

#### 4.2.1 Press releases

Press releases can be a very useful contribution to the communication activities around an action. As a general rule, a press release should be issued at the start of all actions.

Where the implementing partner or international organisation launches the press release in the context of the action, it should liaise with the Press and Information Officer at the EC Delegation or the relevant Commission department before sending it out. Where the Commission launches the press release, the contractor must provide all necessary technical information that would allow the Delegation or Commission department to do so. The general policy is that contractors should not issue press releases and make public statement unless cleared with the Commission. In the context of actions implemented with international organisations, where the EU plans to issue a press release focusing on the action, it should liaise with the relevant international organisation for a similar clearance.

The release should incorporate the EU flag, mention that funding was provided by the EU and mention the amount of EU funding in euro and in the local currency. If a press conference is planned, the press release should include the name of an EU personality who will be present at the press conference, if appropriate.

The release should be dated at the top and should also indicate when the information may be released. Generally, journalists prefer to be able to use the release immediately; in this case '*For immediate*

*release*' should be written at the top of the document. However, it is sometimes appropriate to embargo the release until, for example, the publication of financial figures. In this case, a simple expression such as '*Not to be used before 10:00 hours, 15 October*' should be included at the top of the document.

A newsworthy press release should contain: a heading, a strong leading paragraph summarising the essential facts, the main body of the story, quotes, some background information, and contact details for further information.

The release should be kept to one side of an A4 page whenever possible; if it is longer, '*more follows*' should be written at the bottom of every subsequent page. At the end of the document, make sure to write '*End*'.

After '*End*', the press release should provide the name of at least one person whom the journalist can contact for further information. Where possible, both a work and a home telephone number should be provided.

#### 4.2.2 Press Conferences

Press conferences organised in the context of the communication and visibility plan should always be organised in co-operation with the Commission. The invitations should bear an EU flag in accordance with the applicable general rules (see section 3.1).

At the press conference itself, an EU flag should be displayed if other flags or symbols are being displayed.

#### 4.2.3 Press Visits

Group visits by journalists to project sites may offer additional visibility opportunities. Such visits should be well-timed and focus on tangible achievements. Where appropriate, groups of visiting journalists should be accompanied by representatives of the EC Delegation.

#### 4.2.4 Leaflets, Brochures and Newsletters

Publications such as leaflets brochures and newsletters can be useful in communicating the results of an action to specific audiences.

- Leaflets can provide basic factual information and the address (such as a mailing address or web site) where further information can be found;
- Brochures can go into greater detail, highlighting the context, including interviews with stakeholders, beneficiaries, and so on;
- Newsletters are characterised by their regularity, and can be issued to inform on the progress of an action. This is useful, for example for infrastructure projects, training programmes, and so on, where the impact of an action can be appreciated over time.

Publications should always be tailored to the audience in question, and focus on the intended results of the action, not the financial and administrative details. Texts should be short and simple, and photographs used where possible to illustrate the action and its context. If possible photographs should be of the people involved in the

action, rather than the officials responsible for its management.

In general, all material produced in paper form should also be made available in electronic form, so that it can be sent by e-mail and posted on a web site. For material in paper form, distribution capacity (mailing lists) should be considered.

All leaflets and brochures should incorporate the basic elements of the EU visual identity, i.e. the EU flag (Annex 2) and the disclaimer (Annex 2) and project details, contact name, address, telephone, fax and e-mail details.

Leaflets and brochures produced by a contractor and/or implementing partner must also incorporate a definition of the EU (see Annex 4). Furthermore, in these cases, the cover page must clearly identify the action as being part of an EU-funded action. The front page lower banner must carry the disclaimer in Annex 2. The upper banner of the newsletter must be designed as shown in Annex 3 (section 4).

Copies, including electronic copies of the publications should be made available to the Commission.

#### 4.2.5 Websites

Websites are increasingly a basic requirement for communication, but separate websites are not always required for all actions since information could simply be made available via the website of the Commission Delegation or the partner's website, for example.

If the action is designed to have a long life, and will give rise to significant material

that could be communicated on a website (photographs of the evolution of the action, short interviews, material for the press, etc.), it may be agreed in the communication and visibility plan to establish an independent website related to the action.

The site should be established in close co-operation with the Commission Delegation or the responsible officials in the EuropeAid Co-operation Office who can ensure coherence, and provide links to the relevant Commission sites.

As a minimum, links should be made to the websites of the local Commission Delegation and the EuropeAid Co-operation Office as follows:

➔ [http://ec.europa.eu/europeaid/index\\_en.htm](http://ec.europa.eu/europeaid/index_en.htm)

At the end of the action, the website should be copied onto CD-rom and transmitted to the Delegation for possible further use in its general communication activities and for archival purposes.

#### 4.2.6 Display Panels

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.

Contractors, implementing partners or international organisations should also produce a display panel with which to promote their EU-funded action at an exhibition or event, or at the entrance of a training centre or office reception. The shape, size and dimensions of panels vary depending on the amount of information that needs to be conveyed, and whether the panel is intended to be portable or permanent. Low-cost panels can be made using self-adhesive lettering and a well-positioned EU flag in the upper left-hand corner. When contractors or implementing partners consider it appropriate to add the logo of a partner organisation on the display panel, it should be positioned in the upper-right hand corner. Specific arrangements should be agreed with international organisations.

#### 4.2.7 Commemorative Plaques

Permanent commemorative plaques are an effective way of acknowledging the involvement of the EU in the construction or planning of permanent structures such as houses, clinics, factories, institutions, training centres, roads, bridges, etc.

