

Supplementary Guidelines for EU Visibility in Georgia

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ევროკავშირი
საქართველოსთვის

Remember:

- Strategic communication and visibility of the European Union are important parts of all EU programmes.
- Compliance with EU visibility is a contractual obligation.
- Non-compliance can have financial/administrative consequences.

Visibility Requirements for EU-funded Projects

1. All EU-funded projects must follow the strategic document “Communicating and raising EU visibility: Guidance for external actions”, 2022 version¹.
https://international-partnerships.ec.europa.eu/knowledge-hub/communicating-and-raising-eu-visibility-guidance-external-actions_en
2. For all EU-funded projects active in Georgia, the above requirements are supplemented by the following 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.

If your project was contracted before 2022, you may continue to follow the Requirements for communication, 2018 version: https://international-partnerships.ec.europa.eu/document/download/42f0e101-a92b-417f-aa43-f7ad1552a500_en?filename=communication-visibility-requirements-2018_en.pdf

How Visibility Works

(3 main rules + 3 small ones)

- In principle, everything produced under EU-funded projects in Georgia project should have a visible EU emblem plus the funding statement (EN: Funded by the European Union, GE: ევროკავშირი საქართველოსთვის) as described in these guidelines. You can download the correct files on <https://eu4georgia.eu/visibility/>
- Anytime the EU emblem is used, it must be **approved** by the EU project manager via the EU Digitool;
- All materials produced by EU-funded projects (besides press releases and media advisories) with content also must contain the **disclaimer** (see slide 11);
- *(All EU-funded projects must have*
 - 1) a profile on the EU Digitool.*
 - 2) a presence on the implementer's platforms, and*
 - 3) waivers for images/videos of people;*



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



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PROJECTS

EVENTS

BENEFICIARY

USERS

SUPPORT

- The **EU Digttool** is an online tool to validate and approve project communication material: <https://ge.eudigitool.eu>
- Information shared on the EU Digttool feeds the project page on the EU4Georgia page: <https://eu4georgia.eu/projects/>
- All projects managed by the European Union in Georgia are registered on the Digttool. It is the main source for information about your project.
- Use of the EU Digttool is part of the contractual obligation on communication and visibility.

Detailed Visibility Guidelines for Georgia:

1. EU Emblem and Funding Statement
2. Disclaimer
3. Visibility Items
4. Project Communication and Stationery
5. Project Events
6. Web Presence
7. Subcontractors
8. Copyright
9. Visibility after completion of the EU-funded phase

1. EU Emblem & Funding statement

- Unless there are specific contractual agreements in place, all EU projects active in Georgia should use the EU emblem, always displayed horizontally, with the blue color featuring yellow stars and appropriate funding statement, depending on the material's language:

Material in GEORGIAN	Material in ENGLISH
 ევროკავშირი საქართველოსთვის	 Funded by the European Union

- High resolution files can be downloaded here: <https://eu4georgia.ge/visibility/>
- Please note that the EU emblem should always be on white background or in a white box.

Placement of EU emblem

- Where the EU is the sole donor, the EU emblem must always be placed in the top left corner.
- In a multi-donor situation, the EU emblem must be at least as prominently displayed as those of other partners. No other logo can be larger than the EU emblem.
- For more details and specific products (display panels, plaques, vehicles, banners, digital assets, etc.), please consult Section 2.3 of [„Communicating and raising EU visibility: Guidance for external actions – 2022”](#).

Recommendations: Project Title and Logos

- **Aim for short, clear project titles** – if the contract project title is too complex, agree with your EU project manager on a simpler name to be used in public communications. For example:

“Capacity Building Support to the Regional Government of Adjara for the
integration of IDPs”

can be

“Support to IDP Integration in Adjara”

- **The EU does not allow project-specific logos.**
Should you wish to establish a brand or a campaign logo within your project, please consult your project manager and the Delegation’s communication team.

2. Disclaimer

- All Publications/films/websites developed with EU funds must be approved by the EU (through the EU Digtol) before production of the material;
- Anything produced by the project that has content must contain the following disclaimer in the relevant language, adapted as necessary:

This <publication/film/website> has been produced with the assistance of the European Union. Its contents are the sole responsibility of <contractor> 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.

3. Visibility Items*

- If you produce roll-up banners or similar, please note the following:
 - The banner should display the EU emblem in a prominent position (taking into account camera perspective).
 - The banner must be used at all project-related events.
 - The banner should not include the technical project title, but give a short impression of what the project is aiming for: “Improving People’s Lives” instead of “ENPARD IV technical support to rural development”.
- All promotional items (pens, notebooks, etc.) need to include the EU emblem and funding statement, thus must be approved by the EU before production.
Please take usability and sustainability into account when deciding on visibility items.

* Please note that internal project documents (tender documentation, memoranda of understanding, video scripts, etc.) are not considered visibility items. These must be agreed with your EU programme manager, but are not necessarily to be processed through the EU Digttool.

4. Project Communication

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

1. Cannot include the 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..."

5. Project Events

- Any project event must be organised in coordination with the EU Delegation and, upon advice of the Delegation, in cooperation with the EU4Georgia communication team.
- The EU must be invited to speak at all project events: EU project manager is notified at least one week in advance, and scheduling of events should be flexible to allow EU presence at them;
- **Press conferences:** Must be organized in cooperation with the EU Delegation. Appropriate EU visibility must be ensured.
- **Press visits:** Any media visit to EU-funded projects must be authorised by the EU Delegation in advance. The EU Delegation must be informed well ahead to allow for input and effective planning.
- **Visibility events:** Events should be planned around concrete results and deliverables, not “tick-the-box” events. They should ideally be held in a location that is meaningful for the project and contributes to the action’s overall visibility.

