



EUROPEAN UNION

DELEGATION TO BOSNIA AND HERZEGOVINA

COMMUNICATION AND VISIBILITY TIPS TO CONTRACTORS IMPLEMENTING EU FUNDED PROJECTS

These communication tips apply to all EU projects implemented in Bosnia and Herzegovina and complement the [European Commission's Communication and Visibility Requirements for EU External Actions](#) (replacing the old Visibility Manual from 2010 “Communication and Visibility Manual for EU External Actions”). New “Requirements” are applicable to all new contracts from 1st January 2018. New Requirements primarily apply to projects, i.e. EU-financed grants, services, supplies and works contracts awarded to implementing partners, whether managed directly by the EU or by other parties. For other actions where the EU and other international organisations and agencies (UN, World Bank, EBRD, EIB) have signed a framework or delegation agreements, those agreements will take precedence over the Requirements, in case of incompatibility.

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1. Project communication and visibility plan

As a contractor or implementing partner of the EU Delegation to BiH (EUD), you have an obligation to communicate your project to the BiH citizens. Your contractual obligation is to **prepare a Communication and Visibility Plan (CVP)** and to present it to your EUD Project Manager. CVP is a legal document, part of the contract that engages the implementers to undertake the activities contained in it, but, in agreement with EUD, may be adapted during the project lifetime. There is no official template.

The CVP must include: all communication and visibility actions planned by the project; an indicative time plan and itemized budget and be approved together with the inception report. Please see the “Requirements” for further guidance on how to write a communication and visibility plan. Its approval can be suspended at the inception report stage, if needed.

Once your CVP is approved by the EUD, we expect you **to coordinate major steps of this plan with the EUD to ensure greater impact.** If you establish that some of your communication activities are not working, then adapt them.

Your Project Manager must always be informed of every upcoming activity.

The budget allocated to communication depends very much on the project, its scope of work and its overall budget. The cost should be well balanced with at least enough to have an impact according to the objectives of the communication plan. **Note that you are obliged to designate a focal point in charge of the project communication and visibility.**

2. Messages

Whichever communication tool you decide to use, your **messages need to be adjusted to your audience, and – as the end beneficiary – the BiH citizens.** Do refrain from using highly technical language, jargon and acronyms. Do not simply copy-paste information from contracts, terms of references and internal project documents.

Do stress the overall objectives that your project contributes to and how it makes a difference for BiH citizens (e.g. economic benefits, better life quality through cleaner water, public health, empowering disadvantaged groups, ensuring fundamental freedoms, security, consumer protection etc.).

Do not just report of what you are doing. Communicate in a way to demonstrate what it means for the citizens.

3. Approval of project visibility materials

The EUD must be consulted on all visibility materials, templates, promotional items, website designs and similar. Draft or demo versions of such materials must be sent to EUD for approval.

Due to a high number of requests, please allow at least a week to react to your materials, although we do try to clear them as fast as we can.

4. EU visibility requirements

Do read the new "[Communication and Visibility Requirements for EU External Actions](#)". The document sets out **requirements** and **guidelines** for written materials, press conferences, presentations, invitations, signs, panels and plaques and all other tools to highlight EU participation.

Alongside compulsory elements, you are encouraged to create your project's visual identity making it unique and recognisable to your audiences. However, in all cases, your project and activities should be presented as donations of the European Union loud and clear.

Please find below further instructions to contractors and implementing partners in BiH.

4.1. Project naming and branding

Official names should be shortened and adopted for communication with the media and wider audiences, in agreement with EUD. Do consult EUD on the need for a shorter/catchier name for your project. Note that individual logos, created for the duration of a given project or programme are not allowed.

For more detailed instructions on the project naming, please see **ANNEX 1**.

4.2. Websites

Websites are very effective but costly communication tool. It should only be created if the lifespan of the project is 2 years or longer and has a strong communication component. You should always consider the sustainability of a website.

In case you opt for a project website, its template and structure must be coordinated with the EUD. **The EU emblem must be clearly displayed together with the acknowledgement of EU funding, include the disclaimer** and must be hyperlinked to the [EU BiH website](#).

Partners must ensure that the information provided by such website is up to date, and that all featured links function correctly. When EU-financed actions come to an end, partners must ensure that such websites indicate that they are no longer active or updated and must make all materials and documentation, generated by the action, available to the EU in an appropriate format.

