

## **Annex No. 1 – Instructions for publicity**

A final beneficiary is obliged to follow these Guidelines even in the case of publicity related to the implementation of project. All the instructions herein are based on the Financial Mechanism Office document (Regulation – *Annex IV. – Information and Publicity Requirements, Communication and Design manual*), which is accessible via websites [www.eeagrants.com](http://www.eeagrants.com), [www.norwaygrants.com](http://www.norwaygrants.com). In case some information is missing in these Guidelines, the final beneficiary shall abide by the above mentioned documents.

The document *Communication and Design Manual* contains recommendations in English on how to create a presentation of the project, how publications related to the project should look like, how to create the image and video documentation of the project, suggestions for the website development or utilization of social networks, how to organize promotional events within the project, how to communicate with journalist and organize press conferences etc.

### ***1) Publicity Plan***

The final beneficiary is obliged to provide the information about the project to the widest possible audience and stakeholders on the national, regional and local level. For this purpose, the final beneficiary has submitted the Publicity Plan within the project application, which becomes, once the project is approved, a binding basis for the implementation of the project undertaken.

In the course of the project implementation the final beneficiary is obliged to control whether all the provided information on the project and its implementation is provided in accordance with the respective Publicity Plan and whether, in the case of events of informatory character, conferences, seminars etc., are the information on the EEA and Norway Grants placed on visible spots.

Revisions of the Publicity Plans are subject to the revision procedure referred to in chapter 5 of the Guidelines.

### ***2) Provision of information on the project***

All the information published shall be provided in accordance with the Publicity Plan.

The Final Beneficiary shall provide information on the project via a website in the following extent:

#### **Project website in the Czech language**

- **In case of project with a grant exceeding 1.325 million CZK**
- **To be built immediately after project approval has been issued**
- *Project website may be a part of the Final beneficiary's own website*

## **Project website in the Czech and English language**

- **In case of project with grant exceeding 3.975 million CZK or projects implemented with a partner from donor states**

Information provided at these websites shall include:

Project information – description of the project and its benefits, brief description of each Final Beneficiary

Information on the progress in the project implementation, successes and results of the project including photo-documentation of the project status (for instance, photographs or videos from the construction, photographs or videos from seminars etc.).

Information on cooperation with entities from donor states.

References / links to articles describing the project.

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Apart from this, the information provided shall contain the contact information and a visible link to the given programme, in the framework of which the project is supported, and also the logo of the grant mechanism, from which the programme is supported (see the chart below) as well as information that the project was co-financed from EEA and Norway Funds.

**Continuous provision of information about the project using the project “notice board” within IS CEDR** – links to articles in the newspapers / TV, which the PO will publish at [www.eegrants.cz](http://www.eegrants.cz) and [www.norwaygrants.cz](http://www.norwaygrants.cz),

*You should always emphasize, in any media interviews (newspapers, TV) that the project is financed using grants provided by Iceland, Lichtenstein or Norway / or Norway Funds (i.e. by abbreviations to EEA/ Norway Funds 2009-14).*

### **3) Visual identity**

All the provided information and materials for publicity of a project financed by the EEA and Norway Grants should be in accordance with the document Communication and Design Manual. The respective required templates and samples (logos, PowerPoint presentations, billboards etc.) are available via [www.eegrants.com](http://www.eegrants.com) and [www.norwaygrants.com](http://www.norwaygrants.com) or [www.eegrants.cz](http://www.eegrants.cz) and [www.norwaygrants.cz](http://www.norwaygrants.cz) in the PDF format. For creation of own

information materials and texts, the final beneficiary is obliged to use exclusively the up-to-date version of these templates.

The final beneficiary is also recommended to ask the respective project manager of the Programme Operator for consultation concerning the layout of the information materials. Before the final version is made, it is necessary to check whether the proper logos are used and the text is clear and comprehensible.

