



project funded by the European Union

ARCHIPELAGO

an African-European partnership
for vocational training



projet financé par l'Union européenne

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une initiative africaine et européenne
pour la formation professionnelle

ARCHIPELAGO Programme Training Session Communication and Visibility

**TU Delft - Bouwcampus - Valorisation Centre
Van der Burghweg 1 - 2628 CS Delft - « Green Room »**

The 13th of December 2019

Programme mis en œuvre par





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CONTEXT



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The application of EU and EUTF visibility rules is a contractual obligation to ensure a high visibility of the European Union's intervention in the Sahel and Lake Chad region

If the visibility rules are not respected, the project costs will not be considered eligible and the disbursement of fund will therefore not take place.

COMMUNICATION AND VISIBILITY RULES



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EU-funded projects must take a strategic approach to communication and the visibility of results when organising actions. The communication strategy must answer the following four questions:

What are the objectives? Who are the target audiences? What is the strategy? What is the message?



EU REGULATIONS REGARDING COMMUNICATION



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In order to understand and meet the mandatory information and communication requirements, we recommend that project partners familiarise themselves with Articles 115, 116, 117 and Annex XII of Regulation (EU) No 1303/2013, as well as Articles 3, 4, 5 of Chapter II and Annex II of Regulation (EU) No 821/2014. These documents provide important details on the implementation of the communication requirements for an EU-funded project

[EU regulation N°
1303/2013](#), Annex XII
(2.2.) [EU Regulation n°
821 / 2014](#), Chapter II,
Art. 3, 4, 5 and Annex II

COMMUNICATION ELEMENTS



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The main elements of communication are:

Each project must plan sufficient staff and resources to carry out the communication activities. The project must designate a person in charge of communication and visibility.

- Events
- press releases
- information displays about the projects
- websites and social media networks.



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II. The following basic information is to be included in all communication materials (including online media):

ARCHIPELAGO is a 4-year programme, funded by the European Union Emergency Trust Fund (EUTF), whose main objective is to strengthen the employability of young people and support job creation in the Sahel and Lake Chad countries (Burkina Faso, Cameroon, Chad, Côte d'Ivoire, Gambia, Ghana, Guinea, Mali, Mauritania, Niger, Nigeria, Senegal).

- **Budget** : 15 millions euros
- **Start**: January 2019
- **End**: January 2023
- **Contact** : archipelago-info@archipelago-eutf.eu
- www.archipelago-eutf.eu

The ARCHIPELAGO project partners shall take all appropriate measures to ensure the visibility of the partners involved in the action.



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MANDATORY ELEMENTS

1. Programme logo

The ARCHIPELAGO Programme is funded by the EUTF. In this respect, it is mandatory that partnership projects ensure the visibility of the EU funding. For this reason, beneficiaries of ARCHIPELAGO grants must include the ARCHIPELAGO logo on all types of communication materials (paper and electronic) developed in the context of the implementation of the projects.



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Color model: RGB

Red: 23

Green: 23

Blue: 150

New



Current



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MENDATORY ELEMENTS

The ARCHIPELAGO Logo

1. Specific requirements regarding the appearance of the ARCHIPELAGO Programme logo:

- The required colours for the flag are Pantone Reflex Blue for the rectangle and Pantone Process Yellow for the stars.
- the reference to the European Union without abbreviation (in accordance with Point 4 of Article 4 of Chapter II of the Regulation EU n° 821/2014); and
- the European Union flag (in accordance with Articles 3, 4 and 5 and Annex II of EU Regulation 821/201).



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The ARCHIPELAGO Logo

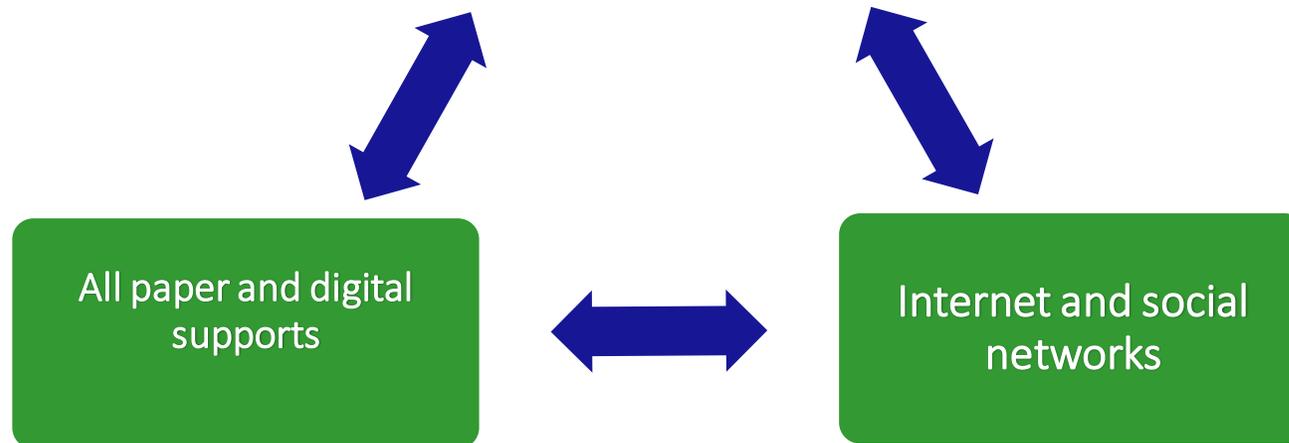
2. Specifications for the use of the logo

