COMMUNICATING AND RAISING EU VISIBILITY

GUIDANCE FOR EXTERNAL ACTIONS

JULY 2022

CONTENTS

1. INTRODUCTION 3

2. EU VISIBILITY 4
2.1 EU emblem 5
2.2 Funding statement 5
2.3 Examples of emblem and funding statement usage 6
2.4 Co-branding 8
2.5 Derogation in exceptional situations 9
2.6 Visibility after completion of EU-funded phase 9
2.7 Budget 9

3. STRATEGIC COMMUNICATION 10
3.1 Narrative 11
3.2 Objectives 11
3.3 Audiences 11
3.4 Approach 12
3.5 Activities 12
3.6 Measuring impact 19
3.7 Risks 19
3.8 Budget 19

4. LEGAL AND CONTRACTUAL 20
4.1 Ownership of rights 20
4.2 The EU's right to use communication material 21
4.3 Image rights and sound recordings 22
4.4 Copyright notice 22
4.5 Publication in the EC Audio-visual Library 22
4.6 Disclaimers 23
4.7 Non-compliance 23
4.8 Monitoring and Reporting 23

5. EXPLAINING THE EUROPEAN UNION 24
5.1 General statement 24
5.2 Definitions 24
5.3 Internet links 24

6. PRACTICALS 25

to table of contents >

1. INTRODUCTION

Under the European Union's (EU) long-term budget 2021-2027, strategic communication and visibility are important parts of all EU programmes which implement the EU political priorities. The guidance provided in this document complements the Corporate Requirements provided by the European Commission's Directorate-General for Communication. It is intended for partners implementing EU-funded external actions under the "Neighbourhood and the World" heading of the EU budget 2021-2027. In the case of humanitarian aid and EU-funded civil protection operations outside Europe, specific guidelines may apply. The present Guidelines are without prejudice to any specific arrangements included in Financial Framework Partnership Agreements.

The 'Communicating and raising EU visibility: Guidance for external actions' (hereafter the Guidelines) replace the 2018 'Communication and Visibility in EU-financed external actions: Requirements for implementing partners'. Contracts and agreements concluded before the publication of the present Guidelines shall comply with the latter to the extent that this is permitted by the corresponding contractual provisions.

Neither the European Commission nor any person acting on its behalf may be held responsible for the use which may be made of the information contained in this document.

These Guidelines reflect a shift from communication and visibility budgets and activities in individual projects/programmes to a more strategic approach in cases where the EU has agreed that partners implement communication activities.

WHAT'S COVERED IN THESE GUIDELINES?

VISIBILITY
Ensuring proper visibility of the EU's financial support provides accountability and transparency on the use of EU funds to taxpayers and the citizens of partner countries. The EU emblem should always be used with a simple funding statement mentioning the EU's support. See Section 2 for full details.

STRATEGIC COMMUNICATION
Strategic communication plays a key role in strengthening the EU's role in the world, fostering democratic debate and increasing the credibility of the EU, by demonstrating the added value of the EU's support. Exceptionally, the EU may therefore decide to finance communication actions on selected political priorities as part of specific programmes and/or projects.

These communication activities should focus not only on what the action is, but why it is needed, including by emphasising shared values, interests and impact. By doing so, these will help ensure awareness, understanding and perception of the EU and its role in the world, in both the EU and partner countries and regions, is commensurate with the scale, scope and ambition of its sustained engagement. See Section 3 for full details.

2. EU VISIBILITY

All recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received as stated in the 2018 Financial Regulations, in the Neighbourhood, Development and International Cooperation Instrument - Global Europe, the Instrument for Pre-accession Assistance III, the European Instrument for International Nuclear Safety Cooperation and the Decision on the Overseas Association (including Greenland).

The visibility obligations apply equally, regardless of whether the actions concerned are implemented by the European Commission, through grants and procurement contracts, or partners through indirect management.

Reference to recipients or (implementing) partners in these Guidelines refers to grant beneficiaries, contractors, organisations, entitles or persons implementing external actions, whether in direct or indirect management, which are partly or wholly funded by the EU.



2.1 EU EMBLEM

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be created or used to highlight EU support, unless previously agreed with the European Commission.

All recipients of EU funding must therefore use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground. The EU emblem must be correctly and prominently displayed.

