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Communication and Visibility in EU-financed external actions

Requirements for implementing partners
(*Projects*)

1. Introduction	4
2. Planning communication and visibility	7
2.1 Planning criteria	8
2.1.1 Communication and visibility criteria	8
2.1.2 Branding	9
2.1.3 Exceptional situations	10
2.2 Target audiences	10
2.3 Communication and visibility plan	11
2.4 Pooling of communication and visibility resources.....	12
2.5 EU visibility after completion of the EU-financed phase.....	12
3. Implementing communication and visibility.....	13
3.1 Online communication and visibility.....	14
3.1.1 Websites	14
3.1.2 Social media	15
3.1.3 Electronic newsletters, online articles and blogs	15
3.2 Information campaigns, events, visits, stakeholder meetings	16
3.3 Press and media	17
3.3.1 Press releases	17
3.3.2 Press conferences	17
3.3.3 Press visits.....	17
3.4 Audio-visual material, photography and other productions	18
3.4.1 Video	18
3.4.2 Audio	19
3.4.4 Other types of production	19
3.5 Communication and visibility in print	20
3.5.1 Newsletters, leaflets, brochures and other printed materials	20
3.5.2 Displays	21

3.5.3 Vehicles, supplies and equipment	22
3.5.4 Stationery, business cards, letterheads, etc.	22
3.6 Intellectual property rights	22
3.6.1 The implementing partner's ownership of the communication results	22
3.6.2 The EU's right to use communication results and pre-existing rights	22
3.6.3 Identification and evidence of granting of pre-existing rights	24
3.6.4 Moral rights of creators	24
3.6.5 Image rights and sound recordings	24
3.6.6 Copyright notice	25
4. Reporting	26
4.1 Reporting on communication and visibility.....	27
4.2 Visibility of reports	27
5. Legal and contractual issues.....	28
5.1 The legal obligation to communicate	29
5.1.1 Legal basis.....	29
5.1.2 Exceptions to visibility requirements.....	29
5.2 EU visual identity rules	30
5.2.1 The EU emblem	30
5.2.2 Alterations and additions	30
5.3 Explaining the European Union.....	31
5.4 Disclaimers	32
5.5 International organisations and agencies of Member States	32
5.6 Visibility in multi-donor set-ups.....	33



01

Introduction

1. Introduction

The European Union (EU) funds operations outside its borders (known as 'external actions') in response to international challenges and crises and in order to project its values, reduce poverty and contribute to peace and prosperity in the world.¹

Effective communication concerning these operations helps raise awareness of the external policies and actions of the Union in its role as a global player, and provides accountability and transparency on the use of EU funds to taxpayers and the citizens of partner countries.

The general purpose of these Communication and Visibility Requirements ('the Requirements') is to ensure that any communication on EU-funded external actions is consistent with the Union's values and political priorities and with other EU-related communication activities and events.

Specifically, the Requirements are designed to ensure that external actions that are wholly or partially financed by the EU² include information and communication measures designed to inform specific or general target audiences about the reasons for the action, the EU's support for the country or region concerned, and the outcomes and impact of that support.

Partner countries that receive budget support from the Union, and international organisations and agencies that have signed EU framework or delegation agreements, are referred to the communication and visibility provisions of those agreements. While this document may provide useful additional guidance in such cases, where its provisions are incompatible with those of the agreements concerned, the latter take precedence.

The Requirements thus apply primarily to projects, i.e. EU-financed grants, services, supplies and works contracts awarded to implementing partners,³ whether managed directly by the EU or by other parties. Partners implementing such EU-financed external actions are responsible for publicising those actions and, more generally, the support provided by the EU.

This document describes partners' legal obligations and the mandatory elements of the communication and visibility measures that must accompany all EU-financed external actions. Unless the agreements and contracts concerned explicitly provide otherwise, it therefore constitutes a contractually binding framework applicable to all financing agreements and contracts (including those concluded with sub-contractors) which refer to the Requirements, irrespective of the contracting authority.

The text includes links to accompanying documents that provide additional guidance.

¹ Treaty Chapter I Article 21: <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:C:2016:202:TOC>

² In this document, the term "EU-financed" refers to actions both entirely and partially financed with EU funds.

³ In this document, "(implementing) partner" is a blanket term referring to all grant beneficiaries, contractors, organisations and agencies involved in the implementation of partly or wholly EU-funded actions.

