

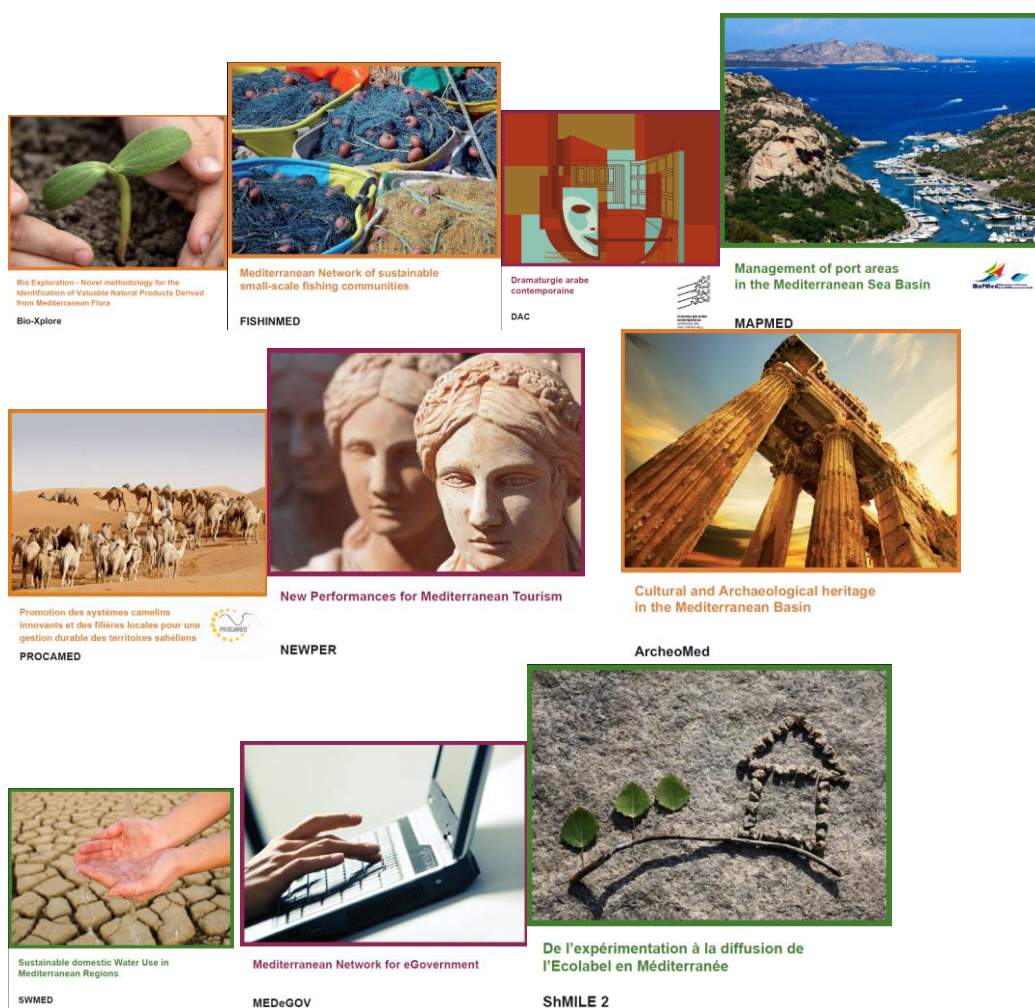
## Project Implementation Manual

# Communication and Visibility Guidelines

1. INTRODUCTION	1.1 Purpose and Use 1.2 ENPI CBC Mediterranean Sea Basin Programme Description 1.3 Annotated Glossary & Acronyms
2. UNDERSTANDING CONTRACTUAL OBLIGATIONS	2.1 Contractual Obligations 2.2 Contractual Modifications 2.3 Partnership Agreement 2.4 How to contract the External Auditor
3. PLANNING, MONITORING & AUDITING	3.1 Scheduling and review of project activities 3.2 Financial Planning & 1 tool 3.3 Internal Monitoring System 3.4 Internal Accounting System & Annex 3.5 Internal Control System & Annex
4. PROCUREMENT	4.1 Eligible Costs & 2 tools 4.2 Procurement of Services, Supplies and Works & 4 tools
5. REPORTING	5.1 Reporting (technical part) 5.2 Financial Flows & 1 tool 5.3 Reporting (financial part)
6. COMMUNICATION	6.1 Communication and Visibility Guidelines & Annex

