

# Communication Guidelines – Implementation of Projects

## EEA and Norway Grants 2014-2021

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### 1. Introduction

Communication is an integral part of the implementation of the funding made available from Iceland, Liechtenstein and/or Norway through the EEA and Norway Grants. All information and communication measures undertaken by Project Promoters and entities acting as partners in the implementation of the EEA and Norway Grants shall bring to the attention of the general public of the European Economic Area the contribution of the grants to the overall objectives:

- (a) contribute to the reduction of economic and social disparities in the European Economic Area; and
- (b) strengthen bilateral relations between Iceland, Liechtenstein and/or Norway and the Beneficiary States.

Information and Communication Requirements of all stakeholders under the EEA and Norway Grants are included in the [Regulations on the implementation of the EEA and Norwegian Financial Mechanism 2014-2021](#), (Article 1.7 and Chapter 3).

[More specific requirements to be met by Project Promoters are contained in the Information and Communication Requirements EEA and Norway Grants 2014-2021](#) (Annex 3, Art. 2.3).

The following can be regarded as a preliminary orientation regarding these requirements, and, where they are more detailed, as their specification at the level of programme.

#### During the Application Phase

A communication plan is mandatory for all projects. The plan shall be prepared by the Applicant (and partner) and be included as an attachment to the Application Form, in line with the template for the communication plan. The communication plan should include a brief description of communication activities, aims and target groups, implementation measures and methods, budget including any subcontracting and responsibility for publicity activities.

Costs related to the information and publicity measures must be included in the project budget, including any subcontracting for professional photographers to document the project results.

**Important:** Applicants should select only those measures that are suited to their project.

The Project Promoter and Project Partners 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 and partners shall develop and implement a Communication Plan as part of the application for grants. The Project Promoter shall report to the Programme Operator on information and communication obligations. Project publicity

measures should be carried out by Project Promoters and their partners in accordance with the Project Contract.

## 2. Project Information and Publicity Measures

### Official Names of the Grant Schemes

The official names of the grant schemes are the EEA Financial Mechanism and the Norwegian Financial Mechanism. You will see one of these formal names used in all legal documents on the grant schemes, including the contracts for your project.

Whenever you as Project Promoter or Partner communicate the grants, you should use the brand names: EEA Grants instead of EEA Financial Mechanism and Norway Grants instead of Norwegian Financial Mechanism. This could be, for instance, communication through your website, presentations, social media, videos, brochures, conferences, press, etc.

Information and publicity measures should include clear acknowledgment of the assistance received from the Programme. This includes all event invitations, related documentation as well as any promotional and publicity materials.

Organisers of trainings receiving support by the EEA and Norway Grants should in addition inform the trainees verbally about the training being funded by the Programme.

Innovation Norway shall be informed well in advance of projects launching events and other events organised in connection with significant phases of project implementation to enable Innovation Norway representatives, or other officials from the Donor States or from the Beneficiary State, to participate.

### Information material

Publications (e.g. leaflets, newsletters) about a project shall contain a clear indication of the Programme as well as its logos on the title page or last page, either on its own or alongside any national or regional logo/emblem used.

Both the applicable EEA / Norway Grants logo and the Innovation Norway logo should always be included in any information material, with the exception of commemorative plaques as stated below. The applicable EEA / Norway Grants logo may stand alone in all publications, materials, press releases, etc., while the Innovation Norway logo shall only be used together with the EEA Grants logo.

In the case of information made available by electronic means (e.g. websites) or as audio-visual material, the principles set out above shall apply.

All information and publicity measures taken shall acknowledge support by the Programme by minimum using the following wording:

#### *EEA Grants, In English:*

Supported by a grant from Iceland, Liechtenstein and Norway through the EEA Grants [country] 2014-2021, in the frame of the [insert programme title – e.g. SME Growth Programme Romania].

#### *Norway Grants, In English:*

Supported by the Norway Grants 2014-2021, in the frame of the [insert programme title – e.g. Business Programme Bulgaria].

The acknowledgement must also be translated into the language of the beneficiary country – see Annex 2 for wordings.

#### **Events**

Organisers of events such as press/media involvement, conferences, seminars, relating to implementation of projects co-financed by the Programme shall explicitly mention the participation of the Programme.

#### **Visual documentation**

The results of the project shall be documented with videos, pictures and/or interviews. **One video testimonial** showcasing the results of the project **is expected** at the end of the implementation period. The documentation should show the situation before and after the project. Visual documentation may be subcontracted to professionals and the subcontracting is an eligible cost. The documentation of results should include the results of bilateral cooperation with the partner from a Donor State, if any.

#### **Project launch and other significant phases of project implementation**

Innovation Norway shall be informed well in advance of all project inaugurations or other events organised in relation to significant phases of project implementation to enable Innovation Norway to organise the appropriate participation if deemed necessary.

#### **Commemorative plaque**

Where larger, physical objects have been financed by the project, a permanent commemorative plaque shall be placed at sites where it is naturally exposed to the public. The commemorative plaque shall bear the EEA Grants logo or Norway Grants logo and a reference to the Programme's co-financing of the project.

#### **Websites**

The projects must be made visible on the company webpage / website of the Project Promoter.

#### **Additional measures**

The implementation of measures in addition to plans as initially approved shall be governed by the rules laid down under Annex 3 (Information and Publicity Requirements) to the Regulations on the Implementation of the EEA Financial Mechanisms 2014-2021, as applicable.

