



## **Communication on the Swiss Contribution: Information and publicity measures on project level**

This document lists the most important elements to ensure adequate information on projects implemented under the Swiss Contribution. To simplify the work of the National Coordination Units (NCUs), we have largely adapted the instructions of other donors to the needs of the Swiss Contribution. Adherence to the publicity measure at hand is focused on project level and does not exempt the NCU from other, more general publicity, information and communication activities in the frame of the Swiss Contribution.

The NCUs are requested to ensure that the following publicity measures are implemented:

### **1. Information and Publicity as Part of Project Implementation**

#### **Responsibilities of the National Coordination Unit:**

The NCU shall ensure that all projects under the Swiss Contribution shall be given adequate publicity. The NCU carries the overall responsibility for the implementation of the publicity measures in each project.

The NCU shall inform the Executing Agency on the requested project publicity measures and shall ensure their inclusion in the Implementation Agreement.

#### **Responsibilities of the Executing Agency:**

Information and Publicity Plan: The Executing Agency is requested to prepare an information and publicity plan as part of the Implementation Agreement. The plan should include:

- Aims and target groups of publicity activities
- Implementing measures and methods
- Budget
- Responsibilities for implementation of the publicity measures

All documentations, promotional material and publicity material shall mention that assistance is received by the Swiss Contribution.

The wording to be used for acknowledgement of assistance:

*Supported by a grant from Switzerland through the Swiss Contribution to the Enlarged European Union*

The costs of the information and publicity measures shall be covered by the project budget.

### **2. Types of Publicity Measures**

#### **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 1.

#### **Posters**

In order to inform beneficiaries and the general public of the role played by the Swiss Contribution, for example in the development of human resources and training, executing agencies or intermediate bodies should display posters indicating the support by the Swiss Contribution – i.e. logo of the Swiss Confederation (“Bundeslogo”) and hint on the Swiss Contribution – on the premises of bodies implementing or benefiting from measures financed by the Swiss Contribution (e.g. training centres).

**Information material**

Publications (e.g. booklets, leaflets, newsletters) about a project shall contain a clear indication of the Swiss Contribution – i.e. logo of the Swiss Confederation (“Bundeslogo”) and hint on the Swiss Contribution – 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.

**Information events**

Organisers of information events such as conferences, seminars, fairs and exhibitions in connection with implementation of projects co-financed by the Swiss Contribution shall undertake to make explicit the participation of the Swiss Contribution. Organisers should inform the SCO of such events early enough to enable it to organise the appropriate participation if deemed necessary. In cases where no SCO is in the country, the organisers should inform SDC /SECO and the Swiss Embassy directly.

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

The SCO (or SDC / SECO) 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 SCO to organise the appropriate participation if deemed necessary.

**Additional measures**

The Partner State, regional and local authorities, implementing agency or intermediate body concerned may carry out additional measures if they deem this appropriate. They shall consult the SCO and inform it of their initiatives.

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