Recommendations: Project Events

We strongly recommend:

- To hire a professional photographer for main events;
- Where possible, avoid events in hotel conference rooms, try to find an interesting location linked to the project;
- Include project beneficiaries and allow them to speak about project successes; include their quotes in the press release.
- Cooperate with the EU4Georgia communication team on press invitations and media coverage.

6. Press Releases

- For every significant project milestone/event the project must prepare a press release in English and Georgian, based on the attached template; The template can also be downloaded [here](#). Press releases should focus on significant results and achievements.

Press releases must be approved by the EU Delegation before the milestone/event and before being shared or posted publicly. Approval is handled through the EU DIGITOOL. A press release in Georgian and English must be submitted on DIGITOOL at least 10 working days prior to the event for review and approval.

The press release should include a quote by the EU representative speaking at the event (to be requested from your programme manager, ideally through a comment on the EU Digitool);

- Media advisories are not required, but if they are issued in order to inform about upcoming event and invite media in advance, Georgian and English announcements must be submitted via DIGITOOL at least 10 working days prior to the event for review and approval and include all relevant information for press.

6a. Press Releases vs Media Advisory

- A public statement before (announcing) an event is a Media Advisory;
- A public statement after (reporting on) an event is a Press Release;
- A media advisory and press release can be similar, but the media advisory talks about what will happen in the future while a press release talks about what happened in the past;
- We respectfully request that you download and use the Media Advisories and Press Releases only after they are marked as "PROCESS COMPLETE" in DIGITOOL.

6b. 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 and highlight the project's achievements, not only inform that it took place.**
- A template is available [here](#).

7. Web Presence

- Each EU-funded project should exist online. However, the EU does not allow project-specific websites or social media profiles.
- The EU Digitool is the number one project database of the EU's cooperation with Georgia. Each project is obliged to have a profile on the EU Digitool, which feeds the EU4Georgia website: <https://eu4georgia.eu/projects/>
- The project's achievements should be highlighted on the relevant implementing partner's and beneficiaries' websites and social media profiles. Any mention of the project online must give reference to the EU's support.
- All web presences must include the disclaimer.

7a. Web presence: Links and Hashtags

- Please add the following links to the EU on project's web presence:
 - https://eeas.europa.eu/delegations/georgia_en
 - <https://eu4georgia.ge> (can link directly to your project)
- Tag us on your Facebook and Instagram posts, mention us in your tweets!
 - <https://www.facebook.com/EUinGeorgia>
 - <https://www.instagram.com/euingeorgia>
 - <https://x.com/EUinGeorgia>
- Use the hashtag: **#MyEuropeMyFuture**

8. Subcontractors

- All visibility rules mentioned in these guidelines apply to subcontractors under EU-funded projects;
- Project implementers are responsible for the visibility activities of their subcontractors.

9. Copyright

- See *Section 4 “Legal and Contractual”* of [Communicating and raising EU visibility: Guidance for external actions – 2022](#) for full information
- Main points:
 - The EU has the right to use communication and visibility material produced and owned by the recipients of EU funding.
 - The ownership of the material remains with the recipients of EU funding, unless otherwise specified in the contractual conditions (i.e. service contracts).

9a. Copyright - Images

Important!

- If any personal data (such as images of natural persons, their voices or any other private personal attributes) is featured in a recognisable manner in materials of an EU-funded project, implementing partners must obtain formal consent through statements of consent from the persons concerned.
- Templates for forms (EN and GE) are available online for both adults and minors: https://eu4georgia.ge/wp-content/uploads/EU4Georgia-Film-and-Photography-Consent-Form_EN-updated.docx

9b. Copyright – image exceptions

- Should obtaining release forms be impossible, for the following exceptional cases a written consent is not required:
 - oral consent can be obtained, registered by the producer of the audio-visual product and delivered to the Commission;
 - the filming/taking photos takes place in the context of news/current affairs;
 - the persons are filmed/photographed in a public space where the camera is not focusing on an individual person;
 - the persons are filmed/photographed in a way that they are not easily recognisable;
 - the persons are filmed/photographed as part of a crowd without focusing on an individual person;
 - tacit consent can be considered in cases where it is very clear from the way depicted persons are behaving in front of the camera that they consent to being photographed or filmed. This option is however risky and should not - under any circumstances - be applied to minors.

10. Visibility after completion of the EU-funded phase

- 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 the completion of the EU-funded phase.
The only exception are commemorative plaques and display panels.
- After 6 months, new communication activities should include the following sentence:
'An earlier phase of this project/programme (<date 1 -date 2>) was supported by the European Union'.
- Where vehicle(s) have been donated and used within an action, EU logo and other EU visibility must be removed when ownership of the vehicle is transferred.

11. AI-Generated Content

- EU-funded projects may produce and publish content created using AI tools.
- This content must be labeled with icons in accordance with the EU's AI Act transparency rules. The icons are intended to help consumers of content to recognise, in a clear and distinguishable manner, that the content has been artificially generated or manipulated.
- Refer to the EU's Code of Practice on Transparency of AI-Generated Content for more details: <https://digital-strategy.ec.europa.eu/en/policies/eu-icons-labelling-ai-generated-content>

Reminder:

- In case of questions, please contact your EU project manager;
- Templates, guidelines, vector and jpg versions of the EU emblem and funding statement can be found at <http://eu4georgia.ge/visibility>