

# **PUBLICITY GUIDELINES**

## **SWISS – CZECH COOPERATION PROGRAMME**

Valid as of 15/02/2010

## **LIST OF ABBREVIATIONS**

<b>BG</b>	Block grant
<b>CHF</b>	Swiss frank
<b>CZP</b>	Centrum pro zahraniční pomoc (department 58 of the MF)
<b>F</b>	Fund
<b>IP</b>	Individual project
<b>FB</b>	Implementing agency (final beneficiary)
<b>MF</b>	Ministry of Finance
<b>NCU</b>	National Coordination Unit
<b>PRG</b>	Programme
<b>SDC</b>	Swiss Agency for Development and Cooperation
<b>SECO</b>	State Secretariat for Economic Affairs
<b>IM</b>	Intermediary
<b>IB</b>	Intermediate Body

## **TABLE OF CONTENTS**

	<b>GENERAL TERMS AND DEFINITIONS</b>	<b>4</b>
<b>1.</b>	<b>INTRODUCTION</b>	<b>6</b>
<b>2.</b>	<b>PUBLICITY OF THE SWISS-CZECH COOPERATION PROGRAMME</b>	<b>7</b>
<b>3.</b>	<b>PUBLICITY GUIDELINES</b>	<b>8</b>
<b>4.</b>	<b>LIST OF RECOMMENDED PUBLICITY MEASURES</b>	<b>10</b>
<b>5.</b>	<b>TECHNICAL SPECIFICATIONS OF PROMOTIONAL MATERIALS (RECOMMENDED)</b>	<b>12</b>
<b>6.</b>	<b>ANNEXES:</b>	
	<b>Annex 1:</b> Billboard template	
	<b>Annex 2:</b> Sticker template	
	<b>Annex 3:</b> Commemorative plaque template	
	<b>Annex 4:</b> Poster template	

## GENERAL TERMS AND DEFINITIONS

<b>Block Grant (BG)</b>	A Block Grant for the non-profit sector is a fund set up for a clearly defined purpose, namely to finance sub-projects for the non-governmental, non-profit sector (NGOs).
<b>Agreement on Delegation of Powers and Responsibilities</b> (hereinafter referred to as “Delegation Agreement”)	A bilateral <u>written agreement</u> concluded between the NCU and the Intermediate Body- <b>Ministry</b> on the delegation to the Intermediate Body of certain powers and responsibilities of the NCU pertaining to preparation and implementation.
<b>Cooperation Agreement</b>	Similar to the Delegation Agreement, concluded in writing between the NCU and the <b>IB-Region</b> .
<b>Fond (F)</b>	Fund providing grants to specific areas for which it is intended. In the framework of the Swiss-Czech Cooperation Programme, <u>the following funds exist</u> : <i>Environment Expertise Fund, Partnership Fund, Project Preparation Facility, and Scholarship Fund</i> .
<b>Grant</b>	Non-reimbursable financial contribution provided by Switzerland based on the Project Agreement for the approved Individual Project, Programme, Block Grant, or Fund.
<b>Individual Project (IP)</b>	An individual project comprises the activities set out in the <i>Project Agreement</i> and for which a grant complying with the objectives of the Swiss-Czech Cooperation Programme is provided. Unless agreed otherwise, the <b>IP grant should be at least CHF 1 million<sup>1</sup></b> .
<b>National Coordination Unit (NCU)</b>	The entity authorised to coordinate the Swiss-Czech Cooperation Programme in the Czech Republic.
<b>Project</b>	Project is the general term used for the Individual Project, Programme, Block Grant or Fund under the Framework Agreement.
<b>Programme (PRG)</b>	A Programme consists of sub-projects linked by a common theme or shared objectives (space/sector/theme) as defined in the <i>Project Agreement</i> . Each sub-project is selected by the Intermediary once the Programme is approved. Unless agreed otherwise, the <b>grant for the PRG should amount to at least CHF 4 million</b> .
<b>Executing Agency = Final Beneficiary</b>	Executing Agency means any public or private entity mandated to implement a specific Individual Project financed under the Project Agreement. With respect to the Individual Project, the Executing Agency is both the party proposing the project and, subsequently, the grant recipient.

<sup>1</sup> This is the minimum grant amount that can be provided under the Swiss-Czech Cooperation Programme. The grant covers costs of up to 60% or 85% of any co-financing from public budgets. In exceptional cases, where projects are aimed at the development of institutions, Technical Assistance projects or projects implemented by the NGOs, the grant can cover 100% of costs.