References in this document to the 'European Union', 'the Union' or 'the EU' refer to the EU Delegation or European Commission department responsible for the EU-financed action in question. All communication and visibility activities related to EU-financed actions must be carried out in close cooperation and coordination with the relevant EU Delegation or European Commission department. In the case of regional initiatives spanning several countries, in addition to the lead Delegation or department, Delegations in all countries concerned must be associated.

This document replaces the 2010 'Communication and Visibility Manual for European Union External Actions' and any other communication and visibility guidelines for EU-financed external action previously published by individual EU departments. All references to the 2010 Manual or other communication and visibility guidelines in the General Conditions and other contractual documentation of grants and agreements signed between the EU and third parties after the publication of these Requirements are to be regarded as referring to these Requirements.



02

Planning
Communication and visibility

All communication and visibility (C&V) measures and products must be based on a communication and visibility plan built on sound analysis, proper sequencing and an appropriate budget. This chapter covers the key elements and tools of the C&V planning process.

2.1 Planning criteria

2.1.1 Communication and visibility criteria

C&V measures accompanying EU-financed actions:

- a) must be designed as part of a structured communication and visibility plan developed by the partner concerned, containing the following elements:
 - a clear communication objective;
 - well-defined target audiences;
 - key messages aligned with the EU's overall objectives (and where possible communication strategies) in the partner country/region;
 - a timeline;
 - a budget;
 - context-appropriate communication channels;
 - indicators for monitoring and evaluating the success and reach of C&V activities;
 - a designated C&V focal point.
- b) must use accurate and factual information;
- c) must be properly planned and sequenced, but also capitalise on any appropriate opportunities that may arise;
- d) must be people-centred, adopting where appropriate a story-telling approach that emphasises the impact of the action on individual lives, rather than administrative milestones or budgets;
- e) must allow for the local context, customs and practices, but without compromising the EU's fundamental values and principles;
- f) must use (the) local language(s) wherever possible;
- g) must be appropriate to the channels used (e.g. social media) and the audience targeted (e.g. young people) in terms of style and register;⁴
- h) must be proportionate to the scale of the action concerned in terms of cost-benefit;
- i) must be leveraged where appropriate through partnerships with individuals and organisations with a potential multiplier effect;
- j) must be closely coordinated with the European Union, other EU-financed actions, and those of EU Member States and other stakeholders.

⁴ See also the EU's clear writing tips at: https://ec.europa.eu/info/files/claires-clear-writing-tips_en

The tool used to define, analyse and articulate these factors for contractual purposes is the communication and visibility plan (section 2.3).



2.1.2 Branding

The EU emblem (section 5.2) is the default visual brand used to acknowledge and advertise the Union's financial support for an external action.⁵

No other visual brands may be used for this purpose. Exceptions may be authorised only in very rare cases at the sole discretion of the European Union. All such exceptions require the EU's prior written agreement.

Immediately below or beside the EU emblem, the Union's financial contribution must be acknowledged with the words 'Funded (or 'Co-funded', as appropriate) by the European Union' (spelling out the words 'European Union' in full). A specific reference to humanitarian aid and/or civil protection may be added to EU-financed actions in this field where appropriate.

⁵ Guidelines on using the EU emblem: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

If it is considered relevant to the intended audience and effective in terms of increased reach and engagement, implementing partners may create dedicated logos or other visual marks to identify specific EU-financed external actions. Where such logos and the titles of the actions concerned are used in conjunction with the EU emblem, the EU emblem must remain distinct and separate and cannot be mingled with, or modified by, any other visual mark, brand or text. Partners creating dedicated programme logos or other visual identity marks for use in conjunction with the EU emblem are responsible for ensuring that all the requisite measures have been taken in respect of any related intellectual property rights.

2.1.3 Exceptional situations

Security issues or local political sensitivities may make it preferable or necessary to limit communication and visibility activities in certain countries or areas (such as crisis or conflict zones) or during certain periods (such as elections).

In such cases, the target audience and the visibility tools, products and channels to be used in promoting a given action will be determined on a case-by-case basis, in consultation and agreement with the European Union.

Where rapid intervention is required in response to a sudden crisis, it is not necessary to produce a full communication and visibility plan immediately. In such situations, however, the EU's support must nevertheless be appropriately indicated from the start.

See also section 5.1.2 (exceptions to visibility requirements).

2.2 Target audiences

Accurately identifying the correct target audience is key to successful communication. The main target audiences of communication and visibility measures accompanying EU-financed external action are the people of the beneficiary country or region to whom the outcome of the action will be most apparent and most immediately relevant. As resources permit, partners' communication and visibility measures may also target opinion-formers, decision-makers and the general public in the EU, although not generally as the primary audience.

