



European Union

TEMPUS Communication
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Topics

- The Bigger Picture
- Tempus project Communication Responsibilities
- EU Comm. & Visibility Manual
- Press Releases
- Top Tips and Timing
- EU Delegation Suppo



EU Key Messages – in the world

- The EU delivers concrete **results in the fight to eradicate poverty** and achieve sustainable development on a global stage
- The EU's external policy aims to promote the **core European values** of peace, stability, democracy and prosperity
- As the world's largest donor, the EU is the **champion of multilateralism** and nurtures relationships with strategic partners in the quest for sustainable results

Communication responsibilities



- 1. Publicise, Document & Coordinate** your achievements and developments
- 2. Define** a communication **strategy and set a budgeted plan** – using the templates annexed
- 3.** Follow the **Visibility manual**
- 4.** Hire and/or designate **Communications officer/contact**



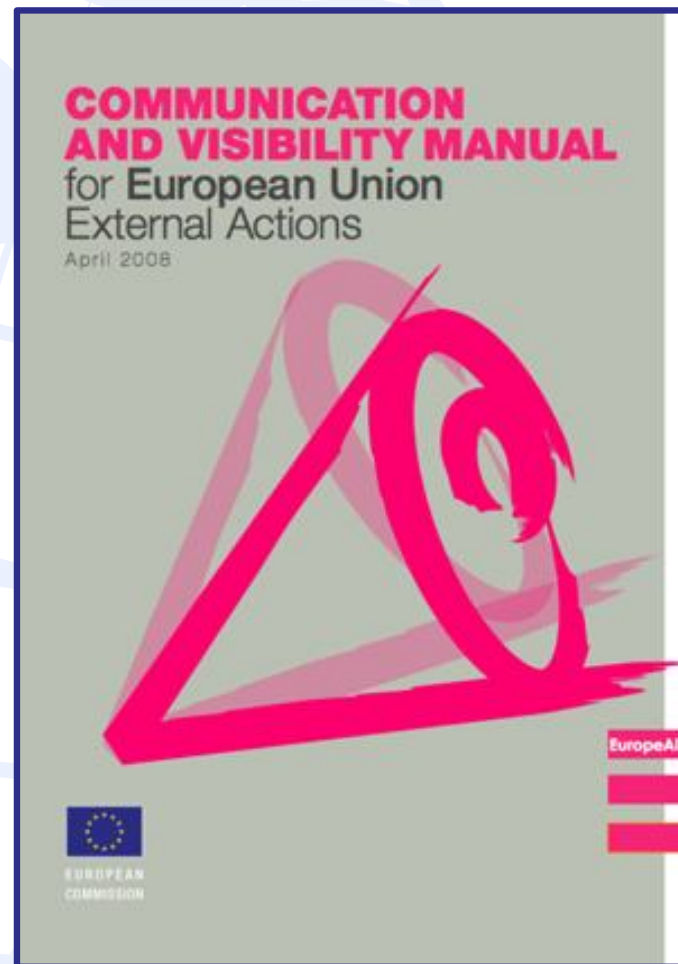
The Visibility Clause

1. Financing Agreements: Annex I – General Conditions

- “Every project/programme financed by the Community shall be the subject of appropriate communication and information operations. These operations shall be defined under the responsibility of the Beneficiary with the approval of the Commission”*
- “These communication and information operations must follow the **rules** laid down and published by the Commission for the **visibility of external operations** in force at the time of the operations”*

Communication & Visibility Manual

Guides EU-funded projects
**to raise awareness of EU
support, its results and its
impact.**



Basic Requirement

*always mention that
"this project is funded by the EU"*



EU Identity

- EU Visibility messages and EU “brand”
 - ➔ the EU flag (***Clear identity***)
 - ➔ messages of support and solidarity, etc.



Core communication tools



Manual provides examples and guidelines.

EU Visual identity templates

Templates:

For each of the visual elements you will find templates in Word and EPS format in the zip file that are readily reusable.



[Display panel](#) [19 MB]



[T-shirts](#) [3 MB]



[Model plaque](#) [353 KB]



[Brochure](#) [7 MB]



[Banner](#) [621 KB]



[Press Releases](#) [8 MB]



[Vehicles panels](#) [2 MB]



[Leaflet](#) [11 MB]



[Caps](#) [198 KB]



[Newsletter](#) [15 MB]

One guiding principle: Clear identity = European flag

Specifics

- **Brochures, Web pages and/or Reports** should follow the templates [1] and include:

1. **Disclaimer:** *"This publication has been produced with the assistance of the European Union. The contents of this publication is the sole responsibility of the (name of the author/contractor/implementing partner/IO) and can in no way be taken to reflect the views of the European Union."*

2. **General Statement of the EU (and Tempus Programme):** *"The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms." "The European Union is committed to sharing its achievement and its values with countries and peoples beyond its borders."*

[1] Electronic versions of these templates are available at the following address: http://ec.europa.eu/europeaid/work/visibility/index_en.htm

Basic plan for a press release (1)

■ **Headline***

- Short and punchy.
- Should contain an active verb.
- Could mention the European Union.
 - *eg: EU-funded project helps Ukrainian officials develop new skills*

■ **Introductory paragraph**

- Summary of key points.
- Five Ws (and one H): who*, what, where, when, why*, how

Basic plan for a press release (2)

- **Main body of the press release**
 - Attractive points of results and/or event
 - Figures, statistics and other hard data
 - Quotation
- **Background information on the project**
 - Basic facts to simply understand main goals
 - Project description can be attached as an easy-to-read project fiche.
- **Contacts**



The basics of good communication

- Know **who** you want to communicate with (**target**)
- Know **what you want to say** to them (**message**)
- Know how to say it so **they will hear you** (**tool**)
- Say it in **language they will understand**
- Listen to what they say to you (**feedback**)
- Adapt your communication to take account of it (**evaluation and self-assessment**)

Top tips:

- **KISS** – **K**eep **I**t **S**weet & **S**imple/Keep It Short & Simple
- Be creative & focus on **the human factor**
- Use **eye-catching, story-telling** graphics/photos
- Think local: ensure compatibility with local social/religious norms

Photographs

■ **Good**



■ **Bad**



TIMING

- Good **PLAN** of **actions**
- Plan **early** and **consult ALL** concerned
- Good **coordination** with **EU Delegation**
- **Define target audiences** and plan timing according to their needs.



"It's not enough to just show up. You have to have a communication plan!"

EU Delegation Support

- Website
- Press contacts
- Cooperation News(letter)
- Info. Material
- Basic support for good communications practices





■ **THANK YOU**

