

General Communication Guidelines

SouthMed CV Sub-granted Projects

The purpose behind these guidelines is to set the basis for strong internal and external communication of the regional programme Med Culture (<http://www.medculture.eu/>) as a whole.

There are some basic “rules” that need to be established and implemented, such as those pertaining to the mentions of the regional Med Culture programme in the external communication, as well as the mentions of the EU according to the EU visibility guidelines manual.

To do list

It is advised that each sub-granted project have a person with sufficient background in communication and dissemination who can work on coordinating the flow of information with SouthMed CV’s Communication coordination at Interarts, and Networking coordination at the German Commission for UNESCO.

Sub-grantees should share the following information with **SouthMed CV team**:

- The project implementation process, to be published on the website of SouthMed CV <http://www.smedcv.net/>.
- This information should comprise a short text describing the implementation of the project (max 6 lines), a very short description of the implementing partner (max 4 lines) and the capacity building and networking developments, and a link to the project’s web page or Facebook page. Each project should provide several photos that reflect the contents of the project to accompany this information.
- Best or good practices to share with the rest of the target groups: this promotes exchanges and widens the scope of experiences.
- Stories from the life of the projects. It is about ways of overcoming challenges and innovative solutions that contribute to the development of the project and its contexts.
- Capacity building and Networking activities and events: workshops, meetings, trainings, performances, etc.
- Any developed material that can be published on the website of SouthMed CV.
- Press releases
- Infographics
- Photos
- Videos

<p><i>This project is co-funded by the European Union within the regional programme Med Culture.</i></p>	<p><i>It is implemented by:</i></p>
 	      

References to EU funding and framework

Sub-grantees are requested to make the following reference in all their external communication: **The “... project” is co-funded by the European Union within the framework of the regional programme Med Culture.** Note the wording **European Union** shall appear in full. In French, it should be l’Union européenne (capital U and small e). Please, see examples and details on the file bellow: ‘Annex communication guidelines’.

Communication plan & EU visibility guidelines

All EU-funded projects are expected to read and follow the [EU Visibility Guidelines Manual](#)

- Designing a communication plan (a template is included).
- Placement of EU logo on outgoing/published information material; website, posters, press releases, reports, banners, promotional material such as brochures, USB sticks, etc.
- EU logo technical specifications such as color codes, sizes etc.
- Etc.

Note: There is a useful booklet FAQ that can also help understand the guidelines but it does not constitute a substitute to the above mentioned manual http://www.enpi-info.eu/mainmed.php?id=648&id_type=9&lang_id=450.

Coordination with European Union Delegations

It is important that all sub-grantees make sure they coordinate their activities such as organising workshops, performances, conferences, etc. with the European Union delegations in the respective countries. Each delegation has a website and contact information as well as Communication and Culture focal points/ officers with whom European funded projects are expected to relay information to.

ENPI Info Center <http://www.enpi-info.eu/>

All EU funded programmes and projects can benefit from the services of the ENPI Info Center that is now called the Open Programme.

This portal basically supports EU funded projects through developing news stories and alerts around their activities, and disseminating these across the ENPI Info Center network. It is recommended that sub-grantees get in touch with Fatih B'chir, the Communication Manager fbchir@skynet.be in order to present their projects and share their activities with him in a timely manner.

<p><i>This project is co-funded by the European Union within the regional programme Med Culture.</i></p>	<p><i>It is implemented by:</i></p>
 	     

What Med Culture and SouthMed CV can do in terms of visibility and communication of the sub-granted projects

The SouthMedCV gets support from the Med Culture programme, and thus the sub-grantees will as well have it in terms of dissemination of information through:

- Dissemination of information to its large database of contacts across south Mediterranean countries
- Monthly Newsletter
- Website
- Social Media, mainly Facebook & Twitter

The sub-granted projects can refer to SouthMed CV in case they have any doubts or questions or need guidance on visibility and communication issues.

SouthMed CV internal communication

SouthMed CV will provide for an Intranet Platform based at Interarts. This Platform is designed to facilitate access, exchange and cooperation amongst all the sub-grantees and between the consortium partners and the sub-grantees.

Each sub-grantee will be provided with a username and a password for its access and use.

Once the access has been given, a Platform user manual will be available as well as a folder for every sub-granted project on the Platform.