Within these general parameters, communication and visibility plans must clearly identify specific target audiences for the proposed communication and visibility measures and products. The selection of specific target audiences must reflect the communication objective identified in the C&V plan. Such target audiences may include:

- the direct and indirect beneficiaries of the action concerned;

- leaders and other influential figures, institutions and organisations that act as multipliers of the information provided;
- those beyond government and the media who have a stake in the EU-financed action, or who are affected by it.

2.3 Communication and visibility plan

Communication occurs throughout the project cycle, and communication and visibility actions and products must be carefully sequenced to achieve maximum impact.

Unless explicitly agreed otherwise with the European Union, partners must produce a communication and visibility plan (CVP) for the action they are implementing, and obtain the EU's approval of it by the start of the implementation of operational activities.⁶

CVPs for all actions, including regional actions and those in which communication and visibility resources are pooled, must seek to maximise synergies with the relevant general EU communication strategy.

All communication and visibility activities and products included in the plan must comply with the criteria for appropriate communication outlined in section 2.1.1.

The level of detail in the plan must be proportionate to the nature, scope and cost of the communication and visibility activities and products envisaged.

The CVP must include a budget. Effective communication about the EU's support is an essential component of implementation, and all financing and delegation agreements and grant contracts must include a specific budgetary provision for communication and visibility activities that is commensurate with the scale, context and nature of the action proposed.

The compulsory CVP template must comprise the following elements:

Objectives

1. Communication objective(s)
2. Target groups
3. Key messages by target group (in relation to the action's operational objectives)

Activities

4. Communication tools and channels identified
5. Main communication activities envisaged and indicative schedule

⁶ Where rapid intervention is required in response to a sudden crisis, a full CVP does not need to be prepared immediately. In such cases the EU's support must nevertheless be appropriately displayed from the start (see also 2.1.3 on exceptional situations)

Evaluation

6. Indicators by objective/target group
7. Means of verification/feedback

Resources

8. Human resources: communication focal point
9. Financial resources: budget available for communication activities

2.4 Pooling of communication and visibility resources

Communication and visibility measures accompanying different EU-financed external actions with the same or similar geographical or thematic scope may be pooled to improve operational efficiency and/or strategic effectiveness and impact.

In such cases, the European Union may decide to pool the communication and visibility budgets of two or more separate EU-financed actions into a single financial facility.⁷

Where communication and visibility budgets are thus pooled in part or in their entirety, the Union will determine the extent to which the individual projects and programmes concerned require separate CVPs on a case by case basis.

2.5 EU visibility after completion of the EU-financed phase

When actions continue after completion of the EU-financed phase, the EU emblem may not be included in any new communication activities accompanying the action once six months have passed after completion of the EU-financed phase. The only exceptions are commemorative plaques and display panels.

However, communication materials issued for the action after the six-month period has elapsed must include the following sentence: '*An earlier phase of this project/programme (<date 1 - date 2>) was supported by the European Union*'. This phrase must be as prominently displayed as the visibility given to the EU contribution in the EU-financed phase.

Where the donation to a specified entity of a vehicle or vehicles used in the implementation of an EU-financed action specifically constitutes one of the deliverables of the action, implementing partners are required to remove the EU emblem and other EU visibility marks when transferring ownership of the vehicles on completion of the action.

⁷ The administrative and practical implications of pooling are addressed in the guide referred to in Section 1.



03

Implementing
Communication and visibility

Different stages of the project cycle may require different communication and visibility outputs. The following sections contain instructions for the use of a range of communication and visibility channels, tools, activities and products. However, in a field that continues to evolve dynamically, it is impossible to cover all eventualities, and C&V measures should as a general rule be designed in line with best practice and common sense, and in consultation with the EU.

3.1 Online communication and visibility

Information about EU-financed external actions is disseminated through the official websites, web platforms and social media accounts of the Union. At the EU's request, implementing partners are required to provide appropriately formatted content and visuals for publication on the relevant EU websites and social media accounts.

Partners must include information about the EU-financed actions they are implementing on their home websites and social media accounts, which must prominently feature the EU emblem accompanied by text acknowledging the support of the Union (section 2.1.2), and include links to the relevant EU websites and social media accounts.

3.1.1 Websites

All official websites of the EU institutions and agencies use URL addresses in the second level domain '*europa.eu*'.

