



EU DELEGATION TO SERBIA

COMMUNICATION GUIDELINES

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These communication guidelines apply to EU projects implemented in Serbia and complement the European Commission's "[Communication and Visibility Manual for EU External Actions](#)" as well as the "[10 golden rules to ensure visibility of EU funding](#)" produced by the European Commission's Directorate-General for Neighbourhood and Enlargement Negotiations (ANNEX 4) They serve as rules and guidelines on how to successfully communicate your project to the Serbian public.

1. THE EU DELEGATION INFO TEAM

NAME, FUNCTION & EMAIL	RESPONSIBILITIES
Mr Ramunas JANUŠAUSKAS Head - Information, Communication and Press Ramunas.Janusausas@eeas.europa.eu	Coordination of team, planning, coordination of high-level events, budget execution, relations with government, press and public, relations with EU member states' embassies
Ms Nadežda Dramićanin Information and Communication Officer Nadezda.Dramicanin@eeas.europa.eu	Visibility of EUD and EU-funded programmes, event organisation, approval of visibility materials, relations with government, press and public, relations with EU member states' embassies, social media, relations with EUNIC, opinion polls
Mr Aleksandar Djordjević Press and Information Officer Aleksandar.Djordjevic@eeas.europa.eu	Relations with the press and government, event organisation, visibility of EUD and EU-funded programmes, approval of visibility materials, websites of EUD and of the EU Information Centre
Ms Vesna Manić Project Manager Vesna.Manic@eeas.europa.eu	Management of the EU Information Network, budget planning and implementation, grants, audio-visuals projects
Ms Dubravka Savić Project Manager Dubravka.Savic@eeas.europa.eu	Publications, budget planning and implementation, EU Visitors Programme, libraries' network, promo items
Visibility inbox Delegation-Serbia-Info@eeas.europa.eu	All promotional material, press documents and other visibility items should always be sent to the visibility inbox for approval, instead of the individual email addresses.

2. THE EU INFORMATION NETWORK

The EU Information Network consists of the [EU Information Centre](#) (EUIIC) in Belgrade as well as the EU Info Points (EUIPs) in Niš and Novi Sad, which are the implementing partners of EU Delegation's communication activities. Network of EU in Serbia library shelves and Team Europe are our network's partners. They provide citizens with information about the European Union and its institutions, EU - Serbia relations and the activities of the EU in Serbia.

As our contractor/implementing partner, you should at the beginning of your project **notify the EU Info Centre/Points, as your communication activities are complementary**. The EU Info Centre/Points will add visibility to your project by displaying your brochures and leaflets, playing your videos, posting your information on its website and including your project on our [Interactive](#)



Project Map¹. To include your project in the Project Map, please get in touch with your Project Manager.

Exceptionally and in agreement with the EUD Info team, the EU Info Centre/Points may support you in your communication activities with technical or PR support. Please direct any such request to the EUD Info team first.

3. PROGRAMME/PROJECT COMMUNICATION STRATEGY

As a contractor or implementing partner of the EU Delegation, you have an obligation to communicate your project to the Serbian citizens. We therefore require of you to **prepare a communication strategy/plan at stage of your project** and to present it to your EUD Project Manager and the Info Team.

You must devote financial resources and/or communications PR experts to implement the approved communication strategy/plan. Please see the EU visibility guidelines for templates and further guidance on how to write a communication strategy/ plan.

Once your communication strategy/plan is approved by the EUD, we expect you to coordinate major steps of this plan with the EUD to ensure greater impact.

Your Project Manager and the Info team **must always be informed of every upcoming activity.**

WE PLAN OUR ACTIVITIES TOGETHER EARLY ON! CALL US, WRITE TO US, MEET AND DISCUSS YOUR PLANS WITH US!

4. MESSAGES

Whichever communication tools you decide to use, your **messages need to be adjusted to your audience, and – as the end beneficiary – the Serbian citizens.** Do refrain from using highly technical language, jargon and acronyms. Do not simply copy-paste information from contracts, terms of references and internal project documents. When there is a need to use technical language or refer to EU regulations, please explain in simple wording and avoid acronyms. For example, instead of IPA you can refer to EU donations, pre-accession funds, EU funds.

Do stress the overall objectives that your project contributes to and how it makes a difference for Serbian citizens (e.g. economic benefits, better life quality through cleaner water, public health, empowering disadvantaged groups, ensuring fundamental freedoms, security, consumer protection etc.).

