



**EUROPEAN UNION**

DELEGATION TO BOSNIA AND HERZEGOVINA

## **GUIDANCE ON PUBLICITY/VISIBILITY FOR EU FUNDED PROJECTS**

Dear Contractor,

Congratulations on your selection as a contractor to the Delegation of the European Union to Bosnia and Herzegovina!

Appropriate publicity and visibility of the project is an important part of the contract. We have a joint responsibility to ensure that the citizens of Bosnia and Herzegovina and taxpayers of the European Union Member States – who ultimately fund our projects – are well informed about our activities.

As per the General Conditions, a communication plan for the project needs to be designed – it does not have to be elaborate, but must be sufficient to ensure that the fact of EU funding is appropriately publicised. Full guidance can be found in the Communication and Visibility Manual for EU External Actions

[http://ec.europa.eu/europeaid/work/visibility/index\\_en.htm](http://ec.europa.eu/europeaid/work/visibility/index_en.htm) published by the European Commission. This is also available on the front page of our website, [www.europa.ba](http://www.europa.ba). From these guidelines we would like to draw your attention to key points:

- Mention of the EU's financial contribution
- Appropriate positioning and size of the EU logo on publications
- Use of the disclaimer statement

Assuming that the guidelines and the liaison arrangements agreed with the respective Programme Manager are followed, the Delegation does not need to approve every individual publication. Please feel free, however, to contact your Programme Manager for any questions or further guidance required.

The EU Delegation is always glad to collaborate on publicity for projects when they exemplify the policy priorities of the EU in Bosnia and Herzegovina, or represent important advances in the country's EU integration. In particular:

- We welcome suggestions of collaboration where a project has the following impacts: assists in job creation; improves the lives of citizens, directly or indirectly; exemplifies key EU standards.
- We are always interested in suggestions of specific 'media angles' to projects, for example opportunities for filming activities, individuals associated with the project who are comfortable talking to journalists or opportunities for visits to the project by senior Delegation officials.
- We welcomes photographs of the project 'in action' for use on the Delegation/EUSR's website, Facebook page and in publications.

The Delegation is also happy to consider proposals for endorsements from or visits by the Head of Delegation/EUSR, the Deputy Head of Delegation, or other senior officials. These require detailed preparation so please contact your programme manager in the first instance and well in advance. Conversely a member of our EU Communication Team may be in touch to discuss possible collaboration on publicity.

We wish you every success with the project and look forward to working together to promote the country's EU integration.

Yours sincerely



Holger SCHROEDER  
Head of Operations



Emile MABITA  
Head of Contracts and Finance



Andy McGUFFIE  
Head of Communication