



An EU funded project and managed
by the European Union Office in Kosovo

Implemented by:



VISIBILITY GUIDELINES

Grant Scheme for Advocacy Initiatives of Grassroots Organizations

Present document determines obligations and rules that organizations have to meet in project implementation and reporting within the “Grant Scheme for Advocacy Initiatives of Grassroots Organizations” that is funded by the European Union, managed by the European Union Office in Kosovo and implemented by the Kosovar Civil Society Foundation (KCSF).

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INTRODUCTION

This Guideline was drafted to ensure that the activities funded from “**Grant Scheme for Advocacy Initiatives of Grassroots Organizations**” be implemented and reported properly.

This Guideline helps grant beneficiaries in ensuring visibility of European Union funds by setting the visibility requirements and guidelines. Guidelines prescribe the elements to be used in all public activities and printed materials by grant beneficiaries.

The present Guideline is an annex to the contract signed between the grant beneficiary and KCSF. Therefore, the requirements and conditions specified in this document are mandatory for all grant beneficiaries. Failing to meet the requirements or guidelines shall be considered as violation of contract in line with its relevant sections

IN WHICH MATERIALS THE VISIBILITY RULES ARE BASED ON?

The European Union flag shall be posted in all activities funded or co-funded through European Union funds. More specifically the EU flag shall be posted on the following:

- Press release
- Media conference
- Leaflet
- Brochure
- Electronic newspaper
- Internet site
- Memorial plaque
- Banner
- Vehicles and other equipment
- Promotion materials
- Photographs
- Audio-visual productions
- Public activities
- Information campaigns

For any uncertainty or additional information on the implementation of the present Guideline, grant beneficiaries may pose questions and obtain clear reporting instructions from the KCSF Project Manager responsible for the Project in question.

All grant beneficiaries should send for approval to the Project Manager their visibility materials at least 10 working days prior to their publication or prior to the event.

Press Release

As a general rule, the press release should be drafted and issued at the beginning of every public event. The document should contain the project support clause. KCSF Project Manager dealing with the project in question should be informed in advance via e-mail on all press releases.

Press Conferences

KCSF Project Manager dealing with the project in question should be notified in advance for all press conferences held within the projects supported through this scheme. The invitations shall contain the project support clause in line with the guidelines provided for in this document.

The European Union logo should be posted at the press conference in case that other logos or symbols are posted too. Other advice about promotion mean can be sought from the Scheme Manager at KCSF dealing with the project in question.

Publications, Leaflets, Brochures and Information Bulletins

In general, all materials produced in paper should also be provided electronically so that they could be sent via e-mail or posted on websites.

All publications should clearly be identified with EU logo in the front and last page, while the first page should have the project support clause and disclaimer.

All leaflets and brochures should have the basic EU visual identity elements.

Copies, including the electronic copies of publications, shall be handed over to KCSF project team.

Websites

All activities supported through this scheme should be visible for the public in grant beneficiary websites based on brief information about the grant beneficiary. The content of information should be initially agreed upon with the KCSF Project Manager dealing with the project in question.

The website of every grant beneficiary shall at least have the following link of this scheme:

- <http://www.kcsfoundation.org/eugrants>

Banners

All project grant beneficiary banners or banners for the supported activity through this scheme shall include the basic EU visual identity elements, such as: EU flag and the project support clause.

Photographs

Photographs showing the progress of all activities should be made whenever necessary so that project and event progress could be documented and be used in every communication material.

Grant beneficiary shall ensure that copies in their final format for distribution and in professional format be sent to the KCSF Project Manager dealing with the project in question.

European Union Office and KCSF shall be entitled to use and reproduce the photographs sent to the archive without a requirement for the payment of extra fee.

Audio-Visual Productions

Productions shall indicate the EU support by showing the EU visual identity, such as the EU flag, disclaimer clause and project support clause, at the beginning and/or the end.

Grant beneficiary shall ensure that copies in their final format for distribution and in professional format be sent to the KCSF Project Manager dealing with the project in question.

Public Events

The project support clause should be indicated in all event materials. Depending on the circumstances, the opportunity should be taken to post banners in meeting rooms.

