

Annex No. 1 – Instructions for publicity

A final beneficiary is obliged to follow these Guidelines even in the case of publicity related to the implementation of project. All the instructions herein are based on the Financial Mechanism Office document (Regulation – *Annex IV. – Information and Publicity Requirements, Communication and Design manual*), which is accessible via websites www.eeagrants.com, www.norwaygrants.com. In case some information is missing in these Guidelines, the final beneficiary shall abide by the above mentioned documents.

The document *Communication and Design Manual* contains recommendations in English on how to create a presentation of the project, how publications related to the project should look like, how to create the image and video documentation of the project, suggestions for the website development or utilization of social networks, how to organize promotional events within the project, how to communicate with journalist and organize press conferences etc.

1) Publicity Plan

The final beneficiary is obliged to provide the information about the project to the widest possible audience and stakeholders on the national, regional and local level. For this purpose, the final beneficiary has submitted the Publicity Plan within the project application, which becomes, once the project is approved, a binding basis for the implementation of the project undertaken.

In the course of the project implementation the final beneficiary is obliged to control whether all the provided information on the project and its implementation is provided in accordance with the respective Publicity Plan and whether, in the case of events of informatory character, conferences, seminars etc., are the information on the EEA and Norway Grants placed on visible spots.

Revisions of the Publicity Plans are subject to the revision procedure referred to in chapter 5 of the Guidelines.

2) Provision of information on the project

All the information published shall be provided in accordance with the Publicity Plan. The information provided on the respective website shall include:

- information on the project
- information on the progress of project implementation, successes and outcomes of the project
- information on cooperation with entities from donor states
- image documentation (eventually video documentation) of the project

Apart from this, the information provided shall contain the contact information and a visible link to the given programme, in the framework of which the project is supported, and also to the grant mechanism, from which the programme is supported (see the chart below).

3) Visual identity

All the provided information and materials for publicity of a project financed by the EEA and Norway Grants should be in accordance with the document Communication and Design Manual. The respective required templates and samples (logos, PowerPoint presentations, billboards etc.) are available via www.eeagrants.com and www.norwaygrants.com or www.eeagrants.cz and www.norwaygrants.cz in the PDF format. For creation of own information materials and texts, the final beneficiary is obliged to use exclusively the up-to-date version of these templates.

The final beneficiary is also recommended to ask the respective project manager of the Programme Operator for consultation concerning the layout of the information materials. Before the final version is made, it is necessary to check whether the proper logos are used and the text is clear and comprehensible.

A) *Billboard*

The final beneficiary is obliged, in course of the implementation of the project, to place a billboard on a visible place on the object directly related to the implementation of the individual project, in case it fulfills the following presumptions:

- the contribution from the grant is greater than 50 000 EUR (i.e. 1 240 000 CZK);
- the contribution is intended for financing the activities related to the object, infrastructure or construction works.

Billboards shall contain clear and comprehensible information concerning the project implemented, i.e. full name of the project, a logo of the respective grant mechanism (see the chart below paragraph 2 of point 3 D) – utilization of logo) and link to the website of the grant mechanism. The final beneficiary also may place her or his logo on the billboard. The information about the project shall include information on the amount of grant awarded and what exactly is financed by the respective grant, information on intended objectives of the project, its implementer and information about target groups the project is focused on.

Technical parameters of the billboard:

- Minimum dimensions of the billboard are **2000 mm in width and 1000 mm in height**.
- The billboard must be produced of durable material which is commonly used for large-scale printed billboards.

B) Commemorative plaque

After completion of implementation of the given activity within the project, and before the project is finished, the billboard must be replaced with a durable commemorative plaque of prescribed dimensions.

Technical parameters of the commemorative plaque:

- Minimum dimensions of the commemorative plaque are **200 mm in height and 300 mm in width.**
- The commemorative plaque must be produced of durable material, e.g. anodized aluminum, brass, plastic etc., with a thickness of at least **2 mm.**
- The print must be made in three colors:
 - Dark blue: PMS C 187
 - Red: PMS C 647
 - Black at 70%
- The surface and edges must be coated with hot varnish at 80°C. Before the plaque is varnished, the holes for fixing must be drilled.

The commemorative plaque must contain information about support in Czech and English language with the following wording:

In case of support from the EEA Grants:

Podpořeno grantem z Islandu, Lichtenštejska a Norska.

