PL-BY-UA 2014-2020

THE ENI CROSS-BORDER COOPERATION PROGRAMME
POLAND-BELARUS-UKRAINE 2014-2020

VISIBILITY GUIDELINES
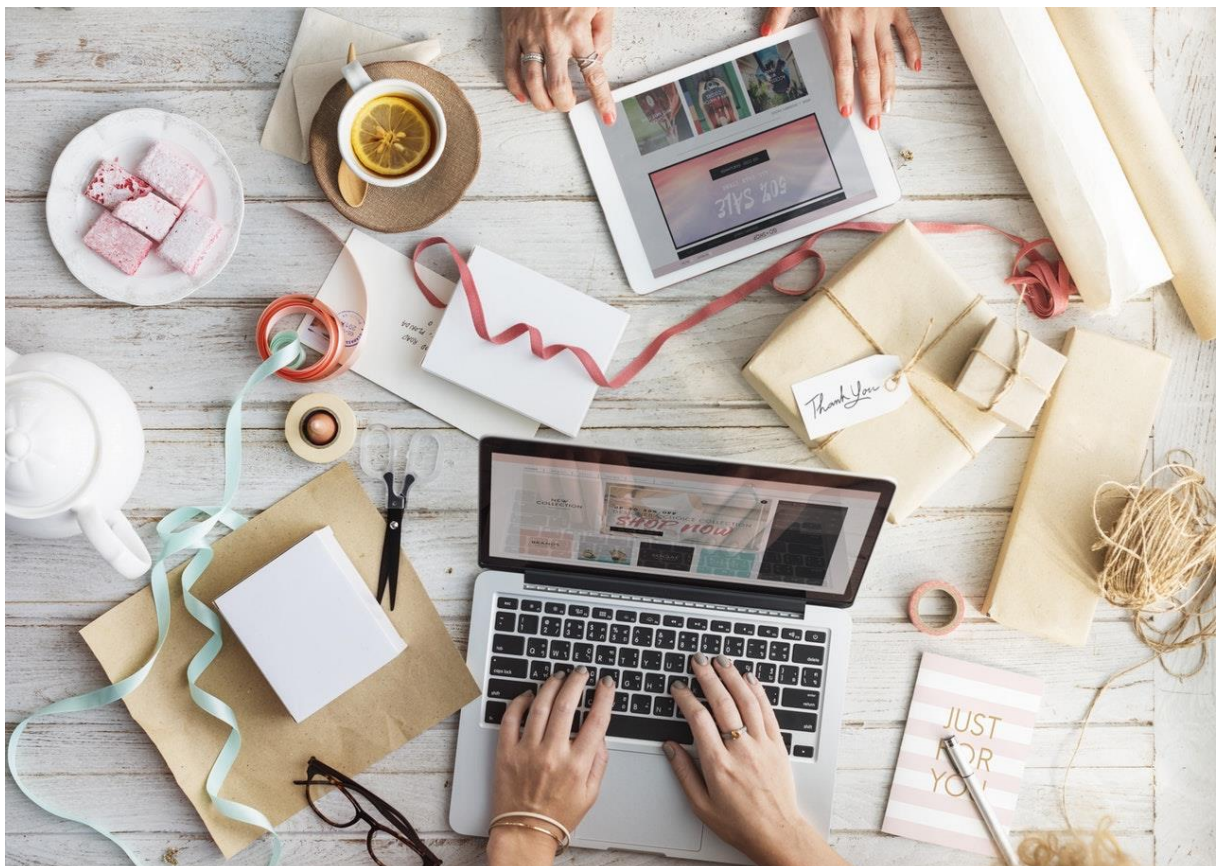
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INTRODUCTION

The aim of these Visibility Guidelines is to help you, beneficiaries of the Programme, in proper and effective promotion of the project's activities and its results. Each project, at the stage of preparing the application, planned its communication strategy including envisaged goals, activities, outputs and indicators. Now it is time to smoothly realise the strategy, in accordance with the Programme rules and best practices. In these Guidelines, we tried to collect not only obligations and formal requirements but also useful tips and recommendations based on previous experiences.

We encourage you to read it carefully and contact the Joint Technical Secretariat in order to consult any doubts or looking for missing information.

1. **WHY VISIBILITY REQUIREMENTS ARE SO IMPORTANT?**

Remember that even the best project will not have the same impact if it is not effectively communicated outside.

