Hungary-Slovakia-Romania-Ukraine
ENPI Cross-border Cooperation Programme

The Programme is co-financed by the European Union

COMMUNICATION GUIDELINES FOR PROJECTS

IMPLEMENTED IN THE FRAME OF THE HUNGARY-SLOVAKIA-ROMANIA-UKRAINE ENPI CROSS-BORDER COOPERATION PROGRAMME 2007-2013

VERSION 1, 21 FEBRUARY 2011

TABLE OF CONTENTS

INTRODUCTION **1**

I. WHY SHALL WE COMMUNICATE? **2**

I.1 LEGAL BACKGROUND 3

I.2 HOW SHALL I MANAGE COMMUNICATION ACTIVITIES? 3

II. THE MAIN REQUIREMENTS FOR PROJECT COMMUNICATION ACTIVITIES **4**

II.1 GENERAL REQUIREMENTS 4

II.2 SPECIALISED REQUIREMENTS 4

II.3 PUBLICATIONS 5

II.4 PROMOTIONAL ITEMS 6

II.5 EVENTS 6

II.6 PURCHASES 7

ANNEX 1 – USE OF EU LOGO

ANNEX 2 – USE OF PROGRAMME LOGO AND SLOGAN

ANNEX 3 – BILLBOARD

ANNEX 4 – DISCLAIMER AND REFERENCES TO THE EU AND THE PROGRAMME

Note to Annexes: ***Elements applicable for further use can be downloaded from the website under the same title***

INTRODUCTION

Communication guidelines for projects prepared by the Joint Technical Secretariat of the Hungary-Slovakia-Romania-Ukraine ENPI Cross-Border Cooperation Programme 2007-2013 is intended to help and support the successful implementation of communication tasks and requirements defined by the EU and specifically by the Programme. Guidelines are targeted to be used by the Beneficiaries and Project Partners during the implementation of the projects.

According to the contractual conditions as laid down in the Grant Contract and its Annexes Beneficiaries have an obligation to promote the visual identity of the Hungary-Slovakia-Romania-Ukraine ENPI Cross-Border Cooperation Programme 2007-2013 as well as the fact that the European Union has co-financed their project.

The first part of the document gives an overview of the legal framework on both EU and Programme levels, describing what projects are required to do. Compulsory and recommended visual elements as well as the rules for using those elements are presented in the second part.

Communication guidelines for projects are available on the website
http://www.huskroua-cbc.net

In any case, the JTS and its Branch Offices can be contacted to assist projects in their communication activities by providing necessary information about the Programme and advising on fulfilment of communication and information requirements.

Abbreviations:

EU – European Union

EC – European Commission

ENPI – European Neighbourhood and Partnership Instrument

Programme – Hungary-Slovakia-Romania-Ukraine ENPI Cross-Border Cooperation Programme 2007-2013

JTS – Joint Technical Secretariat

I. WHY SHALL WE COMMUNICATE?

Information and communication activities should become integral part not just at Programme but also at project level.

Beneficiaries must communicate depending on the type and size of their projects. The success of most projects not only depends on their professional and financial efficiency, but as a third pillar, can be greatly influenced by how well they are communicated to the general public. The implementation of well designed communication measures can provide significant benefits for the Project Partners. Projects should define right at the beginning what, how and to whom to communicate.

There is a wide range of communication tools to choose from. When selecting these tools, the aims, the target groups and the efficiency of the tools must be taken into account. The most common communication tools are: public relations, press relations, events, advertisements, online and personal communication. The planning of the communication strategy must be an organic part of the planning of the project itself; and also the communication tasks must be tailored to the contents of the project. A well prepared communication strategy can strongly contribute to the success of the project, while week and inconsiderate communication may result in failure of the project activities.

People should be aware of the location of projects, their achievements as well as the benefits they generate. Projects are the best ambassadors of the Programme as they provide visual examples of what and where has been accomplished from EU funds.

This 2007-2013 programming period brought significant changes in the way projects are expected to communicate their results towards the public. Not only should they increase the frequency of communication but improve its effectiveness and accountability as well.

In addition, to ensure the transparency of EU-funds is a priority. The European Commission is committed to improve communication in order to raise the awareness of EU citizens regarding where and how much is spent. Projects will be essential in strengthening the Programmes' communication activities and in making communication more efficient. As important the results of the projects are in terms of the success of the Programme, their real impact will significantly increase if these results are efficiently communicated towards the outside world.