If, in addition to featuring information about EU-financed actions on their home websites, implementing partners wish to establish dedicated, externally hosted websites (i.e. with URL addresses outside the '*europa.eu*' domain) for specific EU-financed external actions, such websites may not use the EU's official '*europa.eu*' domain templates, but must comply with the criteria for appropriate communication and visibility set out in section 2.1. They must prominently feature the EU emblem accompanied by text acknowledging the Union's support (section 2.1.2), links to the relevant EU websites, and a disclaimer (section 5.4).

Partners must ensure that the information provided by such websites is up to date, and that all featured links function correctly. When EU-financed actions come to an end, partners must ensure that such websites indicate that they are no longer active or updated. When actions continue without EU funding, partners must comply with the instructions given in section 2.5.

When EU-financed external actions come to an end, implementing partners must make all key materials and documentation generated by the action (photos, videos and technical outputs such as studies and training materials) available to the EU in an appropriate format.

3.1.2 Social media

If, in addition to featuring information about EU-financed actions on their home social media accounts, implementing partners wish to establish dedicated social media accounts for specific EU-financed external actions, such accounts must comply with the criteria for appropriate communication and visibility set out in section 2.1 and with best practice for the social media channel in question. They must recognisably belong, and be directly traceable, to the actions supported, and must prominently feature the EU emblem accompanied by text acknowledging the support of the European Union (section 2.1.2), links to the relevant EU social media accounts and websites, and a disclaimer (section 5.4).



Partners must ensure that the information provided by such accounts is up to date, and that all featured links function correctly. When EU-financed external actions with dedicated social media accounts come to an end, implementing partners must ensure that those accounts clearly indicate (e.g. in the profile description) that they are no longer active or updated. When actions continue without EU funding, partners must comply with the instructions given in section 2.5.

3.1.3 Electronic newsletters, online articles and blogs

Partners producing and disseminating electronic newsletters, online articles and blog posts to inform stakeholder audiences about EU-financed external actions must comply with the criteria for appropriate

communication and visibility set out in section 2.1 of these Requirements and with best practice for the communication channel concerned.

A disclaimer (section 5.4) must clearly indicate that the newsletter, online article or blog post concerned does not necessarily reflect the view of the European Union.

3.2 Information campaigns, events, visits, stakeholder meetings

Information campaigns, events, high-profile visits and stakeholder meetings are subject to the criteria for appropriate communication and visibility set out in section 2.1 of these Requirements. For the use of mottos, slogans and logos, see section 2.1.2.

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

Campaigns

Information campaigns carried out by partners implementing EU-financed actions which link the operational objectives of those actions with the EU's overall objectives in the country or region concerned, or which highlight the achievements of specific actions or the EU's general partnership with that country or region, must be approved by, and coordinated with, the Union.

Events, visits

Public events (such as conferences, workshops, seminars, debates, training courses, fairs and exhibitions) which are financed by a given EU-financed action's C&V budget to publicise the objectives or achievements of the action must be approved by, and coordinated with, the European Union, whether the event is organised directly by the implementing partner or not.

The EU emblem (section 5.2.1) must be prominently displayed on materials, online, and at venues, to ensure that people attending such events are aware of the EU's financial support.

When organising high-profile visits by senior officials, political leaders and other public figures to the sites of EU-financed actions, partners must work with the EU to organise appropriate coverage through press releases, media events, online coverage and photo opportunities.

3.3 Press and media

3.3.1 Press releases

Press releases may be issued, for example at the launch of an action to highlight its objectives, beneficiaries and budget, and the EU's partnership with the country or region concerned, and, at the end of an action, to publicize the action's outcomes and achievements.

Partners wishing to issue press releases or make public statements related to an EU-financed action they are implementing must first secure approval of the text from the EU. Where the press release is issued by the Union, the implementing partner concerned must provide all the requisite technical information and background on request.

3.3.2 Press conferences

Press conferences held in the context of the communication and visibility plan (section 2.3.2) of an EU-financed action must always be organised in cooperation with the Union. At the press conference itself, the EU flag must be displayed if other flags or emblems are being displayed.

3.3.3 Press visits

Media visits to the sites of EU-financed actions must be well timed and properly prepared. In principle groups of visiting journalists must be accompanied by EU representatives.



3.4 Audio-visual material, photography and other productions

Audio-visual and photographic material must comply with the criteria for appropriate communication and visibility set out in section 2.1, and with generally recognised standards and best practice in the field concerned.

The European Union is entitled to use or reproduce all audio-visual and photographic material produced using EU funding as outlined in section 3.6 on intellectual property rights.

Further requirements for specific communication and visibility products are set out below.

