

Annex 4

Information and Publicity Requirements

EEA and Norwegian Financial Mechanisms 2009-2014

1. Purpose

All information and publicity measures from the National Focal Point, Programme Operators and Project Promoters shall support the overall objectives of the financial mechanism:

- (a) contribute to the reduction of economic and social disparities in the European Economic Area; and
- (b) strengthen bilateral relations between the Donor State(s) and the Beneficiary States.

All measures carried out shall be in line with the Communication and Design Manual attached to this Annex.

2. Beneficiary States

2.1. Responsibilities of the National Focal Points

With the aim of highlighting the financial mechanism and to ensure that assistance from the mechanism is transparent, the National Focal Point shall proactively provide information on the financial mechanism and its Programmes to citizens of the Beneficiary State, potential beneficiaries and relevant stakeholders.

The National Focal Point shall ensure that Programme Operators fulfil their information and publicity obligations.

2.2. Preparation of the Communication Strategy

With reference to paragraph 4 of Article 4.3 of the Regulation, the National Focal Point shall develop a Communication Strategy with the aim of creating awareness of the existence, the objectives, the possibilities for and actual bilateral cooperation with Donor State entities, the implementation and the overall impact of the financial mechanism in the Beneficiary State.

The Communication Strategy shall include at least the following:

- (a) a description of the aims of the communication and the target groups, including Programme Operators, potential and actual beneficiaries, potential and actual partner entities from the Donor State(s);

(b) the strategy, means and content of the information and publicity measures, having regard to the added value and impact of assistance from the financial mechanism at national, regional and local levels, and within the supported sectors;

(c) at least three major information activities on progress in and impact from the financial mechanism, such as a seminar or a conference with stakeholders, a press conference or press event, including;

- i. a major information activity publicising the launch of the financial mechanism, presenting the objectives of the financial mechanism, the Programme areas and the possibilities for and actual cooperation with Donor State entities; and
- ii. a major closing event publicising the impact of the financial mechanism and its Programmes, including the bilateral cooperation with Donor State entities.

(d) a website dedicated to the financial mechanism(s) in the Beneficiary State, including the following information in the language(s) of the Beneficiary State and in English:

- i. information on the overall objectives of the financial mechanism(s);
- ii. information on bilateral cooperation with Donor State(s);
- iii. information on all Programmes;
- iv. information on impact from the financial mechanism support;
- v. an overview of open calls under the Programmes;
- vi. relevant documents;
- vii. a link to the website of the financial mechanisms [link];
- viii. links to all Programme websites;
- ix. links to websites of other relevant institutions;
- x. contact information.

(e) information on the administrative departments or bodies responsible for implementation of the information and publicity measures, including a contact person;

(f) an indication of how the information and publicity measures are to be evaluated in terms of visibility and awareness of the financial mechanism(s), its objectives and impact, supported Programmes and of the role played by the Donor State(s).

2.3. Review of the Communication Strategy

The National Focal Point shall submit the Communication Strategy to the Financial Mechanism Committee (FMC) within four months of the date of last signature of the Memorandum of Understanding.

In the absence of comments made by the FMC within two months of the receipt of the Communication Strategy, the strategy shall be deemed to be accepted. If the FMC sends

comments within two months of receipt of the Communication Strategy, the National Focal Point shall within one month send a revised Communication Strategy to the FMC.

In the absence of further comments by the FMC within one month of submission of a revised Communication Strategy, the plan shall be deemed to be accepted.

The National Focal Point shall commence information and publicity activities, where relevant, even in the absence of the final version of the Communication Strategy.

The need to amend the Communication Strategy shall be assessed as new Programmes are approved and in the Strategic Report, ref. section 2.4 of this document. The amended Communication Strategy shall be submitted to the FMC for comments.

2.4. Implementation and monitoring of the Communication Strategy

The National Focal Point shall ensure that the information and publicity measures are implemented in accordance with the Communication Strategy and that they aim to reach the widest possible audience, including key stakeholders at the appropriate territorial levels.

The National Focal Point shall inform the Monitoring Committee of the following:

- (a) the Communication Strategy and progress in its implementation;
- (b) information and publicity measures carried out;
- (c) the means of communication used; and
- (d) results achieved in awareness raising and ensuring transparency.

The implementation of the Communication Strategy shall be described in the Strategic Report, ref. Annex 3.

