|  |  |
| --- | --- |
| **Instruction on Branding rules and Project Visibility for Grant Beneficiaries** | |
| pic_eu_managing_nb.jpg | |
|  |  |
|  |
|  |
|  |

**CONTENT**

[1 RULES ON EU VISIBILITY 3](#_Toc388352828)

[1.1 Obligatory requirements on communication tools and products 3](#_Toc388352829)

[1.1.1 Templates, disclaimers and vector logos 3](#_Toc388352830)

[1.2 Approval of communication/visibility materials 4](#_Toc388352831)

[1.3 Events 4](#_Toc388352832)

[1.4 EU Information Centre 7](#_Toc388352833)

[2 EU COMMUNICATION GUIDELINES 9](#_Toc388352834)

[2.1 Publications 9](#_Toc388352835)

[2.2 Interviews/Communication with media 9](#_Toc388352836)

[2.3 Audiovisual material 10](#_Toc388352837)

[2.4 Campaigns 10](#_Toc388352838)

[2.5 Reporting and press clipping 11](#_Toc388352839)

# RULES ON EU VISIBILITY

As per Article 6 of the ANNEX II of the General Conditions applicable to European Union financed grant contracts for external actions grant beneficiaries are responsible and obliged to provide adequate publicity of the EU Grant Scheme they are implementing, and to ensure the efficient promotion of the support that the European Union provides to the Republic of Serbia.

All grant beneficiaries shall follow the provisions of the “[Communication and Visibility Manual for EU External Actions”](http://ec.europa.eu/europeaid/work/visibility/) and its templates. The Manual covers written and visual identity of the EU and sets out requirements and guidelines for written materials, press conferences, presentations, invitations, signs, panels and plaques and all other tools to highlight EU participation.

***The Manual is designed to provide guidance and you are encouraged to create your own visual identity making your project unique and recognisable to your audience and the Serbian public.*** However, in all cases, your project and activities should be presented as donations of the European Union from its pre-accession funds. ***The European Union as a source of financial support should be put at centre stage.***

## Obligatory requirements on communication tools and products

All communication tools and products related to internal and external communication, ***which are used as a means of promoting the European Union Support to Inclusive Society project***, must consist of the following visual elements:

1. EU Logo and the EU Support to Inclusive Society Project Logo
2. Beneficiary Institutio’ Logo:

* Ministry of Labour, Employment, Veteran and Social Affairs Grant beneficiary’s logo/s

1. EU Disclaimers
2. Grant Beneficiary’s contact details

*Important note: All logos applied should be of the same size*

### **Templates, disclaimers and vector logos**

Examples of Project Memorandum Template for grant beneficiaries, Power Point Presentation Template for grant beneficiaries as well as vector logos of the EU, the EU Support to Inclusive Society Project Logo and Beneficiary Institution logo are available for download at the Project Website:

[www.socijalnainkluzija.rs](http://www.socijalnainkluzija.rs)

*All GB will receive Tool on Visibility with Associated Annexes via email by PMU Administration Officer. Contact your PMU Project Visibility Expert if you have problem to download Tool on Visibility or if you have any other problem with document reception. All templates are available both in English and Serbian.*

## Approval of communication/visibility materials[[1]](#footnote-2)

**In line with** [**EU's visibility guidelines**](http://ec.europa.eu/europeaid/work/visibility/)**, the EUD Press and Info Team must be consulted for the production of all visibility materials, templates, promotional items, website design and the like.**

First you need to obtain approval for developed draft versions from your PMU Visibility expert at [s.babic@socijalnainkluzija.rs](mailto:s.babic@socijalnainkluzija.rs)

After you receive approval from PMU you should contact your EUD Press and Info Officer and obtain official EUD approval. The draft or demo versions of such materials must be sent to the EUD Press and Info team’s functional email:

[DELEGATION-SERBIA-INFO@EEAS.EUROPA.EU](mailto:DELEGATION-SERBIA-INFO@EEAS.EUROPA.EU)

We strongly recommend you use this mailbox instead of individual email addresses, as your request may remain unanswered in case of a EUD team member’s absence and also because this inbox does not get jammed by large files as easily as individual email inboxes.

Due to a high number of requests, **please allow at least a week for the EUD Press and Info Team to react to your materials.** In urgent cases, grant beneficiaries can send a simple informative e-mail that something is pending approval. This informative e-mail should be sent to respective EUD Press and Information officer in charge of the For a Better Live Project.

## Events

Coordinating with the EUD will ensure that you achieve a greater impact and visibility of your project. For example, EUD can distribute your press release, upload your videos, pictures and project updates on our own website or Facebook page, or can involve the EU Information Centre in the organisation of your activities.

