Visibility Training

Pre-selected Applicants
Important Note

• As a potential Beneficiary under this Call for Proposal please consider the instructions in the following slides as an information tool for you only. They should give you an insight of what would be required from a potential Beneficiary in regards to communication and visibility and help you during the preparation of the full proposal.

• The term „Beneficiary“ mentioned in the following slides does not apply to you!
The Duty

• The Beneficiary(ies) need to **state in their visibility materials that the EU has financed or co-financed the Action.** In compliance with the Communication and Visibility Manual for Union External Actions laid down and published by the European Commission, that can be found at: [http://ec.europa.eu/europeaid/work/visibility/documents/communication_and_visibility_manual_en.pdf](http://ec.europa.eu/europeaid/work/visibility/documents/communication_and_visibility_manual_en.pdf).

• The Coordinator shall submit a **communication plan** for the approval of the PDP and report on its implementation.

• In particular, the Beneficiary(ies) shall **mention the Action and the European Union's financial contribution in information given to the final recipients of the Action**, in its internal and annual reports, and in any dealings with the media. It shall display the European Union logo wherever appropriate.

• Any notice or publication by the Beneficiary(ies) concerning the Action, including those given at conferences or seminars, shall **specify that the Action has received European Union funding**. Any publication by the Beneficiary(ies), in whatever form and by whatever medium, including the internet, shall include the following statement: 'This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of < Beneficiary(ies)’s name > and can under no circumstances be regarded as reflecting the position of the European Union.'
The Purpose

• To ensure that actions that are wholly or partially funded by the European Union (EU) incorporate information and communication activities designed to raise the awareness of specific or general audiences of the reasons for the action and the EU support for the action in the country or region concerned.

• All beneficiaries are responsible for making the contribution of EU visible in their projects.

• All beneficiaries shall take the necessary steps to ensure that the financial contribution of the EU is given adequate publicity.
The Steps

**First step:** Use of written and visual identity elements is a compulsory requirement for all contractors and implementing partners

**Second step:** Deploy tools to enable the development of a dynamic communication strategy that will highlight the achievements of the EU support (if available budget and resources exist)

**Third step:** Develop a communication & visibility plan (if available budget and resources exist)
The Misunderstandings
The Topics

- Definition
- Basic Rules
- EU Logo
- Communication Tools
- Communication Plan
- Activities Examples
- Exercise
The Topics - Definition

Visibility
The condition, state, or fact of being visible; visible character or quality; capacity of being seen

Difference Visibility – Communication

When we say **visibility** we are referring to those elements one can pick up at a glance and understand that your project or activity is funded or otherwise supported by the EU. Elements like the EU flag or the reference to the fact that it is funded by the EU.

By **communications** we mean the concerted effort to reach your target audience, sending them a specific message through using the best available and most effective tools.

Adding the EU logo on materials or having the EU flag at an event is a visibility obligation but should not be considered as a communication action.
The Topics - Basic Rules

• All Beneficiaries must take the necessary measures to ensure the visibility of the EU (co)-financing.

• In all types of actions Beneficiaries should use their normal stationery in letterheads or fax headers sheets but always adding the phrase "This project/programme is funded by the European Union" and the EU flag. The latter should enjoy an equally prominent place and size as that of your organisation’s.

• Print Publications, website or audiovisual material produced in the frame of the EU project should contain the following disclaimer: "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> and can in no way be taken to reflect the views of the European Union.”
The Topics – *Basic Rules*

- Contractors and implementing partners should make sure that at least one section of their reports (interim and final) contains a detailed description and evaluation of their communication activities (giving concrete examples) and their impact (illustrating this with a file of press cuttings and audiovisual transcripts whenever possible).

- The name of the Contracting Authority shall also be written.

«*The contracting authority of this project is the.........................................................*»
The Topics – *EU Logo*

- Any supplies or equipment delivered and outputs produced, brochures, booklets all types of materials (posters, display panels, etc.) produced under your project must visibly carry the EU logo.

It can be downloaded here:
http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm
The Topics – *Communication Tools*

<table>
<thead>
<tr>
<th>Tools</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online</strong></td>
<td>Websites, networking platforms, portals, blogs, social media tools, spot films, e-bulletins</td>
</tr>
<tr>
<td><strong>Offline</strong></td>
<td>Brochures, leaflets, flyers, information packs, posters, books/booklets, guidelines, bulletins, other printed materials, reports, research findings, invitations, newsletter</td>
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<tr>
<td><strong>Media</strong></td>
<td>Press release, press conferences, press visits, exclusive interviews, press packs, press pages on website</td>
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<tr>
<td><strong>Events</strong></td>
<td>Trainings, seminars, conferences, launches, closing activities, info days, information campaigns, road shows, sponsorship, success stories, exhibitions</td>
</tr>
<tr>
<td><strong>Others</strong></td>
<td>Spot films, promotional films, TV spots, radio spots, newspaper/ magazine adds, direct marketing, impressions, pictures,</td>
</tr>
<tr>
<td><strong>Promotional Items</strong></td>
<td>Promotion/ display panels, banner, flags, table flags, stage/ podium decors/ signage/ nametags/ programmes/ event kits, presentations, pen, notebook, t-shirt- caps, bags, mugs, calendar, folders</td>
</tr>
<tr>
<td><strong>Permanent</strong></td>
<td>Supply, vehicle and equipment labels; plaques</td>
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The Topics – Communication Tools

The Topics – **Communication Tools**

The Topics – *Communication Plan*

1. General communication strategy:
   - overall communication objectives
   - target groups
   - specific objectives for each target group

2. Communication activities:
   - activities covered by the plan, including type and of activity and who will carry it out
   - communication tools chosen and motivation

3. Indicators of achievement:
   - assign an indicator of achievement to each communication tool chosen

4. Resources:
   - Human resources: description of the personnel dedicated to communication activities and time frame
   - budget required to implement the communication activities (in absolute figures and in percentage to the overall budget)
The Topics – Activities Example

**Events** (seminar, conferences, workshops, info days etc.)

- Prepare and distribute comprehensive information and working materials for the seminar participants
- Prepare the venue (banner, posters, etc) according to the format of sessions
- Check if translators are needed
- Set-up an event task force that will and provide logistical and organizational support to speakers and participants from registration till departure
- Coordinate sessions, provide support to moderation, and appoint and supervise note takers and photographer, video for documentation
- Ensure availability and distribution of promotion materials from the overall project
- Provide support to media contacts and co-operation partners
The Topics – Activities Examples

Publicity

• Promoting the upcoming event and reporting on its outcomes on the project website, social media, through the networks of the beneficiaries (e.g. newsletters).

• Liaising with media representatives, arranging a press conference, radio or TV interviews e.g. high level panellists or beneficiaries

• Preparing and providing the invitees with an info package on the day of the seminar

• Prepare a documentation to be shared with participants and the public via the webpage and mailings
The Topics – *Activities Examples*

**Media**

- Contact journalists (email, phone, letter etc.) who have previously shown interest in the EU programmes and in project related topics and respond to their questions
- Conduct regular individual or small scale group meetings with media representatives to inform them about the programme
- Conduct larger press conferences to announce significant news and to respond to journalists follow-up questions
- Lead journalists for specific interviews for articles, TV news of radio programmes
- Sent out media advisories to inform journalists about specific events
The Topics – *Activities Examples*

**Website**

- Using the website as an information platform with special media section
  - publishing announcements/news via the website
  - uploading press releases on the website
  - uploading press packages
  - creation of a series of “invited columns” as blogs from opinion leaders, etc.
PDP – General

Roll Ups
THANK YOU!