- it will always be clearly visible and occupy a special place on all communication materials
 - its actual size will be appropriate in relation to the media in use
 - it must be in colour
 - a monochrome version is only permitted in exceptional cases.
-
- If the communication text is in French, project partners will use the logo in French, whereas the English logo is to be used for English communications.
 - If other logos (including those of the project partners) are displayed, the Programme logo must have at least the same size, height and width as the largest of the other logos.

3. Disclaimer

All communication materials prepared by a project partner must contain the following disclaimer:

« This publication has been produced with the assistance of the European Union through the EUTF. The opinions expressed in this document should in no way be considered as reflecting the official position of the European Union or that of the consortium responsible for the implementation of the ARCHIPELAGO Programme »





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RIGHT TO USE PROJECT COMMUNICATION MATERIAL

- The European Union is authorized to use or reproduce all audio-visual and photographic material produced with EU funding
- Under these terms, the beneficiaries of ARCHIPELAGO funding agree that the EUTF and the consortium responsible for implementing the ARCHIPELAGO Programme, consisting of sequa gGmbH, EUROCHAMBRES and the CPCCAF, may use the information produced by the partnership project for their own publications.

AUTHORIZATION TO USE MY IMAGE

I, the undersigned):

SURNAME (*):

FIRST NAME (*):

ADDRESS (*):

Phone:

E-MAIL ADDRESS:

(* mandatory information

I acknowledge having been photographed / filmed on

by

on behalf of the Programme ARCHIPELAGO.

I hereby expressly authorize that my image be so fixed, reproduced, disseminated and/or used, in photographic, filmographic or multimedia form and by any means whatsoever (known or not yet known), for the communication of the Institution concerned in the context of the communication operation through documents in formats [electronic (on the website and the social networks of the network of the Programme ARCHIPELAGO and its Member Associations for an unlimited duration, and without restriction as to the frequency of its use.

This is subject to my image being used in a manner that does not affect my dignity, my work, nor my private life.

This authorization is given free of charge and only in the context of the establishment's communication as described above.

This agreement binds successors and potential assigns.

Done on _____ at _____

Signature followed by "read and approved, good for agreement"



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AUDIOVISUAL MATERIALS

Deliver semi-annually (with the semi-annual technical report) a minimum of:

- 20 HD photos (1200*1000 pixels) illustrating the project activities
- 1 press release containing information about the project for the media in the country where the project is implemented
- 3 articles presenting the project, illustrating current activities and explaining the project's intervention logic, including testimonies from beneficiaries
- 1 video of testimonies of about 2 minutes
- 1 updated technical sheet summarising the objectives, the evolution of the project, the main activities and the results achieved.

COMMUNICATION ACTIVITIES



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❖ Events with press

- min. 3 avec les medias

❖ 5.2. Radio and TV

- Any radio or television feature dedicated to a project financed by the ARCHIPELAGO Programme must include an internet address (website, Twitter, Facebook, etc.) where additional information can be found. The visibility of the ARCHIPELAGO Programme and the mention of EU funding must be present. For example: "This project, funded by the European Union under the ARCHIPELAGO Programme,...".

❖ 5.3. Poster/Banner

- Projects must visibly install a poster/banner at the address of the project headquarters, containing information about the project (name and title of the project) and the logos of the project partners as well as the logo of the ARCHIPELAGO Programme.

COMMUNICATION ACTIVITIES



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- **Website**

- It is not necessary to create a dedicated website for the project because there is already a website for the ARCHIPELAGO Programme. ARCHIPELAGO project partners are invited to publish articles about their project on their institutional websites and, if necessary, to create a dedicated section or page on their websites. The logo of the ARCHIPELAGO Programme must, in all cases, be visible.

- **Social Networks**

For all publications on the internet and social media, the use of the following hashtags and mentions is strongly recommended

- Twitter, Facebook, LinkedIn etc.
- Usage des hashtags:
 - #ARCHIPELAGO PROGRAMME
 - #FFU
 - @EuropeAid
 - @ArchipelagoFFU
 - @sequa_gGmbH

#AfricaTrustFund
@Archipel_FFU
@EUROCHAMBRES
@CPCCAF

COMMUNICATION ACTIVITIES



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Printed documents

Newsletters, leaflets, brochures and other printed materials (including newspaper articles, magazines and editorials) should by default be distributed electronically through websites, social media and email, etc.

The cover page must clearly refer to the financing of the action by the European Union under the ARCHIPELAGO Programme. The footer on the first or last page must include the disclaimer (see point 4.4 of this guide).

GENDER EQUALITY

Beneficiaries will have to take into account the promotion of gender equality and the integration of the gender perspective in the activities carried out during the project, and this is also to be reflected in the communication actions.