The communication at project level should have the following objectives:

1. to improve the visibility and better quality of projects;
2. to promote the co-financing from the EU and the Programme;
3. to ensure transparency in the use of public funds.

Communication and information requirements are published in form of the present **Communication Guidelines**. Nevertheless, the **basic document to be followed while communicating on your action is the Communication and Visibility Manual for European Union External Actions**.

http://ec.europa.eu/europeaid/work/visibility/index_en.htm

I.1 LEGAL BACKGROUND

The Communication Guidelines have been prepared in accordance with:

- Hungary-Slovakia-Romania-Ukraine ENPI Cross-border Cooperation Programme, Joint Operational Programme document for the programming period 2007-2013, approved by the European Commission on 23 of September 2008;
- Commission Regulation (EC) No 951/2007 laying down implementing rules for CBC programmes financed under ENPI (ENPI CBC Implementing Rules*)*
- Commission's Practical Guide to contract procedures for EC external actions ("PRAG" provisions)
- Rules on the visibility of external actions laid down and published by the Commission.

The **main documents to be followed** while communicating on your action:

1. **Communication and Visibility Manual for European Union External Actions** (Manual)
2. Annex II of Grant Contract - General conditions applicable to European Community-financed grant contracts for external actions (Article 6 – Visibility)
3. Communication tasks defined in your Application Form

I.2 HOW SHALL I MANAGE COMMUNICATION ACTIVITIES?

The Beneficiary bears the responsibility on the project level for informing the public about the funding obtained from the European Union, but every Project Partner is responsible to implement the communication activities, according to the information and publicity activities planned to be carried out during the implementation of the project.

Communication is an essential part of the project and should be implemented continuously during the project lifecycle. Communication activities should support the projects by bringing their results and benefits to the awareness of the relevant target groups.

To improve the quality of communication activities of each project, the Beneficiaries are advised to design their own project logo and to establish a website. In addition, all project outputs (materials produced) and results, including investments, must have clear reference to EU contribution and to the Programme regardless of the source of financing.

This means that on all project outputs produced the following three logos should be visible: EU, Programme and project logo (this latter one is not obligatory but strongly advised). Projects must display the EU and Programme logo at all events e.g. conferences, seminars, press conferences, briefings, trainings etc. The use of Programme slogan and reference to the Programme's website is voluntary.

II. THE MAIN REQUIREMENTS FOR PROJECT COMMUNICATION ACTIVITIES

II.1 GENERAL REQUIREMENTS

1. The EU flag must be added to letterheads, fax headers, promotion materials, articles, audiovisual production, etc. anytime when communicating on matters related to the action (Page 17, Chapter 4.1 of the Manual). The EU flag cannot be smaller than other logos placed next to it.
2. The phrase *„This action is funded by the European Union"* must be added to letterheads, fax headers, promotion materials, articles, audiovisual production, etc. anytime when communicating on matters related to the action (Page 17, Chapter 4.1 of the Manual). If your document is written in national language, you should also include the above mentioned phrase in national languages.
3. The **logo of the Programme** must be added to letterheads, fax headers, promotion materials, articles, audiovisual production, etc. anytime when communicating on matters related to the action.

II.2 SPECIALISED REQUIREMENTS

1. **Publications** should have a disclaimer stating that the EU is not responsible for the contents of these publications (Page 17, Chapter 4.1. of the Manual).
2. **Publications** and press releases should mention the amount of EU funding in Euro and in the local currency (Page 18, Chapter 4.2.1 of the Manual).
3. **Leaflets** and brochures must incorporate the definition of the EU (Page 19, Chapter 4.2.4 of the Manual). They should also have a disclaimer stating that the EU is not responsible for the contents of these publications (Page 17, Chapter 4.1. of the Manual).
4. **Websites** should have links to the websites of the EU Delegation or the Representation of the European Commission in your country and the website of the Europe Aid Cooperation Office (Page 19, Chapter 4.2.5. of the Manual).
5. **Vehicles, supplies and equipment** should be clearly identified and visibly carry the EU flag and the phrase "Provided by the European Union" in English and in the local language (Page 20, Chapter 4.2.9. of the Manual).
6. **Promotional items** should be clearly identified with the EU flag and if possible carry the words "European Union" (Page 20, Chapter 4.2.10. of the Manual).
7. **Events** should give their attendees an impression that they are funded by the EU. The EU flag should appear on all material and if possible the European flag or banner should be displayed in meeting rooms (Page 22, Chapter 4.2.13. of the Manual).