Where the EU is the sole donor, the EU emblem must appear 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 must be determined in agreement with all the donors.

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 organisation. The graphic representation of any such partners must be displayed separately.

The EU emblem and other visual elements can be found in the Download Centre for Visual Elements. Please consult 'The use of the EU emblem in the context of EU programmes 2021-2027: Operational Guidelines for Recipients of EU funding' for detailed guidelines on the use of the EU emblem.

2.2 FUNDING STATEMENT

The EU emblem should be accompanied by a funding statement mentioning the EU's support. The funding statement 'Funded by the European Union' or 'Co-funded by the European Union' (as appropriate) shall always be spelled out in full in the operational language of the EU programme and relevant local language(s) and be placed next to the emblem.

For partners implementing Humanitarian Aid field visibility under section 12.1.A of the Single Form the EU emblem accompanied with 'Funded/ Co-funded by EU Humanitarian Aid' should be used. This derogation for field visibility is required for safety and security reasons.

Both the EU emblem and the funding statement are essential to acknowledge EU support. As a rule, they always go hand in hand and must not be separated.



2.3 EXAMPLES OF EMBLEM AND FUNDING STATEMENT

2.3.1 Display panels

Display panels must identify the key deliverables and project management structures of the EU-funded 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-funded actions at exhibitions or events, and at the entrances to training centres, office receptions, etc.

2.3.2 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 include the EU emblem and be inscribed with the relevant funding statement (Funded by the European Union' or 'Co-funded by the European Union).

2.3.3 Vehicles, supplies and equipment

All vehicles, supplies and equipment used in, or delivered under, EU-funded actions must be clearly identified, and visibly bear the EU emblem and the relevant funding statement (Funded by the European Union' or 'Co-funded by the European Union).

2.3.4 Banners

For banners produced as a backdrop for special events such as inaugurations and conferences the EU emblem and relevant funding statement ('Funded by the European Union' or 'Co-funded by the European Union') must appear on the banner where it will be most prominently visible.

2.3.5 Publications

The EU emblem and relevant funding statement ('Funded by the European Union' or 'Co-funded by the European Union') must be included in reports, brochures, leaflets, flyers, posters, newsletters and other publications, printed or electronic, directly relating to EU-funded projects.

Whenever possible, when a partner's own publication features an EU-funded project but is not exclusively related to it (e.g. annual reports, etc.), this fact should be acknowledged with the relevant statement 'Funded by the European Union' or 'Co-funded by the European Union' as part of the visual or written reference to the project. An appropriate disclaimer should be used as set out in section 4.6.

2.3.6 Digital assets

Digital assets are understood to be any product that is stored digitally and is uniquely identifiable that organisations can use to promote their actions. Examples of digital assets include webpages, visuals, infographics and videos. The EU emblem and relevant funding statement ('Funded by the European Union' or 'Co-funded by the European Union') must be included in digital assets directly relating to EU-funded projects. Whenever possible, when a digital asset features an EU-funded project but is not exclusively related to it (e.g. general websites, etc), this fact should be acknowledged with the relevant statement 'Funded by the European Union' or 'Co-funded by the European Union' alongside the visual or written reference to the project.

2.3.7 Stationery, business cards, letterheads, etc.

Where the title of an EU-funded project 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 relevant funding statement (Funded by the European Union' or 'Co-funded by the European Union). Under no circumstances may the EU emblem be used on partners' business cards, stationery, or correspondence (either by post or email).

2.3.8 Other types of production

For traditional and low-tech 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 EU.









2.4 CO-BRANDING

When displayed in association with other emblem(s)/logo(s) (e.g. of co-funders or sponsors), the EU emblem must be displayed at least as prominently and visibly as the other emblem(s)/logo(s) and be at least the same size as the biggest of the other emblem(s)/logo(s). Use of the EU emblem on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants, in conjunction with another emblem/logo or title must follow the detailed guidelines set out in 'The use of the EU emblem in the context of EU programmes 2021-2027: Operational Guidelines for Recipients of EU funding'.



