**ANNEX3**

**EUD COMMUNICATION GUIDELINES FOR CONSULTANTS**

CHECK LIST

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| **Amplify efforts via:** |  |
| **- press releases** distributed by EU |  |
| **- (audio), videos, pictures, project news** uploaded on **EUD site** |  |
| **- (audio), videos, pictures, project news** uploaded on **EU IC website or FB page** |  |
| **- EUIC** involved in **events** etc.,displaying **posters,** playing **videos** |  |
| **EU funding to have centre stage throughout activities, messages & materials** |  |

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| **Communication strategy and plan** |  |
| **Strategy** approval by EUD |  |
| **Plan** approval by EUD |  |

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| **ELECTRONIC COMMUNICATION** |  |
| **Sustainability** of project website is ensured long term via: |  |
| **Coordinate website template** w/ EUD Press & Info Team |  |
| Display **EU flag + acknowledgement** of funding; respect **EU visual identity** |  |
| Display EUD **link & banner** |  |
| Add your website to EUD website **links** |  |
| Add your site to **EU IC** links & beneficiary's links |  |
| Inform EUD Press & Info team of any **Social Media plans** |  |
| Substitute **e-mail updates** for newsletters |  |
| Obtain approval from EUD Press & Info Team |  |
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| **PUBLICATIONS** |  |
| Use plain language, avoid jargon |  |
| Create own visual identity |  |
| Obtain approval from EUD Press & Info Team |  |
| Send printed and/or e-copies to EUIC for dissemination |  |
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| **PRESS RELEASES** |  |
| Obtain **approval of template** from EUD Press & Info Team & stick to it |  |
| **Coordinate format & content**, esp. **message**(s) – will be posted on EUD site |  |
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| **INTERVIEWS & MEDIA APPEARANCES** |  |
| Train all **interviewees** to mention **EU funding** & **key objectives** in relation to EU integration & benefits to Serbian citizens |  |
| **High-level EU Rep** can endorse the project as needed – coordinate w/ Press & Info team |  |
| Have an **approved fact-sheet** ready to give to the media |  |
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| **AUDIO-VISUAL MATERIAL** |  |
| Produce **stock shots** which can be re-used |  |
| Focus on **human interest** & benefits of project |  |
| Have **script approved** by EUD Press & Info Team |  |
| Clearly **reference EU funding** throughout |  |
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| **EVENTS** |  |
| Must be **coordinated & agreed** with the EUD as donor - at the earliest conceptual stage – at the risk of cancellation |  |
| Inform Project Mgr - at least 4 wks ahead; propose draft **programme**, target **audiences**, main **message**(s), **speakers** & suitable **date**. Date TBD w/ PM, after coordination w/ EU officials |  |
| Inform Press & Info Team – high-level media events require at least Project Mgr present |  |
| Allow at least 7 days for approval of materials |  |
| Draft **invitations** & invite speakers & audiences |  |
| Provide EUD w/ **Project background**, as per EUD template |  |
| If asked, provide **speaking points** |  |
| 2 wks ahead of event, draft **media announcement** in Serbian & English & send to Press & Info Officer |  |
| 10 days before event, draft **press release** in English & Serbian, send for approval. Provide journalists w/ copies of the approved versions on event day |  |
| 2 days prior to event, **media announcement** to be distributed to media & posted on EUD site. For small events, send yourself after approval |  |
| Prepare **press packs** (promo materials, fact sheets, press release, photos, etc.) to give out to journalists |  |
| Share any **press clipping** w/ EUD Press & Info Team |  |
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| **PROMO ITEMS** |  |
| Reference to EU funding and EU flag clearly visible. Logos of partners may be included. |  |
| Primary language: Serbian (Cyrillic or Latin) |  |
| EU funding text to be near EU flag: "Projekat finansira Evropska unija".  Short versions if space is tight: “EU donacija”, “Projekat EU” etc. - get approval. |  |