



Rules first!

These guidelines apply to EU projects implemented in Montenegro and complement the European Commission's **"Communication and Visibility Manual for EU External Actions"**. Please read them as all communication and visibility activities must follow these EC rules. Also, you might find it useful to check the **"Visibility and Communications for EU-funded Projects Frequently Asked Questions"** document, as there you can find answers to questions such as where to find EU flag, or useful templates for your communication material. These guidelines offer advice on how to successfully communicate your project to the Montenegrin public.

Make use of the press team at the EU Delegation and the EU Information Centre

Plan your communication activities with us! As our contractor/implementing partner, you should inform and consult us appropriately on all communication and visibility activities. If you are planning the visibility activities at EU Delegation level, please submit your visibility and communication events calendar to the EU Delegation in due time.

The EU Delegation, together with the **EU Info Centre** provides citizens with information about the European Union and its institutions, EU-Montenegro relations and the activities of the EU in Montenegro. Your communication activities are complementary to this. We can add visibility to your project by displaying your brochures and leaflets, playing your videos or posting your information on our website, or support you in your communication activities with technical or PR support.

Approach us for ideas and let us know about the communication jewels in your project.

Please contact us for further advice:

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When communicating about EU funding you must take care of the proper use of the EU emblem. These are the basic rules:

- The minimum height of the EU logo shall be 1 cm.
- The name of the European Union shall always be spelled out in full.
- The typeface to be used in conjunction with the EU flag can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma or Verdana. Italic and underlined variations, and the use of font effects, are not allowed. The font size used should be proportionate to the size of the flag. The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background. Some examples are shown below:

Promotional materials are aimed at Montenegrin audiences and so should be primarily in the Montenegrin language. The EU funding sentence should always be combined with the EU flag and can be formulated in Montenegrin as follows: “Projekat finansira Evropska unija”.

For smaller items such as pens, USB sticks, etc., shorter versions can be accepted such as “EU donacija”, “finansira EU”, “EU projekat” or simply “Evropska unija”, together with the EU flag.

For materials such as commemorative plaques, boards and stickers related to construction or supply contracts, the full information on EU funding should be given, such as “This bridge was constructed with the support of the European Union – Ovaj most je izgrađen uz pomoć Evropske Unije” or “This equipment was donated by the European Union – Ovu opremu je donirala Evropska unija”, but sometimes the following simple wording can be used: “Donation of the European Union – Donacija Evropske unije”



Projekat finansira
Evropska unija

MNE



Ovaj most je izgrađen uz
pomoć Evropske unije



Projekat finansira
Evropska unija

Projekat finansira
Evropska unija



ENG



This project is co-funded by
the European Union



This project is funded by
the European Union

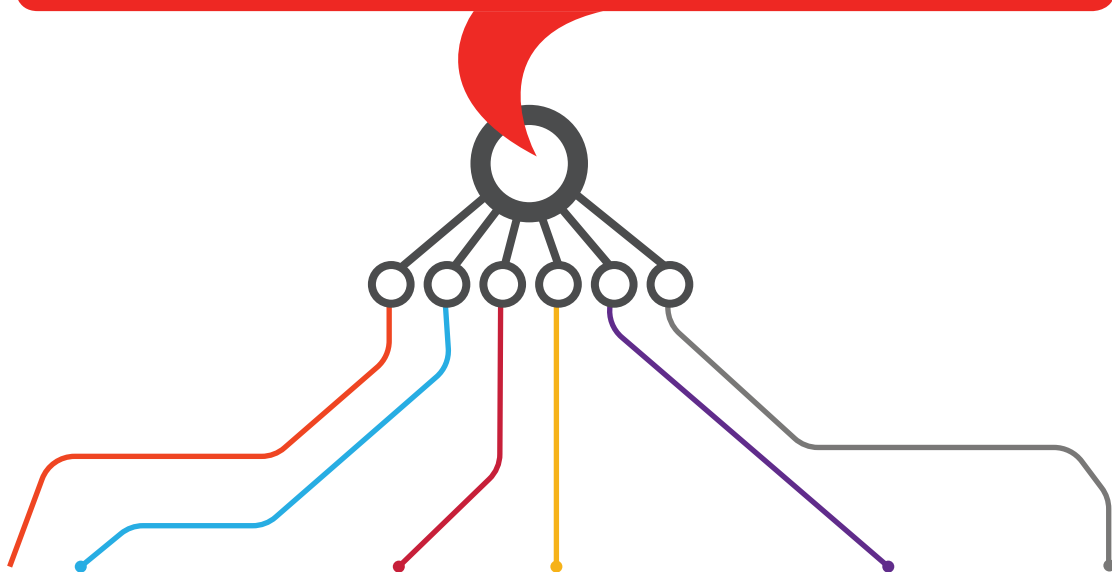


Funded by
the European Union

Co-funded by
the European Union



FIND THE RIGHT CHANNEL FOR YOUR MESSAGE

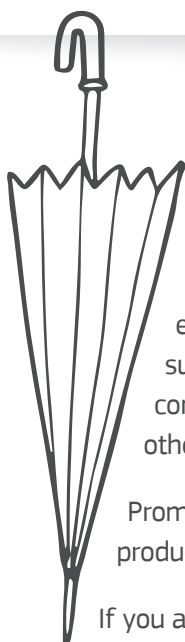


With well over 200 projects being funded in Montenegro, it is difficult to define the respective target groups for all of them. Implementing partners need to define this for themselves. A small cross-border programme may specifically target the geographic area of the project, whereas a big Rule of Law project will always have to try to reach the whole country.

