



EASTERN PARTNERSHIP
Civil Society Forum

EaP CSF Re-granting Scheme

Visibility Guide (Annex VIII)

Eastern Partnership Civil Society Forum

March 2017

Table of Contents

INTRODUCTION	2
PART I	3
MAIN VISIBILITY ELEMENTS	3
Boilerplate Text	3
Logos	3
MAIN PROJECT OUTPUTS	5
PART II	7
COMMUNICATION PLAN	7
PRESS RELEASES and MEDIA ARTICLES	8
Press release template	9
SOCIAL MEDIA	10
ANNEX I – TEMPLATES	11
Report - Cover Page	11
PowerPoint Presentation	13
ANNEX II - COLOUR PALETTE	14

INTRODUCTION

This visibility guide provides advice on how to carry out information and publicity activities in the framework of the projects funded through the [EaP CSF Re-granting Scheme](#). With regard to the EU funding, the obligatory requirements towards communication activities are outlined in the [Communication and Visibility Manual for European Union External Actions](#). Make sure you check these requirements when you develop your communications plan and manage your activities.

What and who is it for?

The purpose of the guide is to help you get the best results and value from your communication activities and ensure that all partners involved in the EaP CSF Re-granting Scheme communicate in a consistent and complementary way.

This guide must be used by anybody involved in the development, delivery and management of the EaP CSF Re-granting Scheme projects. All involved CSOs should actively promote their activities and results to ensure transparency, and to raise awareness of the EaP CSF Re-granting Scheme.

The Guide is divided into two parts:

Part I covers the visual identity of the EaP CSF Re-granting Scheme, as well as specifications for logos, and boilerplate text for publications, media activity and websites. This part contains mandatory guidelines for all entities receiving support through the EaP CSF Re-granting Scheme.

Part II provides some suggestions and recommendations on communications planning, dealing with journalists and social media. Please note that grantees are obliged to include a **communication plan** (1-2 pages maximum) in the work plan for projects funded through the EaP CSF Re-granting Scheme (see p. 7 of the guide).

PLEASE NOTE: You are obliged to send the outputs, as well as the links to relevant publications on your website and media articles to the EaP CSF Secretariat.

In case of any questions about the visibility requirements, please contact the Communications Manager Darya Mustafayeva (darya.mustafayeva@eap-csf.eu), and Advocacy and Membership Manager Vera Rihackova (vera.rihackova@eap-csf.eu).

PART I

MAIN VISIBILITY ELEMENTS

The following elements must be included in your publications and communication materials.

Boilerplate Text

The following standard text must be added on the back covers of publications, at the end of press releases in the 'Note to editors' section, on project websites or anywhere else where you acknowledge the support from the EaP CSF Re-granting Scheme.

“The project benefits from the support through the EaP CSF Re-granting Scheme. Within its Re-granting Scheme, the Eastern Partnership Civil Society Forum (EaP CSF) supports projects of the EaP CSF members with a regional dimension that contribute to achieving the mission and objectives of the Forum.

The donors of the Re-granting Scheme are the European Union and National Endowment for Democracy.

The overall amount for the 2017 call for proposals is 290.000 EUR. Grants are available for CSOs from the Eastern Partnership and EU countries.

Key areas of support are democracy and human rights, economic integration, environment and energy, contacts between people, social and labour policies.”

Logos

1. EaP CSF logos

These are the **EaP CSF logo** versions to be used (Download [JPEG](#); see attached EPS files for printing):



2. EU Visibility Rules

According to the EU rules, the EU flag must be prominently displayed on all materials produced by the contractor, implementing partner or international organisation.

This is the **EU logo** version to be used (Download [JPEG](#); [EPS](#) files for printing):



The flag is available in the [EU Visibility Manual](#) and also on the [EuropeAid website](#). Be sure to include the description “This project is funded by the European Union” where appropriate (see pp. 31-32 of the EU Visibility Manual).

