

Technical Seminar on expenditure verification and reporting

Module VII



**ENPI
CBCMED**
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN

Ensuring internal and external communication

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Malta, 28th May 2014



Programme
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Main content of the presentation



Visibility rules and requirements at project level

- Communication requirements set by the EU
- Legal framework
- Programme Communication & Visibility guidelines



Building a win-win relationship

- Internal communication flows
- Support offered by the Programme

Communication requirements set by the EU at project level



Beneficiaries and partners should give full visibility to the financial support granted by the European Union

- Raising awareness of specific or general audience about the project's aims, results and impact obtained
- Improving the visibility of projects and consequently of the Programme
- Ensuring the transparency of the EU funding




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Legal framework

Main documents to keep on your desk



- **Article 6 of the General Conditions of the Grant Contract** (Visibility) as amended by articles 7.2.5, 7.2.6 and 7.2.7 of the Grant Contract “special conditions” applicable to the call for proposals
- **Communication and Visibility Manual** for European Union External Actions (EU Manual) 
- **Communication and Visibility Guidelines** for projects (Project Implementation Manual)

N.B. All these documents are available @ www.enpicbcmed.eu

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Legal framework

Contractual requirements 1/2



General conditions (Art. 6.1- 6.4) and Special conditions (Art. 7.2.5 - 7.2.7):

-the Beneficiary must take all necessary steps to publicise the fact that the EU has financed or co-financed the Action.

Such measures must comply with the Communication and Visibility Manual for EU External Actions.....

Legal framework

Contractual requirements 2/2

- **General conditions (Art. 6.1- 6.4) and Special conditions (Art. 7.2.5 - 7.2.7):**



- ...the Beneficiary shall mention the Action and the EU's contribution in information given to the final recipients of the Action, in its internal and annual reports, and in any dealings with the media...



- ...the Beneficiary shall display:
the EU logo and Programme logo
wherever appropriate....



Communication and Visibility Guidelines

Overview of the main chapters



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<p>Programme funded by the EUROPEAN UNION</p> <p>ENPI CBCMED CROSS-BORDER COOPERATION IN THE MEDITERRANEAN</p>	
<p>Project Implementation Manual</p>	
<p>Communication and Visibility Guidelines (standard projects - second call)</p>	
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 5.1 Reporting (technical part)
5. REPORTING	5.2 Financial Flows & 1 tool 5.3 Reporting (financial part)
6. COMMUNICATION	6.1 Communication and Visibility Guidelines & Annexes
<p>Version # 1, January 2014</p> <p><small>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 projects 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.</small></p>	

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Communication and Visibility Guidelines

General requirements: LOGOS



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 signatures, promotion materials, websites, publications, etc.

The **project logo** should also be included.



N.B All the logos, necessary for use on projects' printed material, are available in vector format (PDF high resolution: Annex A)

Communication and Visibility Guidelines

Use of logos and positioning



It is recommended to insert logos on white backgrounds in order to ensure a clear graphic visibility of each logo.

As far as the positioning of the different logos is concerned, it is recommended to use the following sequence:



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DE SARDIGNA
REGIONE AUTONOMA
DELLA SARDEGNA

The use of the logo of the Joint Managing Authority (Autonomous Region of Sardinia) is not compulsory but it is strongly recommended to display it alongside the mandatory logos.

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Communication and Visibility Guidelines

Prominence of the logos



Dimension of the logos

The EU and Programme logos must be prominently displayed alongside the logos of other organisations (Partners), in a way that it doesn't compromise the visibility of the EU/Programme. Therefore the EU and Programme logos shall be visible and cannot be smaller than other logos placed next to it (Chapter 4 of the EU Manual and article 7.2.6 of the Grant Contract "Special conditions").

Only signatories to the Grant Contract (Beneficiaries) are entitled to have their logos displayed as prominently as the EU/Programme logos, regardless of how many other organisations are involved in the project. This means that the EU/Programme/Beneficiary logos shall be prominent compared to those of partner organisations.



Communication and Visibility Guidelines



All publications (leaflets, brochures, press releases, etc.) as well as websites shall contain the following:

- Disclaimer
- EU and Programme statements

The disclaimer and statements available in all languages of the cooperation area in Annex D of the “Communication and Visibility Guidelines”

Communication and Visibility Guidelines

Additional requirements for specific tools/products (some examples) 1/2



Please note that all communication tools and products developed under the project shall be developed and shared with your communication officer. Remember to send well in advance any material (at least 10 days) to your communication officer.

Press releases: press releases must mention the amount of EU funding in Euro and local currency (if applicable). Projects shall make sure that the main elements contained in the release are present in the article published by press.