<b>Contribution</b>	Means the non-reimbursable financial contribution granted by Switzerland to the Czech Republic under the Framework Agreement. Switzerland shall grant a non-reimbursable contribution towards the reduction of economic and social disparities of up to CHF 109,780 million to the Czech Republic for a commitment period of five years and a disbursement period of ten years, starting from the approval date of the Contribution by the Swiss Parliament, which is 14 June 2007.
<b>Framework Agreement</b>	Framework Agreement between the Swiss Federal Council and the Government of the Czech Republic concerning the Implementation of the Swiss-Czech Cooperation Programme to Reduce Economic and Social Disparities within the Enlarged European Union dated 20 December 2007.
<b>Sub-Project</b>	The Sub-Project for which the grant was provided under the Programme/Fund/or Block Grant and that is linked to other sub-projects by a common theme or shared objectives.
<b>Call for Submission</b>	A Call for Submission of project proposals can be: <ul style="list-style-type: none"> <li>▪ <b>Open</b> – it will then be published in the press and in other media (Internet). Unless stated otherwise in the Call for Submissions, all eligible applicants can submit their project proposals to the relevant IB in the framework of the priority areas specified in the Call for Submissions.</li> <li>▪ <b>Direct</b> – in such case, the responsible government bodies (GBs) or the Regions are addressed directly by letter from the NCU and are invited to submit project proposals directly to the NCU.</li> </ul>
<b>Intermediary (IM)</b>	Is a public or private sector body constituted as a legal entity and operating in the public interest that is mandated under the <i>Project Agreement</i> concluded between the NCU and SDC/SECO to implement the approved Programme/BG/Fund. The IM is the beneficiary of the entire grant under the PRG which then allocates grants to those sub-projects selected under the open Calls for Submission concerning the PRG/BG/Fund in question.
<b>Intermediate Body (IB)</b>	Public entity (ministry/region) acting under the responsibility of the NCU based on the <i>Delegation Agreement/Cooperation Agreement</i> , which carries out delegated/entrusted duties on behalf of the NCA with regard to final beneficiaries and Intermediaries.
<b>Applicant = Project Submitter</b>	Applicant means the party submitting the project proposal and, subsequently, the final proposal for the Project or sub-Project

## 1. INTRODUCTION

Under the **Swiss-Czech Cooperation Programme** (the “Programme”), the Czech Republic will receive grants in each of the priority areas with the objective of reducing economic and social disparities within the enlarged EU and reducing economic and social disparities between the dynamic urban centres and the structurally weak peripheral regions within the Czech Republic.

The beneficiary state shall ensure that detailed information on opportunities for potential applicants and the public at large is communicated to the public and that the approved projects are given sufficient publicity.

Sufficient information and publicity about the “Programme” are intended to increase transparency and raise public awareness about the assistance provided.

These *Publicity Guidelines* arise from the Framework Agreement and its annexes as well as from the *Swiss-Czech Cooperation Programme Manual for Announcing Calls for Submission – Submitting and Evaluating Projects – Awarding Grants*. An integral part of the documentation includes measures ensuring sufficient information and publicity about the “Programme”.

These *Publicity Guidelines* describe information regarding the provision of general publicity about *the Swiss-Czech Cooperation Programme* implemented by the National Coordination Unit (NCU) or the Implementing Body (IB) as well as publicity about individual projects implemented by the final beneficiaries or Intermediaries or final beneficiaries of sub-projects.

These *Publicity Guidelines* set out the general scope of activities regarding the provision of publicity about the “Programme” for individual entities.

Publicity for the Swiss-Czech Cooperation Programme will be provided on the:

- National level (National Coordination Unit / Intermediate Body)
- Individual project level (applicant/final beneficiary, Intermediary)

In the framework of providing publicity for the *Swiss-Czech Cooperation Programme*, the grant beneficiary can adopt other measures above and beyond the measures set out in these *Publicity Guidelines* upon consultation with and approval by the National Coordination Unit.

The Intermediary/Intermediate Body, who is to decide on approval/rejection of these measures, will be informed in a similar manner with respect to each sub-project.

## 2. PUBLICITY OF THE SWISS-CZECH COOPERATION PROGRAMME

National Coordination Unit/Intermediate Body shall ensure that information about the *Swiss-Czech Cooperation Programme* is communicated to potential beneficiaries and the public at large.

### 2.1. National Coordination Unit (NCU)

For this purpose, the NCU has created the website [www.swiss-contribution.cz](http://www.swiss-contribution.cz). Detailed information aimed at the public, including all basic programme documents, shall be published and updated on this website on a regular basis.

The website shall contain the following:

- Basic programming documents
- General information about the “Programme”
- Links to the website of the Swiss partner
- Current information (calls for proposals, seminars, etc.)
- Information about approved projects

Other measures may include:

- Printed material, such as brochures or folders, available to the public on request
- National, regional and local media can be utilised in relation to press statements, giving press conferences, interviews, radio briefings, etc.
- Information meetings open to the public. In the event of limited space at the meetings, the main target groups shall be given preference: eligible grant applicants (listed in detail on page 13 of the *Swiss-Czech Cooperation Programme Manual for Announcing Calls for Submission – Submitting and Evaluating Projects – Awarding Grants*)

E-mail address of the *Swiss-Czech Cooperation Programme*: [czp-swiss@mfcf.cz](mailto:czp-swiss@mfcf.cz)

Information about general publicity measures shall be treated as a separate subject in the Annual Report produced by the National Coordination Unit for presentation at the Annual Meeting.