Of course, the implementation of the project and achieving all objectives and goals is the most important task. However, without a well-planned and coordinated promotion of your work, almost nobody will know about its results and outputs and they will not be used by the target groups of your project, no matter how smart and needed they may be.

Communication is a very important tool to:

- Inform about the existence of the project
- Provide the necessary information to all project stakeholders
- Inform about project's achievements
- Enhance the transparency of EU funding

It is necessary to promote a cross-border cooperation project throughout its whole duration to spread the effects of the project through the border:

- ✓ **informing about the start of the project** and planned results will bring attention to the activities within the project,

- ✓ **updating information on the state of play** during the implementation will keep the audience interested – this is especially important if the lead beneficiary or any of the project beneficiaries plan to organise events and receive as many participants as possible,

- ✓ widely **sharing the information on the outputs** will make people use them/visit them/share them further and thus the general objective and indicators will be achieved – this is crucial for such project's results as any guidebooks, strategies, toolkits or reports as well as generally accessible services (including e-services) or objects, sites and monuments.

Communication activities should be an integral part of the project and should not be a set of separate additional activities that the beneficiary is implementing to fulfil the visibility requirements. Only an effective promotion plan can help the lead beneficiary or any of the project beneficiaries in getting a significant attention from media and final beneficiaries.

2. **WHERE TO FIND OBLIGATORY REQUIREMENTS?**

You, the beneficiaries of the Programme co-financing, bear responsibility for ensuring that appropriate information is communicated to the public and you must ensure adequate visibility of the EU contribution to the Programme and projects so that public awareness of the EU action is strengthened and a consistent image of EU support is created in all participating countries. Project's communication needs to contribute to the Programme's communication strategy included in the [Joint Operational Programme](#).

PROGRAMME RULES

Programme obligations related to visibility measures are mentioned in the §20 of the Grant Contract and are described in more details in these Visibility Guidelines. These documents are the first and most important and their requirements must compulsory be followed by each beneficiary (understood as lead beneficiary and other beneficiaries taking part in the projects co-financed within the Programme).

EU FLAG RULES

As far as the **use of European Union emblem** is concerned, the beneficiaries are obliged to follow the rules set up by the EU in Graphics guide to the European emblem and use correct files.

3. **HOW TO ENSURE PROPER VISIBILITY?**

The Programme logo and EU emblem are mandatory in all project communication products whether it is a publication, an audiovisual product, a gadget, training materials, information plaque at the place of construction, a website or any other public information on project activities whether listed here or not.

- ✓ In point 2.1 above you can find a direct link to the rules on the use of EU emblem and files to download.
- ✓ There are also separate guidelines on how to use the Programme logo and files to download.

3.1. Infrastructure and equipment

INFRASTRUCTURE & INVESTMENT

In case of infrastructure and investment activities within the project, the beneficiary is obliged to prepare adequate boards:

- ✓ **information panels** during the construction **and**
- ✓ **commemorative plaques** after the end of infrastructure activities or equipment supply in case of investment actions.

Obligatory elements to be put on the boards:

- ✓ logo of the Programme,
- ✓ EU flag,
- ✓ name of the Programme,
- ✓ title of the project,
- ✓ information on the co-financing, for example:

  - ✓ in case of informative panel:

  This [type of structure] is being renovated/constructed/renewed with the financial support of the European Union within the Cross-border Cooperation Programme Poland-Belarus-Ukraine 2014-2020.

  - ✓ in case of commemorative plaque:

  This [type of structure] was renovated/built with the financial support of the European Union within the Cross-border Cooperation Programme Poland-Belarus-Ukraine 2014-2020.

If there is enough space, **you can add** for example: name of beneficiaries, dates of the project duration, grant amount and total budget.

Language

Information on the boards should be prepared in the language understood by the target readers (Polish, Ukrainian, Russian, Belarusian or English). If there is enough space, they can be put in more than one of these languages.

Size

The Programme rules do not specify exact size or layout of those boards BUT following general rules should be taken into account:

- ✓ Boards should be of appropriate **size** to be clearly visible so that passers-by are able to read and understand the nature of the action. Both EU flag and the Programme logo should be of adequate size to be seen from far.

- ✓ Boards should be produced from solid **materials** of good quality, resistant to the weather conditions, especially the commemorative plaques that should stay there for years. This concerns also the plaques for the equipment such as vehicles.

- ✓ Information panels should be at the place of infrastructure activities from their start.

