Communication and Visibility for EU Projects in Georgia

Delegation of the European Union to Georgia

Wednesday, 26 January 2022

Supplementary Guidelines for EU Visibility in Georgia

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საქართველოსთვის

Project funded by the European Union

Visibility Requirements for EU-funded Projects

1. All EU-funded projects must follow the **Communication and Visibility Requirements for EU External Actions,** 2018 version (or successor document), depending when the project started. Guidelines are here**:** https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en

2. For all EU-funded projects active in Georgia, the above requirements are supplemented by country-specific visibility guidelines, which are binding. You can find them here: http://eu4georgia.ge/visibility/

3. Your EU Delegation Project Manager (EU PM) is your contact point for all project related matters, including visibility. Please follow up all visibility issues with them.

How Visibility Works
(3 main rules)

- In principle, everything produced under EU-funded projects in Georgia project should have a visible EU4Georgia logo as <u>described in these guidelines</u>;

- Anytime the EU logo is used, it must be **approved** by the EU project manager;

- All materials produced by EU-funded projects (besides press releases and media advisories) with content also must contain the **disclaimer**.

Remember:

- EU visibility is a political priority and a contractual obligation.

- Non-compliance can have financial/administrative consequences.

EU4Georgia Logo

- Unless specified by the Project Manager, for all EU project visibility, this logo has to be used:

- Please note that EU logo should always be on a white background or in a white box

2b. EU4G Logo general rules

- No logo can be larger than the EU logo (details on the next page);

- EU logo must always be to the left of other logos/emblems, cannot be below any of them.

- More details can be found in the Guidelines.

Logo Exception: Project Communication

Project stationary (i.e. letterheads, email signatures), business cards, and written and electronic correspondence:

1. Cannot include any EU emblem;

2. Must include the name of the project and the following statement:
   - For Grant contracts: "This project is financed and supported by the European Union"
   - For Service contracts: "This project is implemented on behalf of the European Union by…"

Content Disclaimer

- All Publications/films/websites developed with EU funds must be approved by the EU <u>before production of the material</u>;

- Anything produced by the project that has content must contain the following disclaimer in the relevant language, adapted as necessary:

This <u>publication/film/website</u> has been produced with the assistance of the European Union. Its contents are the sole responsibility of <u>contractor</u> and do not necessarily reflect the views of the European Union.

ეს <პუბლიკაცია/ფილმი/ვებსაიტი> შექმნილია ევროკავშირის მხარდაჭერით. მის შინაარსზე სრულად პასუხისმგებელია <კონტრაქტორი> და შესაძლოა, რომ იგი არ გამოხატავდეს ევროკავშირის შეხედულებებს.

Project Events

- Project launch, kick-off or closing. Publication of results, high-level visits.

- We want to be invited!

- We need information <u>in advance.</u>

- Inform the press – we can help with that.

- More tips coming…

Press Releases vs Media Advisory

- A public statement before (announcing) an event is a <u>Media Advisory;</u>

- A public statement <u>after</u> (reporting on) an event is a <u>Press Release;</u>

- Media advisories <u>are not required</u>, but if they are issued, they must be approved by the EU and follow the template for <u>press releases</u>.

Press Releases – still relevant?

- Press Releases give the official facts of what happened at an event.
- They are useful for:
  - The press so they can write accurate stories of what happened;
  - The project, which can use them to post information on their website and use them as a basis for social media posts;
  - The EU Delegation, so it knows what its projects are doing and can also post on its platforms.
- **PRs should report on the content of the event, not only inform that it took place.**
- A template is available [here](#).

Web Presence

- Each EU-funded project should exist online (either webpage or FB);

- Project specific websites are discouraged – ideally the project should be present on relevant beneficiary, implementing partner, or EU website;

- Web presence must include basic project information (project description, EU logo, project contact information) , can also contain links to publications, photos, news updates etc.

- All web presences must include the disclaimer.

Digital communication tool for EU projects
in **GEORGIA**

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The European Union for Georgia

EUDIGITOOL.

Projects ▾   Events ▾   Activities & Beneficiaries ▾   Materials ▾   Users ▾   Support ▾

- The **EU Digitool** is an online tool to validate and approve project communication material: https://ge.eudigitool.eu

- All projects managed by the European Union in Georgia are registered on the Digitool. It is the main source for information about your project.

- Use of the EU Digitool is part of the contractual obligation on communication and visibility.

Reminder:

- In case of questions,
  please contact your EU project manager;

- Templates, guidelines, Vector and jpg version of the EU4G logo can be found at
  http://eu4georgia.ge/visibility

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Thank you for your attention!

Any questions?