4.3. Social media

Do use social media to promote your project to target audiences. Facebook, Twitter and Instagram are quite popular. Before you decide creating it, consider that someone will have to maintain them and that they are demanding tools so you can never delay sharing information. In specific cases, if your project has a longer-term awareness raising component, consider creating your own social media platforms, in coordination with the EUD. **The EUD can provide guidance, but in all cases EU symbols and acknowledgement of EU funding must be there i.e. tagging the @eubih on social media.**

In addition, you must be aware of the [European Commission's guidelines](#) on the use of social media platforms when using them in your personal capacity.

4.4. Publications

The **language used in publications should be simple, clear and void of EU jargon**. Please refrain from producing leaflets which are a copy-paste of your Project Terms of Reference.

Do create your own visual identity in your publications, **use photos and illustrations to make publications more appealing to readers**. Please make sure that all your publications are approved by the EUD and send publications in printed and electronic form to EUD for further dissemination, if appropriate.

Use the local language and print **materials in English only if necessary**.

The cover or front page must clearly identify the publication as being part of an EU-financed action. The lower banner of the back page must carry a disclaimer that the publication concerned does not necessarily reflect the view of the European Union.

Any paper versions must be produced with best environmental practice in mind.

4.5. Newsletters

Newsletters should only be produced for very specific audience. **Do refrain from producing heavy files**. Instead, **focus on success stories and important news**. We recommend using email with short news stories directing the reader to the website where more information can be found.

A disclaimer must clearly indicate that the newsletter concerned does not necessarily reflect the views of the European Union.

4.6. Press releases and press conferences

Press release should be written in simple language void of jargon. The template, format and content of your press releases must be coordinated with the EUD.

There is no official template. Once the template of your press release has been agreed, please use the same template until the end of your contract. Please share the final text of press releases with EUD in both languages, as we may decide to post it on our web site.

Think of the message you want to pass on and what do you want to say. People are always interested in stories about people, and not in processes and lengthy procedures.

1. **Headline and secondary headline** – The headline is crucial to your press release as it is the first thing that will catch the reader's attention. Keep it short, interesting, and descriptive. Having a secondary headline is a great way to give more information without taking away from the main headline.
2. **Get straight to the point** – Press releases are sent to people that are busy, so make sure the essence of your press release is in the first two paragraphs.
3. **Easily quotable** – Journalists will want to pull parts of your press release to use in their own stories. Make sure you have sentences that will make an impact when used separately.
4. **Include a photo** - Sending a picture along with the press release is crucial as it personalizes the release and makes it stick out in people's minds. The picture will enable putting a face to the name and hopefully made people want to learn more about the people in the photo.

You also want to make sure the press release is newsworthy. It means that you have to find an angle that you think journalists will find interesting and want to write about.

Press conferences must always be organised in cooperation with the EUD. At the press conference itself, the EU flag must be displayed if other flags or emblems are being displayed.

4.7. Interviews/Communication with the 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. We encourage you to talk to the media, but in all your media appearances **you must always clearly state that the project is funded by the EU**, the main objectives related to the EU funded project and list **concrete benefits for the BiH citizens**.

You are encouraged to prepare a brief project fact sheet which you can always distribute to journalists, to make sure important information is not omitted.

EUD must always be informed of your intentions to do interviews or similar media appearances.

EUD representative can give interviews/statements on behalf of your project if there is a need to raise public attention and the level of visibility. Please consult with the EUD on the appropriate level for your media appearance.

4.8. Audiovisual material, photography and other productions

Audio-visual material may be appropriate, but can be expensive to produce, **so should only be prepared when there is a realistic chance of it being widely watched**. Often there are more efficient ways to promote the project, for example by inviting a TV crew to make a story about the success of your project. Please consult with the EUD on the most appropriate form for your audio-visual material.

Audio-visual material should focus on the human aspect of your project and how the project has benefited citizens. A script for audio-visual material must be approved by the EUD in advance.

In case you conduct interviews for your audio-visual material, as a rule you should always inquire about availability of a EUD representative. Please however refrain from using too many interviews and statements in your audio-visual materials and focus as much as possible on the human aspect of your project.

Your audio-visual material should clearly refer to EU funding. **Videos** produced by EU-financed external actions must feature the EU emblem at the beginning and at the end of the production, accompanied by the following text: 'This [film/video/...] was produced with the financial support of the European Union'. **Do not forget to insert the disclaimer at the end of the video.** Where appropriate, the EU symbols and flags should be used as background behind speakers. **Radio and other audio productions** produced by EU-financed external actions must include the following phrase: 'This [programme/...] was produced with the financial support of the European Union.'

All audio-visual material produced must be sent to the EUD for uploading on websites/YouTube channel and further distribution as appropriate.

The copies of such materials must be available to the EU in the contractually specified formats, together with all relevant information.

