

VISIBILITY GUIDELINES

Below are excerpts from the EU visibility guidelines on some of the requirements regarding publicity and information.

The entire guidelines, including the **Communication and Visibility Manual for EU External Actions** can be found at http://ec.europa.eu/europeaid/work/visibility/index_en.htm. We strongly advise you to consult also the section **Frequently Asked Questions** (FAQ) which clarify some specific areas.

The bilingual (Croatian-English) version of the Manual with the **Complement** which explains the specifics of the decentralised implementation system of EU-funded projects in Croatia, can be found at the EU Delegation's web-site:

http://www.delhrv.ec.europa.eu/files/file/articles-Copy%20of%20Copy%20of%20visibility_web-1300195917-1303809159.pdf.

The RTAs are requested to follow these guidelines to ensure visibility of EU funding in Twinning projects. Information and publicity measures should accompany all activities that are part of the implementation of the IPA Programmes (publications, conferences and other public events, briefings, purchase of equipment, press conferences, commemorative plaques etc.).

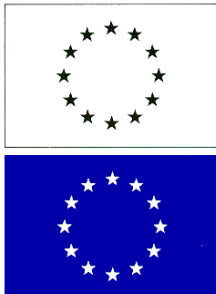
The RTA should contact CFCA PR Office and Project Manager and EUD Twinning coordinator well in advance of any press release, publications of leaflets, or organizing a public event linked to the project in order to get advice or instructions on further implementation of the exercise.

1. CORRECT USE OF THE EU LOGO

All the visual applications of the publicity and information measures require the use of the EU logo and text describing the funds involved.

The logo has 12 yellow five-pointed stars on a blue background. The number of stars does not change according to the number of EU Member States as twelve is a symbol of perfection, completeness and unity. The blue and yellow colours should be used whenever possible since the logo is more striking in colour. The standard colours are "Pantone Reflex Blue" and "Pantone Yellow".

A frequent mistake is to position the logo upside down. In order to avoid this, please check carefully the position of the stars. They should be placed horizontal to the upper border, with one point pointing upwards and two points pointing downwards:



The EU flag in newsletters and other graphic presentations must be used in its entirety, without any alterations or additions made to it. If the size of the logo is altered in order to meet the needs of the material, the proportions must not be changed (the long side is always 1,5 times bigger than the short side).

The graphic identity of the EU must enjoy an equally prominent place and size as that of the contractor or implementing partner (see Annex 2 of the Communication and Visibility Manual for EU External Actions).

Information concerning the EU logos and images of the EU flag for reproduction can be obtained at: http://europa.eu/abc/symbols/emblem/index_en.htm .

To ensure consistency of approach the following guidelines should be followed:

- the abbreviated forms of the individual IPA programmes can not be used on information and publicity materials, since it is not always clear to the general public what these abbreviations stand for;
- to ensure that the IPA projects are seen to be an EU initiative, the title "European Union" has to be used exclusively e.g. European Union IPA Programme for Croatia,
- if possible, you are encouraged to refer to "EU funds" in general, not to the Instrument for Pre-accession Assistance.

2. PUBLICATIONS FINANCED ENTIRELY OR JOINTLY BY THE EU

The following information must appear on the title page of the publication:

For the heading of a publication the following EU logo **can** be used (this format is recommended but not obligatory for publications (also for event related leaflets), but if you decide not to use it, you should replace it by a **clearly visible** EU logo or flag on the front page):



The name of the Programme should follow below the heading:

The European Union's XXXXXXXXXX programme for "Partner Country (e.g. European Union IPA Programme for Croatia)

Middle part of the cover page should contain the name of the project.

Lower part of the cover page should contain the name and **logo** of the implementing parties.

The following information must appear on the second page of a publication/middle page of the outer layer of the leaflet:

"This project is funded/co-funded by the European Union".

and in the lower part of the page:

"This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of */name of the author/contractor/implementing partner/international organisation/* and can in no way be taken to reflect the views of the European Union".

An EU definition should be included on the back page of the leaflet – for Twinning it should be a short paragraph about Twinning projects or about the programme from which the project was financed – please coordinate with CFCA.

The following information must appear on the last page of a publication/last page of the outer layer of leaflet:

For more information:

- contact points of the project and/or beneficiary

- contact point of the EUD

Delegation of the European Union to the Republic of Croatia

Trg žrtava fašizma 6

HR-10000 Zagreb

Phone: +(385) (0) 1 4896 500

Fax: +(385) (0) 1 4896 555

Email: delegation-croatia@ec.europa.eu

www.delhrv.ec.europa.eu

- contact point of CFCA

Central Finance and Contracting Agency

Ulica grada Vukovara 284 (building C), 10 000 Zagreb, Croatia

Phone: +385 (0) 1 459 1245

Fax: +385 1 (0) 459 1075

Email: info@safu.hr

www.safu.hr

If there is not enough space for EUD and CFCA contact details on the publication, the full names of the Institutions (EUD, CFCA) and their web page would suffice.

