

Accel Project

Branding & Communications Requirements for all Accel Projects 2006-2008

Project Name & Logo:

DO's

- Projects **should use the words "Accel Project" in their project name** e.g the GMIT Innovest Accel Project or the Construction Industry Federation Accel Project, Food Accel Project.
- Accel Project names should **aim to be short, memorable** and reflect individual Project objectives in some way
- Projects may develop their own **distinct logo** should they wish to do so. We ask that you tie in with the Communications team further around logo development.
- Please visit www.acceltraining.com for further information.

DONT'S...

- Projects **cannot register the word "Accel"** in their legal company name.
- The word '**Network**' must not appear in your name. The word 'Network' is associated with the Training Networks Project (TNP) a totally separate initiative overseen by Skillnets Ltd a sister company of Skillnets Services Ltd who oversee the Accel Project.
- The term '**Training Network**' must not appear in your name. This term is associated with the Training Networks Project (TNP) a totally separate initiative overseen by Skillnets Ltd a sister company of Skillnets Services Ltd.
- The word '**Skillnet**' must not appear in your name. The word 'Skillnet' is associated with the Training Networks Project (TNP) a totally separate initiative overseen by Skillnets Ltd a sister company of Skillnets Services Ltd who oversee the Accel programme.

Acknowledgement of Funding:

DO'S ...

All Accel Projects **must** acknowledge the financial assistance received by citing the official legend on all communications including press releases, websites, brochures, headed notepaper and any other printed documents.

“The (insert name) Accel Project is funded by member companies, the European Social Fund and the National Development Plan“

- Projects must also display the Accel, European Social Fund, National Development Plan, Department of Enterprise, Trade and Employment and Skillnets Services logos in all communications as per section 6 of the funding agreement. These logos must appear on all printed materials including training materials.
- All Accel Projects are open to audit by the European Social Fund therefore it is imperative that all acknowledgements of funding / branding requirements are met fully.
- Please visit www.acceltraining.com for further information or to download required logos etc.

DONT'S...

- Do not develop any printed/digital materials or issue any press communications if you are unsure as to your Accel Project requirements around acknowledgment of funding.

Point of Contact for your Accel Project:

- We ask that each Accel Project appoint a Project Manager who becomes the point of contact for all communications with Skillnets Services Ltd. We ask that this point of contact be known as a ‘Project Manager’ and that he/she is referred to as such on appropriate communications materials.
- Should the Project Manager role pass from one individual to another we ask that Skillnets Services be notified of such a change before it occurs.

Marketing your Accel Project:

DO's ...

- It is a requirement to **display an EU Flag** at any Accel Project events especially around conferences/ exhibitions/ launches etc.
- It is also a requirement to **display Accel branded posters** on the premises of bodies implementing or benefiting from Project funding e.g. advisory board meetings, all training courses etc. These posters will be supplied to each Accel Project by Skillnets Services Ltd.
- Skillnets Services Ltd asks that all Accel Projects oversee a **launch** of their Accel Project. This launch should involve member companies / steering committees/ project manager and some element of media communications, be it at local or regional level.
- Should your Accel Project choose to develop a **website** please tie in with the Communications team regarding branding requirements for the web.

DONT'S...

- Accel Projects **should not be launched at the same time as any other training initiative** overseen by Skillnets Ltd or any other funder of training. i.e. it is not appropriate to have a Skillnet Network launch (Training Network Programme – TNP) at the same time as an Accel Project launch

The team at Skillnets Services Ltd ask that your visit www.acceltraining.com for further information on all the afore mentioned requirements. Should you need further guidance post visiting the website please contact rachel.gaffey@acceltraining.com or call 01 2079630

Key Messages for any Press Releases / Media Communications

- **The funding for your project comes from Skillnets Services Ltd.** Skillnets Services Ltd. is the support unit responsible for recommending Projects for funding and oversees the day-day running of the Accel Programme.
- Skillnets Services Ltd **oversees the Accel Programme on behalf of the Department of Enterprise, Trade & Employment.**
- The money to support each Accel Project comes to Skillnets Services from **three sources.**
 - The Department of Enterprise trade & Employment
 - European Social Fund (ESF)
 - The National Development Plan
- The **Accel Project has a fund of €16m** to spend on training between 2006/08
- The Accel Project is to run from **2006 to 2008**
- In all press communications each Accel Project is **free to disclose the value** of their grant allocation.
- There are currently **25 Projects around the country approved for funding with others set to come on board in April 2006.**
- The Accel Project will support the **training of people in employment** (in-company training).
- The Accel Project aims to give employers and workers an opportunity to rapidly **improve, realign or revise their current skills base.**

Joe Doyle and Rachel Gaffey of the Skillnets Services Communications team are available to assist and advise each Accel Project around any marketing / PR activity your Project plans to undertake. The Communications Team are contactable on 01 2079630 or email rachel.gaffey@acceltraining.com