Some projects may have a number of small-scale communication activities, perhaps at local level, and there may be no need for the EUD to be directly involved at all times or attend these activities. ***However EUD Project Manager and the Press and Info team must always be informed of every upcoming activity and jointly decide what the EUD involvement should be.*** Therefore we strongly advise you to inform your PMU Visibility Expert and EUD Press and Info Officer on all public events that your are planning during the project implementation.

Events are the tool most often used for promotion of EU funded projects. Events can take the form of press conferences, conferences, roundtables and debates, street festivals, concerts, competitions, fairs or others.

***Please be aware that any event organised in the context of a project must be primarily coordinated and agreed with the EU Delegation as the main donor and contracting authority of your project. The date and format of the event cannot be the sole initiative of grant beneficiaries, the project institutional beneficiaries, or other partner bodies. This means that any public project event should be brought to attention of your EUD Project Manager, the Press and Info Team and PMU Visibility Expert and at the earliest conceptual stage.***

Below you will find a detailed step-by-step guide for organising events. ***It is important that you are aware that the EUD will at its discretion cancel or postpone events which have been organised with EU funds but without prior consultation with the EUD.***

* Please provide your PMU Visibility Officer with updated table of the **planned public events** **minimum 2 months before the event is held** (document enclosed to the zip file you received with this Annex to the Tool on Visibility Package – **Forward Planning Table** ).
* Minimum 2 weeks before the event takes place you should develop **Work package for the project public event which should consist of bilingual documents:**

### **Project BKG Information**

### **Event Agenda**

### **PMU Project Calendar Card**

1. **Media Announcement**
2. **Draft List of Invitees**

All documents should be developed in your Project Memorandum Template which form can be find enclosed to the zip file you received with this Annex to the Tool on Visibility Package). Also, you will find a form of Project Calendar Card within enclosed templates.

Please contact the PMU Visibility Expert for approval of the draft WP of the public event you plan to organise. After obtaining the approval, submit the final version of the WP to your EUD Press and Info Officer. **This is the way to obtain a final approval of all documents, especially Media Statements** (cc. the PMU Visibility Expert and your PMU Coordinator).

Media Statements should contain the following obligatory paragraph:

*The action (title of the action) is funded by the European Union and implemented by (name of the GB) with the support of the Ministry of Labour, Employment, Veteran and Social Affairs as the main beneficiary of the project, and (name of the respective municipality, if applicable). This action is part of the project European Union Support to Inclusive Society, supported by the European Union with a grant fund of 4.331.275,56 million euro and managed by the Delegation of the European Union to the Republic of Serbia*

* After you obtained approval of **Work package for the project public event** from your PMU Visibility Officer and later by EUD Press and Info Officer, ***please provide an info email to your EUD Programme Manager with enclosed Project BKG Information, Draft Agenda and proposed time frame for the organisation of the public event*** (with cc: to EUD Press and Info Officer, PMU Coordinator and PMU Visibility Expert and [pmu@socijalnainkluzija.rs](mailto:pmu@socijalnainkluzija.rs) )
* **During the public event, do not use generic roll ups or banners of your organisation and/or of your project partner.** You can use the EUD banner, which can be borrowed from the EU Info Centre (Kralja Milana 7, 11000 Belgrade), or the PMU Banner, which can be borrowed from the PMU office (Terazije 41, 11000 Belgrade). Specifically - generic/organisation roll-ups should not be used under any circumstances for project visibility.
* **Media statements should always be given in front of the EUD/or PMU Roll up or EU Project Site Boards/ or EU Commemorative plaques** (if possible in case of Commemorative Plaques). Even if the EUD representatives are not in attendance, statements should be made in front of PMU project or EU Delegation roll ups.

**Follow Up after the event**

After the event is over please submit to the PMU Visibility Expert:

1. Few nice pictures from the event in JPEG-format
2. List of media who attended the event
3. Media Clipping/ Press Clipping

After the event please provide the EU Info centre in Belgrade (if you do not have contact please ask your PMU Visibility officer) with:

1. Few nice pictures from the event in JPEG-format
2. Media Announcement
3. **Formulating the concept/programme of your event**

When you have a visibility event in the planning phase, please make sure that you inform PMU Visibility Expert about it well in advance **(at least 4 weeks)** proposing a draft programme, main messages, target audiences and proposed speakers. Your PMU Visibility Expert will give you guidance and advice and will direct you towards the EUD Press and Info Team, in order to start the organisation.

1. **Meeting with a EUD Press and Info Team member**

Once when arrangements on EUD involvement are agreed, it is strongly recommended that you meet the responsible EUD Press and Info Officer (if appropriate together with the beneficiary institution) at the very early stages of your event planning. The EUD Press and Info Officer will give you concrete guidance for every step of the process.

EUD Press and Info Officer will clarify the protocol/programme of the event with you. This needs to follow certain rules (concerning the level and order of speakers). All high level media events must be attended by someone from the EUD (which means that, as a minimum, the responsible EUD Project Manager must be there).