You can also consult the following document by the DG NEAR: [10 Golden Rules to ensure visibility of EU funding](#)

The EU requires the following **disclaimer**:

“This publication (website, video) 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/international organisation> and can in no way be taken to reflect the views of the European Union.”

Where it should be included:

Print publication – it does not have to be on the front page. However, it should be displayed prominently on the inside cover or back cover as appropriate, according to the layout.

Website - the text can be displayed on one page (for example with the title ‘Legal’ or “Disclaimer”), with the link to that page visible throughout the site. Or sometimes you find it at the bottom of the homepage, in a place that doesn’t change.

Audio-visual material – have the text either at the beginning or at the end of the transmission.

3. NED logo

This is the **NED logo** version to be used (Download [PNG](#) and [JPEG](#); see attached EPS file for printing):



MAIN PROJECT OUTPUTS

The following five outputs can serve different purposes:

- **Report/policy paper** format should be used at the end of the project as the major output.
- **Brochure** is used for publicity and events such as key meetings where the format can be used illustrate the key actions in the project.
- **Leaflet** is used for general information purposes but usually in smaller formats or fewer pages.
- **Newsletter** can be used to keep project partners and interested parties informed on a regular basis of the project's progress.
- **PowerPoint presentation** is usually used to present the project itself and its main findings.

1) Report/policy paper –A4 format

Cover page: Use a lively image and place EaP CSF, EU and NED logos at the top of the page. Place your logo(s) carefully and strategically.

PLEASE NOTE: You are obliged to use the **templates of cover pages and colour palette, included in Annex I and II** of the guide, in a manner corresponding to the Working Group, under which priorities your project is implemented. To avoid misunderstandings, please send the final version of a report to the Secretariat before printing.

Inside pages:

Text in a single or two-column layout with images fitting into the column layout.

Picture captions can be used, but keep them short. Photo credits must be respected – display them vertically starting from bottom right of the image so they do not detract from the symmetry and appeal of the page layout.

A brief introductory paragraph, some highlights can be included in coloured boxes (respect the colour palette).

2) Brochure – A5 format (other formats can be used), usually 4-6 pages

For the cover use lively images and place your logo(s) discretely. The EaP CSF, EU and NED logos should be used as well where appropriate.

3) Leaflet – A5 format (other formats can be used), usually 4-6 pages

The EaP CSF, EU and NED logos should be placed at the bottom of the page on the left-hand side with basic information about the re-granting scheme. The last page should present contact information about the project in a coloured box, including your website.

4) Newsletter –A4 format (other formats can be used), usually 2-4 Pages

The EaP CSF, EU and NED logos should be placed at the bottom of the page on the left-hand side with basic information about the re-granting scheme. We suggest a main article on the front page with a secondary article and two or three short information boxes. Simple tables or pie charts can be used. The last page should present contact information about the project in a coloured box, including your website.

5) PowerPoint Presentation (see template in Annex II)

The EaP CSF logo should be placed at the top of the page on the left-hand side while your logo(s) can be placed on the right-hand side.

Recommendations: The opening page image should be lively to welcome your audience and grab their attention for the rest of the presentation. We also recommend that the text on the following pages is kept to a minimum (3-5 bullet points) so that the speaker can engage with the audience, rather than wait for them to read the slides.

PART II

COMMUNICATION PLAN

Grantees are obliged to include a **communication plan** (1-2 pages maximum) in the work plan for projects funded through **EaP CSF Re-granting Scheme**.

To make the most of your communications, your first step is to develop a communication plan to determine and define your objectives, target audiences and key messages. Based on this, you can decide which activities and tools will best help you achieve your objectives.

1. Objectives

Your first step is to determine what you would like to achieve. A general objective of 'raising awareness' is insufficient as you will need to define a specific end-result that can be defined and measured. You need to think of specific quantifiable objectives such as how many people to be targeted, which groups and what you want to say to them, when and why.

Your objectives should be **SMART**:

Specific – target a specific area for improvement.

Measurable – quantify or at least suggest an indicator of progress.

Assignable – specify who will do it.

Realistic – state what results can realistically be achieved, given available resources.