As part of the opening ceremony of permanent structures erected with EU funding or cofunding, contractors, implementing partners or international organisations should place a permanent plaque in the most visible part of the building, such as the main entrance or in front of the building. When appropriate, the plaque could contain the following sentence: *"This [name of the structure] was funded by the European Union"* with the EU flag placed underneath it.

When contractors or implementing partners consider it appropriate to add the logo of a partner organisation on the plaque, it should be positioned in the lower-right hand corner, and the EU flag should be in the lower-left hand corner.

#### 4.2.8 Banners

Plastic or textile banners similar to the example given in Annex 3.6 should be produced when specified in the communication strategy of an action. They are intended to serve as a backdrop for special events such as inaugurations and conferences.

#### 4.2.9 Vehicles, Supplies and Equipment

Any vehicles used in an EU-funded action should be clearly identified, and visibly carry the EU flag and the phrase *"Provided with the support of the EU"* in the operational language of the EU programme and in the local language. The company logos of the contractor, the implementing partner and other donors may appear on vehicles, although the EU flag should be displayed at least as prominently as the logos of all parties involved in the action.

Unless otherwise agreed with the Commission, any supplies or equipment delivered under an EU-funded action should be clearly identified and should feature prominently the EU flag and the mention *"Provided with the support of the EU"* in the operational language of the EU programme and in the local language. Any vehicles used in actions supported by the EU should carry vehicle panels (Annex 3).

Specific rules apply to international organisations (See Standard Contribution Agreement, Art. 6.1 of the General Conditions).

#### 4.2.10 Promotional Items

Promotional items should be distributed when specified in the communication strategy of an action. All kinds of promotional items (such as T-shirts, caps and pens) can be produced by implementing partners, contractors or international organisations as supporting material for their information and communication activities in the framework of their action. Before taking any decision on the production of such items, the Press and Information Officer at the EC Delegation should be consulted.

The promotional items produced should be clearly identified with the EU flag, and if possible carry the words *"European Union"* and key messages or key phrases. The Press and information Officer can provide samples of such items.

On certain promotional items (e.g. pens and banners), where it is not possible to include key messages in their entirety, at least the EU flag should appear, followed by a key phrase to be agreed with the EC Delegation (see also Annex 3).

### 4.2.11 Photographs

Photographs showing the progress of all actions should be taken where appropriate to document the progress of actions and events related to these (their launch, visits by EU officials, and so on) so that they can be used in communication material.

The following sections should help contractors, implementing partners and international organisations in their search for pictures to illustrate their communication materials.

#### 4.2.11.1 Picture Selection

Where possible, the communication and visibility plan should make provisions for the use of a professional photographer on a regular basis to illustrate the evolution of an action.

The photos chosen should be those which will best illustrate the results and impact of the action, and should match any written information on the action. As with written material, people involved in the action are the focus, not the officials involved in managing the action, in holding meetings about the issue, and so on.

#### 4.2.11.2 Picture Archives

As a general rule, digital photography should be used in order to facilitate reproduction on web sites and other information material (for producing printed materials, 300 dpi is the minimum quality standard).

Duplicates of the photos should be sent to:

- ➔ The Press and Information Officer at the EC Delegation;
- ➔ The EuropeAid Information Communication and Front Office Unit (see section 6 for address).

The duplicate photos should state on the back:

- ➔ The name and contact details of the person sending the pictures.
- ➔ The name of the organisation or person that owns the picture copyright.
- ➔ The name of the action to which the picture relates, its duration (e.g. 2004-2008) and the country in which it was taken.

The European Commission will be entitled to use or reproduce photos submitted to the above archives without payment of royalties.

#### 4.2.12 Audiovisual Productions

Audio-visual material may be appropriate, but can be expensive to produce, so should only be prepared when there is a realistic chance of it being distributed by the media. However, small video clips can be produced very simply for displaying on web sites, or publicity material.

As with all material the productions should acknowledge the EU support, by featuring the EU flag at the beginning and / or end. As with photos, the contractor, implementing partner or international organisation should make sure that duplicates in the final distribution format and in the professional format are sent to:

- ➔ The Press and Information Officer at the EC Delegation;
- ➔ The EuropeAid Information, Communication and Front Office Unit - (see section 6 for address).

Unless otherwise specified in the relevant contract/agreement, the broadcast line-up for the rush material broadcast should be sent to the EuropeAid Information, Communication and Front Office Unit.

#### 4.2.13 Public Events and Visits

Organising a public event (or participating in an event organised independently from the action, for example by the EC Delegation) may offer excellent opportunities for generating interest in an action's particular achievements. Such events can include conferences, workshops, seminars, fairs, and exhibitions.

Those attending EU-funded training courses, conferences, seminars, fairs, exhibitions and workshops should be made aware that the EU is financing the event. The EU flag should appear on all material.

Depending on the circumstances, the opportunity should be taken to display the European flag and/or banners (see annex 3) in meeting rooms.

High level visits by Commission officials or political leaders are a potential communication opportunity – through press releases, press conferences, events, and through public diplomacy such as photo opportunities when visiting a project site.

The EC Delegation accredited to the beneficiary country should be closely involved in the preparation and implementation of such events, including contacts with the media.

#### 4.2.14 Information Campaigns

Large actions can support the organising of an information campaign during the lifetime of the action. Such campaigns can raise the visibility of the action and the EU by promoting discussion of the issues around an action, such as public health, road safety, the environment, and so on.

Such a campaign requires adequate resources in terms of management, and should always be co-ordinated with the Commission.