Supported by grant from Iceland, Liechtenstein and Norway

In case of support from the Norway Grants:

Podpořeno grantem z Norska

Supported by grant from Norway



C) Stickers for the purchased equipment

The final beneficiary is obliged to use a sticker in the case of equipment purchases, in the case the acquisition is financed by the EEA and Norway Grants 2009-2014, and then label each item of this equipment with the respective sticker.

Technical parameters of the commemorative plaque:

- Minimum dimensions of the sticker are 100 mm in width and 55 mm in height.
- The text must be accompanied with the logo of the respective grant mechanism (see chart below paragraph 2 of point 3 D) – Utilization of the logo).
- The sticker must be printed on self-adhesive sticker sheets.

The sticker must contain information about support in Czech and English language with the following wording:

In case of support from the EEA Grants:

Podpořeno grantem z Islandu, Lichtenštejska a Norska.

Supported by grant from Iceland, Liechtenstein and Norway

In case of support from the Norway Grants:

Podpořeno grantem z Norska

Supported by grant from Norway

D) Utilization of logo

The logos of the EEA and Norway Grants must be used in a uniform form across individual programmes in the red PMS 187C and blue PMS 647C colors or in the black and gray PMS 7534 C colors.



PANTONE 187 C



PANTONE 647 C



PANTONE 7534 C

The minimum size of the logo is 15 mm.

The EEA Grants



The Norway Grants



The final beneficiary is obliged to use the respective logo of the grant mechanism from which the grant for the implementation of the given project has been awarded. The grant mechanisms are divided according to the programmes in the framework of which the given projects are supported.

Programme No.	Name of the Programme	Grant Mechanism
CZ02	Biodiversity and Ecosystem Services & Environmental Monitoring and Integrated Planning Control & Adaptation to Climate Change	<i>EEA Grants</i>
CZ04	Children and Youth at Risk	<i>EEA Grants</i>
CZ05	National, Regional, Local Initiatives to Reduce Inter-Group Inequalities and to promote Social Inclusion	<i>EEA Grants</i>
CZ06	Cultural Heritage and Contemporary Arts	<i>EEA Grants</i>
CZ08	Pilot studies and surveys on CCS technology	<i>Norway Grants</i>
CZ10	Capacity-building and Institutional Cooperation between Beneficiary State and Norwegian Public Institutions, Local and Regional Authorities	<i>Norway Grants</i>
CZ11	Public Health Initiatives	<i>Norway Grants</i>
CZ13	Domestic and Gender-Based Violence & Mainstreaming Gender Equality and Promoting Work-Life Balance	<i>Norway Grants</i>
CZ14	Schengen Cooperation and Combating Cross-border and Organized Crime, including Trafficking and Itinerant Criminal Groups	<i>Norway Grants</i>
CZ15	Judicial Capacity-building Cooperation and Correctional Services, including Non-custodial Sanctions	<i>Norway Grants</i>

E) Utilization of programme color palette

The use of color is also different in the case of individual programmes (programme areas). For each programme one color and its shades are recommended. Since the programmes focused on the same programme areas are implemented in other 14 beneficiary states, similar colors are recommended for individual programs, so as to ensure uniformity across the beneficiary countries. The final beneficiary is recommended to use the prescribed color shade of the relevant programme, in the framework of which she or he implements her or his own project, on all publicity materials, i.e. inside information materials or in the form of additional graphic details etc.

Programme CZ02 - Biodiversity and Ecosystem Services & Environmental Monitoring and Integrated Planning Control & Adaptation to Climate Change



Programme CZ06 - Cultural Heritage and Contemporary Arts



Programme CZ04 - Children and Youth at Risk

Programme CZ05 - National, Regional, Local Initiatives to Reduce Inter-Group Inequalities and to promote Social Inclusion

Programme CZ10 - Capacity-building and Institutional Cooperation between Beneficiary State and Norwegian Public Institutions, Local and Regional Authorities

Programme CZ11 - Public Health Initiatives



Programme CZ08 - Pilot studies and surveys on CCS technology



Programme CZ13 - Domestic and Gender-Based Violence & Mainstreaming Gender Equality and Promoting Work-Life Balance

Programme CZ14 - Schengen Cooperation and Combating Cross-border and Organized Crime, including Trafficking and Itinerant Criminal Groups

Programme CZ15 - Judicial Capacity-building Cooperation and Correctional Services, including Non-custodial Sanctions