#### ***A) Billboard***

The final beneficiary is obliged, in course of the implementation of the project, to place a billboard at a visible place on the premises (outside in front of the building, on the fence etc.) directly related to the implementation of the individual project, in case it fulfils the following presumptions:

- the contribution from the grant is greater than 50 000 EUR (i.e. 1 325 000 CZK);
- the contribution is intended for financing the activities related to the object, infrastructure or construction works.

Billboards shall contain clear and comprehensible information concerning the project implemented, i.e. full name of the project, a logo of the respective grant mechanism (see the chart below paragraph 2 of point 3 E) – utilization of logo) and link to the website of the grant mechanism. The final beneficiary also may place her or his logo on the billboard. The information about the project shall include information on the amount of grant awarded and what exactly is financed by the respective grant, information on intended objectives of the project, its implementer and information about target groups the project is focused on.

Technical parameters of the billboard:

- Minimum dimensions of the billboard are **2000 mm in width and 1000 mm in height**.
- The billboard must be produced of durable material which is commonly used for large-scale printed billboards.

Consult billboard proposals / design and its location with PO (CZP2) using the project “notice board” in IS CEDR.

#### ***B) Commemorative plaque***

**After completion of implementation of the given activity within the project, and before the project is finished, the billboard must be replaced with a durable commemorative plaque of prescribed dimensions (*i.e. the plaque needs to be made, installed and paid for before the project will have been completed*).**

*Installation or the commemorative plaque shall be completed at a visible place – entrance to the premises, facade, permanent fence, entrance hall etc.*

Technical parameters of the commemorative plaque:

- Minimum dimensions of the commemorative plaque are **200 mm in height and 300 mm in width.**
- 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 print must be made in three colours:
  - Red: PMS C 187
  - Dark Blue: PMS C 647
  - Black at 70%
- The surface and edges must be coated with hot varnish at 80°C. Before the plaque is varnished, the holes for fixing must be drilled.

The commemorative plaque must contain information about support in Czech and English language with the following wording:

In case of support from the EEA Grants:

***Podpořeno grantem z Islandu, Lichtenštejska a Norska.***  
***Supported by grant from Iceland, Liechtenstein and Norway***

In case of support from the Norway Grants:

***Podpořeno grantem z Norska***  
***Supported by grant from Norway***



Consult commemorative plaque design and its location with PO (CZP2) using the project “notice board” in IS CEDR.

### ***C) Stickers for the purchased equipment***

The final beneficiary is obliged to use a sticker in the case of equipment purchases, in the case the acquisition is financed by the EEA and Norway Grants 2009-2014, and then label each item of this equipment with the respective sticker at a visible place (small items do not need to be labelled).

Technical parameters of the commemorative plaque:

- Minimum dimensions of the sticker are 100 mm in width and 55 mm in height.
- The text must be accompanied with the logo of the respective grant mechanism (see chart below paragraph 2 of point 3 E) – Utilization of the logo).
- The sticker must be printed on self-adhesive sticker sheets.

The sticker must contain information about support in Czech and English language with the following wording:

In case of support from the EEA Grants:

***Podpořeno grantem z Islandu, Lichtenštejska a Norska.***

***Supported by grant from Iceland, Liechtenstein and Norway***

In case of support from the Norway Grants:

***Podpořeno grantem z Norska***

***Supported by grant from Norway***

*The suitability and the manner of use shall be consulted with PO (CZP2) using the project “notice board” in IS CEDR*

### ***D) Documents and material within the project***

*During the project implementation phase certain documents and material should carry the logo:*

- *Promotional documents – leaflets, posters, publicity items, brochures, publications.*
- *Materials for events – invitations, attendance sheets, seminar / conference program, individual presentations within the seminar / conference.*

*These documents must carry the logo of its respective grant mechanism (see table in section 2 point 3 E) – Rules for Logo Use).*

*These may be accompanied by the following text:*

*For assistance provided from EEA:*

***Supported by grant from Iceland, Liechtenstein and Norway***

*For Norway funds:*

***Supported by grant from Norway***

*The logo size should be adjusted by the beneficiary according to the size of the document / material.*

#### ***D) Utilization of logo***

The logos of the EEA and Norway Grants must be used in a uniform form across individual programmes in the red PMS 187C and blue PMS 647C colours or in the black and gray PMS 7534 C colours.