3.4.1 Video

Videos produced by EU-financed external actions must be approved by the EU before they are screened, broadcast or distributed. They must feature the EU emblem at the beginning and/or end of the production, accompanied by the following text:

'This [film/video/...] was produced with the financial support of the European Union.'

Disclaimers must be included as indicated in section 5.4.

Implementing partners must ensure that all such video productions are made available to the European Union in the contractually specified format, together with all information relating to their broadcasting,

distribution and reach, and by the relevant descriptive metadata in English, including: title, summary, filming and production dates, production company, director and language version(s), plus script and subtitling files if available.

3.4.2 Audio

Radio and other audio productions produced by EU-financed external actions must be approved by the EU before they are broadcast or distributed. They must include the following phrase:

'This [programme/...] was produced with the financial support of the European Union.'

Disclaimers must be included as indicated in section 5.4.

Implementing partners must ensure that copies of such audio productions are made available to the European Union in the contractually specified formats, together with all information relating to their broadcasting, distribution and reach, and by the relevant descriptive metadata in English, including: title, summary, recording and production dates, production company, director, and language version(s).

3.4.3 Photography

The progress, results and impact of EU-financed actions and related events must, where relevant and possible, be documented by photographs for subsequent use in communication actions and products.

A copy of all photographs produced in the context of EU-financed external actions must be made available to the European Union in the contractually specified format.

Photographs must be accompanied by IPTC⁸ metadata or a separate metadata file in English detailing (for each image) the photographer's name, date of production, place of production and a short description of the image including names and functions of any identifiable individuals.

3.4.4 Other types of production

For traditional and low-tech C&V productions and actions produced using EU funding (such as theatre, mime, *griots*, heralds and street artists), the options for promoting EU visibility must be determined on a case-by-case basis in agreement with the European Union.

⁸ International Press and Telecommunications Council

3.5 Communication and visibility in print



Printed communication and visibility materials produced using EU funding must prominently feature the EU emblem (section 5.2.1).

3.5.1 Newsletters, leaflets, brochures and other printed materials

While the media and information distribution practices of the target audience need to be taken into account, newsletters, leaflets, brochures and other printed materials (including newspaper articles, journals and op-eds) must by default be disseminated in electronic form through websites, social media, email, etc., on the basis of the C&V plan of the action concerned (see also 3.1.3). Any paper versions must be produced with best environmental practice in mind.

Newsletters, leaflets, brochures and other printed materials must comply with the criteria for appropriate communication and visibility set out in section 2.1, and with generally recognised standards and best practice in the field concerned.

Where newsletters, leaflets, brochures and other printed materials produced by a partner feature a definition of the European Union (see section 5.3), the cover or front page must clearly identify the publication as being part of an EU-financed action. The lower banner of the front or back page must carry a disclaimer (section 5.4).

Electronic and, if available, paper copies of publications produced in the context of an EU-financed external action must be cleared by the European Union before publication.

3.5.2 Displays

3.5.2.1 Display panels

Display panels must identify the key deliverables and project management structures of the EU-financed actions to which they refer. They must be clearly visible so that passers-by are able to read them and understand the nature of the action and the role of the EU as donor. Display panels must be erected beside access routes to the site where the action is taking place and must remain in place from the start of the action until six months after its completion.

Partners must also produce display panels when promoting EU-financed actions at exhibitions or events, and at the entrances to training centres, office receptions, etc.

Where the EU is the sole donor supporting the action, the EU emblem (section 5.2.1) must appear on the display panel where it will be most prominently visible. Where there are multiple donors, the EU emblem must be at least as prominent as those of the other financial partners and the positioning of emblems on the panel must be determined in agreement with all the donors.

3.5.2.2 Banners

For plastic or textile banners produced as a backdrop for special events such as inaugurations and conferences and where the EU is the sole donor supporting the action, the EU emblem (section 5.2.1) must appear on the banner where it will be most prominently visible. Where there are multiple donors, the EU emblem must be at least as prominent as those of the other financial partners and the positioning of emblems on the banner must be determined in agreement with all the donors.

3.5.2.3 Commemorative plaques

EU contributions to the construction of permanent structures such as houses, clinics, factories, institutions, training centres, roads and bridges must be acknowledged by permanent commemorative plaques. These must be placed, for example during the opening ceremony, in the most visible part of the structure, such as the main entrance, or in front of the building.

The plaque must be inscribed with the following sentence: *'This [type of structure] was built with the financial support of the European Union'.*

Where the EU is the sole donor, the EU emblem (section 5.2.1) must appear on the plaque where it will be most prominently visible. Where there are multiple donors, the EU emblem must be at least as prominently displayed as those of the other financial partners, and the positioning of emblems on the banner must be determined in agreement with all the donors.

