



## EUROPEAN COMMISSION

Directorate-General for Neighbourhood and Enlargement Negotiations

A – Strategy and Turkey

A2 – Inter-institutional Relations and Communication

# 10 Golden Rules to ensure visibility of EU funding

- 1. Be aware that EU visibility is a political priority and a contractual obligation:** Ensuring full transparency on how EU taxpayers' money is spent is a political priority. Visibility of EU funded projects is an important element of it and is thus not optional. The EC and the entities or persons entrusted with budget implementation tasks shall respect the principles of sound financial management, transparency and non-discrimination; they shall ensure the visibility of the EU action, i.e. EU funded initiatives, projects and programmes, when they manage EU funds.
- 2. A budget for communication activities is necessary:** Every action financed by the EU shall have a dedicated communication budget. The budget could be used either for action-specific communication activities, or pooled together from several actions to cover a wider sectorial / thematic area (see point 5).
- 3. Assign human resources to deal with project visibility:** In addition to financial resources, human resources need to be assigned for the implementation and management of the communication activities with the objective to ensure high-quality communication and visibility. Staff so tasked will act as the contact point on all communication and visibility aspects of the project.
- 4. Prepare a thorough communication and visibility plan:** Actions fully or partially funded by the EU must have a communication and visibility plan in place even before operational activities begin. Contractors, beneficiaries, implementing partners, EU Member States' agencies and international organisations are required to draw up such a plan, clearly highlighting to stakeholders and public the impact of EU support. The plan will state how the most effective communication can be done and shall include clear communication objectives, target groups, messages and tools to communicate the purpose and results of the action. The plan should follow the whole project cycle from the beginning until the end and should be consulted and agreed upon with the Contracting Authority (EU Delegation / European Commission) from the start.
- 5. Consider pooling of resources and grouping of projects:** When deemed necessary by the EC or the EU Delegation, resources for communicating on different but related actions can be pooled, like for budget support programmes. In such cases, communication activities would not focus on the individual action alone, but the relevant theme / sector subject covering a range of actions, focusing on results per theme. With regard to pooling of funds, it is recommended to draw up a comprehensive communication strategy. Implementing partners are also encouraged to strengthen visibility of the EU by grouping a number of communication/visibility activities together, covering one theme /or sector around the same period of time, e.g. by using or establishing thematic days or weeks, in cooperation with the Contracting Authority (EC and the EU Delegations).

- 6. Coordinate communication and visibility activities closely with the EU:** The contracting authority (EU Delegation / EC), shall be informed and consulted appropriately on all communication and visibility activities. In order to ensure proper planning and participation at visibility activities at EU Delegation level, partners and implementing organisations shall submit their visibility and communication events calendar to the EU Delegation in due time.
- 7. Rules and guidelines need to be followed:** Communication and visibility activities must follow the EC rules for the visibility of external actions in force at the time of the activities, laid down in the Communication and Visibility Manual for European Union External Actions. This may be complemented by additional visibility guidelines provided by the respective EU Delegation.
- 8. Branding of EU actions must be ensured:** Contractors, beneficiaries, implementing partners, EU Member States' agencies and international organisations are required to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material. This includes information given to the press and to the final beneficiaries, as well as all related publicity material, official notices, reports and publications or any kind of supplies purchased. They are required to use the wording "This project is funded by the European Union" and the EU flag. In exceptional cases (agreed with EU) where a partnership logo including the EU flag already exists, this logo may replace the EU flag (see example here). Proper EU visibility in case of co-financed projects shall be ensured respecting the principle of proportionality of financing and shall include the phrase "This project is financed by the European Union and co-financed and implemented by (organisation)" in all communication and visibility materials. Copyright and intellectual property rights shall be duly taken into account in all communication activities. The EU is not responsible for the contents of communication material prepared by third parties.
- 9. Respect reporting requirements:** Contractors, beneficiaries, implementing partners, EU Member States' agencies and international organisations are expected to act in line with the agreed communication and visibility plans which they designed. Communication and visibility activities carried out during the implementation shall be accounted for in the relevant interim and final reports on the action.
- 10. Take visibility seriously – non-compliance can have financial or administrative consequences:** Communication and visibility measures are important contractual obligations. According to the General Conditions of Service, Works, Supply and Grant contract used in external actions, administrative or financial penalties, or both, may be imposed on parties who have been found in serious breach of their contractual obligations, including with regard to communication and visibility.

## Sources

- [Financial Regulation applicable to the general budget of the Union No 966/2012](#)
- [Communication and Visibility Manual for European Union External Actions \(2010\)](#)
- [Implementing Regulation No 447/2014 on the specific rules for implementing Regulation No 231/2014](#)
- [Practical Guide to Contract Procedures For EU External Actions \(PRAG\) 2014](#)
- Framework agreements with the IPA beneficiary countries
- [Visibility and Communications for EU-funded Projects Frequently Asked Questions](#)
- Communication and visibility manual for European Union International Cooperation New edition – Final Draft February 2015
- [Communication and Visibility Manual for European Union-funded Humanitarian Aid Actions \(2014\) DG ECHO](#)