Consider investing your communications budget line into an online medium, billboards or a TV video rather than into traditional printed materials like brochures, which is a medium of the pre-internet age. Your impact will be bigger. Very few EU-funded projects currently work with online advertising or billboards. The average price for a billboard in Montenegro to be displayed for a month is 450-500 Euros, while online marketing can be even more affordable.

It might be smart to invest the printing funds into a professional designer or media campaigner, and turn your posters or brochures into high end material, with good layouts, appealing graphics, well written short texts and effective photos for use online!

**DO YOU
NEED EU-
BRANDED
COFFEE
CUPS,
PENS AND
UMBRELLAS
TO TELL
YOUR
STORY?**



CHOOSE YOUR PROMOTIONAL ITEMS CAREFULLY

The EU Delegation is often presented with materials like t-shirts, pens, bags, caps, etc. that only carry the name of the project and an EU logo. Such materials may be suitable in certain contexts (e.g. if you're trying to reach high school students and can combine distributing the materials with explaining the role of the project), but not in others (e.g. if you're constructing a bridge or sewage pipes in a municipality).

Promotional items that have no additional message have no purpose and should not be produced unless there's strong justification.

If you are producing promotional items then make them a medium for your message. They can speak for themselves. For example: if the project deals with waste management, you could produce a pen holder in the form of a mini trash can. Or if the project deals with environment protection or forestry management, you could produce a car air freshener in the form of a tree with a clear message on it.

ENGAGE WITH THE SOCIAL MEDIA COMMUNITY



All materials must be approved by your Project Manager and Info team, as well as the beneficiary institution (where applicable), so it is advisable to consult with them beforehand.

Use social media platforms to engage with your audience. This is particularly important if younger people are one of your target groups. You may consider using Facebook, Twitter, Instagram or YouTube depending on your activities and goals. If you do so, it is best to use your existing channels – do not create separate pages or profiles unless they are going to be sustainable.

When using social media platforms to communicate messages from your EU-funded projects, make sure you tag the EU Delegation to Montenegro accounts and use the relevant hashtag (in English: #EUfunds_MNE and in Montenegrin: #EUfondovi.CG). You can find the



accounts of the EU Delegation on Facebook (@EUDelMontenegro), Twitter (@EUAmbME), Instagram (@euinmontenegro) and YouTube (EUDelMontenegro).

WHAT EXACTLY IS IT THAT YOU WANT TO SAY WITH YOUR COMMUNICATION? DO YOU HAVE A MESSAGE TO PASS ON?

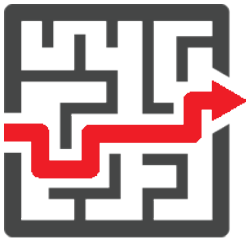
Don't just tell us what you're doing. Tell us what it means for citizens. Work with examples, examples, examples.

Keep official language, project titles and institutional names to official project reports. What your audience wants to know is what's in it for them.

This is especially important for the **press releases**.

Press releases often read like this:	What they should say is:
Project "Strengthening of touristic valorisation through promotion of joint cultural heritage", as a part of the cross-border component of IPA II, will bring better valorisation of the historic and cultural touristic potentials of Montenegro in the area of Skadar Lake, and boost cooperation with Albanian touristic organisations with the aim of creating a joint touristic offer within this region. This was concluded at the closing conference held in the best hotel in town. During the two-year long project, three Montenegrin and Albanian organisations ("Organization 1", "Organization 2" and "Organization 3"), organised several educational activities with the aim of strengthening cooperation	"From now on, every tourists that visits Virpazar or Skadar will be presented with a map that shows cultural and historic monuments such as the Starcevo Monastery and remnants of the ancient city of Obod. This map has been produced by Organisations 1, 2, 3 with the financial support of the EU."

promotional materials that will provide future tourists with information on cultural and historical



TIP: Tailor your message to the audience and do the “friends-and-relatives-test”

Use simple language. Test it with friends and relatives who do not know your project. Tell them your story and see if they understand it.

IT'S PEOPLE WHO COUNT

People are always interested in stories about people, and not in processes and lengthy procedures. Results count more than plans for results. And the best story is the before/after effect of a project that can be trickled down to a local person.