Sub-grantees will then be able to upload on the Platform the above information required regarding the implementation and results of the sub-granted projects.

<p><i>This project is co-funded by the European Union within the regional programme Med Culture.</i></p>	<p><i>It is implemented by:</i></p>
 	     

Annex

Communication Guidelines

- SouthMed CV Sub-granted Projects -

This project is co-funded by the European Union under the Med Culture regional programme.

It is implemented by:



Index:

I. Introduction.....	3
II. Use of logotypes and sub-granted projects title.....	4
III. Special cases.....	12

Sub-granted Project Communication Guidelines:

I. Introduction

The following guidelines have been designed to ensure that during the project implementation, the communication and dissemination meets the EU and MedCulture requirements.

- Any documents for communication and/or dissemination purposes, drafted during the implementation of the sub-granted project, shall be sent to the coordinator institution of SouthMed CV, **Interarts**, for approval, before any materials can be made public. Some examples: press releases, reports, leaflets, booklets, brochures, posters, display panels, banners, video, photography, etc.
- Documents for communication and/or dissemination purposes must always contain the logotypes of SouthMed CV, the consortium partners and the co-funders.
- Documents for communication and/or dissemination purposes must always contain the sub-granted project title in English. For those purposes, the use of a logotype or a different language is a complementary option only.
- Documents for communication and/or dissemination of the sub-granted projects may contain the logotypes of the main applicant organisation and the partner(s), when applicable.

Sub-granted Project Communication Guidelines:

II. Use of logotypes and title of sub-granted projects must be implemented according to the following criteria:

1. SouthMed CV: Project logotype, the consortium partners and the co-funders.
2. Title in English of the sub-granted project. When applicable, a logotype with the project title in English.
3. Logotype(s) of the sub-granted project organisation(s): the main applicant and the partner(s), when applicable.

Examples on the next pages.

Sub-granted Project Communication Guidelines:

1. SouthMed CV: Project logotype, the consortium partners and the co-funders

Position: Footer.

Typography: Arial.

Size: Text within the frame of logotypes should be readable.

Settings: Please check the examples of full page settings on the pages 8-11.

Language: All text references must be in English: 'Funded by' / 'SouthMed CV partners', etc.

Example:



Sub-granted Project Communication Guidelines:

2. Sub-granted project title or logotype (when applicable)

Position: Upper right corner of the document.

Typography: Arial.

Size: Text within the frame of logotypes should be readable.

Settings: Please check the examples of full page settings on the pages 8-11.

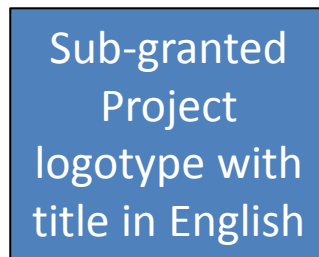
Language: English.

There are three different cases:

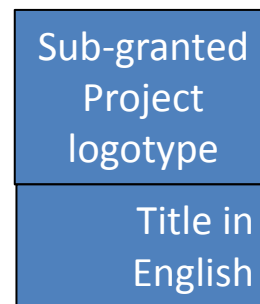
- a) When the sub-granted project has its own logotype, with the project title in English, no need to add a line with the title in English.
- b) When the sub-granted project has its own logotype, but the project title is not in it or is not in English , a line with the title shall be added.
- c) When the sub-granted project has NOT a logotype, a line with the project title in English should be added.

Example:

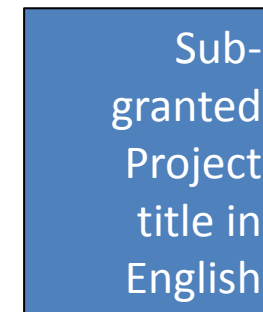
a)



b)



c)



Sub-granted Project Communication Guidelines:

3. Sub-granted project's logotype(s): main applicant organisation and its partner(s)(when applicable)

Position: Footer, above SouthMed CV logotypes.

Typography: Arial.

Size: Text within the frame of logotypes should be readable.

Settings: Please check the examples of full page settings on the pages 8-11.