The European Union is entitled to use or reproduce all audio-visual and photographic material produced using EU funding.

4.9. Campaigns

All EU funded projects, which have a media campaign/awareness raising component, must consult with EUD about the implementation of such a campaign well in advance. The EUD will provide comments and guidance and will approve the campaign plan.

4.10. Events

Any project event must be **coordinated and agreed with the EUD** at an early conceptual stage. The date and format of any high level event cannot be decided by the beneficiaries,

the contractor, EU member state embassies or any other partner bodies without EUD involvement.

If many events are planned under your programme, project or grant-scheme please prepare a forward planning table to facilitate planning for EUD participation (table template included in **ANNEX 2**). Please send this table to the EUD on a regular basis, indicating where high-level EUD participation is required.

Below you will find a detailed step-by-step guide for organising events. **EUD may at its discretion cancel or postpone events which have been organised without prior consultation.**

As your event is competing with many others, try to think outside the box and choose a venue that will attract interests and make a link with the project objectives. **Events must be engaging and targeted. Instead of organising official openings and launching conferences as communication activities, use different types of public outreach events. The events should aim at the end beneficiaries, be engaging by showcasing the project in action and should involve target groups.**

01 Formulating the concept/programme of your event

During the planning phase, do inform your Project Manager at least 4 weeks in advance proposing a draft programme, main messages, target audiences and proposed speakers. Your Project Manager will give you guidance and advice and, if needed, involve the EU BiH Communication team. A template for the **event info sheet** is included as **ANNEX 3**.

02 Meeting with EUD (Programme Manager and EUD communication team member)

Do meet the EUD at the very early stage of your event planning. The EUD will give you concrete guidance for every step of the process.

EUD 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 Project Manager must be there).

03 Setting the date of the event

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

04 Creating visibility materials for the event

All visibility materials which you wish to distribute at your event - such as leaflets or brochures - need to be approved in advance by EUD. The EU emblem must be prominently displayed on materials, online, and at venues to ensure that people attending such events are aware of the EU's financial support.

05 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.

06 Media announcement

You will be asked to draft a media advisory (MA) 1-2 weeks prior to the event, in local language (English version is not necessary) and send to the EUD for approval. MA is to be sent to media one day prior to event. If implementing partner does not have the capacities or adequate connections with media, EUD may send it out instead. EUD can provide you with examples of well written media announcements.

07 Press releases

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 local language and send to the EUD for approval. It is your responsibility to provide journalists with copies of the press release and appropriate photos at the day of the event. The EUD will post the press release on the EUD website. EUD can provide you with examples of well written press releases.

08 Press packs

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

09 Press clipping

Following the event you are obliged to send to EUD a media monitoring report on the level of media coverage of the event.

4.11. EU branding: Getting it right

01 Use of logos

The EU emblem (guidelines on using the EU emblem are available [here](#)) is the default visual brand used to acknowledge and advertise the EU's financial support for an external action. No other visual brands may be used for this purpose. Immediately below or beside the EU emblem, the EU's financial contribution must be acknowledged with the words 'Funded (or 'Co-funded', as appropriate) by the 'European Union' (**spelling out the words 'European Union' in full**). The EU emblem must remain distinct and separate and cannot be mingled with, or modified by, any other visual mark, brand or text. All materials must be approved by the EUD in advance.

Please consider the following guidelines before sending us materials for approval:

Roll-ups, roll/back walls, posters, power point presentations, templates: EU logo should always be positioned at the **top** (roll-ups) to be visible to the cameras, or at the lower banner (depending on the material) with **clear EU funding indication "This project is funded by the European Union"**. Logos of implementing partners should indicate "Project implemented by".

Templates/Letterheads: EU logos should always be at the top with clear EU funding sentence. **Logos of the service implementing partners** should also appear on the materials to display our partnership, but are positioned at the bottom with a clear indication "project implemented by". **However, the position of the logos is subject of mutual agreement between the EU and the implementing partner. Logos of grant implementing partners are entitled to position their logos at the top of the templates/letterheads.**

In case of co-financing, contractors/international organisations must consult EUD on the display of their logos on materials and must ensure that EU visibility is top priority.

When actions continue after completion of the EU-financed phase, the EU emblem may not be included in any new communication activities accompanying the action once six months have passed after completion of the EU-financed phase. The only exceptions are commemorative plaques and display panels.

02 Service contracts and grants: promotional material

Promotional materials should always respect the EU visibility guidelines and the EU emblem must be clearly visible.

Promotional materials are usually aimed at BiH audiences so should be primarily in BHS language.

The EU funding sentence should always be combined with the EU flag and can be formulated in BHS as follows: "Projekat finansira Evropska unija".

