion.

Project spokespersons should also be briefed so that they mention EU funding support when talking to journalists or undertaking media interviews.

Notes to Editors & Boilerplate

To add more background detail on the project and its funding outside of the main body of the press release, please use the appropriate Notes to Editor/boilerplate paragraphs. These allow you to include information about your company/organisation and that of any other

funding partners involved in the project. There is no set length for the 'Notes to Editors'/Boilerplate section but it is recommended that the information should be concise and supplied in a bullet point format.

See below boilerplates to be added to press releases issued by projects funded by either the PEACE IV or INTERREG VA Programme.

PEACE IV Programme Boilerplate

- **The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance in Northern Ireland and the Department of Public Expenditure and Reform in Ireland.**
- **It is responsible for managing two EU Structural Funds Programmes, PEACE IV and INTERREG VA which are designed to enhance cross-border co-operation, promote reconciliation and create a more peaceful and prosperous society.**
- **The Programmes operate within a clearly defined area including Northern Ireland, the Border Region of Ireland and in the case of INTERREG VA, Western Scotland.**
- **The PEACE IV Programme has a value of €270 million and aims to promote peace and reconciliation in Northern Ireland and the Border Region of Ireland.**
- **For more information on the SEUPB please visit www.seupb.eu**

INTERREG VA Programme Boilerplate

- **The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Public Expenditure and Reform in Ireland. It is responsible for managing two EU Structural Funds Programmes, PEACE IV and INTERREG VA which are designed to enhance cross-border co-operation, promote reconciliation and create a more peaceful and prosperous society.**
- **The Programmes operate within a clearly defined area including Northern Ireland, the Border Region of Ireland and in the case of INTERREG VA, Western Scotland.**
- **The INTERREG VA Programme has a value of €283 million and aims to address the economic and social problems which result from the existence of borders.**
- **For more information on the SEUPB please visit www.seupb.eu please visit www.seupb.eu**

Tips for Radio & TV Interviews

If you are offered a radio or television interview, you will need to consider a number of different factors when preparing for it. As soon as you receive confirmation that it will take place you should find out:

- the nature of the interview, is it live or pre-recorded?
- where will the interview take place, is it in-studio or will it be over the phone?
- what line the interviewer will take and what issues they want to cover. (Whilst they may tell you generally what they will ask, in some instances they will throw in a surprise question, so be prepared for it).
- are they interviewing someone else about the same topic? If so, who are they?

Before giving an interview you should always:

- establish your communications objectives and prepare three to four key messages you want to get across. (The average broadcast interview lasts about 30-45 seconds, so you don't have that long to get across your key points).
- prepare thoroughly - anticipate all the worst possible questions and rehearse your answers with a colleague.
- in radio interviews try not to use notes which are difficult to handle and often confuse rather than clarify.

During the interview itself, you should:

- listen to the questions and answer them, but don't be afraid to take control of the interview so that you can get across your key messages. This should never be done in an aggressive way, instead you should preface your key message by saying, 'The real issue here is...' or 'The main purpose of the project is to...' etc.
- try and make your most important key point as early in the interview as you can.
- maintain your professional cool; avoid becoming personal and emotional, especially when under hostile questioning.
- never feel compelled to answer a question you feel is too personal.
- avoid being too technical and never waffle. If you don't know the answer, say so and talk about something you do know.
- don't be pushed into promising anything that you may not be able to deliver.

If possible you should also have your colleagues listen/watch and comment on your performance. Criticism is sometimes hard to take but as long as it is constructive, it will help you to develop.

Remember very few people are natural when it comes to interviews, but with practice, careful preparation and planning most people can become more confident and capable.

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Advertising & Marketing

Newspaper Advertising

When placing any form of print advertising (including job adverts) for your funded project, the correct Programme logo must be used, alongside a textual reference, as detailed below.

This project has been supported by the EU's PEACE IV Programme, managed by the Special EU Programmes Body (SEUPB).

or

This project has been supported by the EU's INTERREG VA Programme, managed by the Special EU Programmes Body (SEUPB).

Given the variety in print advert sizes and content the SEUPB cannot supply a one-size-fits-all template. If you are in doubt, however, about whether or not your advert meets requirements, please email it to communications@seupb.eu for guidance.

Radio Advertising

For radio advertisements, the minimum reference to EU funding required is the inclusion of:

“This project has been supported by the European Union’s (PEACE IV or INTERREG VA) Programme.”

Television Advertising

For television advertisements, the minimum **is the inclusion of the Programme logo at a size that it can read and an appropriate time period in which it can be read. If possible, the words “This project/initiative is supported by the European Union’s (PEACE IV or INTERREG VA) Programme” should be spoken as a voice-over.**

Promotional Advertising

In promotional advertising, projects must always include the correct (PEACE IV or INTERREG VA) Programme logo which must have “due and equal prominence” with other funder or partner logos featured in the advertisement.

Projects must ensure that there is absolute clarity in all marketing collateral about what element(s) of the project the European Union funds are supporting.

Please consult the Communications Team at the SEUPB about any marketing items or designs on which you would like guidance. We would require a minimum of two working days in which to give a response.

Display/Exhibition Stands/Videos/DVDs

On Videos/DVDs - the minimum requirements are:

EU recognition (logo and textual reference) should be printed on the front of the DVD cover. The appropriate Programme logo and textual reference must be included with all other credits either at the start or end of the DVD. Where possible, any commentary or voiceover should include the phrase:

“This project has been supported through the European Union’s PEACE IV and/or INTERREG VA Programme”.