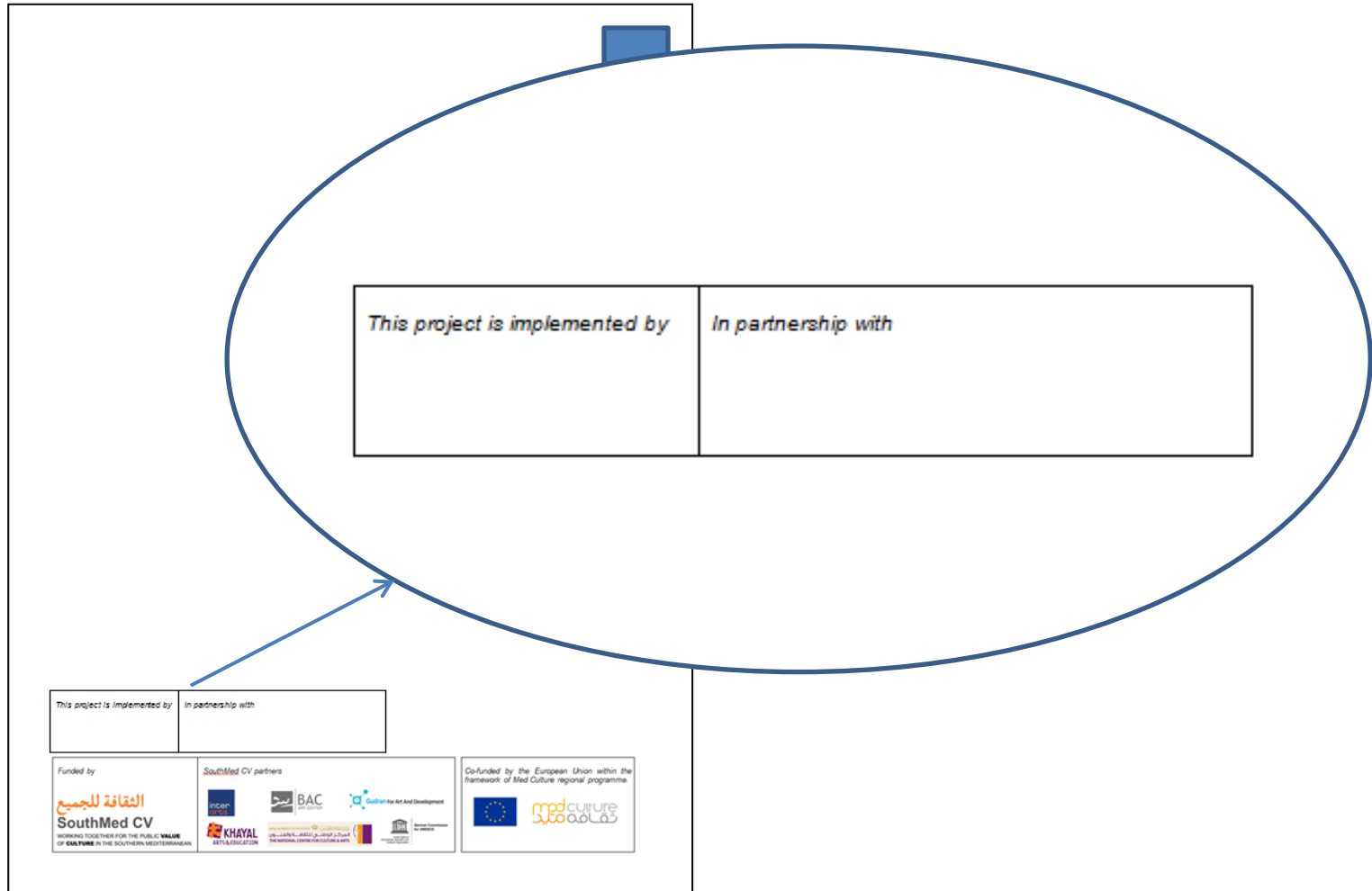
Language: English.

