

Recommendations for Ensuring Visibility of Support received by the SWG within the project “Fostering regional cooperation and balanced territorial development of Western Balkan countries in the process towards EU integration”

- Communication and visibility measures are important contractual obligations. Therefore, beneficiaries should take visibility seriously, since non-compliance can have financial consequences.
- Beneficiaries should coordinate communication and visibility activities closely with the SWG staff.
- Beneficiaries should develop communication and visibility plan, even before the operational activities begin. The plan should follow the whole project cycle.
- Beneficiaries should ensure proper visibility of the respected cross-border region, as well as the project that the event is supported by.
- The branding of SWG must be ensured. Beneficiaries are required to display the SWG logo (EU, ABDA, the cross-border region respectively) and to acknowledge the support received under the European Union funded project “Fostering regional cooperation and balanced territorial development of Western Balkan countries in the process towards EU integration” in all communication and promotional material, including press release, publicity material, official notices, reports and publications.
- All promotional materials should be previously approved by the SWG before the final printing process.
- Beneficiaries will receive the respected logos from SWG for their use in the promotional materials.
- The beneficiaries should use the following wording: “This activity is supported by the SWG with financial contribution by the EU funded project “Fostering regional cooperation and balanced territorial development of Western Balkan countries in the process towards EU integration”.
- Beneficiaries should respect the reporting documents. Beneficiaries should act in accordance with the agreed communication and visibility plans which they designed. Communication and visibility activities carried out during the implementation shall be accounted for in the final reports on the action.
- Beneficiaries should submit 2 copies of each material/document, hence the: lists of participants, program and background documents of the event, as well as one copy of every promotional material related to the event (which are supported by SWG).
- Beneficiaries should prepare press clipping of the event with a list of sources.
- With the reports, beneficiaries must submit photos and/or videos of the event.