It is highly recommended that leaflets/brochures have photos that illustrate the results and impact of the action (not the people managing the project, holding meetings about the issue etc.) to show effects and changes the project is achieving and/or on which issues the project is working.

It is important to remind that prior to the printing or sending out of any leaflet, brochures or a press release, final draft paper must be sent to the CFCA PR Office and EUD's Twinning coordinator for a final check of the document (both in terms of content and visibility). They will also coordinate with the EUD Press and Information.

Information concerning the templates and examples of the press releases, leaflets, reports, banners, newsletters etc. can be obtained from: http://ec.europa.eu/europeaid/work/visibility/index_en.htm, CFCA's (www.safu.hr) and EU Delegation's websites (www.delhrv.ec.europa.eu).

These templates serve as a guide but the contractor is encouraged to use creativity, making sure that the basic elements of EU visibility are always present:

"Contractors, implementing partners and inter national organisations are encouraged, where the available budget and resources permit, to develop a communication and visibility plan that will highlight **in a dynamic way** the impact of the EU support. This may require the engagement of outside expertise." (Manual: Introduction)

In case of doubt you can contact the Press and Information Offices of the CFCA and/or EU Delegation.

3. CONFERENCES AND SEMINARS FINANCED ENTIRELY OR JOINTLY BY THE EU

The following information must appear on all conference materials:

[EU LOGO] Conference organised with financial support from the European Union

The above information must appear on the first page of all conference materials and on any posters relating to the event. It must also appear on billboards placed in the conference room and measuring approx. 0.7 m x 1.0 m. These billboards should be placed in a position visible to participants at the conference.

The above instructions should also be followed in the case of other events (cultural, educational, sporting or other) co-financed by the EU under the Phare/IPA Programmes.

For the above events, the EUD Task Manager should always be informed, and, depending on the level and scope of the event, invited. For any visibility materials, CFCA and EUD should be consulted.

For projects whose communication and visibility plan includes many events, it is advised that "penguins" are prepared (plastic or textile backdrop banners containing EU flag, name of the project and other relevant information as applicable) which can be used for special events.

4. EQUIPMENT PURCHASED WITH FINANCIAL SUPPORT FROM THE EU

All equipment purchased with financial support from the EU under the IPA Programmes should bear the following:

[EU LOGO] Financed by the European Union/Co-financed by the European Union

5. ORGANISATIONS RECEIVING FINANCIAL SUPPORT FROM THE EU

Organisations receiving financial assistance from the European Union should make this fact known in the context of their public relations activities by placing the EU logo on their premises and posters relating to EU matters. All office equipment purchased with financial assistance from the EU (IPA) should be labelled accordingly, using stickers of the type illustrated above. The EU logo should also be incorporated in invitations, press releases, web pages and other documents.

6. ORGANISATIONS 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 minimize the 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 media, people from other departments of other ministries or agencies, civil society, as well as the international organisations working in the sector of the project, Embassies of Member States whose administrations have presented an application at the time of selection of the twinning. The EUD Twinning coordinator and the Croatian Twinning NCP must always be included on the invitee list and informed of any Twinning related events.

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 (tajana.mikas@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 (timeline must be respected to the maximum degree possible):

- **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. The EU flags can be obtained from Narodne novine shops or can be printed in printing studios which print on paper/textile. They can also be borrowed from some institutions and for the MS flags, please contact the relevant embassies.

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

- **1 or 2 days before the event** takes place, the EUD Press and Information Office will send out the Press Release (prepared by the project and approved by the CFCA and EUD) as an invitation to the media and upload it on the Delegation's web page – any exceptions must be agreed between the project and the EUD.

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

Should there be an additional (follow-up) press release, in order to attract more media attention, it is advisable that the Beneficiary institution publishes this second press release on its web page only after the event has taken place (the text is to be coordinated and approved with the CFCA and EUD).

After the beginning of the project, the RTA must as soon as possible send to the EUD Press and Information Office and the CFCA PR Officer a Project Identity Card (Annex E) 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. Samples of all printed visibility material should be sent to the European Union Information Centre (Trg žrtava fašizma 6, Zagreb) and the CFCA PR Officer.

7. PROJECT WEBSITE

It is recommended to make the information about the project available online. It is not necessary to create a separate web-site for every project or activity – for Twinning it is advised that the information is made available via the partner's website (or additionally (for information) the EU Delegation site).

This website (sub-page, web banner etc.) should be developed in partnership with the CFCA PR Officer and Press and Information Office of the EU Delegation to make sure that the EU visibility elements of the website are appropriate. This website should be regularly updated with the outputs of the activities of the project.

SUMMARY - REMINDER: BASIC EU VISIBILITY ELEMENTS

EU flag/logo
Financing statement
Disclaimer
EU definitions

Information about the project
Contacts of implementing partners (for the EU Delegation minimum is to include the link to the Delegation's web-site)