Websites should have links at least to the websites of the EuropeAid Development and Cooperation Office (http://ec.europa.eu/europeaid/index_en.htm) and that of the ENPI CBC Med Programme (<http://www.enpicbcmed.eu>).

Social media: Project accounts on social media shall make clear the financial support of the EU/Programme. Based on the space available, the description of the account shall highlight the EU financial support.

An example which can be used for Twitter is: “Official account of [acronym of the project], a project funded by the EU under @ENPICBCMed”.

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Communication and Visibility Guidelines

Additional requirements for specific tools/products (some examples) 2/2



Audiovisual productions: as with all material, the productions should acknowledge the EU support (Chapter 4 of the EU Manual). In this regard, the EU and Programme logos shall be featured at the beginning of any video. In addition, it shall be mentioned as follows: *“This video has been produced thanks to the financial support of the European Union under the ENPI CBC Mediterranean Sea Basin Programme”*. It is highly recommended to upload any audiovisual material on YouTube and any other video sharing website.

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).

Communication channels and flows



ENPI CBC MED
COMMUNICATION
OFFICER
PROGRAMME



1

PROJECT

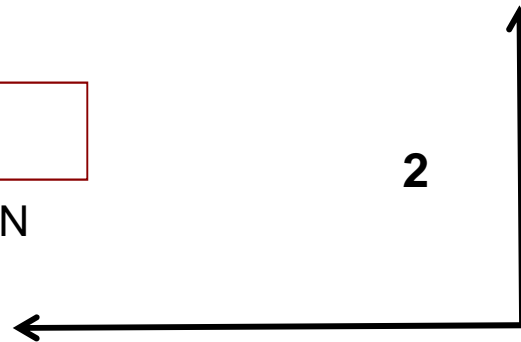
COMMUNICATION
MANAGER
BENEFICIARY



PROJECT

COMMUNICATION
OFFICERS
PARTNERS

2



Internal communication flows

Let your communication officer know about...

- Events, conferences
- Steering committees
- Courses, trainings
- Field visits
- Info material
- Call for tenders and vacancies
- Press reviews
- Newsletters
- Pilot plants installed
- Updates on implementation
- Results achieved



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The website: a one-stop resource centre

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PROGRAMME CALLS FOR PROPOSALS PROJECTS COMMUNICATION

21.02.2014
Will our cars ever run on algae? This, in any case, is the challenge tackled by the scientists of MED-ALGAE project who experiment the production of a biofuel made from micro-algae.

1 2 3 4 5

CONFERENCE ALERT

MED-DESIRE
Policy, technological and commercial challenges ahead of the actual deployment of solar energy systems in the Mediterranean area will be at the centre of the MED-DESIRE project international conference scheduled in Bari on March 31th.

NEWS

28.03.2014 - LACTIMED to train more than 150 actors of the dairy sector

28.03.2014 - Interview with Michael Köhler, Director for the Neighbourhood at EuropeAid

20.03.2014 - Publication of the Regulation on the new European Neighbourhood Instrument

OPPORTUNITY

Tender notice
The "Green Med Initiative" strategic project has issued a call for tenders for the supply and delivery of around 180 Reverse Vending Machines, related online management software and e-Platform as well as spare parts and consumables.

CALENDAR

April

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

CONTACTS

Joint Managing Authority
Joint Technical Secretariat
Branch Offices
Joint Monitoring Committee/National Contact Points

FOLLOW US ON

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EuropeAid Development and Cooperation

Joint Managing Authority
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- More than 257,000 unique visitors and over 600,000 visits since October 2008
- Total number of pages viewed between October 2008 - April 2014: 3,263,652
- 5 ENPI countries in the top 10 source countries – Tunisia, Israel, Egypt, Jordan, Lebanon

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Social media: building new audiences



- Programme has accounts on Facebook, Twitter, LinkedIn and Youtube
- Most popular media are Twitter (681 followers) and LinkedIn (about 700 contacts)
- Twitter mostly used to post Programme and project news
- LinkedIn mainly for opportunities (tenders, jobs) + thematic networking