For example:

- A commuter who uses a train that has become safer because of EU assistance to the railway system
- Someone whose life was saved due to the EU-funded blood transfusion centre in Podgorica
- A fire that was extinguished due to the EU-funded cross-border programme for fire fighters
- A farmer who has a new tractor due to the EU-funded programme on agriculture.

Show us the face of your project. If a house is being built by the EU, it is being built for someone to live in it.

It's nothing more than a building.



Good. I'm happy for them.

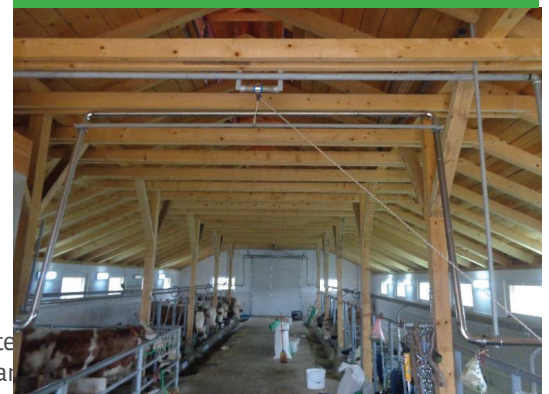


YES, EU is constructing a building. Who cares? **BUT** EU provides these people with home.

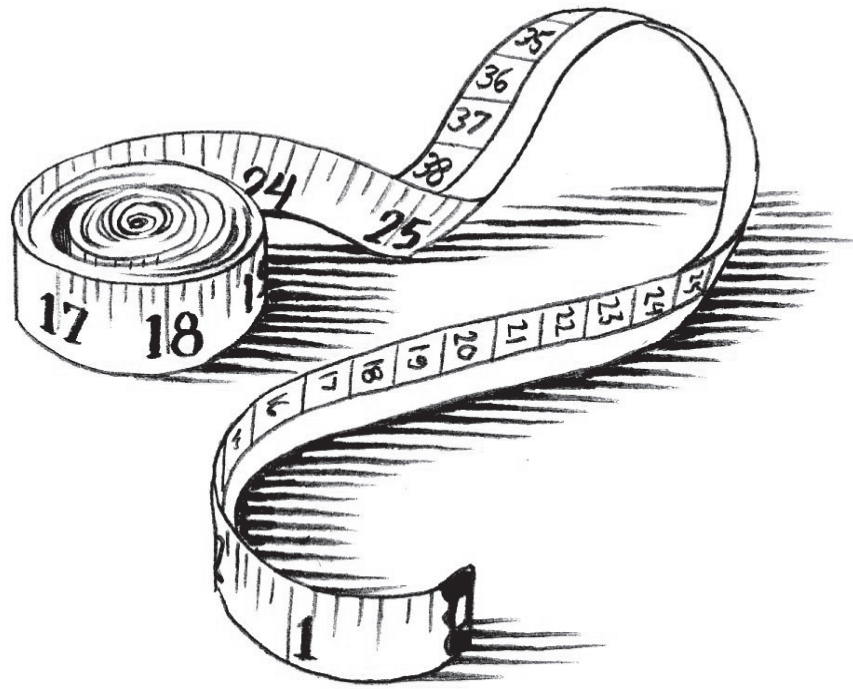
Before



After



presented through a simple “before and after” story.



MEASURE, MEASURE, MEASURE

Projects are all about the impact you made and the results you have achieved. Don't explain, but show! Always think of the measurable results. Numbers are always your friends when it comes to communication. “Measure what is measurable, and *make measurable what is not so*” – you might be surprised how right Galileo Galilei was. Try it with the simple “now and then” test.

Examples:

- “xyz people whose rights have been violated have called the ombudsman. Two years ago this institution did not exist (before the project was implemented)...”
- “xyz residents of a village travelled 2 hours to get to the administrative centre. Now the new road takes them there in less than 20 minutes”
- “2t of municipal waste used to lay on this landfill, contaminating the soil and underground waters. Now, thanks to the new sanitary waste disposal system, 80% of contamination is prevented”
- “300 high school students in yyy town did not have any organised free-time activities or premises to play sports. 60 of them now play basketball in a reconstructed ex-factory hall”

EUD COMMUNICATION GUIDELINES FOR CONSULTANTS

CHECK LIST

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**

Communication strategy and plan

Strategy approval by EUD

Plan approval by EUD

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

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

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

INTERVIEWS & MEDIA APPEARANCES

Train all **interviewees** to mention **EU funding & key objectives** in relation to EU integration & benefits to Montenegrin 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

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

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 Montenegrin & English & send to Press & Info Officer

10 days before event, draft **press release** in English & Montenegrin, 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

PROMO ITEMS

Reference to EU funding and EU flag clearly visible. Logos of partners may be included.

Primary language: Montenegrin (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.

EVERY PROJECT HAS A STORY
YOU NEED TO TELL IT!