2.5 DEROGATION IN EXCEPTIONAL SITUATIONS

Derogation from contractual visibility obligations is only permitted in exceptional situations. For example, security issues or local political sensitivities may make it preferable or necessary to limit visibility activities in certain countries or areas (such as crisis or conflict zones) or during certain periods (such as elections). In such cases, 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 EU prior to limiting EU visibility. Where such derogations are accepted, the recipient of the EU funding should proactively propose alternative arrangements to ensure EU visibility. The need for rapid intervention in response to a sudden crisis is not considered an exceptional situation justifying derogation from contractual visibility obligations. In these cases, EU visibility must be ensured from the start.

2.6 VISIBILITY AFTER COMPLETION OF EU-FUNDED PHASE

When actions continue after completion of the EU-funded 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-funded 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 was funded/co-funded by the European Union'. This phrase must be as prominently displayed as the visibility given to the EU contribution in the EU-funded phase.

Where the donation to a specified entity of a vehicle or vehicles used in the implementation of an EU-funded project 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.

2.7 BUDGET

In principle, individual projects/programmes should not include a dedicated visibility budget. Instead, any costs necessary to ensure compliance with contractual visibility requirements should be factored into the budget foreseen for the relevant objectives and activities of the action.

to table of contents >

3. STRATEGIC COMMUNICATION

Strategic communication plays a key role in raising awareness of the EU political priorities and demonstrating the EU's positive contribution to people's lives. This enables the EU to demonstrate its positive offer to partner countries and contributes to positioning the EU as a partner of reference. The EU intends to focus its communication effort on key political priorities and activities that demonstrate scale and impact.

As a general rule, implementing partners are no longer required to include a specific communication budget and plan for each project/programme. Exceptionally and with prior agreement of the EU, communication activities for specific projects/programmes may be funded as part of the action. In these limited cases, the following guidance on strategic communication applies.

Whenever requested by the EU, the recipients of EU funding should support the EU's own communication actions (e.g. by providing content or supporting access to projects, for campaigns or media actions managed by the EU).



STRATEGIC COMMUNICATION PLAN

In cases where project/programme specific strategic-communication has been approved by the EU, implementing partners must produce a **Strategic Communication Plan** and obtain the EU's approval of it by the start of the implementation of operational activities, unless explicitly agreed otherwise with the EU. Implementing partners should consult EU counterparts in the preparation and implementation of their Strategic Communication Plan.

This plan must be based on sound analysis, proper sequencing, and an appropriate budget, ensuring the requisite scale and focus to achieve impact. At minimum, it should cover the elements set out in section 3.1-3.8 of these Guidelines.

For Contribution Agreements and Contribution Agreements for Financial Instruments, any agreed communication activities must be included in Annex I (Description of the Action).

3.1 NARRATIVE

The narrative should focus not only on what the action is, but why it is needed, including by emphasising shared values, interests, and impact. Effective messaging requires researching how the target audience thinks and feels, and why. It involves understanding their needs, hopes and fears. By framing messages in a way which resonates with the values, interests, and motivations of the target audience, they are more likely to remember and act accordingly. Messages should be tested and refined as necessary, to the extent possible and appropriate.

Getting this right will demonstrate the action's added value and ensure awareness, understanding and perception of the EU's external actions are commensurate with the scale, scope, and ambition of our joint engagement.

3.2 OBJECTIVES

Specific and measurable communication objectives should be set that are ambitious yet attainable, aligned to the overall objectives of the action. Only objectives that are relevant to achieving the overall goal should be included. Whether short or longer-term, specify the timeframe for achieving the objective.

3.3 AUDIENCES

Properly identifying and segmenting target audience is key to successful communication. Each objective may have multiple target audiences, and the Strategic Communication Plan should ensure that messages and tactics for reaching each one are defined accordingly. Audience research is recommended to better understand their values and drivers, meaning messages are framed and communicated in a way which resonates with them.

With varying emphasis depending on the geo-strategic context, strategic communication activities should primarily target two complementary types of audience:

- Wider audiences, comprising ordinary members of the public (particularly in the 18-35 years age bracket) who are not involved in policy, advocacy or international relations, and who may not be aware of the EU.
- Specialised audiences, including key political and opinion leaders, the wider diplomatic community, think tanks, business community and private sector, activists and other relevant multipliers.

3.4 APPROACH

The Strategic Communication Plan should outline the approach that will be adopted to achieve the objectives. The approach will depend on the audience targeted.