Please note that in all cases the activities chosen for communication, as well as the tools of communication have to be tailored to the nature, size and type of the project.

Also bear in mind, that project activities and materials not mentioning the EU funding are not considered eligible and the ENPI co-financing may not be verified for those activities.

Projects are required to collect samples of all information and communication materials as well as all media materials produced about the project. A copy of those materials should be sent to the JTS together with Interim Reports. In addition, the JTS should be notified about every event organised in the frame of the project.

5

II.3 PUBLICATIONS

4+1 things that must be included in every press release, newsletter, brochure, leaflet or any other publication you produce (see also in Annex 4)**:**

1. Logos of the EU and the Programme:

The EU logo (containing the description 'The Programme is co-financed by the European Union') and the Programme logo (containing the title of the Programme) must be included whether in English or in national language version according to the official published formats. If you wish, you can also include the logo of the project.

2. Disclaimer:

The EU is not responsible for the contents of communication materials prepared within projects. These must therefore include the following disclaimer in their publications:

This publication 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.

3. Reference to the Programme and grants obtained:

Every time you write an article or a press release on your project, you ought to mention the fact that the project is part-financed by the European Union (European Neighbourhood and Partnership Instrument) and that it is implemented under the HU-SK-RO-UA ENPI CBC Programme. Below we offer you an ***example paragraph*** *to insert into all your articles and other communication materials produced with programme funding (you can also send it to the journalists that have been interviewing you or who are writing an article about your project).*

The project [TITLE] is (was) implemented under the Hungary-Slovakia-Romania-Ukraine ENPI Cross-Border Cooperation Programme 2007-2013 (www.huskroua-cbc.net), and is co-financed by the European Union through the European Neighbourhood and Partnership Instrument. The overall objective of the Programme is to intensify and deepen cooperation in an environmentally, socially and economically sustainable way between Zakarpatska, Ivano-Frankivska and Chernivetska regions of Ukraine and eligible and adjacent areas of Hungary, Romania and Slovakia.

4. General statement about the European Union:

The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.
The European Commission is the EU's executive body.

+ 1: General statement about the Programme that must be included only in every brochure and any other bigger publication you produce:

The Hungary-Slovakia-Romania-Ukraine ENPI Cross-border Cooperation Programme is to be implemented in the period of 2007-2013 on the external border of the participating EU Member States with Ukraine. The European Neighbourhood and Partnership Instrument supports cross-border co-operations on the external borders of the EU.
The overall objective of the Programme is to intensify and deepen cooperation in an environmentally, socially and economically sustainable way between Zakarpatska, Ivano-Frankivska and Chernivetska regions of Ukraine and eligible and adjacent areas of Hungary, Romania and Slovakia.
The Joint Managing Authority of the Programme is the National Development Agency, Hungary. The website of the Programme is www.huskroua-cbc.net

Besides the obligatory elements there are some optional elements such as:

1. Programme slogan: **Partnership without borders**
2. Project details: title of the project, contact name, address, telephone, fax and e-mail etc.
3. Reference to the Programme's website: **www.huskroua-cbc.net**

The above mentioned obligatory and optional elements as well as guidance for using them are detailed in Annex 1-2.

Note: The JTS welcomes project publications (press releases, leaflets, brochures etc.) in electronic format in order to publish them on the Programme website thus providing wider visibility for projects.

II.4 PROMOTIONAL ITEMS

When appropriate, special promotional materials can be produced for distribution. They serve as reminder of the projects for certain stakeholders or for the general public targeted by different project activities. Roll-up banners, bags, mugs, pens, pen-drives, t-shirts, key rings, etc. are examples of promotional materials.

All materials produced to promote the project financed from ENPI funding must as a minimum include the EU logo and Programme logo. For very small promotional items, where limited space is available, like on pens, pen-drives, etc. displaying only the EU logo with the wording "European Union" and the Programme logo is sufficient.

II.5 EVENTS

Organising a public event may prove to be an excellent opportunity to generate interest and publicity towards your project and its achievements. Events may be organised by the projects themselves or by third parties with the participation of project members, like project opening or closing events, annual conferences, press conferences, fairs and exhibitions, seminars or smaller project related events, depending on the type of projects.

Events financed by the project have to display as a minimum the EU and Programme logo in meeting rooms in a highly visible location.