5. APPROVAL OF PROJECT VISIBILITY MATERIALS

The EUD Info Team must be consulted on all visibility materials, templates, promotional items, website designs and similar. Draft or demo versions of such materials must be sent to your Project Manager and to the EUD Info team's functional email for approval:

DELEGATION-SERBIA-INFO@EEAS.EUROPA.EU

Please refrain from sending visibility materials to individual email addresses of the Info team members, as these block individual inboxes and will be deleted immediately. The functional mailbox should be used instead. Due to a high number of requests, please allow at least a week for the Info team to react to your materials, although we do try to clear them as fast as we can. In urgent cases, send an e-mail to Aleksandar Djordjevic and Nadezda Dramicanin informing them that materials are waiting to be approved.

¹ The EU project map is currently being upgraded.



6. EU VISIBILITY REQUIREMENTS

Do read the "[Communication and Visibility Manual for EU External Actions](#)" (2010)" and its templates.

The manual sets out **requirements** and **guidelines** for written materials, press conferences, presentations, invitations, signs, panels and plaques and all other tools to highlight EU participation.

Alongside compulsory elements, you are encouraged to create your project's visual identity making it unique and recognisable to your audiences. However, in all cases, your project and activities should be presented as donations of the European Union loud and clear.

Please find below further instructions to contractors and implementing partners in Serbia.

6.1. PROJECT NAMING AND BRANDING

Do make an effort to brand your contract/project. Official names should be shortened and adopted for communication with the media and wider audiences, in agreement with the beneficiary institution and EUD. If your project aims to raise awareness, you can create an individual project logo. The logos should preferably include some form of EU symbol (stars, blue/yellow colours etc)! It must be placed next to the EU flag and include a sentence on EU funding in all public materials/documents. Do consult your Project Manager and the Info team on the need for a shorter/catchier name and a logo for your project.

For more detailed instructions, please see ANNEX 1.

6.2. WEBSITES

Websites should only be created if the lifespan of the project is 2 years or longer and has a strong communication component. You should always consider the sustainability of a website, and may prefer to integrate it into the website of the project beneficiary institution. The Info team can provide further guidance.

In case you opt for a project website, its template and structure must be coordinated with the Info team. The EU flag should be clearly displayed together with the acknowledgement of EU funding and must be hyperlinked to the [EUD website](#). Once your website is up and running, the link should be added to the [Links](#) section on the EUD site, as well as your beneficiary's and other partner's websites.

6.3. SOCIAL MEDIA

Do use social media to promote your project to target audiences. Social media channels of the EU Info Centre/Points as well as those of your beneficiary institutions should be your first channels of communication. In specific cases, if your project has a longer-term awareness raising component, consider creating your own social media platforms, in coordination with the EUD and the beneficiary institution. The Info team and the EU Info Centre social media manager will provide guidance, but in all cases EU symbols and acknowledgement of EU funding must be there. On Twitter the hashtag #EUdonacija should be used.

In addition, you must be aware of the [European Commission's guidelines](#) on the use of social media platforms when using them in your personal capacity.

EU Information Network social media accounts:

EUIC

Facebook: www.facebook.com/euinfo.rs

Twitter: twitter.com/EUICBG

YouTube: www.youtube.com/EUICB



EUIP Nis:

www.facebook.com/euipnis

twitter.com/EUinfoNis

EUIP Novi Sad:

www.facebook.com/euipnovisad

twitter.com/EUinfoNoviSad

6.4. PUBLICATIONS

The **language used in publications should be simple, clear and void of EU jargon**. Please refrain from producing leaflets which are a copy-paste of your Project Terms of Reference.

Do create your own visual identity in your publications, use photos and illustrations to make publications more appealing to readers. Please make sure that all your publications are approved by the EUD and send publications in printed and electronic form to EU Info Centre for further dissemination.

Do use the language that your end user prefers - Serbian. Print materials in English only if necessary.

6.5. NEWSLETTERS

Newsletters should only be produced for very specific audience. Do refrain from producing heavy files. Instead, focus on success stories and important news. We recommend using email with short news stories directing the reader to the website where more information can be found. Save trees, don't print your newsletters!

6.6. PRESS RELEASES

Press release should be written in simple language void of jargon. The template, format and content of your press releases must be coordinated with the EUD Info team.

Once the template of your press release has been agreed, please use the same template until the end of your contract. Unless otherwise agreed, the Info team should clear and approve each press release you plan to issue. Your press releases will also be posted on the EUD website.