- ✓ Commemorative permanent plaque should be placed in the most visible part of the building (main entrance or in front of the building).
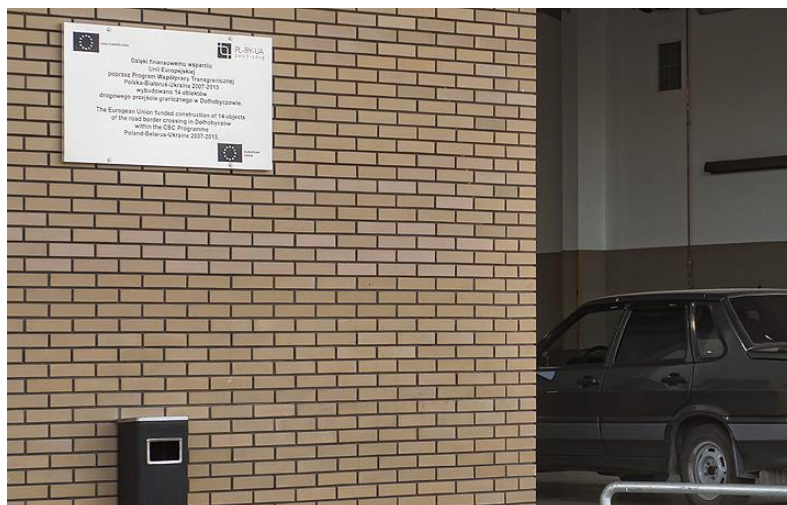
Examples of informative panels

Examples of commemorative plaques

VEHICLES & OTHER EQUIPMENT

In case of equipment, especially vehicles the beneficiary is obliged to prepare permanent plaques.

Obligatory elements to be put on the plaques:

- ✓ logo of the Programme,
- ✓ EU flag,
- ✓ information on the co-financing (in English or national language), for example:

Provided with the financial support of the European Union within the Cross-border Cooperation Programme Poland-Belarus-Ukraine 2014-2020. (preferably)

OR

Provided with the financial support of the European Union. (in case of small equipment)

If there is enough space, **you can add** for example: title of the project, name of beneficiaries.

Language

Information on the plaques should be prepared in the language understood by the target readers (Polish, Ukrainian, Russian, Belarusian or English). If there is enough space, they can be put in more than one of these languages.

Size

Once again, the Programme rules do not specify exact size or layout of those plaques BUT following general rules should be taken into account:

✓ They should be of appropriate **size** to be visible and both EU flag and the Programme logo should be of adequate size to be seen from far.

✓ They should be produced from solid **materials** of good quality, resistant to the weather conditions (concerns especially vehicles).

✓ They should be **fixed permanently** to the equipment/vehicles.

✓ In case of smaller equipment, it is acceptable to produce one visible enough plaque at the entrance of the equipped space (e.g. room, ward etc.) instead of putting it on every single item (such as chairs, beds, shelves, sinks etc.).

Examples

3.2. Publications

While designing and producing any publication such as leaflets, brochures, newsletters, albums, maps etc, following rules should be followed:

It should be by default disseminated in electronic form and only where appropriate or necessary in paper version with best environmental practice in mind.

DISCLAIMER

✓ all written outputs developed by projects must include the following disclaimer:

> *This document has been produced with the financial assistance of the European Union, under the ENI CBC Programme Poland-Belarus-Ukraine 2014-2020. The contents of this document are the sole responsibility of <lead beneficiary's/beneficiary's name> and under no circumstances can be regarded as reflecting the position of the European Union, the MA or the Joint Technical Secretariat of the ENI CBC Programme Poland-Belarus-Ukraine 2014-2020.*

✓ it should be displayed on the inside or outside cover,

✓ it should be in the language(s) understood by the target readers (Polish, Ukrainian, Russian, Belarusian) but also in English (if there is enough space).

3.3. Websites

It is worth considering if there is a reason and necessity to invest sources into a new project's website or if adding **new section/subpage** within existing websites of the organisation is a better solution. In any case, you need to ensure proper visibility in order for visitors to easily spot where they can find information on the project.

DISCLAIMER

Aside from the obligatory Programme logo and EU flag, the website/subpage should include all information necessary to understand the nature of the project and its progress. Following **disclaimer** should also be included (e.g. at the bottom of the homepage or one of the pages):

> *This website was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <lead beneficiary's/beneficiary's name> and do not necessarily reflect the views of the European Union.*

Multilingual websites are strongly recommended – pay attention to correct and good quality translations.