3.5.3 Vehicles, supplies and equipment

All vehicles used in EU-financed actions must be clearly identified, and visibly bear the EU emblem and the phrase '*Provided with the financial support of the European Union*' in the operational language of the EU programme and in the local language. Other emblems, such as the logos of the implementing partner and other donors, may appear on vehicles, but the EU emblem must be displayed at least as prominently as those of the other partners. See also section 2.5 for the rules on vehicle-related visibility on completion of the action.

Unless otherwise agreed by the Union, any supplies or equipment delivered under an EU-financed action must be clearly identified and must prominently feature the EU emblem and the phrase '*Provided with the financial support of the European Union*' in the operational language of the EU programme and in the local language.

3.5.4 Stationery, business cards, letterheads, etc.

Where the title of an EU-financed action is mentioned on stationery (for example in letterheads, correspondence subject lines, fax cover sheets, business cards and email signatures) used by the implementing partner, it must be accompanied by the phrase '*This project/programme is funded/co-funded by the European Union*' or words to that effect. Under no circumstances may the EU emblem be used on partners' business cards, stationery, or correspondence (either by post or email).

3.6 Intellectual property rights

3.6.1 The implementing partner's ownership of the communication results

Unless specifically agreed otherwise by the European Union prior to the launch of a given action, implementing partners retain full ownership of, and industrial and intellectual property rights to, all communication and visibility (C&V) materials and products ("results") developed in support of EU-financed external actions covered by these Requirements.

3.6.2 The EU's right to use communication results and pre-existing rights

Implementing partners grant the Union a royalty-free, non-exclusive and irrevocable licence to use all communication and visibility materials and products ("results") developed in support of EU-financed external actions covered by these Requirements, for the purposes of:

- (a) internal use: the EU in particular has the right to make these results available to EU and EU Member States' institutions and agencies and their employees, and to that end to copy and reproduce the results in whole or in part in an unlimited number of copies;
- (b) reproduction: the EU has the right to authorise direct or indirect, temporary or permanent reproduction of these results by any means (mechanical, digital or other) and in any form, in whole or in part;
- (c) communication to the public: the EU has the right to authorise any and all displays, performances or other forms of communication of these results to the public using any and all means of transmission, including by wire or by wireless means, the internet and cable and satellite communication and broadcasting;
- (d) distribution: the EU has the right to authorise any and all forms of distribution of these results - or copies thereof - to the public;
- (e) adaptation: the EU has the right to authorise any modification of these results;
- (f) translation: the EU has the right to authorise any and all translations, adaptations and arrangements, the creation of derivative works, and any other alteration of these results, provided that the moral rights of authors are respected, where applicable;
- (g) sub-licensing: the EU has the right to sub-license to third parties the modes of exploitation set out in points (a) to (f);
- (h) storing and archiving: the EU has the right to store and archive these results in line with its internal document management rules, including by digitalising or converting the format for the purposes of preservation or reuse;
- (i) reuse of documents: where the results take the form of documents the EU has the right to authorise their reuse in accordance with Commission Decision 2011/833/EU of 12 December 2011 on the reuse of Commission documents if that Decision is applicable and if the documents concerned fall within its scope and are not excluded by any of its provisions. For the purposes of this provision, the terms 'reuse' and 'document' have the meanings assigned to them by Decision 2011/833/EU.

This licence covers all territories worldwide and is valid for the duration of intellectual property rights protection.

The above modes of exploitation may be further developed, detailed and specified in specific grant agreements or contracts, which may provide for further EU rights of this kind.

Implementing partners must ensure that the pre-existing rights included in the results of the action are free of claims from creators or any other third parties, and that the Union has the right to use these pre-existing rights. Pre-existing rights may be used for the same purposes and under the same conditions as apply to the rights of use of the communication and visibility results of the action, unless specified otherwise in the grant agreements or contracts concerned.

3.6.3 Identification and evidence of granting of pre-existing rights

Implementing partners must establish a list of all pre-existing rights to the communication and visibility results of the action, identifying the owners of those rights. Implementing partners must provide the EU with this list at the latest when they submit their balance payment requests.

At the EU's written request, implementing partners must provide evidence that they own, or have the right to use, all the pre-existing rights listed, except for those owned or licensed by the European Union.