Please direct your request for advice and approval to: DELEGATION-SERBIA-INFO@EEAS.EUROPA.EU

6.7. INTERVIEWS / COMMUNICATION WITH THE MEDIA

Interviews, media statements and TV appearances can be an effective way of informing a broad and diverse audience of your project activities and results. Your project team, partners and stakeholders can also be spokespeople of the project and are encouraged to talk to the media but they must **always clearly state in their interviews or media appearances that the project is funded by the EU, what the main objectives are related to the EU integration process and list concrete benefits for the Serbian citizens**.

You are encouraged to prepare a **brief project fact sheet** which you can always distribute to journalists, to make sure important information is not omitted.

Your Project Manager and the EUD Info team must always be informed of your intentions to do interviews or similar media appearances.

EUD representative can give interviews/statements on behalf of your project if there is a need to raise public attention and the level of visibility. Please consult with the EUD Info team on the appropriate level for your media appearance.



6.8. AUDIOVISUAL MATERIAL

Audiovisual material may be appropriate, but can be expensive to produce, so should only be prepared when there is a realistic chance of it being widely watched. Often there are more efficient ways to promote the project, for example by inviting a TV crew to make a story about the success of your project. Please consult with the Info team on the most appropriate form for your audiovisual material.

Audiovisual material should focus on the human aspect of your project and how the project has benefited citizens. We request to see the concept of your video/other materials and will need to approve your final script in Serbian before the production phase.

In case you conduct interviews for your audiovisual material, as a general rule you should always interview a EUD representative. Please however refrain from using too many interviews and statements in your audiovisual materials and focus as much as possible on the human aspect of your project.

Your audiovisual material should clearly make reference to EU funding. Unless otherwise agreed with the EUD Info team, EU funding should clearly be stated at the beginning of the video, in the speaker's off as well as on the final screenshot. Where appropriate, EU symbols and flags should be used as background behind speakers.

All audiovisual material produced must be sent to the EUD and the EUIC for uploading on websites/youtube channel and further distribution as appropriate.

6.9. CAMPAIGNS

All EU funded projects, which have a media campaign/awareness raising component, must consult with their Project Manager and the EUD Info team about the implementation of such a campaign well in advance. The EUD Info team will provide comments and guidance and will approve the campaign plan. One press Info officer will be in charge of following your campaign throughout its implementation period.

6.10. EVENTS

Any project event **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 by beneficiaries, the contractor, EU member state embassies or other partner bodies without EUD involvement.

If many events are planned under your programme, project or grant-scheme please prepare a forward planning table to facilitate planning for EUD participation (table template included in ANNEX 2). Please send this table to the EUD on a regular basis, indicating where high-level EUD participation is required.

Below you will find a detailed step-by-step guide for organising events. **EUD may at its discretion cancel or postpone events which have been organised without prior consultation.**

01 Formulating the concept/programme of your event:

During the planning phase, do **inform your Project Manager at least 4 weeks in advance** proposing a draft programme, main messages, target audiences and proposed speakers. Your Project Manager will give you guidance and advice and will direct you towards the EUD Info team.

02 Meeting with a EUD Info team member:

The name of the person who will be responsible for following your event from the Info team will be communicated to you as soon as possible.



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Do meet the Info officer responsible (if appropriate together with the beneficiary institution) at the very early stage of your event planning. The Info officer will give you concrete guidance for every step of the process.

We will clarify the protocol/programme of the event with you. This needs to follow certain rules (concerning the level and order of speakers). All high level media events must be attended by someone from the EUD (which means that, as a minimum, the responsible Project Manager must be there).

03 Setting the date of the event:

Any EU project event must be set according to the availability of the EUD, as the (main) donor. All dates of high level events where the presence of the Head of Delegation is required must be coordinated 4-6 weeks in advance. The EUD reserves the right to set the date and level of attendance.

It is very important for the EUD to have a draft agenda with list of speakers you intend to invite in order to be able to discuss and decide which EU official will attend your event.

04 Creating visibility materials for the event:

All visibility materials which you wish to distribute at your event - such as leaflets or brochures - need to be approved in advance by the Info team.

05 Sending out invitations:

You are responsible for drafting invitations and inviting speakers and audiences to your event, which can be done by letter or email. If needed, the Info officer can provide you with contacts of high level speakers such as Ministers. In certain cases, we can also make the contacts on your behalf.

