

## **6. ORGANISATIONS OF KICK-OFF AND FINAL EVENTS**

At least two visibility events have to be organised in the course of implementation of the twinning and twinning light projects, one at the beginning and one at the end of the implementation period of the Action.

The organisation of these events is the responsibility of the RTA and her/his assistant as well as the Beneficiary Administration.

CFCA – CFCA Director, responsible project manager, Publicity Officers, Croatian Twinning NCP must always be included on the invitee list and informed of any Twinning related events.

### **DATE OF THE EVENT**

First visibility event (the opening ceremony) should be organized during the first month of the implementation period. Every exception of this instruction should be agreed with the relevant contacts in CFCA.

The closing event should be combined with the date of the last Steering Committee meeting in order to minimize the travel costs of the MS Project Leader in line with the principles of sound financial management of the project.

### **VENUE OF THE EVENT**

The event can be organized in premises of the beneficiary institution or in the European Commission Representation.

If an adequate meeting room is not available, the cost for renting an appropriate venue can be charged to the budget for projects implemented under the TW Manual 2012. In this case a letter from the beneficiary administration should be sent to the CFCA with corresponding justification, clarifying reasons why the above mentioned premises are not appropriate.

For projects implemented under the TW Manual 2012 the costs of small catering can exceptionally be considered eligible, within a ceiling of 500 EUR (per event) if the beneficiary administration cannot provide proper co-financing for the kick-off and the closure event. In this case a letter from the beneficiary administration should be sent to the CFCA with corresponding justification.

Important note:

Flags or table flags (EU, MS, Croatian) must be displayed at the event.

### **REQUESTED VISIBILITY DOCUMENTS**

In course of the organization of the events following documents should be prepared, both in English and Croatian language:

- List of participants
- Event agenda

- Invitation
- Leaflet
- Press release
- Project presentation (slide show)

## **LIST OF PARTICIPANTS**

These events represent an occasion to reach the largest possible public about the respective project financed by the EU and implemented in partnership by Croatia and the Member State partner(s). In practice this means that not only direct beneficiaries of the project and implementing partners should be invited, but also:

- media,
- people from other departments of other ministries or agencies,
- civil society,
- international organisations working in the sector of the project,
- Embassies of Member States whose administrations have submitted proposals,
- European Commission / European Commission Representation in Croatia,

The Beneficiary institution is responsible for inviting the media and other participants in order to organise a visibility event that will reach the maximum audience.

## **EVENT AGENDA**

In order to maintain attention of the participants, especially of the media representatives, the event (opening speeches and project presentation) should not last more than an hour.

If the standard project presentation is chosen (opening on high level plus slide project presentation), agenda should not include more than four opening/introduction speeches (approximately lasting 10 minutes per speeches) plus moderator of the event and two project presentations (approximately lasting 15 minutes in total). The speakers are the high ranked representatives of implementing partners (European Commission Representation, MS, BC, CFCA).

The Head of European Commission Representation should be invited as a speaker for the opening and closing events.

In addition, 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.

Order of speakers - according to the Croatian protocol the highest ranked speaker should be the last to speak, but it can be agreed differently.

### **Important Note:**

*The project team is encouraged to make step out of the standard project presentation and use more creative and attractive way of the project presentation in order to gain more public and media attention on the project. Case by case approach should be used, meaning choosing the best possible way of presenting individual project, depending on its own specificity.*

## **INVITATION**

In order to ensure desirable attendance of the event, invitation should be sent at least 7 working days prior to the event.

Invitation should be sent by post and by mail.

Invitations for the media (in many cases i.e. press releases) should be sent 1-2 days prior to the event via e-mail and fax.

## **LEAFLET**

Leaflet should incorporate following information:

- project background
- project purpose/objective
- project activities and expected/achieved results
- implementation period
- implementing partners

The project team is encouraged to use photos or graphic illustration to make leaflet visually more attractive.

The project information should be presented in the concise and clear way, avoiding presenting the project in every detail but emphasizing the most important aspects of the project, most notably the difference it brings to Croatian citizens and the impact it has on everyday life.

Dissemination of leaflet should not be restricted only to the day when the event is organised i.e. leaflets should be disseminated in order to reach relevant target groups and/or as large audience as possible.

## **PRESS RELEASE**

If possible, the press release should be prepared in close cooperation with public relation department of the beneficiary institution, which has the needed professional experience.

The press release should include elements such as the purpose/objective of the project, results achieved, the partnership between the EU and the beneficiaries, mentioning that (a part of) funding was provided by the EU and the amount of EU funding in Euro and in the local currency.

### **Important requirements**

<p>The release must be dated at the top. It must also be indicated when the information must be released. Generally, journalists prefer to be able to use the release immediately, in this case 'For immediate release' must be written at the top of the document. However, it is sometimes appropriate to embargo</p>
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the release until certain event. In this case, a simple expression such as 'Not to be used before 15:00 hours, 06 June' must be included at the top of the document.

**A newsworthy press release should contain:** a heading, a strong leading paragraph summarising the essential facts, the main body of the story, some background information, and contact details for further information.

**The release should be kept to one side of an A-4 page whenever possible;** if it is longer, 'more follows' must be written at the bottom of every subsequent page. At the end of the document, make sure to write 'End'. After 'End', the press release should provide the name of at least one person whom the journalist can contact for further information.

The press release (prepared by the project and approved by the CFCA) will be distributed to media representatives after the event.

The press release will be also uploaded on the CFCA's and beneficiary institution's web page.

## **VISIBILITY PROCEDURE**

After the beginning of the project, the RTA must as soon as possible send to the CFCA PR Officer a Project Identity Card (Annex E of the Practical Guide for Twinners) so that the project can be listed and presented on the web page under EU-funded projects section.

Procedure and deadlines for preparation of visibility events (kick-off and final event):

- After MS and BC Twinning partners agree on content of the documents, all package of the documents are to be sent to CFCA PR Office and Project Manager ([visibility@safu.hr](mailto:visibility@safu.hr) and project manager e-mail)
- CFCA project manager checks content level of the documents and PR officer checks EU visibility elements of documents.
- If applicable, CFCA PR officer sends consolidated comments to RTA, who revise the documents accordingly and send them back to CFCA contact points for final approval.

At least 5 working days are needed for CFCA to comment the submitted visibility materials. Therefore, it is highly recommended to start preparation of the materials for the visibility events (kick-off and final event) in timely manner (approximately 4 weeks before the event) in order to have them finalised and approved at least 7 working days before the event.

Samples of all printed visibility materials (published for kick-off and final event as well as materials published during the project implementation) should be sent to the CFCA PR Officer.

Prior to being sent to the CFCA, all documents must undergo grammar and spell check.