For smaller items such as pens, USB sticks etc. shorter versions can be accepted such as "EU donacija", "finansira EU", "EU projekat" or simply "Evropska unija", together with the EU emblem.

For materials such as t-shirts, caps or other clothing items, it is preferable to indicate "Evropska unija", if possible followed by the project website or the EUBiH website www.europa.ba.

In service contracts, logos of implementing partners should not appear on promotional items/goodies such as bags, t-shirts, pens and other similar smaller promo items, unless otherwise agreed by the EUD.

In grants, logos of grant beneficiaries may appear on promotional items.

Some examples of EU branding:



Examples of roll-ups:



In case of co-financing, contractors/international organisations must consult EU BiH on the display of their logos on materials and must ensure that EU visibility is a top priority.

03 Supply and work contracts

EU branding is extremely important for all purchases and constructions funded by the EU. **EU branding/emblem must be central on all visibility signs/plaques. All branding must be approved by the EUD in advance.**

Use of languages: supply and works contract visibility signs should by default be in local language. For larger and very visible projects, the visibility signs should also be in English language. EUD will decide on the use of language on a case by case basis.

For example: A commemorative plaque about a reconstructed factory built next to the highways should be both in local and in English language since the target audience can also be foreign citizens. On the other hand, computer equipment in an office of a hospital will be visible to local audiences only and should therefore only be branded with stickers in BHS language.

For supply contracts, stickers and commemorative plaques must be produced and placed so that they are as visible as possible and must be approved by EUD.

Stickers

For items such as equipment/furniture/vehicles etc, there should be a clear designation of the EU emblem and the funding sentence, provided by a sticker or a plaque on the equipment itself. **The following simple wording can be used in most cases:**

"Provided by the European Union" or in local language *'Obezbijedila Evropska unija'*. **We strongly advise you to use BHS language as much as possible.**

Only the EU emblem shall be used for stickers, unless otherwise agreed with the EUD. Stickers shall be of size proportionate to the equipment purchased.

Examples of stickers:



Commemorative plaques

Commemorative plaques must be produced and installed at the entrance of the permanent structures constructed/reconstructed with EU funds. Such plaques should be installed at the entrance or in a visible spot in the building/facility recipient, at locations where they reach maximum visibility.

The following wording can be used:

"This institution was equipped with support by the European Union – Ovu ustanovu je opremila Evropska unija".

"This laboratory was equipped with the financial support of the European Union – Ova laboratorija je opremljena uz finansijsku pomoć Evropske unije".

"This equipment was donated by the European Union – Ovu opremu je donirala Evropska unija" ...or other similar text agreed with the EUD. Such plaques should be installed at locations where they reach maximum visibility, such as the main entrance, or in front of the building.

The size of the plaques can be A5/A4/A3 or other sizes as agreed with the EUD.

The contractor must consult with EUD and the beneficiary institution who will give instructions on the best positions and size of the plaques on a case by case basis. Logos of beneficiary institutions/grant implementing partners should figure on commemorative plaques where possible.

Example of a commemorative plaque:



The EUD may decide not to include contractors' logos on commemorative plaques.

For **works contracts**, you have an obligation to place a temporary panel during works and a **display panel** after the completion of the works.

Temporary display panel

A temporary panel should be placed during works. Recommendation of size is 200x140cm or 170x150cm, with 2.2m height of pillars, but it can vary depending on the site.

Example of a temporary display panel:



Display panels

Upon completion of a works contract, the contractor must prepare a display panel to be placed at the entrance of the constructed building or on the road where the works were executed.

The following wording can be used:

"This municipality was assisted by the European Union – Ovu općinu pomaže Evropska unija"

"This road was reconstructed with the financial support by the European Union – Ovaj put je izgrađen uz finansijsku pomoć Evropske unije"

"This bridge was constructed with the support of the European Union – Ovaj most je izgrađen uz pomoć Evropske unije" ...or other similar text agreed with the EUD. Such panels should be installed at locations where they reach maximum visibility. Recommendation of size is 200x140 or 170x150cm, with 2.2m height of pillars.

The contractor must consult EUD and the beneficiary institution who will give instructions on the best positions and size of the panels on a case by case basis.

Example of a display panel:



All visibility materials must be financed from the contract funds.

5. EU Visibility check-list

To help you remember and internalise the main aspects of EU rules and requirements, we have created a check list for your further use - ANNEX 4.

6. EU VIDEO

EUD has created for you a short video titled '8 basic steps for the promotion of the EU funded projects' in line with the "Requirements". The video is available [here](#).