06 Project background in English:

You will be asked to provide us with the project background in English. Your Project Manager will provide you with the template for this exercise.

07 Speaking points:

Your Project Manager may ask you to contribute to the speaking points for the EUD representative attending your event.

08 Media announcement:

1-2 weeks prior to the event, you will be asked to draft a media announcement in Serbian and English and send to the Info officer who will finalise, visually adjust and approve the documents. A couple of days before the event and in coordination with the beneficiary institution's press service, the Info officer will send the media announcement out to the EUD media list and post it on the EUD website. For smaller scale/local events, the consultant will be asked to invite the media directly, but the media announcement can be uploaded on the EUD website. The Info officer can provide you with examples of well written media announcements.

09 Press release:

A press release is usually issued on the day of the event, immediately after the event has taken place. 1-2 weeks prior to the event, you will be asked to draft a press release in English and Serbian and send to the Info officer who will finalise and approve it. It is your responsibility to provide journalists with copies of the press release at the day of the event. The Info officer will also send the press release out to the EUD media list and post it on the EUD website. The Info officer can provide you with examples of well written press releases.

10 Press packs:

You are responsible to provide press packs to the media on the day of your event, as previously agreed with the Info officer. Press packs can include all promo materials produced by your



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project, project background/factsheet, press release and other materials relevant for the journalists.

11 - Press clipping:

You are encouraged to make a media monitoring report after your event has taken place and to send them to your Project Manager and the Info officer after your event.

6.11. **EU BRANDING: GETTING IT RIGHT**

01 Use of logos

It is important that all material have reference to EU funding and the EU logo/flag is clearly visible and centrally placed. All materials must be approved by the EUD Info team in advance.

Please consider the following guidelines before sending us materials for approval:

Roll-ups, roll/back walls, posters, power point presentations: EU and beneficiary institution logos should always be at the top of these materials to be visible to the public and cameras. Logos of contractors cannot be placed in the same line as the EU/beneficiary institution logos.

Templates/Letterheads: EU and beneficiary institution logos should always be at the top with clear EU funding indication "project funded by". Logos of contractors should be at the bottom with a clear indication "project implemented by".

Logos of the beneficiary institutions/grant implementing partners should also be/appear on the materials to display our partnership.

Logos of contractors can appear on promotional items such as publications, brochures, leaflets, factsheets. As a rule, they should not appear at the top of the first page but rather at the bottom or at the end of the publication. Logos of contractors should NOT APPEAR on promotional items/goodies such as bags, t-shirts, pens and other similar smaller promo items.

In case of co-financing, contractors/international organisations must consult EUD on the display of their logos on materials and must ensure that EU visibility is top priority.

02 Service contracts: promotional material

Promotional materials should always respect the EU visibility guidelines. You can use templates provided in the EU visibility manual, however you can also modify the templates so long as EU flag or symbols are clearly in the foreground.

Promotional materials are usually aimed at Serbian audiences so should be primarily in Serbian language, in Cyrillic or Latin.

The EU funding sentence should always be combined with the EU flag and can be formulated in Serbian as follows: "Projekat finansira Evropska unija".

For smaller items such as pens, USB sticks etc. shorter versions can be accepted such as "EU donacija", "finansira EU", "EU projekat" or simply "Evropska unija", together with the EU flag.

For materials such as t-shirts, caps or other clothing items, it is preferable to indicate "Evropska unija", if possible followed by your project website or the EUD website "www.europa.rs"



Examples: Service contract visibility materials






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 мом детету да иде
 у школу, кад је ја
 нисам завршио!
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 да уписах неку
 средњу школу.
Душанца

Хоћу
 да се запослим
 као трговац.
Данијел

Ништа ми није
 тешко, учим
 заједно са ћерком.
Силвија

Значи се не
 датириша.
 Давно сам само
 бојазан, али сад
 знамо другу везу,
 негога нам је била.
Нелена и Филип

Свиђају ми се
 стручне обуке,
 то су супер
 занимања.
Јагода

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 тел. 011 26 36 626, факс 011 26 36 022
 e-пошта: info@drugasansa.rs





03 Supply and works contracts: examples

EU branding is extremely important for all purchases and constructions funded by the EU. **EU branding/flag must be central on all visibility signs/plaques.** Contractors are required to use specific templates adjusted to EUD branding in Serbia as described below. All branding must be approved by the EUD Info team in advance.