- **Channels:** which channel is best to reach your audience? This can vary widely depending on country, region, culture, etc. Different audiences consume content via different channels and effective communication depends on knowing where the target audience will be. Examples of channels are written media, TV, social media, events, ect.
- **Content:** just as different audiences are reached via different channels, the content needed to reach and resonate with them also varies according to audience and channel. By knowing the audience and channel, the content can be tailored accordingly. Examples of content are images, video, publications, etc.
- **Networks and multipliers:** identify the partners – media, civil society, academia, business, Member States, Team Europe partners etc. – that can increase reach, credibility and impact.
- **Influencers:** influencers are recognised voices who can not only amplify the reach of content, but who can also connect with and engage the target audience. These may include local/national celebrities, champions, ambassadors, etc.

3.5 ACTIVITIES

Different stages of the project cycle may require different communication activities, and there is no one-size-fits-all model. Communication activities must always be designed to fit the objectives and target audiences as outlined above, based on the project/programme they relate to. The most important element is to ensure activities are discussed and agreed upon in advance with the EU, to ensure mutual benefit and maximum impact.

Implementing partners must make all key materials generated by the action (photos, videos, etc.) available to the EU in an appropriate format throughout the implementation of the action.

Project/programme-specific communication channels – websites, social media accounts, newsletters, etc. – are in principle not permitted, unless there is a specific and compelling justification for creating or maintaining them. These exceptions must be discussed with the EU and decided on a case-by-case basis, according to demonstrated need and impact. When such cases are approved, an appropriate exit strategy must also be developed and incorporated into the plan from the outset.

3.5.1 Press and media engagement

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 publicise the action's outcomes and achievements.

Implementing partners wishing to issue press releases or make public statements directly related to an EU-funded action they are implementing must first secure approval of the text from the EU. A quote by the respective European Commission high-level representative or by the relevant Ambassador/Head of the EU Delegation should be included. The EU may request that the announcement is made in a Team Europe approach. Where the press release is issued by the EU, the implementing partner concerned must provide all the requisite technical information and background on request. Partners are also invited to include the text provided in Section 5.1 describing the EU at the end of joint press releases.

Press conferences
Press conferences held in the context of an EU-funded action must always be organised in cooperation with the EU Delegation/Office on the ground. At the press conference itself, the EU flag must be displayed if other flags or emblems are being displayed.

Journalist visits
Implementing partners must seek authorisation from the EU in advance of any media visit(s) to EU-funded projects. For all media visits organised in the framework of an EU-funded project, partners must ensure that the EU is informed well ahead to allow for input and enable efficient and effective planning, including regarding date and likely focus. Partners are encouraged to share relevant press clippings with the EU.



3.5.2 Online communication

Information about EU-funded external actions is disseminated through the official websites, web platforms and social media accounts of the EU. 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.

Web communication
Implementing partners are encouraged to display information about ongoing EU-funded projects on their website. They may also be required to provide content for Europa domain programme pages. Project/programme specific web content should provide context and results to show the added value of the action and the impact achieved, illustrated with facts and figures. It should be factual yet engaging, avoiding jargon.

Human interest stories are one of the best ways to connect with people. Stories should demonstrate the agency of individuals and communities as active participants in the development process, from an individual to global level. When identifying stories to share, consider which ones demonstrate the most significant change on individuals or communities. Ask questions to identify what the change is, how it came about, and when it occurred.

The creation of project/programme specific websites is not permitted unless otherwise agreed in advance with the EU.





Social media
Social media communication is a high-impact way of creating visibility among the general public and specific target audiences. Partners should craft content and copy that cuts through the noise to inspire action and engagement. Powerful visual content is one of the most effective ways to communicate information and ensure that messages are retained.

Implementing partners are expected to make full use of their owned social media landscape and incorporate project/programme-related posts throughout the duration of the action. Partners are encouraged to contact the relevant EU counterpart to propose joint social media activities in order to maximise reach and impact. The creation of project/programme specific social media accounts is not permitted unless otherwise agreed in advance with the EU.

Social media content should meet the visibility requirements set out above, clearly mentioning the EU's support to the project. Partners are expected to mention and tag the relevant EU institution or agency in any post.