**Version # 1, 2012/04/10**

**Disclaimer:** The content of the manual is the sole responsibility of the ENPI CBC MED Programme and can in no way be taken to reflect the views of the European Union. The ENPI CBC MED Programme is not legally bound by the information contained in or omitted in the manual and does not accept any liability in this respect. Only the Contractual Conditions and the relevant legal and regulatory framework which apply to the implementation of the ENPI CBC MED Programme and project's Grant Contract are binding. All information in the manual is based on the reference materials presented in the introduction plus the development of some examples and case-studies adapted to the ENPI CBC MED context.



## Table of contents

The standard projects of the first call for proposals	3
Purposes of the guidelines	3
Legal framework	4
Planning and implementation	5
Requirements and recommendations	6
EU visibility after project completion	9
Evaluating your communication activities	9
Useful contacts	10



## The standard projects of the first call for proposals

This document is dedicated to the standard projects funded under the first call for proposals launched by the ENPI CBC Mediterranean Sea Basin Programme in 2009.

The 37 projects address a wide range of important topics for the development of the Mediterranean region such as the fight against climate change (including water management and energy efficiency), cultural dialogue, sustainable tourism and support to local governance.

The success of the Programme is based on the effective implementation of the projects: as a coherent group, all projects will contribute to enhance the identity and impact of the Programme.

For this reason, the Joint Managing Authority (JMA) and Joint Technical Secretariat (JTS) will actively support projects throughout their lifecycle, providing them comprehensive guidance including visibility requirements and the way results should be communicated to the largest possible audience.

## Purposes of the guidelines

This document aims at supporting Beneficiaries and Partners in the implementation of their communication activities in line with the requirements set out by the European Union and according to the legal framework described in the following section.

When properly planned and implemented, communication activities can significantly strengthen projects results and achievements.

On the one hand, Beneficiaries and Partners should give **full visibility to the financial support granted by the European Union**. According to this requirement, they shall:

- raise awareness of specific or general audience about the project's aims, results and impact obtained thanks to the EU support;
- improve the visibility of the project and consequently of the Programme;
- ensure the transparency of the EU funding.

On the other hand, Beneficiaries and Partners should be aware that communication can play an important role to ensure an efficient management of the projects in terms of:

- disseminating best practices, know-how and innovation;
- sharing problems and finding common solutions.



Regarding the first above-mentioned requirement, **the present guidelines** should always **be used together with the Communication and Visibility Manual for European Union External Actions** (from now on the **EU Manual**).



The EU Manual, in fact, remains the **basic document** that provides compulsory requirements and recommendations to ensure that project communication and visibility activities are properly implemented.

According to the EU Manual, “all communication and visibility activities should be carried out in close cooperation with the appropriate Delegation of the European Union or the relevant department of the European Commission”.

Nevertheless, it is important to highlight that in the framework of the ENPI CBC Med Programme, **any communication related activity shall be developed and implemented in close collaboration with the JMA and JTS.**

In all cases, the Programme communication team (see last page for contact details) is available to provide the necessary explanation on the use of the present Communication guidelines.

## Legal framework

These guidelines have been prepared in coherence with the following documents:

- [ENPI CBC Mediterranean Sea Basin Programme - Joint Operational Programme](#), approved by European Commission Decision 4242 of August 14<sup>th</sup> 2008 (section 3.6 Information and Visibility);
- [Commission Regulation \(EC\) 951/2007](#) laying down implementing rules for CBC programmes financed under ENPI;
- Practical Guide to contract procedures for EU external actions ([PRAG](#));
- [Rules on visibility of external actions published by the European Commission](#);
- Communication and Visibility Manual for European Union External Actions (EU Manual);
- ENPI CBC Mediterranean Sea Basin Programme “Information and Communication Plan”, annually approved by the Joint Monitoring Committee.



The main documents to be followed by Beneficiaries and Partners when planning and implementing project communication activities are:

- the present Communication guidelines;
- Communication and Visibility Manual for European Union External Actions ([EU Manual](#));
- Annex II of the General Conditions of the Grant Contract (Article 6 - Visibility) as amended by articles 7.2.4 and 7.2.5 of the [Grant Contract “Special conditions”](#) applicable to the first call for proposals for standard projects.