There are three different cases:

- a) When main applicant and partner(s) of sub-granted project have logotype
- b) When main applicant of sub-granted project has a logotype but the partner(s) have not
- c) When partner(s) of sub-granted project have logotype(s) but main applicant has none
- d) None of the sub-granted project organisations have logotype

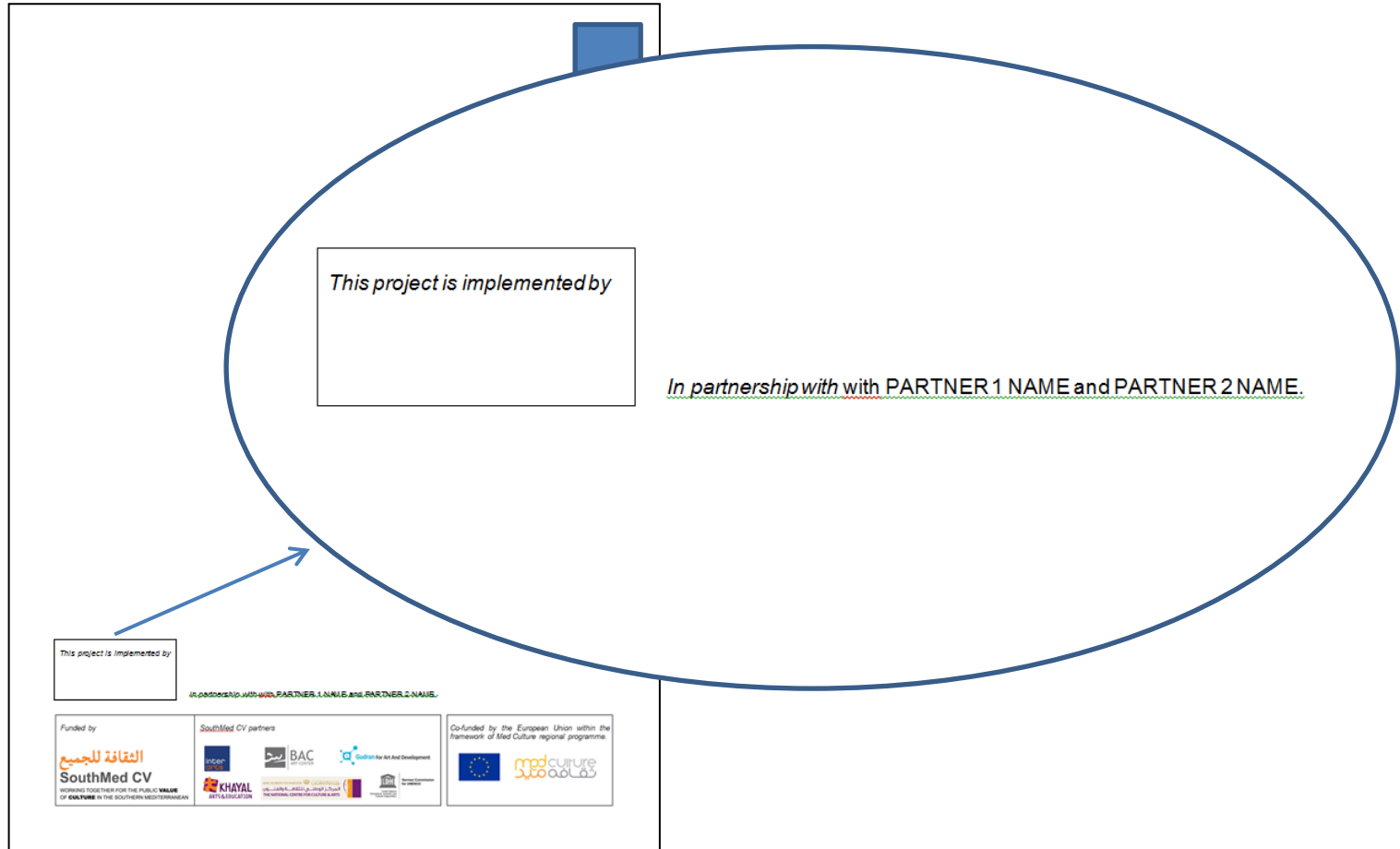
Sub-granted Project Communication Guidelines:

a) When main applicant and partner(s) of sub-granted project have logotype



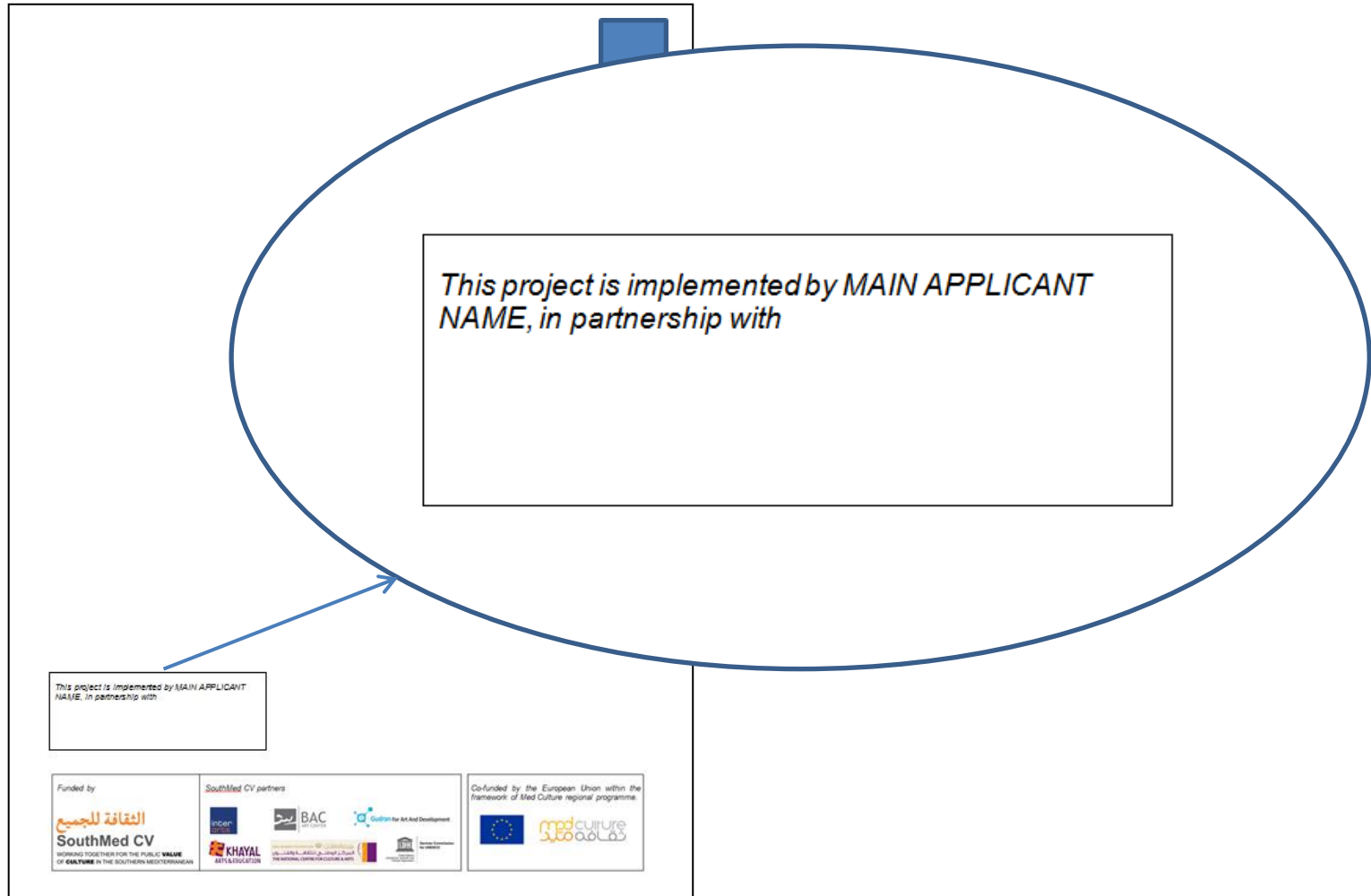
Sub-granted Project Communication Guidelines:

b) When main applicant of sub-granted project has a logotype but te partner(s) have none



Sub-granted Project Communication Guidelines:

c) When partner(s) of sub-granted project have logotype(s) but main applicante has none



Sub-granted Project Communication Guidelines:

d) None of the sub-granted project organisations have logotype

This project is implemented by MAIN APPLICANT NAME, in partnership with PARTNER 1 NAME and PARTNER 2 NAME.