Organisers of information events such as conferences, seminars, fairs and exhibitions in connection with the implementation of the financial mechanism, its Programmes and projects shall undertake to make explicit and visible the support of the financial mechanism.

The National Focal Point shall inform the FMC in advance of any major information activities in order to provide the FMC the opportunity of participating.

3. PROGRAMME OPERATORS

3.1. Responsibilities of the Programme Operator

With the aim of highlighting the financial mechanism and of ensuring that assistance from the mechanism is transparent, the Programme Operator shall provide information on the Programme and the financial mechanism to citizens of the Beneficiary State, potential beneficiaries and relevant stakeholders. The Programme Operator shall develop and implement the Communication Plan as described below.

The Programme Operator shall ensure that Project Promoters fulfil their information and publicity obligations.

3.2. Preparation of the Communication Plan

Each Programme Operator shall include a Communication Plan in its Programme proposal, ref. subparagraph (a) of Article 4.7.2 of the Regulation.

The Communication Plan shall aim to create awareness of the existence, the objectives, the possibilities for and actual bilateral cooperation with Donor State entities, the implementation and the overall impact of support from the financial mechanism through the Programme.

The Communication Plan shall include at least the following:

(a) a description of the aims of the communication and the target groups, including potential and actual beneficiaries, potential and actual partner entities from the Donor State(s);

(b) the strategy and content of the information and publicity measures, including activities, communication tools and timeframe, having regard to the added value and impact of the financial mechanism's assistance at national, regional and local levels, and within the supported sector(s);

(c) information on at least two major information activities on progress in and impact from the Programme and the financial mechanism, such as a seminar or a conference with stakeholders, a press conference or press event.

(d) information on a website dedicated to the Programme, including the following information in the language(s) of the Beneficiary State and in English:

- i. information on the Programme and the financial mechanism;
- ii. an overview of open calls, including documents pertaining to the open calls;
- iii. information on selection criteria, procedures and deadlines;

- iv. information on all funded projects, including contact information, a description of the projects and their duration, the amount of funding allocated to the projects and information on cooperation with Donor State entities,
- v. information on impact from the Programme and financial mechanism support;
- vi. relevant documents;
- vii. a link to the website of the financial mechanisms [link];
- viii. a link to the website of the financial mechanism(s) in the Beneficiary State;
- ix. links to websites of donor programme partners and other relevant institutions; and
- x. contact information.

(e) information on the administrative departments or bodies responsible for implementation of the information and publicity measures, including a contact person;

(f) an indication of how the information and publicity measures are to be evaluated in terms of visibility and awareness of the Programme, the financial mechanism, their objectives and impact, and the role of the Donor State(s).

3.3. Implementation of the Communication Plan

The Programme Operator shall ensure that the information and publicity measures are implemented in accordance with the Communication Plan and that they aim to reach the widest possible audience, including key stakeholders at the appropriate territorial level(s).

The Programme Operator shall provide potential beneficiaries with clear and detailed information on at least the following:

- i) the calls for proposals;
- ii) the conditions of eligibility to be met in order to qualify for financing under the Programme and each open call;
- iii) a description of the procedures for examining applications for funding and of the time periods involved;
- iv) the criteria for selecting the projects to be financed;
- v) the selection procedures and decision-making structure;
- vi) the objective of and possibilities for networking and bilateral cooperation with entities from the Donor State(s);
- vii) the contacts at national, regional or local level who can provide information on the Programme and available funding; and
- viii) that acceptance of funding is also an acceptance of disclosure of summary project information and contact details.

In accordance with national laws and practices, the Programme Operator shall involve relevant entities that can widely disseminate the information listed above in information and publicity measures. Such entities include:

- i) national, regional and local authorities;
- ii) development agencies;
- iii) trade, professional and business associations;
- iv) economic and social partners;
- v) non-governmental organisations;
- vi) educational institutions;
- vii) information centres on Europe; and / or
- viii) embassies and other representatives of the Donor State(s).

The Programme Operator shall inform the FMC of any open calls and forward the open call documents in English at the latest two weeks before they are launched, in order for this information to be published on the website of the financial mechanisms [link].

Organisers of information events such as conferences, seminars, fairs and exhibitions in connection with implementation of the financial mechanism, its Programmes and projects shall undertake to make explicit and visible the support of the financial mechanism.

The Programme Operator shall inform the FMC in advance of any major information activities in order for the FMC to participate.