Communication materials (presentations, publications, posters, etc.) or agendas, lists of participants, etc. often handed out to participants on these occasions should also incorporate the compulsory elements specified within this guide and should preferably be available not only in the officially defined working language, in English but also in relevant national languages.

Information regarding the upcoming project events has to be communicated towards the JTS so the information can be published on the Programme website www.huskroua-cbc.net under the Events section. Please make sure to provide this information in a timely manner, preferably at least two weeks before the event.

Photographs should be taken on these occasions, when appropriate to document the progress of actions and events related to these so they can be used in communication materials or to demonstrate to controllers/auditors that publicity requirements have been met.

Note: Minutes of project technical meetings may be prepared in national languages.

II.6 PURCHASES

Equipment procured within the project must bear the EU logo and Programme logo preferably by putting a visible **sticker** on it. There is not any required template for stickers. The **recommended sizes are 90 mm x 50 mm** (smaller items) and **100 mm x 100 mm** (larger items).

II.7 INVESTMENT-TYPE PROJECTS

Infrastructure-related actions funded by the EU may be identified as such by means of display panels describing the action. The display panels should be clearly visible so that those passing are able to read and understand the nature of the action. The display panels should be erected beside access routes to the site where the action is taking place and should remain in place from the start of the action until six months after its completion (Page 20, Chapter 4.2.6 of the Manual).

Billboard or display panels

Please note that there are **four separate language versions**: the Hungarian version must be produced if the infrastructure or construction work was conducted in the eligible counties from Hungary, the Slovak version if the infrastructure or construction work was conducted in Slovakia and so on. In special cases e.g. in the frame of a bilateral Hungarian-Ukrainian project when the infrastructure or construction work within the project are conducted on both sides of the border area then two separate billboards should be established (one in Hungary, one in Ukraine). **Recommended size: 3000 mm x 1500 mm** or A2 (594 mm X 492 mm)

Annex 3 contains the billboard templates in four national languages.

ANNEX 1 – USE OF EU LOGO

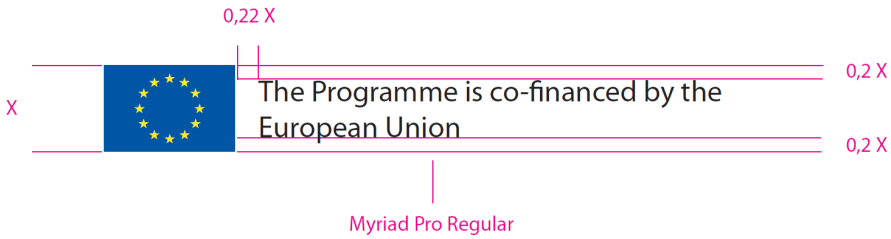
The EU Logo | The Logotype | Proportions

The Logotype

The European Union logo has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

The Programme is co-financed by the European Union

Proportions



The EU Logo | Colours | Colour Versions

Colours

CMYK	RGB	Pantone
C 4	R 255	PMS
M 0	G 204	Pantone
Y 93	B 0	Yellow
K 0		

CMYK	RGB	Pantone
C 100	R 0	PMS
M 72	G 0	Reflex
Y 0	B 153	Blue
K 6		

Colours:
CMYK color codes will be used on all printed materials. For special printed materials PANTONE code will be used.
RGB will be used on the web site and other electronic applications.

Internet:
PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and PANTONE YELLOW corresponds in the web-palette colour RGB:255/204/0 (hexadecimal: FFCC00).

Backgrounds:
the emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue. If there should be no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25 of the height of the rectangle.
The European Union negative logo will be made up of the black flag and white stars.

Colour Versions

The Programme is co-financed by the European Union

The Programme is co-financed by the European Union

The Programme is co-financed by the European Union

The Programme is co-financed by the European Union

The Programme is co-financed by the European Union

The Programme is co-financed by the European Union

The EU Logo | Language Versions

Language Versions

hu

Az Európai Unió társfinanszírozásával megvalósuló Program

sk

Program je spolufinancovaný z prostriedkov Európskej únie

ro

Programul este cofinanțat de către Uniunea Europeană

ua

Програма фінансована з фондів Європейського Союзу

en

The Programme is co-financed by the European Union

ANNEX 2 – USE OF PROGRAMME LOGO AND SLOGAN

The Programme Logo | The Logotype | Minimum Size | Colours

The Logotype

The logotype symbolises the connection, co-operation of the participating countries. Although the logotype is playful due to it's basic colours, it is also a strong form which can be unmistakeably associated to the program and and the co-operating partners.