Key points to keep in mind when developing a project website:

✓ A website should be continuously updated and maintained. Launching websites and abandoning them should be avoided.
✓ When a website is planned, the upkeep of the site after project closure should be considered.
✓ The main updates on a website should be clearly dated.
✓ At the end of the project the website should be archived onto a CD-ROM, USB disk (or other drive) or online (permanent) storage.
✓ Publish on your website, but also publicise your website! Put the address on all print items, press releases, paper and electronic correspondence, etc. Include a link to the project's website on the websites of project partners and other relevant stakeholders.

Source: INTERACT Communication Toolkit version 2.0

3.4. Project events

The Programme logo and EU emblem must be prominently displayed on materials (including attendance list, agenda, printouts), online, and at venues (with the use of banners, roll-ups, promotional walls etc.), to ensure that people attending such events are aware of the EU's financial support.

We strongly encourage you to prepare and ask participants to fill in the satisfaction-surveys – it is a very precious and free tool to evaluate project activities and get the feedback.

Be sure to inform all interested parties about possible participation – ensure equal access and planned audience. Remember about people with disabilities who might like to participate in the event, think about their needs while planning the event – we recommend to read helpful manual.

While preparing and running the event, help yourself with useful tools such as scripts or checklists:

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Event planning checklist

Before the event

▶ Tasks are allocated to all organisers ☐

    Invitations and registration

    Budgeting

    Welcoming participants

    Venue, coffee breaks and catering

    Agenda (Speakers? Moderator?)

    Photographer

    Set up script or roadmap of all details of event Invitations
    sent out in time (speakers, media and participants)

▶ Make a block reservation at a recommended accommodation, ☐
that are included in practical information for participants

▶ Upon registration, participants receive a confirmation email ☐
with the final version of the agenda + practical information

▶ All organisers are briefed to answer frequently asked questions ☐

▶ Speakers (and the moderator) are briefed ☐

▶ All presentations are compiled and checked ☐

▶ Check technical equipment ☐

During the event

▶ A reception desk is available for registration ☐

    Registration sheets

    Name badges arranged in alphabetical order

    Conference packs (if applicable) & promotional materials

    Place labels and water are available for speakers

▶ Conference room equipment is checked ☐

    Laptops with presentations

    Multimedia projectors and screens

    Cables and electricity sockets

    Microphones, sound system;
    persons available for handing out microphones

    Air conditioning and lights

▶ Enough toilet facilities are available ☐

▶ There are recycle bins in the conference room ☐

▶ All activities comply with the publicity requirements (e.g. EU flag on display) ☐

After the event

▶ Event documents and photos are uploaded to your website ☐

▶ Thank you notes sent to all participants and guests ☐

▶ Conclusions made based on feedback forms and debriefing ☐

▶ All costs and fees are taken care of ☐

source: INTERACT

3.5. Promotional materials

It is recommended to choose carefully promotional items to be produced – consider if they are needed, how will you distribute them, who will receive them and rationally plan number of items. Make sure you invest in good quality products.

Remember that the logos of the Programme and the EU should be included and permanent - avoid stickers that can be easily removed.

3.6. Photographs and videos

It is mandatory to archive all the main activities (major steps, events, positive changes introduced by the activities, results, etc.) within the project. These photos and videos may be subsequently used for other promotional activities. In case of infrastructure activities it is worth to plan a photo session before the start of the project, its progress and the final result to compare at the end and show the very visible effect of the action.

The videos should include mandatory logos and **disclaimer**:

> *This was produced with the financial support of the European Union. Its contents are the sole responsibility of <lead beneficiary's/beneficiary's name> and do not necessarily reflect the views of the European Union.*

3.7. Social media

We strongly recommend to use this tool as it is in most cases available for free and is effective when you want to reach a wider audience. Choose social media that are the most relevant to your needs and targets groups of your communication strategy.

The social media accounts should include mandatory logos and **disclaimer:**

> *This account was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <lead beneficiary's/beneficiary's name> and do not necessarily reflect the views of the European Union.*

Social media tips!

- ✓ Post real-time information.
- ✓ Include links to your posts for more information.
- ✓ Include photos or infographics to your posts to make them more attractive.
- ✓ Respond to all messages and comments.

source: The Manual of the Karelia CBC Programme 2014–2020

4. WHAT ARE THE ADDITIONAL TOOLS TO INCREASE BETTER PROMOTION OF THE PROJECT?

4.1. Media relations

Mass media are a good option for target groups with a larger number of people (such as general public). Think what is your target group while choosing appropriate channel: whether online or paper media, whether with very local or larger audience etc. Remember to invite media representatives to your events, this is very often to be done without any additional costs.