1. **Setting the date of the event**

Any EU project event must set according to the availability of the EUD, as the main donor. Especially dates of high level events where the presence of the Head of Delegation is required must be coordinated well in advance **(4-6 weeks).** The EUD reserves the right to set the date and level of attendance as deemed convenient and appropriate.

It is very important for the EUD Press and Info Team to have a draft agenda with list of speakers you intend to invite in order to be able to discuss and decide internally which EU official will attend your event.

1. **Creating visibility materials for the event**

As described previously, all visibility materials which you wish to distribute at your event - such as leaflets or brochures - need to be approved in advance by the PMU and EUD Press and Info Team. As already mentioned, all approval requests and draft materials should be sent to the functional email account ([DELEGATION-SERBIA-INFO@EEAS.EUROPA.EU](mailto:DELEGATION-SERBIA-INFO@EEAS.EUROPA.EU)), and will be approved by the EUD Press and Info Team.

1. **Sending out invitations**

You are responsible for drafting invitations and inviting speakers and audiences to your event, which can be done by letter or email. If needed, the EUD Press and Info Officer can provide you with contacts of high level speakers such as Ministers. In certain cases, EUD Press and Info Officer can also make the contacts on your behalf.

1. **Project background in English**

You will be asked to provide EUD Press and Info Officer with the project background/project visibility brief in English and Serbian.

1. **Speaking points**

Your EUD Project Manager might, at his/her discretion, ask you to contribute to the speaking points for the EUD representative attending your event.

1. **Media announcement and Press releases**

1-2 weeks prior to the event, you will be asked to draft a **media announcement in Serbian and English** and send to the PMU Visibility Expert and EUD Press and Info Officer who will approve the documents. A couple of days before the event and in coordination with the Beneficiary Institution's Press Service, the EUD Press and Info Officer will send the media announcement out to the EUD media list and post it on the EUD website. For smaller scale/local events, the grant beneficiary will be asked to invite the media directly, but the media announcement will be uploaded on the EUD website.

A **press release** is usually issued on the day of the event, immediately after the event has taken place. 1-2 weeks prior to the event, you will be asked to draft a press release in English and Serbian and send to the EUD Press and Info Officer who will finalise and approve it. It is your responsibility to provide journalists with copies of the press release at the day of the event. The EUD Press and Info Officer will also send the press release out to the EUD media list and post it on the EUD website.

All media announcements and press releases should be in accordance with visibility requirements applied within Project Memorandum Template which form can be find enclosed to the zip file you received with this Annex to the Tool on Visibility Package).

**Press packs**

You are strongly advised to provide press packs to the media on the day of your event. Press packs can include all promo materials produced by your project, project background/factsheet, press release and other materials relevant for the journalists.

1. **Press clipping**

Should you receive press feed-back or collect media reports, please send them to the PMU Visibility Expert.

## EU Information Centre

The aim of the [**EU Information Centre**](http://www.euic.rs) is to provide citizens with information about the European Union and its institutions, EU - Serbia relations and the activities of the EU in Serbia. However, the EU Info Centre does not only act as a physical visitor’s centre, it is also a virtual platform where citizens can ask questions, interact with the Centre and with each other. The EU Info Centre also liaises with EU Information points all over the country and organises information sessions for citizens in Serbia’s regions/schools/universities and other institutions and organisations interested about EU affairs.

EUD encourages all grant beneficiaries to get in touch and cooperate with the EU Info Centre. The EU Info Centre will add visibility to your project by displaying your brochures and leaflets, playing your videos, posting your information on its website and including your project on our [**Interactive Project Map**](http://mapa.euinfo.rs/). To include your project in the Project Map, please get in touch with your EUD Press and Info Officer, who will coordinate this exercise with you.

In special circumstances and at the discretion of the EUD Press and Info Team, the EU Info Centre can further support you by hosting your project event at the Centre. Please direct any such request to the respective EUD Press and Info Officer.

EU Information Centre use of social media:

Facebook page: <https://www.facebook.com/#!/euinfo.rs>

Twitter account: <http://twitter.com/#!/EUICBG>

YouTube channel: [www.youtube.com/EUICB](http://www.youtube.com/EUICB)

# EU COMMUNICATION GUIDELINES

**Whichever communication tool you decide to use, you should bear in mind that your messages need to be simplified and adjusted towards the end-user, i.e. the common Serbian citizens.** You should always refrain from using highly technical language, EU jargon and acronyms. Your communication to the media and stakeholders should never be a copy-paste from contracts, terms of references and internal project documents. Instead you should aim to simplify language as much as you can and avoid terms such as IPA, CARDS, sector specific terms from EU Regulations or technical activities of your project, as they do not say much to a regular citizen. When there is a need to use technical language, please explain what the technical terms stand for and avoid acronyms. For example, instead of IPA you can refer to EU donations, pre-accession funds, EU funds and other more simple terms.