Minimum Size

The logo of Hungary-Slovakia-Romania-Ukraine ENPI Cross-border Cooperation Programme should not be recreated in any circumstance. Only the logoversion presented in this manual is the correct one and it and only it should be used. The minimum admitted dimensions of the logo is 10mm (height).

Colours

CMYK	RGB	Pantone
C 99 M 77 Y 26 K 10	R 18 G 74 B 125	653 C

CMYK	RGB	Pantone
C 67 M 39 Y 0 K 0	R 88 G 138 B 200	659 C

CMYK	RGB	Pantone
C 0 M 0 Y 0 K 90	R 65 G 64 B 66	446 C

CMYK	RGB	Pantone
C 89 M 60 Y 2 K 0	R 29 G 104 B 175	660 C

CMYK	RGB	Pantone
C 4 M 0 Y 93 K 0	R 251 G 238 B 35	3945 C

Colours:
CMYK color codes will be used on all printed materials. For special printed materials PANTONE code will be used.
RGB will be used on the web site and other electronic applications.

Backgrounds:
The emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue, and yellow.

The Programme Logo | Logo Versions & Backgrounds

Full Colour Version

Hungary-Slovakia-Romania-Ukraine
ENPI Cross-border Cooperation Programme

This version is highly recommended when there are no restriction imposed by the texture and color of the material (white or light gray background only) on which the visual identity of the programme is applied.

Black & White Versions

Hungary-Slovakia-Romania-Ukraine
ENPI Cross-border Cooperation Programme

Black & white versions with the two subversions: normal and inverted logos. This version is recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers - whenever the full-color version of the logo cannot be applied.

The Programme Logo | Spacing

Whitespace Requirements

The logo should not be oversized.

In order to create the maximum impact and visibility, the presence of a white space around the graphic signature is very efficient.

This space individualizes the logo by separating it from the surrounding elements (margin of the page, other logos or graphic elements, etc.).

The distance between the margins and the logo are different from one page to another.

Language Versions

hu

Magyarország-Szlovákia-Románia-Ukrajna
ENPI Határon Átnyúló Együttműködési Program

sk

Program cezhranicnej spolupráce ENPI
Madarsko-Slovensko-Rumunsko-Ukrajina

ro

Ungaria-Slovacia-România-Ucraina
Programul de Cooperare Transfrontaliera ENPI

ua

Програма прикордонного співробітництва ЄІСП
Угорщина-Словаччина-Румунія-Україна

en

Hungary-Slovakia-Romania-Ukraine
ENPI Cross-border Cooperation Programme

The Programme Logo | Forbidden Situations

The logo should never appear on one of the colors which compose the logo.

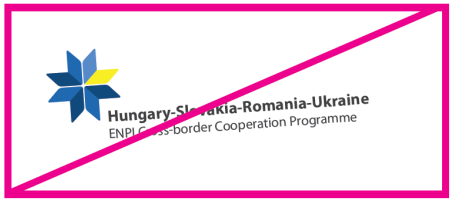
The logo should never be written with another true-type.

No shadow effects should be applied to the logo.

The logo should not be in any way distorted.

The letters of the logo should not appear in different colors.

No element of the logo should change its prescribed position.



The logo should not be rotated.

The minimum distance should be observed between the logos. These appear horizontally or vertically.