Time-related – specify when the result(s) can be achieved.

2. Audiences

It is worth refreshing your list of target audiences to ensure that all the people you want to address are included and if they are all appropriate. Understanding whom you want to communicate to will help you define how you go about it, and which tools to use. Different audiences (policy-makers CSOs, SMEs) respond to different approaches. Communication channels, messages and tools must be adapted and targeted accordingly.

3. Messages

Messages are an overview of the key elements of the contents of your communication efforts. Your aim is to keep your messages simple so that you do not overwhelm your audience. You should focus on (if possible) just **three key messages**. To identify these all you have to do is think about the three most important points you want your audiences to know about your project and what you think may interest them. A good approach when developing messages is to make them colourful and conversational – give examples, tell stories, but do not forget to back up with your facts and figures.

Make sure to include:

4. **Timeline** including key dates in the life of your project to ensure that you meet your deadlines.
5. **Resources and responsibilities:** allocate adequate resources and identify responsibilities for the different tasks.
6. **Evaluation:** include provision for assessing whether you have achieved your goals.

PRESS RELEASES and MEDIA ARTICLES

A press release should contain the right information to help journalists understand your news and your organisation quickly. As a minimum, any press release/media article **must contain an acknowledgement of the EaP CSF Re-granting Scheme support.**

Do not forget you can use the 'press release template' provided further in this guide. A number of dos and don'ts should be observed in writing press releases.

DO

- Write in an upside-down pyramid style with the most important information first and the least last;
- Time your release well (can it be linked to bigger news?);
- Carefully indicate and check facts and sources;
- Include a quote or two from the appropriate person in your organisation (use spoken language and get the person to approve the quote);
- Write in a simple and objective way (many journalists will reuse your formulations);
- Apply the 'keep it short and simple' approach (explain technical terms);
- If possible and/or appropriate, provide audio-visual material such as photos or video to accompany your release, and include copyright information;
- You should keep a record of the press releases you send out and to whom with a basic running sheet, and include a column for when a journalist responds to the release (e.g. column titles: journalist name, publication name, media type, e-mail, telephone, specialty/subject, last contacted, comment).

DON'T

- Forget to issue release instructions: embargoes must be respected by journalists, so be clear that the information should not be publicised before a certain date;
- Worry about a lack of response: sometimes this information is stored for later use (i.e. they now know you exist);
- Use marketing jargon/hype in press releases;
- Give up; a journalist or media that does not pick up on a story might just be too occupied with other things but might be interested next time.

You can find the **Step-by-step Guide to press releases** that grab attention [here](#).

Press release template

[INSERT EAP CSF LOGO]

[INSERT YOUR LOGO(S)]

FOR IMMEDIATE RELEASE [“EMBARGO XX MONTH, YEAR”]

Contact:

Contact person
Company name
Telephone number
Email address
Website address

Headline

City, country, date
Opening paragraph starting immediately after the dateline should contain the basic who, what, when, where, why of the press release.

Remainder of body text – should include any relevant information about your announcement, about the project, for example.

Be sure to include benefits and the true news angle that a journalist can pick up on, his/her ‘hook’. For example, “because of this new finding, citizens of Sofia will be able to test the water quality coming directly from the tap”.

Also include stock quotes – a made-up quote using “double quotation marks like this” attributed to your manager or someone closely involved in the news or information (i.e. industry expert or project researcher).

If there is more than one page then use --more-- at the end of the first page ...and at the top of the next page...

-- Abbreviated headline (page 2) --
Remainder of text.

(Restate contact information after your last paragraph):

If not for immediate release state until when journalists should wait before making this news public – they are ethically obliged to respect this, but if your news is truly confidential you should consider not press releasing it until after it is public information!

Make sure this information is accurate and the person will actually be available when it is released.

Make it catchy and not too long – avoid heavy technical headings, but some ‘technical fact’ can be used.

This is called the dateline.

It is not a rule but it is better to keep your press release to one page where possible. If you can't, then use “-more-” to indicate another page exists.