When sending a press release, consider the following points:

- ✓ Write a capturing headline;

- ✓ Get straight to the point (save background information to the end);

- ✓ Use easy language and keep the release short;

- ✓ Tell a story: give a face to the story and tell the journalist what the story means to their audience (for example: tell about a person whose life has been impacted by the project);

- ✓ Provide resources like photos, videos and interview opportunities;

- ✓ Remember to mention the financiers and required visibility elements to the press release;

- ✓ Add contact information for further information.

source: The Manual of the Karelia CBC Programme 2014–2020

4.2. Joint communication activities with other projects/initiatives

You can look for projects or other initiatives, also outside the Programme, dealing with similar subject or sector and propose for example to take part in their event or invite them to yours. This way you will increase the visibility of your action and hope for more participants.

You can also take advantage of a central database of projects www.keep.eu to find a similar initiatives from a selected area.

4.3. Storytelling

During the implementation of the project you will be often asked by media or Programme bodies to present briefly the project. From the beginning it is recommended to be ready and have 2-3 key messages which are short, simple and give a clear idea of what it is about. They should be flexible enough to be used across all communication tools frequently and consistently.

Messages could answer some of the following questions about a project:

Why do you do what you do? (project aim)

How many partners, regions are involved?

What is/ are the problem(s)/ challenge(s)?

What is the benefit of the project (to the communities, regions involved etc)?

What is the cross-border impact?

Call for action/ why care about this issue?

Element adapted from the BSR 2007-2013 communication guidelines for projects

Stories not only make the content more interesting to the audience, they make it much more likely that they will remember it. Storytelling may give the project a human face. More information is available on pages 16-18 of the ENI CBC Communication Guide 2014-2020.

5. WHERE TO FIND ADDITIONAL GUIDANCE AND HELP

There are documents that show best practices and some practical solutions you might find helpful, including:

1) Communication and Visibility Manual for European Union External Actions published here by the European Commission.

 This document is a guidance for beneficiaries of the Programme especially when it comes to:

✓ the use of EU emblem (pt. 5.2, 2.1.2),
✓ necessary disclaimers to be used on different publications/products (e.g. pt. 5.4, 3.4.1, 3.4.2),
✓ necessary visibility elements on printouts, publications, infrastructure, equipment etc. (pt. 3.5).

2) ENI CBC Communication Guide 2014-2020 published by INTERACT.

You can find multiple interesting and very useful tips and recommendations regarding for instance:

✓ different communication tools (section IV but also II and III),
✓ tips on planning the event (annex III) or photo session (annex IV),
✓ Q&A regarding proper visibility elements (annex V).

3) [Communication Toolkit version 2.0](#) published by INTERACT.

Although this document was elaborated more for Interreg Programmes, you can get inspired with tips on how to organize events, write interesting texts or handle different publications.

6. COOPERATE WITH US!

Remember that the Joint Technical Secretariat is there to assist you with any doubts regarding your communication strategy and activities. Do not hesitate to contact [Communications Managers](#) of the JTS and ask them for help. You can also contact any of three Branch Offices of the Programme located in [Rzeszów](#), [Brest](#) and [Lviv](#).

During the implementation of your project active cooperation with us can boost the results of your efforts:

- ✓ Assign a <u>person responsible for communication</u> and provide the JTS with her/his contact data from the beginning of the project;

- ✓ Deliver relevant <u>news about the progress</u> in the project for communication purposes – according to §20 art. 5 of the Grant Contract:

  *The lead beneficiary **every quarter** (starting from the date of signing the Grant Contract) will ensure the submission of pictures and written information about the progress of the project to the Joint Technical Secretariat on behalf of itself and other beneficiaries.*

- ✓ Inform in advance on planned <u>events</u> – it can be included in the calendar on the Programme website and thus it will have a stronger promotion;

- ✓ Share any <u>video, photo gallery and written publication</u> in electronic version with Communication Managers; all foreground intellectual property, i.e. outputs created within the project must be made publically available;

- ✓ Render physical and immaterial <u>contributions</u> to cluster network sessions, trainings and thematic events as well as to the Programme annual events and other publicity measures;

- ✓ Assist in <u>photo and video sessions</u> organized by the JTS (aimed at promoting the projects);

- ✓ Maintain an <u>archive</u> with photographs, videos and media coverage about the project and / or cluster activities;

- ✓ Contribute to the Programme <u>impact investigation</u> (e.g. success stories that bring about positive change).