At all opportunities, you should stress the overall objectives that your project contributes to and how it makes a difference for Serbian citizens.

Below you will find some more specific guidelines as regards a number of communication tools most often used for the promotion of your EU Grant Scheme projects.

## Publications

Publications such as leaflets, brochures (with project successes stories) or factsheets can be useful in communicating the objectives or the end results of your project to your target audiences. Please make sure that the language used in these publications is simple, clear and void of EU jargon. Always think whether your publication will be understood by the "man on the street" i.e. the citizen who has limited knowledge of EU integrations.

As much as you can, try to create your own visual identity in your publications. You are encouraged to use photos and illustrations to make the publications more appealing to readers. **Please make sure that you send your publications in printed and electronic form to our** [**EU Info Centre**](http://www.euinfo.rs/) **for further dissemination to citizens.**

In general, the EUD Press and Info Team does not encourage the use of newsletters. Even in electronic version, newsletters can often become heavy files with too much text and little newsworthy stories. Instead, we recommend that you keep your audiences informed through email updates. These emails can contain short news and give links which direct the reader to the website where more information and text can be found. You can always consult the EUD Press and Info Team on the use of newsletters and email updates.

*All publication should respect EU's visual identity and be sent for approval to as previously described within section 1.2 of this document.*

## Interviews/Communication with media

Interviews, media statements and TV appearances can be an effective way of informing a broad and diverse audience of your project activities and results. Your project team, partners and all stakeholders must be instructed to always clearly state in their interviews or media appearances that the project is funded by the EU, what the main objectives are related to the EU integration process and related benefits for the Serbian citizens.

You are encouraged to prepare a brief project fact sheet which you can always distribute to journalists. Journalists may sometimes omit important information or misinterpret our words. **Ask your PMU Visibility Expert to provide you with example of Project Fact Sheet.**

**Your PMU Visibility expert and the EUD Press and Info Officer must always be informed of all interviews/TV performances you would like to do.**

Please also remember that a high-level EU representative will gladly give interviews on behalf of your project if you wish to raise public attention and the level of visibility.

## Audiovisual material

Audiovisual material may be appropriate, but can be expensive to produce, so should only be prepared when there is a realistic chance of it being distributed by the media and seen by your target audiences.

For example, producing a project video to present the end-of-project results can often be a wasted resource, since those kinds of films are rarely used beyond the end of the project. Often, it makes more sense to produce stock shots or raw material, which can more easily be distributed to the media and can always be re-used by the EUD after the end of the project.

Since every project is unique, you are encouraged to get in touch with the EUD Press and Info Team to consult about your plans to produce audiovisual material and you will be provided with guidance. As a general rule, audiovisual materials should focus on the human aspect of your project and how the project has benefited citizens. We request to see the concept of your video/other materials and will need to approve your final script in Serbian before the production phase.

In case you conduct interviews for your video, as a general rule you should always interview an official of EUD as the main donor of the project and incorporate it into your video. You should however bear in mind that audiovisual material is more interesting and appealing if they contain a human story rather than too many interviews of officials.

Your video should clearly make reference EU funding. As a minimum, it should contain reference in the "off" at the end of the video as well as on the final screenshot. Wherever possible, the speaker in the video should make reference to the EU at the beginning (clear mention of project name and value, EU symbols) and in-between the scenes as appropriate.

All requests for advice, interviews and approval of audiovisual materials should be sent to [DELEGATION-SERBIA-INFO@EEAS.EUROPA.EU](mailto:DELEGATION-SERBIA-INFO@EEAS.EUROPA.EU) well in advance of your production.

## Campaigns

All EU funded projects, which have a media campaign/awareness raising component, must consult with EUD Press and Info Team about the implementation of such a campaign well in advance. The EUD Press and Info Team will give you comments and guidance on your campaign plan and will approve it for your further implementation.

## Reporting and press clipping

**Upon completion of certain communication activities, be sure to assess them. Find all press clipping, on radio and television**. Prepare report and keep it in the archive. **Send the report to the PMU Visibility Expert, immediately after the event. This is very important for monitoring the results and evaluation of the success of your communication activities**. Also, the data from this report can be used in the preparation of the Final Report on the project implementation.

**Contact:**

PMU Project Visibility Expert - Ms. Sanja Babić – [s.babic@socijalnainkluzija.rs](mailto:s.babic@socijalnainkluzija.rs)

EUD Press and Info Officer – Ms. Nadežda Dramićanin – [nadezda.dramicanin@eeas.europa.eu](mailto:nadezda.dramicanin@eeas.europa.eu)

1. This one and the following sections comply with the explicit instructions of the Information and Press Office of the EU Delegation to the Republic of Serbia [↑](#footnote-ref-2)