– ENDS –

Note to editors

For photos/additional information/samples, etc.

Contact: (all contact information and/or website where downloads are available)

About the organisation (one short paragraph)

Insert a **one-liner about the support through the EaP CSF Re-granting Scheme** - statement for acknowledgment of support for press releases:

“The project benefits from the support through the EaP CSF Re-granting Scheme. The aim of the project is to [insert objectives here]”.

SOCIAL MEDIA

Social media, such as Facebook and Twitter, are free and easy-to-use tools to communicate directly with your target audiences and provide a great platform for you to share photos, updates and anecdotes about your project.

Using social media also enables you to share information with people who are not regular visitors to your website. Using social media provides a valuable ‘multiplier effect’.

By sharing information, such as news about an open call for project proposals or an upcoming event you are hosting, you enable people who find it interesting to share the news with other people again.

For example, when people become fans of a Facebook page, ‘like’ or comment on a post on the page’s wall, this is shared with their networks on Facebook.

Facebook

Facebook is the predominant social media channel in Europe. Remember to make your page a follower of the [Eastern Partnership Civil Society Forum Facebook page](#) and tag it in your posts about the activities related to the re-granting project.

Twitter

In recent years Twitter has developed as a fast and popular way of micro-blogging, or publishing very short (max. 140 characters) posts or ‘tweets’ on the user’s profile.

Tweets can range from informing people about an event you are organising, providing a behind the scenes view of your project, posting updates on your activities or even sharing your press release.

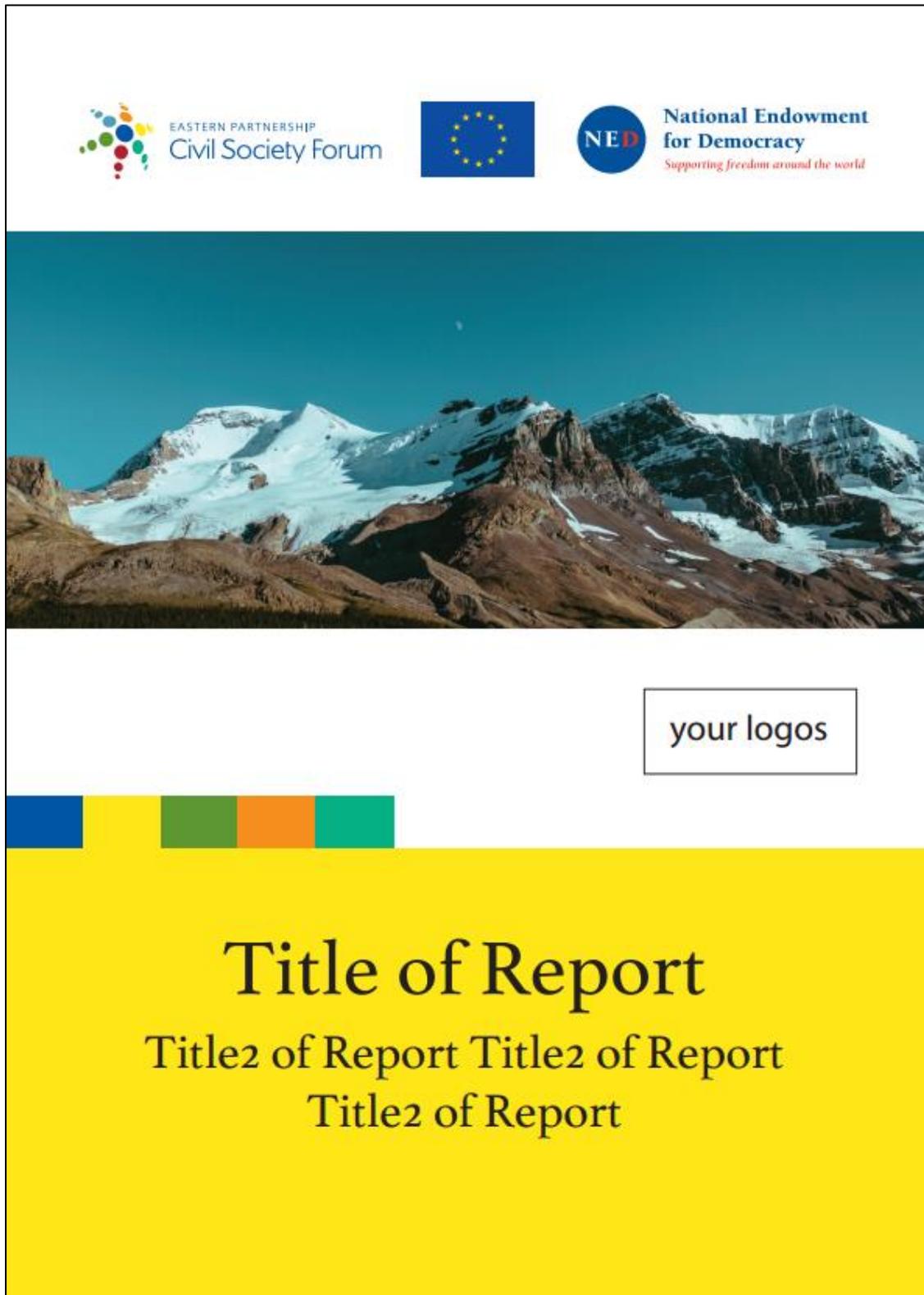
Twitter accounts should be regularly updated and you should keep a consistent line or a subject that is important to you or your organisation. Once you have set up your account, connect with others involved in the grants by following the [Civil Society Forum’s Twitter page \(@eapcsf\)](#). Tag us in your posts about the activities related to the re-granting project.