Events and visits should be reported through press releases, and media reporting, professional photographs and audio-visual materials need to be ensured and shared with the KCSF Project Manager dealing with the project in question.

KCSF shall be notified in advance for the preparation and implementation of these events.

Information Campaigns

Projects supporting the organization of different information campaigns or their full implementation shall be done in cooperation with KCSF and follow the specific visibility guidelines that are explained to the grant beneficiaries by the KCSF Project Manager dealing with the project in question.

DISCLAIMER CLAUSE AND PUBLISHED MATERIALS (RESEARCH REPORTS, ELECTRONIC NEWSPAPERS, ETC.)

The European Union or the Kosovar Civil Society Foundation is not responsible for the content of published materials and documents by its grant beneficiaries. Therefore, the disclaimer clause shall be posted in all materials funded or co-funded through EU funds:

In Albanian:

“Ky botim është prodhuar me përkrahjen e Bashkimit Europian. Përmbajtja e këtij botimi është përgjegjësi e <emri i organizatës suaj> dhe në asnjë mënyrë nuk mund të konsiderohet si qëndrim i Bashkimit Europian ose KCSF-së”

In Serbian:

"Ova publikacija je izrađena uz pomoć Evropske unije. Sadržaj ove publikacije je isključiva odgovornost < ime vaše organizacije> i ni na koji način se ne može smatrati kao stav Evropske unije ili KCSF-a "

In English:

"This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of <name of the contractor> and can in no way be taken to reflect the views of the European Union."

RULES FOR THE USE OF EU FLAG IN PROJECTS FUNDED BY THE EUROPEAN UNION OFFICE IN KOSOVO:

EU Flag

Grant beneficiaries shall put the EU flag (to download the EU flag go to: http://europa.eu/abc/symbols/emblem/download_en.htm) in all printed and audio-visual materials (documentaries, posters, banners, leaflets, brochures, etc.)

EU Flag Dimensions

- EU flag is blue and has rectangular shape: height 1,5 cm and width 2 cm. In cases when the EU flag should be larger than 1.5 x 2.0 cm, the flag enlargement should be proportional.

Use of EU Flag

- The EU flag shall be used only in its original form, without any change in form, color, size, etc. In cases when other donors are involved, the EU flag should be put separately and not be mixed with other logos and/or texts.

The text to be posted below/near the EU flag is the following:

An EU funded project, managed by the European Union Office in Kosovo and implemented by the Kosovar Civil Society Foundation.

Example:



An EU funded project, managed by the European Union Office in Kosovo and implemented by the Kosovar Civil Society Foundation

VISIBILITY IN BROCHURES, LEAFLETS, CONFERENCE AND WORKSHOP AGENDAS

The EU Flag shall be posted on the first page, at the upper of lower left corner. In case of brochure and leaflet production, the EU flag should be visible on the lower part of the last page of material.

In cases when you have:

A one-page document: the EU flag is posted on the upper left side;



An EU funded project managed by the European Union Office in Kosovo and implemented by Kosovar Civil Society Foundation

For documents containing more than one page: The EU flag shall be posted on the upper part (as in the previous example), and in the lower part of last page.



The logo of project implementation organization may be posted on the right lower part of last page.

OFFICIAL TRANSLATION OF SUPPORT CLAUSE (3 languages)

Albanian - Projekt i financuar nga BE-ja, i menaxhuar nga Zyra e Bashkimit Europian në Kosovë dhe i zbatuar nga Fondacioni Kosovar për Shoqëri Civile;

Serbian - Projekat finansiran od strane EU, upravlján od Kancelarije Evropske unije i primenjen od Kosovske Fondacija za Civilno Društvo;

English - An EU funded project managed by the European Union Office in Kosovo implemented by Kosovar Civil Society Foundation.

NAMES OF KOSOVO CITIES IN MATERIALS IN ENGLISH

Names of Kosovo cities in materials produced in English language shall be given in two languages.

(Example: Gjakovë/Đakovica, etc.)

The full list of Kosovo names of settlements may be requested from the KCSF team.

Please, before you print publications/materials consult the Kosovar Civil Society Foundation (KCSF) staff.