

6. ORGANISATION OF KICK-OFF AND FINAL EVENTS

Two visibility events have to be organised in the course of implementation of the project, one at the beginning and one at the end of the project. These public events have to be organised in co-operation with the CFCA PR Office and Project Manager and the EUD Press and Information Office and Task Manager.

The date of the last Steering committee of the twinning project should be combined with the closure event of the project in order to limit travel costs of the MS Project Leader.

These events represent an occasion to reach the largest possible public about the project in question financed by the EU and implemented in partnership by Croatia and the Member State partner. In practice this means that not only direct beneficiaries of the twinning should be invited, but also of course media, people from other departments of other ministries or agencies, civil society working in the sector of the project, Embassies of Member States the administrations of which have presented an application at the time of selection of the twinning.

The organisation of these events is the responsibility of the RTA and her/his assistant as well as the Beneficiary Administration. This is the reason why the costs for STEs to prepare these events should be limited to the strict minimum in case the STEs are doing a presentation during the visibility event.

The CFCA PR Officer (kristina.tatarovic@safu.hr) and the EUD Press and Information Office (delegation-croatia-visibility@ec.europa.eu) will support the RTA in the organisation of these events. Should the RTA start the preparation of these events with delays, the CFCA PR Officer will remind the RTA about the delays necessary to properly involve the various partners in this organisation.

Checklist to organise kick-off and final event of twinning projects:

- **One month before** the event takes place, the CFCA PR Officer and the CFCA Project Manager should be provided with the **list of participants to be invited** and the **draft agenda**. These documents will be examined and sent to the EUD Task Manager, Press and Information Office and Twinning Coordinator. At this stage, suggestions as to the list of participants and/or on the order of speakers might be given. The Head of Delegation should be invited as a speaker for the opening and the closure of twinning events. The EUD Task Manager will inquire with the HoD Secretariat on the availability of the Head of Delegation to attend the event. If the Head of Delegation is not available, he will be replaced by one of the EUD Head of Sections. The EUD Task Manager will provide information on the speaker on behalf of the EUD to all parties in the process. Also, the CFCA Director should be invited as a speaker for the opening and closing events. The invitation should be sent to the CFCA Project Manager and the CFCA PR Officer who will provide information on availability of the CFCA Director to attend the event(s).

- Once the list of participants and speakers has been agreed the project can send out invitations together with the draft agenda. The EUD Press and Information Office must approve the EU visibility part of all materials of the EU-funded project (brochures, leaflets etc.). The contents of the materials must be first approved by the CFCA Project Manager and then sent to the EUD Task Manager for a final check. Table flags (EU, MS, Croatian) must be displayed at the event. These flags, together with the EU big flag can provide the EUD (delegation-croatia-visibility@ec.europa.eu).

- **5 days before** the event takes place, the CFCA and EUD counterparts should receive the **final agenda** and **draft press release** for approval.

- **2 days before the event, the Beneficiary institution may send out the press release to the media if it wishes to do so**

- **1 day** before the event takes place, the EUD Press and Information Office will send out the Press Release to the media and upload it on the Delegation's web page

Prior to being sent to the CFCA and EUD all documents, must undergo grammar and spell check (English UK).

To attract more media attendance, it is advisable that the Beneficiary institution publishes the press release on its web page only after the event has taken place.

After the beginning of the project event, the RTA must send to the EUD Press and Information Office and the CFCA PR Officer a Project Identity Card (Annex A5) so that the project can be listed and presented on the EUD web page under EU-funded projects section. All visibility materials published during the project implementation, photos etc. should be sent for update of information on the project to the EUD Press and Information Office and the CFCA PR Officer.