## Recommendations

You can compose your publicity text if the reference to the Programme is done in a correct way (use best judgement depending on the type of information material/event and/or space available in the document).

## Guidelines for testimonial videos – EEA and Norway Grants by Innovation Norway

For greater visibility of your project, we encourage you to create:

- one video testimonial at the **start** of the project, focusing on the needs / potential and expected results of the project;
- one at the **end** of the project, showcasing the results, the cooperation with the donor partnerships (if applicable) and overall laying out the positive impact of the grant on your business.

Please note that under the new communication guidelines, the costs of producing videos are eligible expenses in the project budget, including the costs of outsourcing the production of the videos to a professional third party. Innovation Norway recommends the outsourcing the production of videos to professional because it normally makes the quality better.

### Purpose of a testimonial

A testimonial is a recommendation or sharing of positive experience from the Project Promoters and/or partners in focus. Example of best practice video (Kaskada): [Customer Testimonial from KASKADA, Bulgaria \(with subtitles\)](#)



A video testimonial has multiple purposes and should:

- Present your project, the partnership (if any) and the results and tell the story
- Promote the opportunities in the programme for other enterprises in your country which might be interested in applying for the Grants and inform about the benefits
- Show how the financing from EEA and Norway Grants been important for the result
- Describe how you expect your business to change as a result of the grant
- **Promote the EEA and Norway Grants** and Innovation Norway's role in granting funding
- Showcase successful partnerships and cooperation including the benefits for all partners

Structure of a testimonial

Stick to one message and go straight to the point. Otherwise, you are free to tell your story.

Here are some **Points to be included:**

- How we work with our partner
  - o Digital collaboration or meetings in person
  - o Tips on a successful partnership
- Financial results from an EEA and Norway Grants fund/project for your business
- Two things you wish you knew before you applied for a grant to help others apply
- Long-term results from your project – what will you do next?
- Environmental, social or other additional/unexpected results?

Technical details

- Film in **landscape** mode and no more than top half of the body
- Under 1 minute (40-50 sec)
- Speak slowly, clearly. If possible, use an external microphone
- Make sure that background music or noise does not overpower the voice of the narrator
- If possible: mix between showing yourself and your product/company, colleagues, partners or beneficiaries
- Use the EEA and Norway Grants or Norway Grants logo in the upper left corner and the Innovation Norway logo in the upper right corner. Choose between the logos which are most appropriate for the background of your choice.
- [For in-house videos only] Keep the raw footage and the edited version separate should there be a need for further editing

Distribution channels

The testimonial is a good opportunity for promotion and publicity of your business and will be used in multiple channels. Innovation Norway will share the testimonial online and with our followers on social media. We will also share it partners within the EEA and Norway Grants who might do the same:

- Social media
- Relevant websites
- Presentations of examples and results

- Promotion

Consent

Please give us your written consent that the final product can be edited by Innovation Norway and that the testimonial can be used in the channels above. EEA and Norway Grants and Innovation Norway will use their logo on the video.

## Annex 1 – Logos

Please use the following logos as applicable to your project's funding scheme:

### EEA Grants Logo



<https://eeagrants.org/resources/eea-grants-logo-package> (last retrieved 2019-11-28)

### Norway Grants Logo



<https://eeagrants.org/resources/norway-grants-logo-package> (last retrieved 2019-11-28)

### Innovation Norway



[Brand / Logo - Brand - Innovasjon Norge Style Guide](#) (last retrieved 2021-05-31)

## Annex 2 – Acknowledgement for Funding – Other Languages

Disclaimer for the Energy Programme in Romania

Finanțat cu sprijinul granturilor acordate de Islanda, Liechtenstein și Norvegia prin mecanismul financiar SEE 2014-2021, în cadrul „Programului de Energie din România”.

Finanțat cu sprijinul granturilor acordate prin mecanismul financiar Norvegian 2014-2021, în cadrul „Programului de Energie din România”.

Disclaimer for the SME Growth Programme in Romania:

Finanțat cu sprijinul granturilor acordate de Islanda, Liechtenstein și Norvegia prin mecanismul financiar SEE 2014-2021, în cadrul „Programului Dezvoltarea IMM-urilor din România”.

Finanțat cu sprijinul granturilor acordate prin mecanismul financiar Norvegian 2014-2021, în cadrul „Programului Dezvoltarea IMM-urilor din România”.

Disclaimer for the Business Innovation and SMEs Programme in Bulgaria:

С финансовата подкрепа на Норвежкия финансов механизъм 2014-2021, в рамките на програма “ Развитие на бизнеса, иновации и МСП в България”.

Disclaimer for the Business Innovation Greece Programme:

Χρηματοδοτούμενο από την Ισλανδία, το Λιχτενστάιν και τη Νορβηγία μέσω του Χρηματοδοτικού Μηχανισμού του Ευρωπαϊκού Οικονομικού Χώρου (ΕΟΧ) για την περίοδο 2014-2021, στο πλαίσιο του Προγράμματος "Business Innovation Greece".

Disclaimer for the Business Development and Innovation Croatia Programme:

Projekt je podržan sredstvima Norveškog financijskog mehanizma 2014 – 2021, u okviru Programa Business Development and Innovation Croatia.

Disclaimer for the Social Dialogue - Decent Work Programme

Supported by the Norway Grants 2014-2021, in the frame of the Social Dialogue and Decent Work Programme