



Complement to the Communication and Visibility Manual for European Union External Actions - EU-funded Projects in Turkey under the Decentralised Implementation System (DIS)

October 2011

I Introduction

These guidelines have been designed to complement part 2.3.5. of the Practical Guide to Contract Procedures for EC External Actions and the Communication and Visibility Manual for European Union External Actions and aim at ensuring that actions that are wholly or partially funded by the European Union (EU) under the Decentralised Implementation System (DIS) in Turkey incorporate information and communication activities designed to raise the awareness of those actions, their purpose and impact in Turkey.

The provisions of the Communication and Visibility Manual for European Union External Actions and this complement are mandatory for all Beneficiary¹ organisations/institutions, contractors, public or private bodies and international organisations receiving EU financial support and any other entity carrying out an action funded or co-funded by the EU. For the purpose of this manual, they will be referred to as 'Third Party'.

These guidelines are applicable as from October 2011.

II General set-up

1. Bearing in mind the decentralised implementation method used in Turkey, the Central Finance and Contracts Unit (CFCU) or respective Operating Structure (OS) enter into the functions foreseen in the Communication and Visibility Manual for European Union External Actions². The Third Party shall therefore inform the CFCU/ OS about communication and visibility activities initiated under EU-funded contracts and the CFCU/ OS is to ensure the compliance between visibility and communication actions proposed and the existing guidelines.
2. In cases of doubt the CFCU/ OS will consult the EU Delegation Turkey.
3. The CFCU/ OS undertakes to develop, maintain and consolidate a rolling plan for all information and communication actions arising from EU co-funded projects and to regularly communicate and discuss this with the Press and Information Section of the EU Delegation Turkey.

¹ The term "Beneficiary" also refers to end recipients under IPA III.

² As the Contracting Authority, the CFCU has been the authority in charge of project visibility-related materials and activities. For projects under IPA III and IV, the OS will enter into these functions and therefore be responsible for overseeing, managing and implementing project-related visibility arrangements.

4. The EU Delegation Turkey may request to receive visibility materials ahead of time for commenting and to be involved in the preparation and implementation of events, in particular where a communication campaign is of special importance or events are attended by EU representatives. In that case the CFCU/ OS shall forward the required documents and information and comply with possible requests for changes. Materials should be submitted at least ten working days in advance to allow enough time and flexibility to address comments from the EU Delegation³.

III Complement to the Manual

The Communication and Visibility Manual for European Union External Actions is complemented by the following agreements:

The EU-Turkey cooperation logo

For projects in Turkey a cooperation logo has been designed with the EU and Turkish flag (hereafter referred to as EU-Turkey cooperation logo). It consists of the stylised flags of Turkey and the EU. While the wavy form states a dynamic structure, the integrated position of the Turkish and EU flag is a sign of an institutional and organic relation and cooperation between the EU and Turkey. EU-funded and co-financed projects in Turkey are requested to use this logo for all visibility actions.⁴

The EU-Turkey cooperation logo should be accompanied by the following text:

*This project is co-financed by the European Union and the Republic of Turkey.*⁵

To ensure the correct usage of the EU-Turkey cooperation logo it should not be replicated but downloaded from the website of the EU Delegation Turkey at http://www.avrupa.info.tr/AB_Mali_Destegi/Gorunurluk_Visi.html, where it is available in various formats.

Whether used in the form of the EU-Turkey cooperation logo for information materials or separately at events, the EU and Turkish flag have to enjoy at least double prominence each, both in terms of size and placement in relation to other displayed logos and should appear on all materials and at all events as per the Communication and Visibility Manual for European Union External Actions. At visibility events, the Turkish and the EU flag have to be displayed prominently and separately from any logos.

The EU flag

³ The EU Delegation Turkey may also request to receive visibility materials directly from the entity in charge of the production of the materials (e.g. contractors, technical assistance teams etc).

⁴ Exceptions to this rule are only possible with approval from the EU Delegation Turkey.

⁵ Exceptions to this rule apply based on the funding arrangements.

The correct use of the flag must be ensured at all times avoiding common mistakes like the incorrect positioning and angle of the stars. Every EU flag that will be used for display should be checked according to the specifications in the Communication and Visibility Manual for European Union External Actions. It is highly recommended to consult the producers of flags prior to the production to make sure that the correct template is used. The correct EU flag is also available in various formats at http://www.avrupa.info.tr/AB_Mali_Destegi/Gorunurluk,Visi.html.

Other logos

For projects under DIS, logos of the beneficiary institution and the CFCU/ OS are accepted as long as they are clearly separated from the EU-Turkey cooperation logo and are maximum half the size of each flag. If the contractor is a consortium, only the logo of the consortium leader will be displayed. The logos may be displayed at the bottom of the front or back side or inside a publication, depending on the design of the visibility item.

For small visibility items, like stickers, the logos will not be accompanied by any text. For larger items, like invitations, brochures, event programmes etc., a text specifying the role of CFCU/ OS as Contracting Authority and that of the beneficiary institution may be added on the back side or inside the publication, in both cases in a small font at the bottom.

For projects under IPA III and IV, once the OS has fully taken over the functions of CFCU, the CFCU logo will be omitted and instead only that of the OS will be displayed on visibility materials.

Exceptions:

1. For International Organisations, the rules specified in the Communication and Visibility Manual for European Union External Actions apply.
2. For twinning projects, the flags of the involved Member States and partner institutions, as well as the twinning logo, available at http://www.avrupa.info.tr/AB_Mali_Destegi/Gorunurluk,Visi.html, are to be used. Logos and flags are displayed in the following way:
Top: EU-Turkey cooperation logo (left), national flags of partner countries (right)
Bottom: CFCU/ OS and Beneficiary's logo (left), twinning logo (centre), logos of partner institutions (right), headed by the phrase *This is a twinning partnership between:*
3. New entities established through programmes financed by the EU may create their own logo if this is part of the visibility and communication plan of the project.

In case of doubt of interpretation a contractor should as a first instance contact the Contracting Authority, the CFCU/ OS in Turkey, in order to ensure not to be in breach of the Visibility Manual for European Union External Actions or this complement.