## Planning and implementation

As a general rule, the planning phase of project communication and visibility activities should be shared with the Programme managing structures (JMA/JTS), which will support Beneficiaries and Partners in the selection of the most appropriate actions and tools taking into consideration the type and size of the project and also the different stages of its life cycle.

A basic planning of the communication activities is even more relevant since projects have no obligation, as per the Grant Contract provisions, to draft a specific communication plan.

In all cases, Beneficiaries should identify a minimum budget to ensure that at least all EU requirements are fulfilled. Beneficiaries are advised to choose among various available tools those that will ensure the highest visibility of projects according to the resources allocated to communication and identified target groups (see Chapter 4 of the EU Manual and its Annex 3 for templates of communication products).

Projects shall be easily recognized by the widest possible audience. It is therefore highly recommended to design a project logo and related graphic line and to develop a dedicated website.

Beneficiaries shall also pay attention to the following suggestions, which can increase the quality and impact of communication:

- involve Partners in all communication activities;
- clearly define the target groups from the beginning (for instance decision makers, media, national, regional and local authorities, general public);
- reach the identified target groups and therefore develop tailored messages for them;
- write short sentences;
- use few technical terms and explain them;
- link words and phrases in a brief and clear way;
- use properly the possibilities of graphic composition of the text;
- avoid too long text;



- make most use of pictures and images;
- make sure that pictures chosen are coherent with the text;
- not overlook the colour of images and pictures are in line with those of the project graphic line;
- make sure that your tools (flyers, brochures, newsletters, website, etc) are attractive and inviting to be read.

During project implementation, Beneficiaries are required to collect samples of all produced communication materials including any related media material. Copies should be sent to the JMA/JTS together with the Interim Narrative Reports. In addition, the JMA/JTS should be notified about any event organized in the framework of projects so that adequate visibility can be given on the Programme website.

## Requirements and recommendations

Visibility and communication activities should be compliant with the requirements detailed below: some of these have a general application while others depend on the type of communication tool and need to be adjusted case by case.

### General Requirements

The **EU logo** (containing the phrase “Project funded by the European Union”) and the **Programme logo** must be added to project letterheads, fax headers, e-mail signature, promotion materials, etc. When available the **project logo** should also be included.

The EU logo cannot be smaller than other logos placed next to it (Chapter 4 of the [EU Manual](#) and article 7.2.4 of the Grant Contract “Special conditions”).

Annex A of these guidelines contains the **EU and the Programme logos** to be used.

### Special Requirements

**All publications** shall have the following **disclaimer** (article 7.2.4 of the [Grant Contract “Special conditions”](#)):

*“This publication has been produced with the financial assistance of the European Union under the ENPI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of <Beneficiary's name/ implementing partner> and can under no circumstances be regarded as reflecting the position of the European Union or of the Programme’s management structures.”*





**Leaflets** and **Brochures** shall incorporate the general statement about the European Union (Annex 4.1 of the [EU Manual](#)).

**Leaflets** and **Brochures** must also incorporate the statement about the Programme as reported below:

*“The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French.”*

**Press releases** should mention the amount of EU funding in Euro and in the local currency (Chapter 4 of the [EU Manual](#)).

An example is reported below:

*“The project [TITLE] is implemented under the ENPI CBC Mediterranean Sea Basin Programme ([www.enpicbcmmed.eu](http://www.enpicbcmmed.eu)), and is financed, [for an amount of x,xx million Euro]<sup>1</sup>, by the European Union through the European Neighbourhood and Partnership Instrument. The ENPI CBC Med Programme aims at reinforcing cooperation between the European Union and partner countries regions placed along the shores of the Mediterranean Sea.”*

**Websites** should have links at least to the website of the EuropeAid Development and Cooperation Office ([http://ec.europa.eu/europeaid/index\\_en.htm](http://ec.europa.eu/europeaid/index_en.htm)) and the ENPI CBC Med Programme (<http://www.enpicbcmmed.eu>).

**Purchases:** Vehicles, supplies, equipment etc. purchased by projects should be clearly identified and visibly carry the EU logo and the Programme logo with the phrase “Provided by the European Union - ENPI CBC Med Programme” in English and in the local language (Chapter 4 and Annex 3 of the [EU Manual](#)). This should be preferably done by putting a visible sticker on the item. There is no required template for stickers but recommended sizes are 90 mm x 50 mm (smaller items) and 100 mm x 100 mm (larger items).

