

Annex No. 1 – Publicity guidelines

Final beneficiaries (hereinafter “FBs”) are obliged to follow the Guidelines for beneficiaries and these instructions when organizing publicity of their project during its implementation. All instructions specified herein are based on the Financial Mechanism Office documents (Regulation – *Annex 3 – Information and Publicity Requirements for EEA/Norway grants 2014-2021, Communication and Design manual*), which are available at www.fondyehp.cz/, www.norskefondy.cz. Instructions for publicity in this Annex do not substitute the above documents, they merely provide additional explanation, summarize the applicable principles and by setting out the required minimum use, they appropriately complement the above documents. If a specific procedure within the implementation of publicity is not regulated by these guidelines, or the procedure cannot be clearly interpreted, FBs shall consult the procedure with the Programme Operator (PO).

The Communication and Design Manual is available in English and contains guidelines on how to meet publicity requirements in terms of the use of appropriate communication tools and visual identity of the project. The manual sets out obligations or recommendations on how to create a proper project presentation, what project publications should look like, how to create visual and video documentation of the project, tips on creating websites or using social networks, how to organize promotional events in the project, how to communicate with journalists and organize press conferences, etc.

1) Publicity plan

FB has a duty to provide information about the project to the widest possible audience and stakeholders at national, regional and local level, thus helping in raising awareness of the EEA and Norway Grants. For this purpose, each FB submitted a comprehensive publicity plan of the project within its grant application, as required by the mandatory activity ‘Project publicity.’

During the project implementation, FBs are obliged to implement activities that contribute to the effective publicity of the project in accordance with the project publicity plan, including the mandatory elements of publicity set out in these Publicity instructions and in Annex 3 of the Regulation.

Revisions of the Publicity plans are subject to the revision procedure referred to in Chapter 7 of the Guidelines.

2) Providing information about the project on websites / social networks

Information provided via websites (as an alternative, project information may be provided via social network profiles) must include:

- Information about the project including any achieved progress during its implementation, its successes and outcomes of the project
- Contact information

- A visible reference/link to the Programme that supports the project and its implementation, and the respective grant mechanism (EEA grants or Norway grants) which is the source of financing for the project, and its respective logo
- Information on cooperation with donor country partners (if applicable)
- Photo documentation (or video documentation) of the project
- References / links to PO and National Focal Point websites (www.fondyehp.cz/ / www.norskefondy.cz) and to the official EEA and Norway Grants website at www.eeagrants.org

3) Visual identity

All the information and materials for publicity of a project financed by the EEA and Norway Grants 2014-2021 must contain and comply with requirements set out in the Communication and Design Manual. Templates and samples (for example, logos, presentation et cetera) are available at www.fondyehp.cz/ / www.norskefondy.cz in the **Promotion** section. FBs are obliged to use official logos of the respective grant mechanism in their publicity materials, exclusively using the up-to-date versions of such templates.

FBs choose an appropriate form of publicity corresponding to the nature of the project so that all target groups, including the general public, are informed that the project is implemented under a programme that is co-financed by the EEA Grants/ Norway Grants 2014-2021. FBs may consult the form of information and communication materials of the project (e.g. posters, leaflets, brochures, banners, roll-ups, promotional items, etc.) with the relevant PO project manager to verify correct use of logos and other mandatory elements of visual identity.

A) Billboards

During the project implementation, FBs are obliged to place a billboard in a visible place on the building directly connected with the implementation of an individual project in cases where construction work or infrastructure investment is carried out as a part of the project (over CZK 1 300 000).

The size of the billboard must guarantee sufficient clarity and visibility of information about the project. This temporary advertising panel must always contain the logo of the relevant grant mechanism (see below the Programme Overview table in part C), the name of the project and a link to the PO website www.fondyehp.cz/ / www.norskefondy.cz.

In the cases where projects are co-financed, FBs may also place their own logos / logos of the respective co-financing organization on the billboard in accordance with the rules set out in the Communication and Design Manual. The text on the billboard must contain clear and comprehensible information regarding the implemented project. FBs should state the goal of the project, the amount of financial support, the name of project implementer, the provider of funds, or indicate the target groups for which the project will be beneficial.