3.5.3 Events

Public events can be a useful channel for communicating about the impact of a specific project/programme. This may mean organising dedicated events or taking part in events organised by others that are relevant to the proposed communication objectives. Due attention should be given to the audience, desired outcome and content to make sure the event is as impactful as possible.

Such events must be coordinated with the EU, whether the event is organised directly by the implementing partner or not. Implementing partners should also invite an EU representative to be part of the event. Promotional material and material displayed at the event itself (banners, posters etc.) should comply with the visibility requirements outlined in Section 2 above.



3.5.4 Photos

Photography is a powerful tool to help tell a story. Whether through a single shot or a series of photos, it can capture people's attention and invoke emotion in the viewer. As part of their strategic communication, implementing partners are encouraged to plan and budget the production and dissemination of high quality photos of the project/programme with a clear acknowledgement of the EU support to the project/programme, as outlined in Section 2 above. At photo exhibitions, the EU should be clearly identified as the donor in all advertisements, programmes, invitations, websites, blogs, brochures, leaflets, etc., online and at the venue of the event.













3.5.5 Video

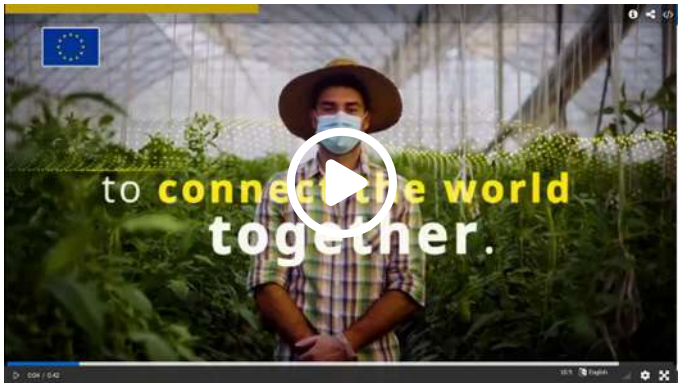
People are visual beings, and video continues to rise in importance as a medium for communication. Viewers retain more of the message when they watch it in a video, compared to when they read it in text, meaning video plays an important role in communicating both intention and impact. Whether human-centred or information-driven, videos should lead with values and emotion to capture the attention of the viewer. For videos made for social media, the format, duration and editing must be in line with current social media dissemination standards and best practices.

Videos produced by EU-funded external actions must be approved by the EU before they are screened, broadcast or distributed. In order to maximise reach and impact, ensure the EU is fully involved in the conception, production and dissemination of the video. This means:

- Before production: submit a concept note that includes a draft script and storyboard together with the proposed dissemination strategy, including target audience and estimates of potential outreach.
- During production: submit a draft of the video at a point where it is still possible to make changes based on the EU's comments.
- Upon completion: The EU must be informed of the actual distribution of the video and provided all necessary legal information and documentation specified in Section 4.2 below.

Videos must feature the EU emblem at the beginning and/or end of the production, accompanied by the relevant funding statement (Funded by the European Union' or 'Co-funded by the European Union). Disclaimers must be included as indicated in Section 4.6.

Implementing partners must ensure that all such video productions comply with all legal requirements.





CODE OF CONDUCT

Always ensure the subject(s) fully understand(s) and freely consent(s) to being filmed/photographed, including how their image(s) may be used.
See Section 4 for more details on the model release form to be signed.

Basic principles to follow are:

- Videos/photographs should always demonstrate respect, focusing on the dignity and agency of the subject(s).
- Videos/photographs should not depict the subject(s) as passive or helpless victims.
- Videos/photographs should not stereotype, sensationalise or mislead.
- Be aware of intellectual property rights that can apply to buildings, artworks, etc.
- If there are children in the video/photograph, the parents/guardian must sign the model release form.

3.6 MEASURING IMPACT

Monitoring is a continuous and systematic process of data collection about an activity. Adopting clearly defined key performance indicators is essential to measure the activity's success in meeting the objectives set, thereby also improving transparency and accountability of spending on communication. Key performance indicators can be quantitative or qualitative. Quantitative indicators define measurable information and are mathematically verifiable, whilst qualitative indicators reflect reasons, personal views and attitudes, and so on. In a good monitoring system, both types of indicators complement each other. When it comes to choosing indicators, more is not necessarily better. A handful of "RACER" (Relevant, Accepted, Credible, Easy to monitor and Robust) indicators is usually sufficient.

