



EUROPEAN UNION

DELEGATION TO BOSNIA AND HERZEGOVINA

## GUIDANCE ON COMMUNICATION AND VISIBILITY FOR EU FUNDED PROJECTS

Dear Contractor,

Congratulations on your selection as a contractor to the Delegation of the European Union to Bosnia and Herzegovina (EUD).

**Visibility and communication are two requirements for all EU-funded projects.** Communication is a top priority for the European Union and should be planned as carefully as the planning of the project. Types of communication and visibility activities should focus primarily **on the impact of the financed action and benefits to the people**, rather than on administrative and procedural milestones.

**Communication and visibility plan (CVP)** is a contractual obligation and should be in place at the beginning of the project. However, it does not have to be exhaustive; a detailed plan should follow at the later stage once the final CVP is submitted to the EUD for approval. Once the CVP is approved, all major steps of the plan **shall be coordinated with the EUD to ensure greater impact. Every action financed by the EU must have a dedicated communication budget, but in addition to financial resources, human resources need to be assigned for the implementation and management of the communication activities.**

There are three main EU visual identity rules that shall be respected throughout the project's lifetime:

- 1. Appropriate positioning and size of the EU emblem**  
(it should be in a prominent position and clearly visible)
- 2. Communicating about the EU's financial contribution**
- 3. Use of the disclaimer**  
(the disclaimer should be used on everything the project produces, from a publication to a website and audio-visual material)

**Incorporating the above visibility elements on materials or having the EU visuals at an event is a visibility obligation; however, this should not be considered as a communication achievement.**

As implementation progresses, communication plays an important role and you shall have a clear vision of what you are aiming to achieve and why. **Creativity is very important.** Sometimes a short video on Facebook, or a strong picture on Instagram highlighting people on the ground, benefiting from the EU assistance, is more powerful than a press release with figures and long, bureaucratic sentences. **Communicating stories that people can relate to and using a holistic approach shall be a priority for all implementing partners.**

As a general rule, implementing partners may not issue press releases or make public statements related to an EU-funded action they are implementing unless cleared by the Programme Manager in charge of the project. Thus, all material from the projects needs to go through a validation process, be it a press release, a publication or a video.

The contractors shall collaborate with the EUD on the project's publicity, especially when they exemplify the policy priorities of the EU in Bosnia and Herzegovina or represent important advances in the country's EU integration. In particular:

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- The collaboration should be intensified when a project has the following impacts: assists in job creation, directly or indirectly improves the life of citizens, exemplifies key EU standards;
- The EUD shall be closely involved in the preparation and implementation of information campaigns, events, high profile visits and stakeholder meetings. Project events must be coordinated and agreed with the EUD at an early conceptual stage. **The date and format of any high level event cannot be decided without prior consultations with the EUD.** When an event foresees the presence of the Head of Delegation/EUSR, the Deputy Head of Delegation or other senior officials, **the EUD reserves the right to set the date and the level of attendance.** All high level media events must be attended by EUD representatives (as a minimum, the responsible Programme Manager);
- We will be working together on improving the visibility of EU funded projects and ensuring better use of media opportunities. Communicating in themes or pooling of projects and resources will be one way to improve our efficiency and get a maximum impact;
- All material produced during the project (publications, audiovisual material, catchy photographs) must be sent to the EUD for possible use on the EUD/EUSR's website and social media;
- The EUD is always interested in suggesting specific 'media angles' to projects, for example opportunities for filming activities, individuals associated with the project who feel comfortable talking to journalists or opportunities for visits to the project by senior EUD officials.

Different stages of the project cycle may require different communication and visibility outputs and the communication should take full advantage of all available communicating tools. Social media are the most cost-efficient tool and the easiest to monitor in terms of impact. **As a general rule, all project online communication shall be shared with the EUD, which, if considered appropriate, would further publicise them.**

**Full guidance on communication and visibility can be found in the '*Communication and Visibility Requirements for EU external actions*' available at the EUD website [www.europa.ba](http://www.europa.ba)**

We wish you every success with the project and look forward to working together to promote the country's EU integration.

Yours sincerely,



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Head of Cooperation



Daniel PLAS  
Head of Finance, Contracts and Audit



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Head of Communication