

## Communication and visibility guidelines

### For EU funded or co-funded projects under the Decentralised Implementation System without ex ante control

#### I Introduction

##### 1. Communication and Visibility Manual for EU External Actions (February 2011 Edition)

- The beneficiary institutions/organizations and the contractors are responsible to give adequate publicity to the actions they are implementing and to the support from the EU.
- The manual covers the EU written and visual identity. It sets out requirements and guidelines for different type of communication activities and tools that can be included in the project's communication and visibility plan in order to highlight the projects achievements and EU support. Additionally, it suggests what activities would be more appropriate for different types of contracts (supply, works, and services).
- The Manual is available at:  
[http://ec.europa.eu/europeaid/work/visibility/index\\_en.htm](http://ec.europa.eu/europeaid/work/visibility/index_en.htm)
- The provisions of the Manual are mandatory for all the beneficiary institutions/organisations, contractors and any other entity carrying out an action funded by the EU.
- Provisions of specific contracts or financing agreements prevail in all cases.
- The templates proposed in the Manual are not compulsory. They are designed only to serve as an example of the final output. In fact, preparation of more original design is encouraged, as long as it includes the basic EU elements - EU flag accompanied by the sentence about financing ("This project/programme is funded by the European Union") and the disclaimer.

##### 2. The role of the Central Financing and Contracting Agency (CFCA)

- The CFCA took over the functions foreseen in the Manual. Therefore, the CFCA performs the following activities:
  - Approves project's communication and visibility plans,

- Ensures compliance between visibility and communication activities and materials proposed and the existing EU visibility requirements and guidelines,
- Gives the final approval of the visibility and communication materials/productions,
- Assists the beneficiaries/contractors in case of doubt of the Manual interpretation,
- Gives information on the involvement of the CFCA representatives in the event.

## II Visibility procedure

1. Publicity officers and a responsible project officer should be informed about all the communication and visibility activities foreseen under EU funded projects in timely manner, preferably three weeks before the event takes place. Ad hoc coordination is possible in justified cases, as exception to the above mentioned rule.
2. All project visibility materials/outputs should be sent for review and final approval before there are made public.

**Important Note:**

In the course of preparation of the documentation it should be taken into account that at least 5 working days are needed for CFCA to comment on the submitted material. In the case of public events, it is highly recommended to start preparation of the visibility materials in timely manner (several weeks ahead) in order to have it finalised and approved on time (approval should be at least 7 working days before the event).

3. The contact points in the CFCA are the publicity officers and the responsible project manager. The project manager reviews and approves the materials with regards to the content. Publicity Officers review and approve on the PR and visibility level.
4. CFCA Publicity Officers mail is [visibility@safu.hr](mailto:visibility@safu.hr).
5. The CFCA reserves the right to get involved in the preparation and implementation of events, especially in terms of active participation of the CFCA representatives in the events (in form of speech, for example).
6. When requested, several examples of produced visibility/information materials shall be delivered to CFCA Publicity Officers for the archive.
7. A certain number of all information materials should always be delivered to the EU Information Centre.

### III Important messages

1. While preparing the visibility materials, respective part of the Manual should be consulted first. In case of doubt or questions, the FAQ section relating to the Manual is also available on the Europeaid website: [http://ec.europa.eu/europeaid/work/visibility/faq-where-to-find\\_en.htm](http://ec.europa.eu/europeaid/work/visibility/faq-where-to-find_en.htm). If after reading the Manual and the FAQ, you still need guidance, you should contact CFCA Publicity Officers.
2. Before sending, the documents should under-go grammar and spelling check.
3. While preparing information on the project, a reader's point of view must be taken into consideration. Dry, technical description of the project should be avoided. Project's objective and planned activities/achieved results should be presented in the most comprehensive way, putting special emphasis on the project impact in solving certain (social or political) problems or its contribution to the country's development and better living conditions.
4. **Obligatory EU visibility elements** – EU flag, statement about EU funding and disclaimer, should be incorporated in all visibility materials. Contact for further information (e-mail, web link etc.) should also be included.
5. **EU flag** – accurate use and the reproduction of the EU flag should be ensured, meaning that its graphic elements should not be changed. Only official colours (Pantone Reflex Blue and Pantone Process Yellow) should be used. Only when the entire material is in black and white, the EU flag may also be reproduced in black and white. See more in the Annex 2 of the Manual.
6. **Publications** – cover page (front and back) should incorporate EU flag and statement of EU funding. Disclaimer and contacts for more information can be placed inside the publication.
7. **Disclaimer** – a slightly modified statement of the disclaimer may be used:  
“The contents of this publication are the sole responsibility of (name of the implementing partner) and do not necessarily reflect the opinion of the European Union. “
8. **Use of flags and logotypes** – the graphic identity of the EU and implementing partners should enjoy an equally prominent place and size.
9. **Video materials** should also include the EU basic visibility elements and the disclaimer – in the introductory cadre project title, logotypes (EU and ones of the implementing partners) and funding statement; in the last cadre disclaimer.
10. **Audio materials** – usage of EU visibility elements depends on the duration and the decision will be made case by case.
11. **Press release**
  - Beneficiary institution (not the contractor) sends out the press release.

- If possible, the press release should be prepared in close cooperation with public relations department of the beneficiary institution, which has the necessary professional experience and will be able to advise on how to make the content reader friendly.
- If an institution/organisation uses its official letterhead (not the template) for the press release, basic EU visibility elements should be incorporated.

12. **Interviews/Media performances** – In the interviews, media statements and appearances it should be clearly stated that the project is funded by the EU.

### 13. **Events**

- In course of the organization of the events, the following documents should be prepared, both in Croatian and English (smaller edition) language:
  - List of participants
  - Event agenda
  - Invitation
  - Leaflet
  - Press release
- Invitations for attending the event should be sent out at least 7 working days prior to the event.
- Media invitations should be sent out at least two days before the event is taking place.
- Draft of the press release should be prepared and approved in advance and distributed to media representatives after the event.
- 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 (lasting maximum 10 minutes per speech) plus moderator of the event and no more than two project presentations (lasting maximum 15 minutes in total). The speakers are the high ranked representatives of implementing partners.
- 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 go beyond the standard project presentation and use more creative and attractive ways of the project presentation in order to gain more public and media attention to the project. Case by case approach should be used, meaning a selection of the best possible way of presenting individual project, depending on its own specificity. If possible, close cooperation with public relations department of the beneficiary institution should be ensured.

14. For the **twinning projects** visibility guidelines and templates should be used (<http://www.safu.hr/hr/twinning> ).
15. Any exceptions to the visibility procedures or rules should be agreed with the CFCA Publicity Officers and responsible project managers.