Use of languages: supply and works contract visibility signs should by default be in Serbian language, in Cyrillic or Latin as preferred by the beneficiary institution. For larger and very visible projects, the visibility signs should also be in English and/or the regional language (Hungarian, Albanian etc.) depending on the project. Your project manager and Info officer will decide on the use of language on a case by case basis.

For example, a commemorative plaque about a reconstructed factory built next to the Serbian highway should be both in Serbian and in English language since the target audience can also be foreign citizens. On the other hand, computer equipment in an office of a hospital will be visible to Serbian audiences only and should therefore only be branded with stickers in Serbian language.

For supply contracts, stickers and commemorative plaques must be produced and placed so that they are as visible as possible. They must be approved by your Project Manager and Info team as well as the beneficiary institution where applicable.



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Stickers:

For items such as such as equipment/furniture/vehicles etc., there should be a clear designation of the EU logo and funding sentence, provided by a sticker or a plaque on the equipment itself. The following simple wording can be used in most cases:

"Donation of the European union – Donacija Evropske unije"

Only the EU logo/branding should be used for stickers, unless otherwise agreed with the EUD.

Stickers should be of size proportionate to the equipment purchased.

Examples of EU branding for equipment/vehicles



Commemorative plaques:

Commemorative plaques must be produced and installed at the entrance of the equipped room/laboratory, at the entrance or in a visible spot in the building/facility recipient of the EU donation.

The following wording can be used:

"This institution was equipped with support by the European Union – Ovu ustanovu je opremila Evropska unija"

"This laboratory was equipped through a donation of the European Union – Ova laboratorija je opremljana uz pomoć donacije Evropske unije"



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"This equipment was donated by the European union – Ovu opremu je donirala Evropska unija"
...or other similar text agreed with the Info team. Such plaques should be installed at locations where they reach maximum visibility.

Where appropriate, commemorative plaques can also be placed on the road close to the building/facility recipient of the EU donation.

The size of the plaques can be A5/A4/A3 or other sizes as agreed with the EUD.

The contractor must consult with EUD and the beneficiary institution who will give instructions on the best positions and size of the plaques on a case by case basis.

Logos of beneficiary institutions/grant implementing partners should figure on commemorative plaques where possible.

The EUD may decide not to include contractors' logos on commemorative plaques.

Examples of commemorative plaques





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For **works contracts**, you have an obligation to place a temporary signboard during works and a commemorative board after the completion of the works.

Temporary visibility board:

A temporary board should be placed during works, in addition to the board prescribed by the national Law in Serbia. Recommendation of size is 170x150cm, with 2.2m height of pillars.

Example of temporary plaque in works contracts



Commemorative board:

Upon completion of a works contract, the contractor must prepare a commemorative board to be placed at the entrance of the constructed building or on the road where the works were executed.

The following wording can be used:

"This municipality was assisted by the European Union – Ovu opštinu pomaže Evropska unija"

"This road was reconstructed through a donation by the European Union – Ovaj put je izgradjen kroz donaciju Evropske unije"

"This bridge was constructed with the support of the European Union – Ovaj most je izgradjen uz pomoć Evropske unije"

...or other similar text agreed with the EUD Info team. Such boards should be installed at locations where they reach maximum visibility. Recommendation of size is 170x150cm, with 2.2m height of pillars.

The contractor must consult EUD and the beneficiary institution who will give instructions on the best positions and size of the plaques on a case by case basis.



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Examples of commemorative plaques upon completion of a works contract



All visibility materials can be financed from the contract funds. Where the contract does not foresee sufficient funds for this purpose, please bring this issue to the attention of your Project Manager to find solutions for the financing of adequate visibility.



7. EU VISIBILITY CHECK-LIST

To help you remember and internalise the main aspects of EU rules and requirements, we have created a check list for your further use (ANNEX 3).

8. "10 GOLDEN RULES OF EU VISIBILITY"

Please also refer to the "10 Golden Rules to ensure visibility of EU funding" – ANNEX 4 – which can also be found on www.europa.rs/eng/eu-visibility-guidelines.

The "Golden Rules" offer additional guidance in everyday effective communication. We encourage you to draw inspiration from and apply the rules and the guidelines in your daily work.

For any further information, questions, and feedback or to request a meeting with the EUD Info team do not hesitate to contact us!

***THE EUD INFO TEAM LOOKS FORWARD TO WORKING WITH YOU
AND WISH YOU A SUCCESSFUL PROMOTION OF YOUR PROJECT!***