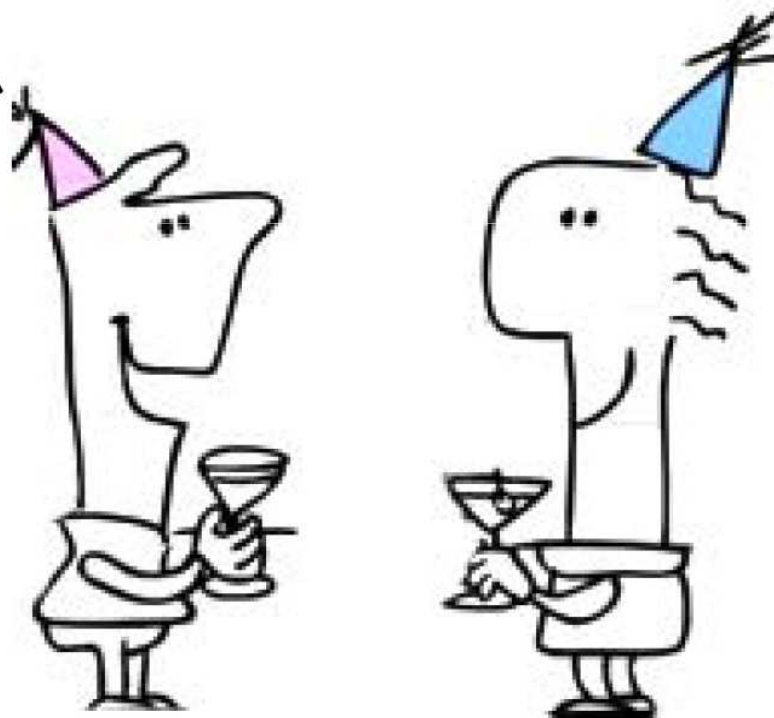
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Every project has a story to tell!



Members of the third framework coordinating committee held their second JCFHS meeting at the headquarters of the sub-regional joint action team and discussed ongoing progress in implementation of the project's strategy.



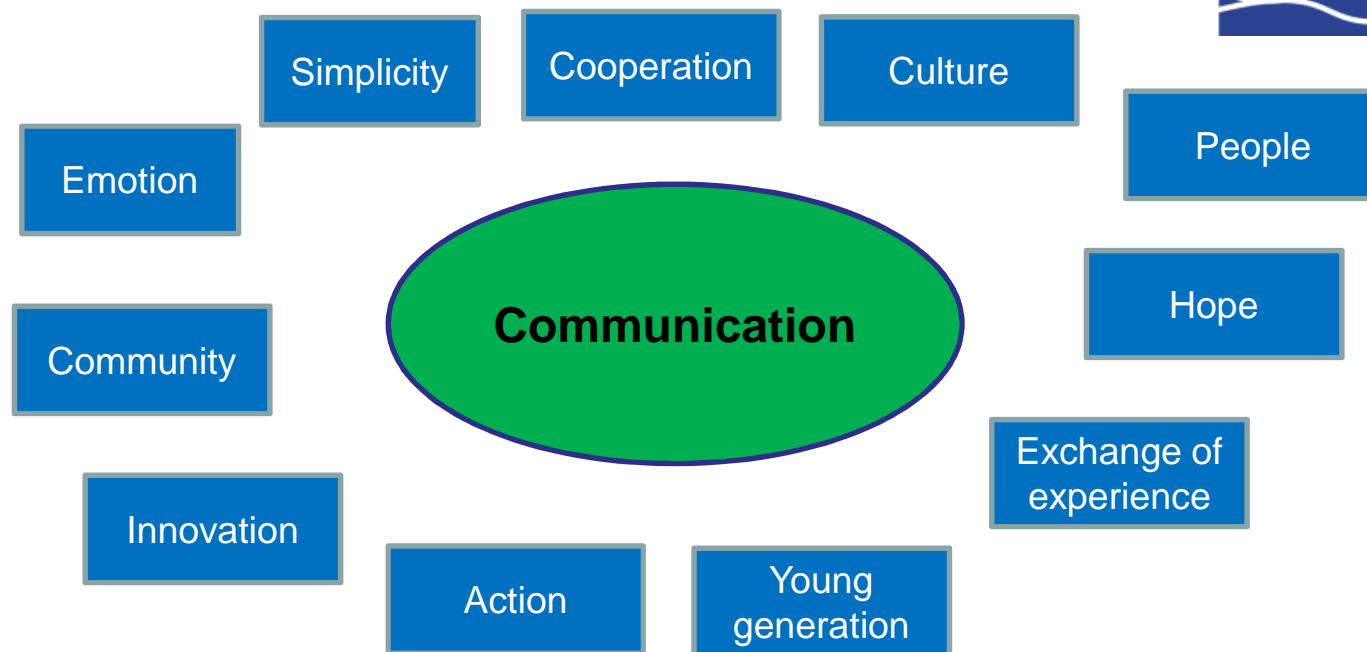
Our actions to clean up the local lake have been a spectacular success, and we're going to recommend it be opened up for public bathing for the first time in 20 years.

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Communication is about....

Some key words



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**THANK YOU FOR YOUR KIND
ATTENTION**

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