3.6.4 Moral rights of creators

In delivering the communication and visibility results of an EU-financed external action, implementing partners warrant that the creators concerned will not object to the following on the basis of their moral rights under copyright:

- (a) that their names may be mentioned or not mentioned when the results are presented to the public;
- (b) that the results may be disseminated or not after they have been delivered in their final version to the European Union;
- (c) that the results may be adapted as provided for in section 3.6.2 of these Requirements, provided that this is done in a manner which is not prejudicial to the creators' honour or reputation.

If moral rights to parts of the results protected by copyright exist, implementing partners must obtain the consent of the creators concerned to grant or waive the relevant moral rights in accordance with the legal provisions applicable, and provide documentary evidence to that effect on request.

3.6.5 Image rights and sound recordings

If images of natural persons, their voices or any other private personal attributes feature in a recognizable manner in the communication and visibility results of an EU-financed external action, implementing partners must obtain statements from the persons concerned (or, in the case of minors, from the persons exercising parental authority) giving their consent for the specified use of their image, voice or other private personal attribute and, on request, submit copies of those statements to the European Union. Partners must take the requisite steps to obtain such consent in accordance with the legal provisions applicable.

3.6.6 Copyright notice

Information about copyright ownership must be included in the communication and visibility results of EU-funded external actions, worded as follows: ‘© — *year* — *name of copyright owner*. *All rights reserved. Licensed to the European Union under conditions*’.



04

Reporting

4.1 Reporting on communication and visibility

Partners must ensure that their contractual reporting contains a detailed account of the implementation of the action's communication and visibility plan, evaluating the outcomes and reach of the communication measures carried out in support of the action and illustrating their evaluation as appropriate using press cuttings, photographs, samples, audio and video files, transcripts etc.

In line with section 3.6, partners must also ensure, in accordance with section 3.6, that copyright is respected in all materials used for illustration purposes in their reporting.

4.2 Visibility of reports

Depending on the type of action concerned, the European Union requires different types of administrative report covering the implementation phase of the project cycle. In all cases a final report is required, in most cases interim/progress reports, and in some cases inception reports. The Union uses these reports to monitor and evaluate the implementation and outcomes of EU-financed actions, and to keep governments in partner countries, the European Parliament, EU taxpayers and other stakeholders suitably informed.

Detailed reporting requirements (content, frequency, submission procedures, etc.) are specified in the general conditions of all contracts, and may vary from action to action, but administrative reports must all feature a front cover mentioning the title of the action, the contract reference, and the date of submission of the report.

The EU emblem (section 5.2.1) must appear on the front cover. Where multiple donors are involved, the EU emblem must be at least as prominently displayed as those of the other financial partners, and its positioning on the front cover determined in agreement with them. The emblem(s) of the implementing partner(s) or contractor(s) may also be included on the front cover.

The back cover of the report must feature a disclaimer (see section 5.4).



05

Legal and
contractual issues

5.1 The legal obligation to communicate

Unless otherwise requested or agreed by the European Union, and pursuant to the General Conditions, all EU partners, whether contractors, grant beneficiaries or entities managing funds on behalf of the Union, must take all steps necessary to clearly publicise the fact that the European Union has financed or co-financed the action concerned. In particular, the EU's financial contribution must feature in all information given to the final beneficiaries of the action, in internal and annual reports, and in any dealings with the media. The EU emblem must be displayed wherever appropriate.

5.1.1 Legal basis

The obligation for the EU, and by extension its implementing partners, to provide information about EU-financed external action and ensure its visibility has its legal basis in the documents governing the Union's international cooperation and aid, the most important of which is the Common Implementation Regulation of 11 March 2014⁹, Article 4.5 of which states as follows:

'When providing the Union's financial assistance as referred to in paragraph 1, the Commission shall, where appropriate, take all necessary measures in order to ensure the visibility of the Union's financial support. Those shall include measures imposing visibility requirements on recipients of Union funds, except in duly justified cases. The Commission shall be responsible for monitoring recipients' compliance with those requirements.'

Likewise, it is mandatory under the Rules of Application of the Financial Regulation of 29 October 2012 for all EU contractual agreements entrusting budget implementation tasks to other entities and persons to include provisions guaranteeing the visibility of the Union's action.¹⁰

5.1.2 Exceptions to visibility requirements

Exceptions to standard contractual visibility obligations are granted on a case-by-case basis only. Any such exceptions must be duly justified and have the prior, written authorisation of the European Union. The scope of the exception must be specified in each case: an exemption from visibility requirements in the field does not automatically imply exemption from other types of standard visibility (see also section 2.1.3 on exceptional situations).