4. PROJECT PROMOTERS

4.1. Responsibilities of the Project Promoter

With the aim of highlighting the role of the financial mechanism and to ensure that assistance from the mechanism is transparent, the Project Promoter shall provide information on the project to the widest possible audience at the appropriate national, regional and/or local levels, including relevant stakeholders. The Project Promoter shall develop and implement the Publicity Plan as described below.

4.2. Preparation of the Publicity Plan

Potential beneficiaries shall include a Publicity Plan in their project application, with the aim of creating awareness of the existence, the objectives, any bilateral cooperation with Donor State entities, the implementation and the impact of support from the financial mechanism to the project, in accordance with subparagraph (l) of Article 5.3.1 of the Regulation.

The Publicity Plan shall include at least the following:

- (a) the aims and target groups, including stakeholders on a national, regional and/or local levels and the public;

(b) the strategy and content of the information and publicity measures, including activities, communication tools and timeframe, having regard to the added value and impact of financial mechanism funding;

(c) at least three information activities on progress, achievements and results in the project, such as a seminar or a conference with stakeholders, a press conference or press event, including a launch activity and/or a closing activity for the project; for projects whose grant size is less than € 500,000, two information activities are sufficient;

(d) measures for making information on the project available on the internet, either through a dedicated website or through dedicated web pages on an existing website:

- i. all Project Promoters shall seek solutions to have regularly updated project information available on the web, both in the language(s) of the Beneficiary State and in English;
- ii. all projects receiving a minimum of € 50,000 in financial mechanism support shall have dedicated project web pages; and
- iii. all projects receiving a minimum of € 150,000 in financial mechanism support and/or having a donor project partner shall have dedicated project web pages with information in English;

(e) information on the web shall include information about the project, its progress, achievements and results, the cooperation with Donor State entities, pictures, contact information and a clear reference to the Programme and the financial mechanism:

(d) information on the administrative departments or bodies responsible for implementation of the information and publicity measures, including a contact person;

(e) an indication of how the information and publicity measures are to be evaluated in terms of visibility and awareness of the project and the financial mechanism, their objectives and impact, and the role of the Donor State(s).

4.3. Implementation of the Publicity Plan

The Project Promoter shall ensure that the information and publicity measures are implemented in accordance with the Publicity Plan and that they aim to reach the widest possible audience, including key stakeholders at the appropriate territorial level(s).

Organisers of information events such as conferences, seminars, fairs and exhibitions in connection with implementation of the financial mechanism, its Programmes and projects shall undertake to make explicit and visible the support of the financial mechanism.

The Project Promoter shall, during the implementation of the project, put up a billboard at the site of each operation in line with requirements of the Communication and Design Manual and which fulfils the following conditions:

- (a) the total public contribution to the operation exceeds € 50,000;
- (b) the operation consists in the financing of a physical object, infrastructure or of construction operations.

The Project Promoter shall replace the billboard with a permanent commemorative plaque that is visible, of significant size and in line with the Communication and Design Manual no later than six months after completion of the project.

The Project Promoter shall ensure that those taking part in the project have been informed of the funding from the relevant Programme and the financial mechanism.

5. Design and visual profile

All information and publicity material related to the financial mechanism from the National Focal Point, Programme Operators and Project Promoters shall be in line with the Communication and Design Manual. The Manual sets out detailed technical requirements in respect of the use of logos, as well as billboards, plaques, posters, publications, websites and audiovisual material.

6. Web domain requirements

Each Beneficiary State shall acquire the addresses [www.eeagrants.\[country specification\]](http://www.eeagrants.[country specification]) and [www.norwaygrants.\[country specification\]](http://www.norwaygrants.[country specification]), and direct it to the website with information on the financial mechanism(s). These domain names shall be the standard URL for financial mechanism web pages on Beneficiary State and Programme Operator levels, and shall be used for promotional purposes. The address [www.norwaygrants.\[country specification\]](http://www.norwaygrants.[country specification]) is not required of Beneficiary States receiving support from the EEA Financial Mechanism only.

The National Focal Point shall assist each Programme Operator in defining a Programme name or abbreviation, adapted for and easily applicable on the web and redirect the appropriate URL, [www.eeagrants.\[country specification\]/\[adapted Programme name\]](http://www.eeagrants.[country specification]/[adapted Programme name]), or alternatively [www.norwaygrants.\[country specification\]/\[adapted Programme name\]](http://www.norwaygrants.[country specification]/[adapted Programme name]), to the Programme web pages.