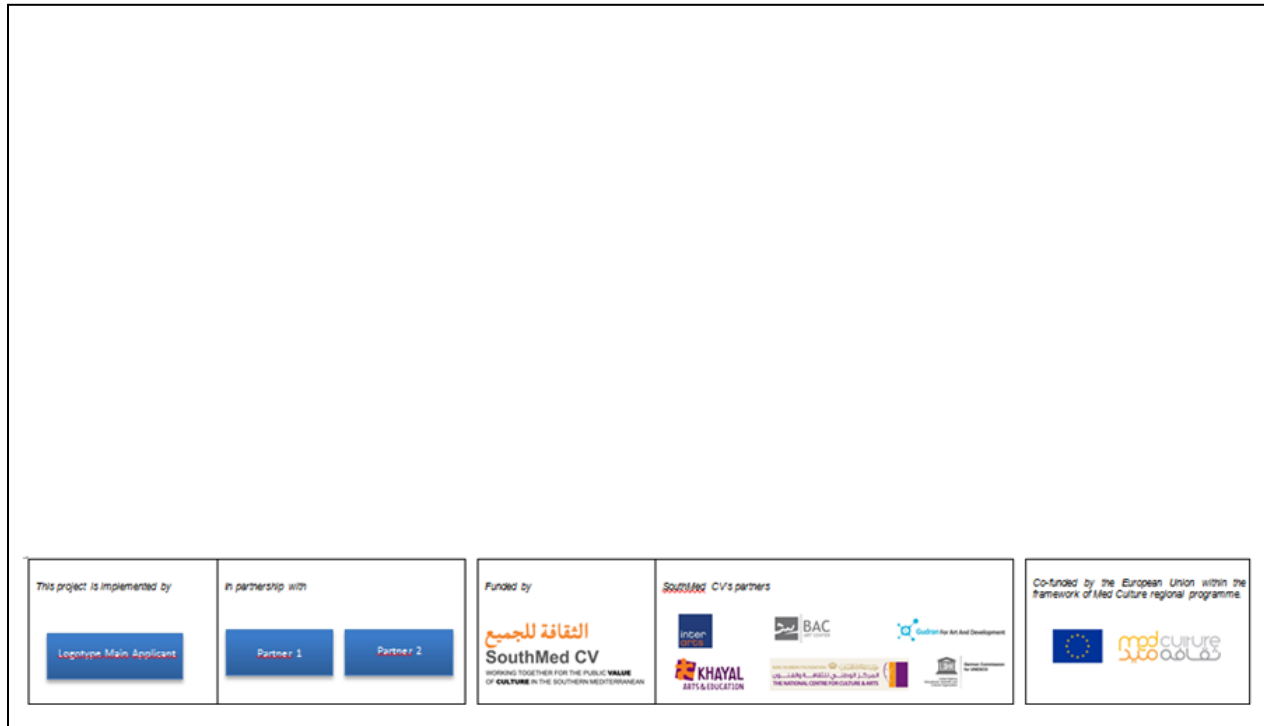
This project is implemented by MAIN APPLICANT NAME, in partnership with PARTNER 1 NAME and PARTNER 2 NAME.

<p>Funded by:</p> <p>SouthMed CV WORKING TOGETHER FOR THE PUBLIC VALUE OF CULTURE IN THE SOUTHERN MEDITERRANEAN</p>	<p>SouthMed CV partners</p>	<p>Co-funded by the European Union within the framework of Med Culture regional programme.</p>
---	-----------------------------	--

Sub-granted Project Communication Guidelines:

III. Special Cases

- a) When the format is Dina 3 and bigger (posters, display panels, banners, etc.), all logotypes shall be in the same line.











Sub-granted Project Communication Guidelines:

b) When the background is dark, logotypes and the text shall be in the contrast so it can be visible.

Note: Here you can see only the case when none of the sub-granted project organisations have logotype, but the same logic shall be applied to all other cases.

PROJECT TITLE is implemented by MAIN APPLICANT NAME, in partnership with PARTNER 1 NAME and PARTNER 2 NAME.

<p>Funded by</p>  <p>SouthMed CV WORKING TOGETHER FOR THE PUBLIC VALUE OF CULTURE IN THE SOUTHERN MEDITERRANEAN</p>	<p>SouthMed CV partners</p>     	<p>Co-funded by the European Union within the framework of Med Culture regional programme.</p>  
---	---	---