

# **Publicity Guidelines**

**The EEA Financial Mechanism  
&  
The Norwegian Financial Mechanism  
2004-2009**

**The EEA Financial Mechanism & The Norwegian Financial Mechanism  
2004-2009**

**Publicity Guidelines**

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## **Publicity Guidelines**

### **1. Introduction**

Information and publicity about assistance provided through the EEA Financial Mechanism and the Norwegian Financial Mechanism (hereinafter referred to as 'the Financial Mechanisms') are intended to increase transparency and raise public awareness. The beneficiary state shall ensure that detailed information on opportunities for potential applicants and detailed information on approved grants is communicated to special target groups and the public at large.

The publicity measures implemented by the Beneficiary State should be twofold. First, the Focal Point should inform potential beneficiaries about the existence and functioning of the Financial Mechanisms as well as the availability of funds (hereinafter referred to as 'general publicity measures'). Second, the Focal Point should ensure that adequate publicity is given to each project financed by the Financial Mechanisms (hereinafter referred to as 'project publicity measures').

General publicity measures should be implemented by the Focal Point, while project publicity measures should be carried out by promoters or intermediaries of projects in accordance with individual grant agreements. In both cases the Focal Point shall be responsible to the Financial Mechanisms for the correct implementation of the publicity measures.

The Focal Point, regional and local authorities, promoter or intermediary concerned may carry out measures in addition to those listed below after consulting with the EEA Financial Mechanism Office (hereinafter referred to as 'the FMO').

### **2. General publicity measures**

The Focal Point shall ensure that information about the Financial Mechanisms is communicated to potential beneficiaries and the public at large. A dedicated website shall provide updated and detailed information on opportunities for potential applicants and detailed information on approved grants in the local language and in English. The website shall contain easily-accessible links to all basic programming documents and national decision-making structures, as well as to the homepage of the Financial Mechanisms Office. Other measures may include:

- Printed material, such as brochures or folders, available on request
- National, regional and local media can be used to release press statements, give press conferences, interviews, radio briefings, etc.
- Information meetings at regional and local level for target groups such as:
  - Local and regional authorities
  - Civil society organisations (including NGOs)

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- Private enterprises
- Academic institutions
- Media advertisements to announce calls for applications.

Costs related to technical assistance and implementation of these measures may be covered under the Financial Mechanisms.

General publicity measures shall be treated as a separate subject in the Annual Report produced by the Focal Point for presentation at the Annual Meeting.

### 3. Project publicity measures

An information and publicity plan shall be prepared by the responsible promoter or intermediary for each project, and shall be included in the application for grant assistance from the Financial Mechanisms. The plan should include:

- Aims and target groups
- Implementing measures and methods
- Budget
- Responsibility for implementation

The cost of the information measures, including technical assistance provided by consultants, shall be covered by the project budget.

Measures should include clear acknowledgment on all related documentation as well as on any promotional and publicity materials (e.g. course materials, brochures, leaflets, posters) of the assistance received. For example, all measures must be taken to ensure that participants of training schemes receiving support by the Financial Mechanisms are made aware of this fact.

All measures taken shall acknowledge support by the relevant Financial Mechanism(s) by using the following wording:

For support from the EEA Financial Mechanism:

- *Supported by a grant from Iceland, Liechtenstein and Norway through the EEA Financial Mechanism*

For support from the Norwegian Financial Mechanism:

- *Supported by a grant from Norway through the Norwegian Financial Mechanism*

For support from both the EEA and the Norwegian Financial Mechanism:

- *Supported by a grant from Iceland, Liechtenstein and Norway through the EEA Financial Mechanism and the Norwegian Financial Mechanism*

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The FMO shall be informed well in advance of the commencement of all projects and other events organised in connection with significant phases of project implementation to enable the FMO to participate.

*Following is a list of the required project publicity measures. Applicants should select those best suited to their project:*

## **4. Information and publicity measures**

### **4.1 Billboards and Commemorative Plaques**

In the case of infrastructure investments, on-site billboards shall be erected upon commencement of the work. Billboards shall be replaced within six months of completion by permanent commemorative plaques for infrastructures accessible to the general public. Specifications for billboards and plaques are described in Annex A and at the FMO website.

### **4.2 Posters**

In order to inform beneficiaries and the general public of the role played by the Financial Mechanisms, for example in the development of human resources and training, promoters or intermediaries should display posters indicating the contribution by the Financial Mechanisms on the premises of bodies implementing or benefiting from measures financed by the Financial Mechanisms (e.g. training centres).

### **4.3 Information material**

Publications (e.g. booklets, leaflets, newsletters) about a project shall contain a clear indication of the Financial Mechanisms as well as its emblem on the title page, either on its own or alongside any national or regional emblem used.

In the case of information made available by electronic means (e.g. websites, databases for potential beneficiaries) or as audio-visual material, the principles set out above shall apply.

### **4.4 Information events**

Organisers of information events such as conferences, seminars, fairs and exhibitions in connection with implementation of projects co-financed by the Financial Mechanisms shall undertake to make explicit the participation of the Financial Mechanisms. Organisers should inform the FMO of such events early enough to enable it to organise the appropriate participation if deemed necessary.

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**4.5 Project inaugurations and other significant phases of project implementation**

The FMO shall be informed well in advance of all project inaugurations or other events organised in connection with significant phases of project implementation to enable the FMO to organise the appropriate participation if deemed necessary.

**4.6 Additional measures**

The Beneficiary State, regional and local authorities, promoter or intermediary concerned may carry out additional measures if they deem this appropriate. They shall consult the FMO and inform it of their initiatives.

# Annex A of Publicity Guidelines

## Billboards

Billboards – whenever applicable – shall be erected on the sites of projects and shall include a space informing about the Financial Mechanisms’ assistance. The section of such billboards reserved for the Financial Mechanisms must meet the following criteria:

- (i) It shall take up at least 25% of the total area of the billboard.
- (ii) It shall bear the emblem of the Financial Mechanism(s) involved and the following text:

1. Financing by the EEA Financial Mechanism.

EEA FINANCIAL MECHANISM EMBLEM	- <i>Supported by a grant from Iceland, Liechtenstein and Norway through the EEA Financial Mechanism</i>
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2. Financing by the Norwegian Financial Mechanism

NORWEGIAN FINANCIAL MECHANISM EMBLEM	- <i>Supported by a grant from Norway through the Norwegian Financial Mechanism</i>
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3. Financing by the EEA and the Norwegian Financial Mechanism

EEA FINANCIAL MECHANISM EMBLEM and the NORWEGIAN FINANCIAL MECHANISM EMBLEM	- <i>Supported by a grant from Iceland, Liechtenstein and Norway through the EEA Financial Mechanism and the Norwegian Financial Mechanism</i>
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Where the competent authorities do not erect a billboard announcing their own involvement in the financing of a project, the assistance from the Financial Mechanisms shall be announced on a billboard specifically for that purpose. In such cases, the above provisions shall apply by analogy.

*The technical specifications for the production of the emblems of the Financial Mechanisms will be provided as soon as they are available.*

Billboards shall be removed within six months after completion of the work and replaced by a commemorative plaque.

### **Commemorative plaque**

The permanent commemorative plaque is to be placed at a site where it is naturally exposed to the public. The commemorative plaque shall bear the emblem(s) of the Financial Mechanism(s) involved and a reference to the Financial Mechanisms' co-financing of the project.

*Recommendations for the production of the commemorative plaques will be provided as soon as they are available.*