Recruitment Advertising

There is no formal requirement to publish recruitment ads in the regional press in both project jurisdictions. It is for the Lead or project partner to decide which medium (e.g. regional press, internal, websites, recruitment websites, etc.) it advertises vacancies to attract the required pool of candidates.

Project partner staff should be recruited in line with the partner’s HR policy and employment legislation in the jurisdiction of the partner.

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Billboards & Plaques

Temporary billboards

Projects in receipt of EU funding support of over €500,000 for infrastructure or construction projects must erect “*at a location readily visible to the public, a temporary billboard of significant size*” during the implementation or construction phase of the project.

This billboard must include the “*name of the operation (project), the main objective of the operation (project), the Union emblem (correct Programme logo) together with the reference to the Union and the reference to the Fund or Funds on the temporary billboard, which shall take up at least 25% of that billboard.*”

The actual size of the billboard must be proportionate to the size of the project. The recognition information, as detailed above must take up **at least 25%** of the overall size of the billboard to ensure that there is no doubt as to where the funding has come from.



(Temporary Billboard)

See below examples of a temporary billboard and a permanent plaque for illustrative purposes. Projects are free to create their own designs as long as the requirements of the regulation are met.

If you have any concerns over the design of your billboard please submit them to us for guidance, before they are erected.

Plaques/Billboards

Projects in receipt of funding support of over €500,000 which are involved in infrastructure, construction or the purchase of a physical object must “*put up a permanent plaque or permanent billboard of significant size at a location readily visible to the public*” **no later than three months** after completion of the project

This plaque or billboard must “*state the name and the main objective of the activity supported by the operation (project), the European Union emblem together with the reference to the European Union and the reference to the Fund*”. This information must take up **at least 25%** of the plaque's size.

The EU regulation also requires the plaque or permanent billboard to be visible and of a 'significant size'. As a guide, this means that they must attract the attention of someone entering the location without the need for it to be pointed out to them.



(Permanent plaque)

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Website

The regulations state that the relevant Programme logo must be included on the home page of the project website. This logo must be visible inside the immediate viewing area of a digital device, without the user having to scroll down the page.

Projects are required on their websites to provide *“a short description of the operation (project), proportionate to the level of support, including its aims and results, and highlighting the financial support from the European Union”*. This means a brief summary of the project. Detail on what it aims to achieve as well as the amount of money the project has received within its letter of offer.

A link to the SEUPB website (www.seupb.eu) should also be included on the project's landing page.

Social Media

Creating a social media presence for your project on networking sites like Facebook, Twitter, YouTube and LinkedIn is a great and cost effective way of promoting what your project is doing. It does however need to be resourced properly in terms of keeping content fresh and interesting. You will also need to have a strategy of how to deal with any potential negative social media posts in order to protect your reputation.

To promote the social media presence of your project, you may wish to add Facebook, Twitter, YouTube and LinkedIn icons (which are hyperlinked to the relevant pages) to the homepage of your website and the bottom of your email signatures.

You may also want to upload project related photographs to photo sharing sites, such as Flickr, Pinterest or Instagram. These sites can be used to help visually illustrate what your project is about. However, if your pictures include members of the general public (in particular those aged under 18 or vulnerable adults) make sure that you have the relevant permissions to use them.

When setting up any project social media accounts we expect you to reference the fact that your project is supported by the European Union's PEACE IV or INTERREG VA Programme, within the 'About' or background information section.

We would also expect you to upload the appropriate Programme logo within the photograph section of any social media account you are using. This way people can easily recognise where the funding for the project comes from.



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Tips for both Facebook & Twitter

Start by following people and organisations associated with your work. The more you follow the more you, in turn, should also be followed. Post regularly, however do not overload people with information. Ensure that your posts are relevant and interesting. Whenever possible use an image (that doesn't infringe upon copyright) within your postings. Include links in your posts to direct people for more information.

Do not post the same information to all of your social media platforms. Play to the strengths of each social media channel. Avoid complex terminology, make it jargon-free. Use informal language. Respond to all messages, even the negative ones. Use holding statements like 'we recognise your concerns and will get back to you shortly' if needed. Always ensure that you have the resources to manage your social media channels and that they are reviewed regularly.

The SEUPB has a number of social media accounts which we use to promote the work of PEACE and INTERREG funded projects. We are always looking for new content for our social media so please send us any project photos, news or developments you would like us to share and include @SEUPB in your project tweets on a regular basis.

We would also ask you to follow us on:



Twitter - @SEUPB



Facebook – @
SpecialEUProgrammesBody



LinkedIn - https://www.linkedin.com/company/special-eu-programmes-body-seupb/?trk=parent_company_logo



You Tube - <https://www.youtube.com/user/SEUPB>

Communications Reporting

All projects are expected to evaluate their information and publicity activities in order to demonstrate the success of the implementation of their Communications Plan.

Such evaluation will allow the European Commission to see direct evidence of all communications activity undertaken by funded projects and allow the SEUPB's Communications team to more efficiently track and monitor the delivery of individual project communication plans.

Further information on how to report on communications activity will be provided by the SEUPB.

Contact Us

If you have any queries in relation to this document or need to speak to a member of the SEUPB's Communications Team, please email: communications@seupb.eu or Tel: **028 9026 6691**.



SEUPB Communications Team
The Clarence West Building,
2 Clarence Street West,
Belfast
BT2 7GP
N.Ireland
Tel: +44 28 9026 6660
Email: communications@seupb.eu