3.7 RISKS

When planning communication activities, consider upfront whether there are any risks associated with the planned activities, according to the context and previous experience. These risks may mean that the activities do not succeed, are misinterpreted, or do not reach the targeted audiences. These may be linked to the political or security situation in the country or region, or other factors related to available human and financial resources, for example. For each risk identified, assess its likelihood, impact, and the mitigation measures which should be put in place to minimise the risk as much as possible.

Should any risk, whether foreseen or unforeseen, make it necessary to limit or otherwise modify previously agreed strategic communication activities, for example security issues or local political sensitivities, this will be agreed on a case-by-case basis with the EU prior to limiting or modifying said activities.

3.8 BUDGET

The Strategic Communication Plan must be properly resourced. The budget foreseen should be commensurate with the scale, context and nature of the activities proposed. As a general guideline, when approved by the EU, implementing partners are recommended to allocate approximately 30 percent of the communication budget for the production of content and the remaining 70 percent for dissemination via relevant channels.

to table of contents >

4. LEGAL AND CONTRACTUAL

The EU has the right to use communication and visibility material produced and owned by the recipients of EU funding. The ownership of the material remains with the recipients of the EU funding, unless otherwise specified in the contractual conditions (e.g. service contracts).

All official EU templates for Licencing and Image Rights, including the model release forms, can be found via the EC Audiovisual Library.

4.1 OWNERSHIP OF RIGHTS

Unless otherwise specified in the contractual conditions 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 materials produced in support of EU-funded external actions covered by these Guidelines.



4.2 THE EU'S RIGHT TO USE COMMUNICATION MATERIAL

Across all programmes and management modes, the EU/granting authority has the right to use communication and visibility materials produced by the implementing partner. This right is granted in the form of a royalty-free, non-exclusive and irrevocable licence granted solely to the granting authority. The implementing partner remains the owner of the communication and visibility material and is fully responsible for the clearance of all the necessary licenses and authorisations to this end.

The licence covers the right to use non-sensitive information relating to the action and material and documents received from partners for information, communication and publicity purposes during the action or afterwards.

The following 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:

a. internal use: the EU has the right to make the communication and visibility materials available to EU institutions and agencies, Member States' authorities, and their employees, and to that end to copy and reproduce the materials in whole or in part, in an unlimited number of copies
b. reproduction: the EU has the right to reproduce the communication and visibility materials by any means and in any form, in whole or in part;
c. communication: the EU has the right to communicate the communication and visibility materials to the public by using any and all means of communication;
d. distribution: the EU has the right to authorise any and all forms of distribution of the communication and visibility materials (or copies thereof) to the public;
e. adaptation: the EU has the right to authorise any editing or redrafting of the communication and visibility materials (including shortening, summarising, inserting other elements (e.g. meta-data, legends, other graphic, visual, audio or text elements), extracting parts (e.g. audio or video files), dividing into parts, use in a compilation)
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 communication and visibility materials, provided that the moral rights of authors are respected, where applicable
g. sub-licensing: the EU has the right to authorise third parties to act on its behalf or sub-license to third parties the modes of exploitation set out in points (b) to (f), if needed for the information, communication and publicity activity of the granting authority;
h. storage and archiving: the EU has the right to store (in paper, electronic or other form) and archive the communication and visibility materials in line with its internal document management rules;
i. reuse of documents: where the communication and visibility materials 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 2011/833/EU: Commission Decision of 12 December 2011 on the reuse of Commission documents.

The rights of use are granted for the whole duration of the industrial or intellectual property rights concerned. If materials or documents are subject to moral rights or third party rights (including intellectual property rights or/and rights of natural persons in respect of their image and voice – see section 4.3), recipients of EU funding must obtain, and warrant that they have obtained, all the requisite authorisations to be entitled to license the rights mentioned above from the rights holders concerned.

Where applicable, the European Commission will insert copyright notice in section 4.4 below.

4.3 IMAGE RIGHTS AND SOUND RECORDINGS

If any personal data (such as images of natural persons, their voices or any other private personal attributes) is featured in a recognisable manner in the communication and visibility materials of an EU-funded external action, implementing partners must obtain formal consent through 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 EU. Partners must take the requisite steps to obtain such consent in accordance with the legal provisions applicable.