Technical parameters of billboards:

- Minimum dimensions are **2 000 mm** in **width** and **1 000 mm** in **height**.
- Billboards must be made of durable materials that are usually used for large-scale printed billboards.

B) Commemorative plaque

After completion of the given activity within the project, the billboard must be replaced with a permanent commemorative plaque of prescribed dimensions. The commemorative plaque must be installed before the project is completed and remain in place for the entire sustainability period of the project, i.e. for at least 5 years.

Technical parameters for commemorative plaques:

- Minimum dimensions: **200 mm** in **height** and **300 mm** in **width**.
- The plaque must be black and white (white background and black text).
- The commemorative plaque must be produced of durable material, e.g. anodized aluminium, brass, plastic etc., with a thickness of at least **2 mm**.

The plaque shall contain the following wording in the Czech and English language:

- For projects supported by **EEA Grants 2014-2021**:

“Supported by the peoples of Iceland, Liechtenstein and Norway through the EEA Grants”

“Podpořeno grantem z Islandu, Lichtenštejnska a Norska v rámci Fondů EHP”

- For projects supported by **Norway Grants 2014-2021**:

“Supported by a Grant from the peoples of Norway”

“Podpořeno grantem z Norska”

C) Use of logos

The logo of the grant mechanism from which supported the project is a mandatory element of publicity. FBs are obliged to attach to the individual means of project publicity (e.g. posters, leaflets, invitations, presentations, websites, publications, promotional items and other publicity materials related to the supported project) an appropriate logo.

FBs are obliged to use appropriate logos always in accordance with the requirements specified in the Communication and Design Manual and to use the specified templates.

The minimum size of a logo in height is 10 mm.

EEA Grants



Norway Grants



FBs are obliged to use the respective logo of a grant mechanism from which the project was supported. Grant mechanisms are divided into programmes supporting individual projects.

Table 1: Overview of programmes and grant mechanisms

Name of the programme	Grant mechanism
Culture	EEA Grants 2014-2021
Human Rights	Norway Grants 2014-2021
Good Governance	EEA Grants 2014-2021
Justice	Norway Grants 2014-2021
Health	EEA Grants 2014-2021

Logos may be placed on publicity materials using stickers. For single-use items, it is sufficient to place the logo on the packaging, so that the user is sufficiently informed about the source of funding. For items of a more permanent nature (e.g. writing pads, bags, T-shirts, etc.) the relevant logo must be part of the item, it is not enough just to put the logo on the packaging of the promotional item.

Project participants must be informed about the support from the EEA / Norway Grants and the corresponding logo must be placed on the confirmation and certificate of participation, attendance list, etc. Within the press releases, it is also necessary to draw attention to the support from the relevant grant mechanism¹.

4) Publicity events

Final beneficiaries are obliged to organize publicity events celebrating implementation, results and successes achieved by the project, for example, opening/closing ceremonies, press conferences, seminars, workshops, events for the general public, media events et cetera. Publicity events are intended for the project target groups and the general public.

The number of events depends on the size of the project:

¹ In case of publicity interviews, the support received from the respective grant mechanism should be mentioned by using appropriate phrases.

- **For projects with a grant exceeding 13 000 000 CZK**, FBs will be obliged to organize at least **3 publicity events**. The events should correspond to the character and focus of its underlying project. FBs should consider inviting relevant target groups to participate in events.
- **In cases of smaller projects, FBs are obliged to organize at least 2 publicity events**. These may be smaller events in character and in the number of participants.

Within the framework of a project, one publicity event may be substituted by a press release or other similar means.

FBs may consult the PO on the appropriateness and extent of planned events. FBs are also obliged to inform the PO about planned events and send invitations via IS CEDR with sufficient advance prior to the event (it is best to send the invite approximately 1 month prior to the event date). The PO should be consulted with respect to inviting donor representatives and other suitable participants.