⁹ <http://eur-lex.europa.eu/eli/reg/2014/236/oj?eliuri=eli:reg:2014:236:o>

¹⁰ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32012R1268>

5.2 EU visual identity rules



5.2.1 The EU emblem

The common element branding all EU-financed external actions is the EU emblem:¹¹

Regardless of the scale, scope or objective of an action, the EU emblem must be visibly and prominently displayed - at least as prominently as that of the implementing partner concerned - on all communication and visibility materials associated with the action.

The EU emblem is the main element of the Union's visual identity, and partners must refer to the guidelines on EU visual identity designed to ensure its correct use (see section also 2.1.2).

The interinstitutional style guide¹² sets out the rules for the use and reproduction of the EU emblem as follows:

- the minimum height of the EU emblem is 1 cm;
- the name of the European Union must always be spelled out in full;
- the typeface used in conjunction with the EU emblem must be one of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, or Verdana. The use of italics, underlining and font effects is not permitted;
- there are no particular rules on the positioning of text in relation to the EU emblem, but the text may not interfere with, cross or cover the emblem in any way;
- the font size used must be proportionate to the size of the emblem;
- depending on the background, the colour of the font may be reflex blue (the same blue colour as the EU flag), black or white.

5.2.2 Alterations and additions

When the EU emblem is reproduced in any graphic representation, it must be used in its entirety, without any alterations or additions. The display or reproduction of the emblem may not incorporate any flag or symbol of another country, donor, agency or organization. The graphic representation of any such partners must be displayed separately.

¹¹ The logotype of the European Commission (name of the institution with a stylised representation of the Berlaymont building) may not be used in communication towards audiences outside the EU.

¹² See: <http://publications.europa.eu/code/en/en-5000100.htm>

5.3 Explaining the European Union

When providing information about the EU, its institutions or its policies in written communications, partners must ensure that the information given is accurate and correct. Any of the following statements used by partners must be made in the relevant local language(s) and in the operational EU language of the action concerned.

General statement about the EU

Partners or contractors wishing to include a general statement about the EU in a written communication, may use the following standard general statement:

'The Member States of the European Union have decided to link together their know-how, resources and destinies. Together, 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.'

Alternative or additional general statements which may be appropriate, e.g. about the instrument financing the action, more general EU development or co-operation objectives, or a particular partnership, must be explicitly approved in writing by the European Union, before publication.

In the case of humanitarian aid and civil protection actions funded by the European Union's Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO), the following text must be used:

'The European Union with its Member States is a leading global donor of humanitarian aid. The EU helps over 120 million victims of conflict and disasters every year. With headquarters in Brussels and a global network of field offices, the Union provides assistance to the most vulnerable people solely on the basis of humanitarian needs, without discrimination of race, ethnic group, religion, gender, age, nationality or political affiliation.'

Definitions of the European Union and its institutions

Partners wishing to include more detailed information about the EU in their communication materials must use statements approved by the European Union and its institutions, unless explicitly instructed otherwise by the Union.

Internet links

To provide further information on EU institutions and policies, internet links in publications produced by implementing partners must refer to official EU sources, in particular <http://europa.eu> and/or the relevant EU Delegation website.

5.4 Disclaimers

The EU is not responsible for the contents of communication materials prepared by implementing partners, all of which must include a standard disclaimer, translated into (the) local language(s) where appropriate.

For publications in print or electronic format:

'This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union';

For websites and social media accounts:

'This <website/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union'

For videos and other audio-visual material:

'This <video/film/programme/recording> was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the European Union.'

5.5 International organisations and agencies of Member States

The European Union concludes framework and delegation agreements with international organisations and agencies of EU Member States which have successfully undergone a 'pillar assessment' of the compliance of their internal financial management, administrative and control procedures with the standards required to manage EU funds.¹³

The framework and delegation agreements concluded with 'pillar-assessed' partners include specific provisions on communication and visibility, which are broadly aligned with these Requirements. However, in cases where the provisions of the Requirements are contradicted by, or otherwise deviate from, the relevant provisions of the applicable framework or delegation agreement, the latter take precedence.

¹³ See legal basis in section 5.1 above.

5.6 Visibility in multi-donor set-ups

Where multiple donors contribute financially to an action co-funded by the European Union, the lead partner must ensure that the visibility of the EU's support is afforded at least equal prominence to that of the other contributors in all communication materials, events, channels, etc. covered by these Requirements.

For multi-donor set-ups led by an international partner with which the European Union has concluded a framework or delegation agreement (see section 5.5), the communication and visibility provisions of that agreement apply.