Intellectual property rights of buildings and artworks should be cleared with the right holders before being reproduced in any communication material.

4.4 COPYRIGHT NOTICE

Where applicable, the granting authority will insert the following information: "© – [year] – [name of the copyright owner]. All rights reserved. Licensed to the [name of granting authority] under conditions."

4.5 PUBLICATION IN THE EC AUDIO-VISUAL LIBRARY

Publication of communication materials, including videos and photos from EU-funded projects/programmes, in the European Commission's central Audio-visual Library is mandatory for all European Commission departments.

It is the responsibility of the implementing partner concerned to deliver the communication material funded by the EU for publication on the Audio-visual Library. The guidelines for the deposit of audio-visual material can be found online via the Audio-visual service.

Implementing partners must comply with relevant data protection rules when processing personal data in view of creating content to be published on the EC Audio-visual Library.

4.6 DISCLAIMERS

The EU is not responsible for the contents of communication materials related to EU-funded or co-funded actions 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 funded/co-funded by 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> is funded/co-funded by 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/recording> was funded/co-funded by 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.'

4.7 NON-COMPLIANCE

The EU will act in an appropriate and timely manner where recipients of EU funding are in breach of their visibility and/or, where relevant, strategic communication obligations, as is the case with any other breach of contractual obligations. In such cases, recipients of EU funding may be subject to a suspension of payment or a reduction of the EU's financial contribution, in accordance with the General Conditions or any other provisions of the contract or agreement.

4.8 MONITORING AND REPORTING

Partners must ensure that their contractual reporting contains a detailed account of the implementation of the action's visibility and, where relevant, strategic communication measures. This should include an evaluation of the impact of the communication measures carried out in support of the action, according to the agreed KPIs.

Reporting should be illustrated with the relevant products developed according to the agreed strategy. In line with Section 4.4, partners must also ensure that copyright is respected in all materials used for illustration purposes in their reporting.

to table of contents >

5. 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 operational EU language of the action concerned and in the relevant local language(s).

5.1. GENERAL STATEMENT

Partners wishing to include a general statement about the EU in a written communication, may use the following standard general statement:
The European Union is an economic and political union of 27 European countries. It is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. It acts globally to promote sustainable development of societies, environment and economies, so that everyone can benefit.

5.2 DEFINITIONS

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

5.3 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, such as europa.eu and/or the relevant EU Delegation website.



6. PRACTICALS

CONTACT FOR QUESTIONS:
DG International Partnerships
INTPA-COMMS-&-VISIBILITY-SUPPORT@ec.europa.eu
DG Neighbourhood and Enlargement
NEAR-COMM-VISIBILITY-SUPPORT@ec.europa.eu
DG European Civil Protection and Humanitarian Aid Operations
dgecho-partners-helpdesk.eu/helpdesk
Foreign Policy Instruments Service
FPI-INFO@ec.europa.eu

CONTENT GUIDELINES:
Digital content production guidelines
Communicating and raising EU visibility
Humanitarian Operations - Communication and Visibility Manual
Civil Protection - Communication and Visibility Manual

VISUAL GUIDELINES:
EC visual identity
Graphic guide to EU emblem
EU emblem rules
Download centre for visual elements

COPYRIGHT RULES:
Audiovisual service

REGULATIONS AND DECISIONS
2011/833/EU on the reuse of Commission documents
2018/1046 on the financial rules applicable to the general budget of the Union
2020/2093 laying down the multiannual financial framework for the years 2021 to 2027
2021/947 establishing the Neighbourhood, Development and International Cooperation Instrument – Global Europe
2021/948 establishing a European Instrument for International Nuclear Safety Cooperation
2021/1529 establishing the Instrument for Pre-Accession assistance (IPA III)
2021/1764 on the Overseas Association, including Greenland

COPYRIGHT USED IN THESE GUIDELINES:
Reuse is authorised provided the source is acknowledged. The reuse policy of European Commission documents is regulated by Decision 2011/833/EU (OJ L 330, 14.12.2011, p. 39). For any use or reproduction of photos or other material that is not under the copyright of the European Union, permission must be sought directly from the copyright holder.