Slogan

Language Versions

hu **Partnerség határok nélkül**

sk **Partnerstvo bez hraníc**

ro **Parteneriat fără frontiere**

ua **Партнерство без кордонів**

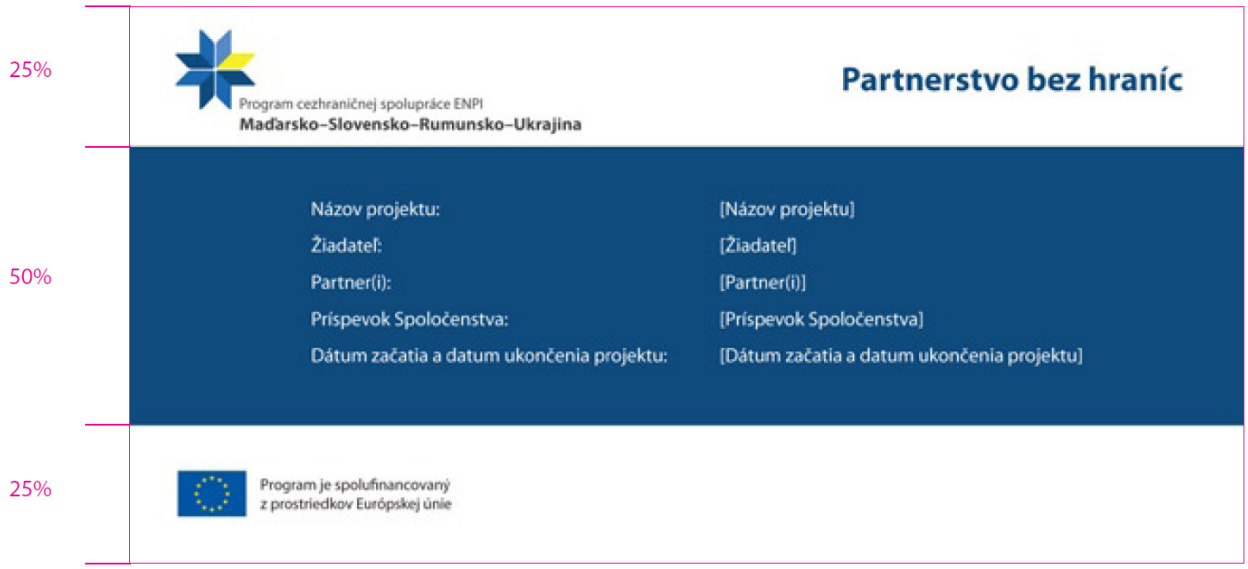
en **Partnership without borders**

The slogan of the programme is "Partnership without borders". This will be used together or separately from the logo of the programme, according to the space available.

ANNEX 3 – BILLBOARD

hu

sk



ro

25%

Programul de Cooperare Transfrontalieră ENPI
Ungaria-Slovacia-România-Ucraina

Parteneriat fără frontiere

50%

Titlul proiectului:	[Titlul proiectului]
Beneficiar:	[Beneficiar]
Partener(i):	[Partener(i)]
Finantare comunitara:	[Finantare comunitara]
Data de incepere si terminare a proiectului:	[Data de incepere si terminare a proiectului]

25%

Programul este cofinanțat de
către Uniunea Europeană

ua

Програма транскордонного співробітництва ЄІСП
Угорщина-Словаччина-Румунія-Україна

Партнерство без кордонів

Назва проекту:	[Назва проекту]
Бенефіціар:	[Бенефіціар]
Партнер(и):	[Партнер(и)]
Фінансування ЄС:	[Фінансування ЄС]
Дата початку та завершення проекту:	[Дата початку та завершення проекту]

Програма фінансована з
фондів Європейського Союзу

ANNEX 4 – DISCLAIMER AND REFERENCES TO THE EU AND THE PROGRAMME

Disclaimer:

This publication 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.

Reference to the Programme and grants obtained (proposed paragraph):

The project [TITLE] is (was) implemented under the Hungary-Slovakia-Romania-Ukraine ENPI Cross-Border Cooperation Programme 2007-2013 (www.huskroua-cbc.net), and is co-financed by the European Union through the European Neighbourhood and Partnership Instrument. The overall objective of the Programme is to intensify and deepen cooperation in an environmentally, socially and economically sustainable way between Zakarpatska, Ivano-Frankivska and Chernivetska regions of Ukraine and eligible and adjacent areas of Hungary, Romania and Slovakia.

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The European Commission is the EU's executive body.

General statement about the Programme that must be included only in every brochure and any other bigger publication:

The Hungary-Slovakia-Romania-Ukraine ENPI Cross-border Cooperation Programme is to be implemented in the period of 2007-2013 on the external border of the participating EU Member States with Ukraine. The European Neighbourhood and Partnership Instrument supports cross-border co-operations on the external borders of the EU.
The overall objective of the Programme is to intensify and deepen cooperation in an environmentally, socially and economically sustainable way between Zakarpatska, Ivano-Frankivska and Chernivetska regions of Ukraine and eligible and adjacent areas of Hungary, Romania and Slovakia.
The Joint Managing Authority of the Programme is the National Development Agency, Hungary. The website of the Programme is www.huskroua-cbc.net

Hungary-Slovakia-Romania-Ukraine ENPI
Cross-border Cooperation Programme

Joint Technical Secretariat (JTS)
VÁTI Nonprofit Ltd.
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