---

<sup>1</sup> For Press releases, projects must mention the amount of EU funding in Euro and local currency



**Display panels:** when the implementation of a project involves the construction and installation of pilot plants or the valorization of a specific site (archeological for instance) and thematic itinerary (for touristic purposes for example), these should be identified by means of display panels containing the EU, Programme and possibly project logos.

These panels should be clearly visible so that people passing are able to read and understand the nature of the project. They should be erected beside access routes to the site where the project is taking place and should remain in place from the start of the project until six months after its completion.

The EU funding related to an event, exhibition, entrance of offices should also be visible through display panels. For more details on the size, shape and dimensions of panels, please consult chapter 4.2.6 of the EU Manual.

**Promotional items:** all materials produced must as a minimum include the EU and Programme logos. For very small promotional items, where limited space is available, like pens, pen-drives, etc. displaying only the EU logo is sufficient (Chapter 4 and Annex 3 of the [EU Manual](#)).

**Events** should give their attendees the impression that they are funded by the EU. The EU and Programme logos should appear on all material and if possible the European flag should be displayed in meeting rooms (Chapter 4 of the [EU Manual](#)).

### **WARNING**

**Communication activities and materials not respecting the minimum requirements of the EU Manual and of the present guidelines are not considered eligible. The ENPI co-financing may not be granted for those activities.**

### **Recommendations**

Besides the above detailed general and special requirements, which are compulsory, Beneficiaries are also recommended to consider the following suggestions:

1. include project details: title of the project, contact name, address, telephone, e-mail etc;
2. make reference to the Programme's website: [www.enpicbcmmed.eu](http://www.enpicbcmmed.eu);
3. upcoming project events should be communicated to the JMA/JTS so that the information can be published on the Programme website;
4. photographs should be taken on any occasions, so they can be used in communication materials or to demonstrate to controllers/auditors that communication and visibility requirements have been met;
5. add the logo of the Joint Managing Authority provided in Annex A.





## EU visibility after project completion

Annex 2.8 of the EU Manual states that 6 months after the phase funded by the EU has finished, no EU symbol may be included in any communication tools of the project, with the exception of commemorative plaques.

However, the project may continue to be managed by the Beneficiary. In such case the following sentence must be included on the material with the same prominence as was given to the EU logo:

*“The initial phase [DATE] of this project [TITLE] was supported by the EU under the ENPI CBC Mediterranean Sea Basin Programme”.*

## Evaluating your communication activities

The evaluation of communication activities shall be an integral part of the communication strategy implemented by the projects.

A regular assessment of the communication activities may have a dual benefit:

- understand the effectiveness and impact of the activities implemented;
- improve the quality of the communication strategy and more generally of projects.

Even if a communication plan is not mandatory, Beneficiaries are encouraged to monitor and assess the progress of their communication activities through the use of indicators that might be helpful during the interim and final reporting phases to demonstrate that all the project expected results have been achieved.

For illustrative purposes only, some examples of indicators related to three different types of communication tools are reported below:

1. **promotional material:** number of copies distributed, overall satisfaction degree of users;
2. **project website:** number of visitors, number of absolute unique visitors, number of pages viewed, number of returning visitors, country of origin of visitors, overall satisfaction degree of users;
3. **events/conferences:** number and nationality of participants, type of organizations represented by the participants, overall satisfaction degree of participants.

Questionnaires constitute relevant evaluation tools to assess the satisfaction degree of target groups. It is therefore recommended to associate questionnaires to any type of communication activity: don't forget to distribute questionnaires to participants during events or post a questionnaire on the project website.



## Useful contacts

These guidelines have been drawn up by the JMA/JTS communication officers. For further information, the Beneficiaries can contact the following officers, preferably by email:

**Alessandro Pischedda (JTS)**

[apischedda@regione.sardegna.it](mailto:apischedda@regione.sardegna.it)

Tel +39 070 606 2451

**Martin Heibel (JMA)**

[mheibel@regione.sardegna.it](mailto:mheibel@regione.sardegna.it)

Tel +39 070 606 2482

**Susanna Diliberto (JMA)**

[sdiliberto@regione.sardegna.it](mailto:sdiliberto@regione.sardegna.it)

Tel +39 070 606 2657