ANNEX I – TEMPLATES

Report - Cover Page

(Please see attached editable templates in several formats)

Version 1





Title of Report

Title2 of Report Title2 of Report
Title2 of Report



your logos



PowerPoint Presentation

Version 1



Slide 1: Project's Objectives (Version 1). The slide features the Eastern Partnership Civil Society Forum logo in the top left corner, consisting of a cluster of colorful dots. The text "EASTERN PARTNERSHIP Civil Society Forum" is positioned to the right of the logo. In the top right corner, the text "Your logos" is displayed. The main title "Project's Objectives" is centered in a large, bold, blue font. Below the title, there is a list of three objectives, each preceded by a blue right-pointing arrowhead:

- Objective 1
- Objective 2
- Objective 3

Version 2



Slide 1: Project's Objectives (Version 2). The slide features the Eastern Partnership Civil Society Forum logo in the top left corner, consisting of a cluster of colorful dots. The text "EASTERN PARTNERSHIP Civil Society Forum" is positioned to the right of the logo. In the top right corner, the text "Your logos" is displayed. The main title "Project's Objectives" is centered in a large, bold, blue font. Below the title, there is a list of three objectives, each preceded by a blue right-pointing arrowhead. The background of the slide is a network of dashed lines connecting various colored circles (blue, orange, green, yellow, red) scattered across the page.

- Objective 1
- Objective 2
- Objective 3

ANNEX II - COLOUR PALETTE

These colours must be used for the visual identification according to the Working Groups (for cover pages and coloured boxes).

Working Group 1



to match
PMS Reflex Blue

CMYK

C 100

M 73

Y 0

K 2

HTML 004C99

RGB

R 0

G 76

B 153

Working Group 2



to match
PMS 108

CMYK

C 0

M 6

Y 95

K 0

HTML FFE400

RGB

R 255

G 228

B 0

Working Group 3



to match
PMS 370

CMYK

C 56

M 0

Y 100

K 27

HTML 699519

RGB

R 105

G 149

B 25

Working Group 4



to match
PMS Orange 021

CMYK

C 0

M 53

Y 100

K 0

HTML F18E00

RGB

R 241

G 142

B 0

Working Group 5



to match
PMS 3405

CMYK

C 85

M 0

Y 65

K 0

HTML 00A275

RGB

R 0

G 162

B 117