PANTONE 187 C



PANTONE 647 C



PANTONE 7534 C

The minimum size of the logo is 15 mm.

#### **The EEA Grants**



#### **The Norway Grants**



The final beneficiary is obliged to use the respective logo of the grant mechanism from which the grant for the implementation of the given project has been awarded. The grant mechanisms are divided according to the programmes in the framework of which the given projects are supported.

<b>Programme No.</b>	<b>Name of the Programme</b>	<b>Grant Mechanism</b>
<b>CZ02</b>	Biodiversity and Ecosystem Services & Environmental Monitoring and Integrated Planning Control & Adaptation to Climate Change	<i>EEA Grants</i>
<b>CZ04</b>	Children and Youth at Risk	<i>EEA Grants</i>
<b>CZ05</b>	National, Regional, Local Initiatives to Reduce Inter-Group Inequalities and to promote Social Inclusion	<i>EEA Grants</i>
<b>CZ06</b>	Cultural Heritage and Contemporary Arts	<i>EEA Grants</i>
<b>CZ08</b>	Pilot studies and surveys on CCS technology	<i>Norway Grants</i>
<b>CZ10</b>	Capacity-building and Institutional Cooperation between Beneficiary State and Norwegian Public Institutions, Local and Regional Authorities	<i>Norway Grants</i>
<b>CZ11</b>	Public Health Initiatives	<i>Norway Grants</i>
<b>CZ13</b>	Domestic and Gender-Based Violence & Mainstreaming Gender Equality and Promoting Work-Life Balance	<i>Norway Grants</i>
<b>CZ14</b>	Schengen Cooperation and Combating Cross-border and Organized Crime, including Trafficking and Itinerant Criminal Groups	<i>Norway Grants</i>
<b>CZ15</b>	Judicial Capacity-building Cooperation and Correctional Services, including Non-custodial Sanctions	<i>Norway Grants</i>

#### ***E) Utilization of programme colour palette***

The use of colour is also different in the case of individual programmes (programme areas). For each programme one colour and its shades are recommended. Since the programmes focused on the same programme areas are implemented in other 14 beneficiary states, similar colours are recommended for individual programs, so as to ensure uniformity across the beneficiary states. The final beneficiary is recommended to use the prescribed colour shade of the relevant programme, in the framework of which she or he implements her or his own project, on all publicity materials (billboard, documents, materials, website) or in the form of additional graphic details (e.g. letter colour in the header, background colour, divider line etc.

**Programme CZ02** - Biodiversity and Ecosystem Services & Environmental Monitoring and Integrated Planning Control & Adaptation to Climate Change



**Programme CZ06** - Cultural Heritage and Contemporary Arts



**Programme CZ04** - Children and Youth at Risk

**Programme CZ05** - National, Regional, Local Initiatives to Reduce Inter-Group Inequalities and to promote Social Inclusion

**Programme CZ10** - Capacity-building and Institutional Cooperation between Beneficiary State and Norwegian Public Institutions, Local and Regional Authorities

**Programme CZ11** - Public Health Initiatives



**Programme CZ08** - Pilot studies and surveys on CCS technology



**Programme CZ13** - Domestic and Gender-Based Violence & Mainstreaming Gender Equality and Promoting Work-Life Balance

**Programme CZ14** - Schengen Cooperation and Combating Cross-border and Organized Crime, including Trafficking and Itinerant Criminal Groups

**Programme CZ15** - Judicial Capacity-building Cooperation and Correctional Services, including Non-custodial Sanctions