### 2.2. Intermediate Body (IB)

Based on the powers vested by the Delegation Agreement/Cooperation Agreement, the IB, in cooperation with the NCU, is obliged to provide sufficient information and publicity in terms of its sphere of activity for the given priority area.

- Publishing information on its website, with this information being updated regularly.
- Informing the NCU about Calls for Submission announced to allow the NCU to publish this information on its website.
- Cooperating with the NCU on publicity, i.e., providing all information to the National Coordination Unit that is required to ensure publicity.

### 3. PUBLICITY MEASURES

The responsible grant recipient shall provide sufficient publicity and information about the project (i.e., IP/PRG/BG/F). This also applies to recipients of grants for sub-projects in the framework of the PRG/BG/F.

#### 3.1. Preparation of the publicity plan, publicity costs

Publicity costs are eligible **provided they are included in the project or sub-project budget**.

The **maximum amount** designated for project or sub-project publicity needs is **4%** of the total project/sub-projects costs, but **only up to the maximum amount of CHF 20,000**.

**The publicity shall be described briefly in point 8 (Publicity – forms for the project outline) of the project outline.**

After the Swiss partner approves the project outline, the applicant shall prepare a brief publicity plan for inclusion in the final project proposal.

The publicity plan shall include the following:

- Objective description and target groups
- Implementing measures and methods
- Expected output of project publicity activities
- Publicity budget
- Responsibility for implementation

In the case of sub-projects, a brief publicity plan must be included directly in the grant application for approval by the Intermediary.

Publicity measures set out in the final project proposal/sub-project grant application shall be implemented in full. In the event of changes to the original plan, the NCU/Intermediate Body (the Intermediary in the case of sub-projects) shall be informed by letter stating the reason for such change, and the NCU/Intermediate Body shall approve/reject the requested change.

#### 3.2. Information about financing from the Programme

Information about project/sub-project co-financing *supported by a grant from the Swiss-Czech Cooperation Programme* (including the use of the logo) has to be mentioned during all promotional activities pertaining to project implementation, at media presentations about the project/sub-project, and on all printed, electronic and audiovisual materials pertaining to the project/sub-project.

Measures implemented through the support of the Swiss-Czech Cooperation Programme **shall contain the following wording** (in Czech and English):

Wording in Czech	<b>Podpořeno z Programu švýcarsko-české spolupráce</b>
Wording in English	<b>Supported by a grant from Switzerland through the Swiss Contribution to the enlarged European Union</b>

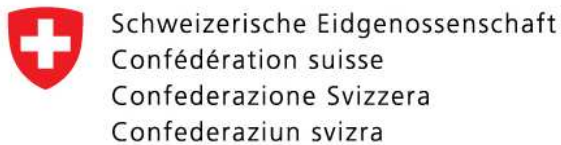


The National Coordination Unit and/or the Intermediate Body (the Intermediary in case of a sub-project) shall be informed sufficiently in advance (at least 10 days prior to the commencement of an event) about all significant events taking place in connection with the implementation of significant activities/parts of a project.

### 3.3. Swiss-Czech Cooperation Programme Logo

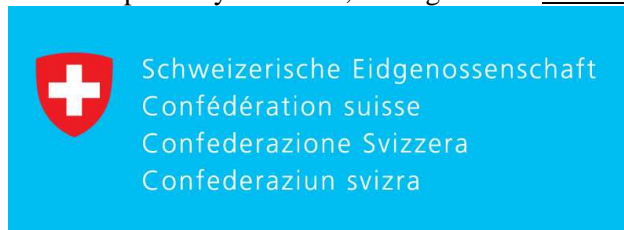
#### Version no. 1- white background

This version of the logo with a white background **has to be used** for the measures set out in Chapter 5. This concerns **billboards-stickers-commemorative plaques-posters**.



#### Version no. 2 - blue background

For other publicity measures, the logo with a blue background may be used.



Both versions of the Programme logo can be downloaded (in jpg/eps/tif/ai format) from the website [www.swiss-contribution.cz](http://www.swiss-contribution.cz). **The original proportions of the logo have to be retained.**

### 3.4. Documentation check

For the controlling purposes, the recipient of the documents shall archive the publicity documents and allow the auditing (controlling) body during on-site checks to verify how the publicity was carried out.

## 4. LIST OF RECOMMENDED PUBLICITY MEASURES

It shall also be clearly indicated on all promotional and advertising materials (booklets, brochures, posters etc.) that they are co-financed using resources from the *Swiss-Czech Cooperation Programme* (see wording in Czech and English); the Programme logo shall also appear on these materials.

The same shall also be indicated on materials (training manuals, studies, etc.) in connection with the implementation of “soft” projects (e.g., supplies of services and equipment).

### 4.1. Billboards and commemorative plaques

In the case of **infrastructure investments**, billboards shall be erected upon commencement of the work at the worksite.

**25% of top of the billboard** shall contain information in English about the assistance provided by the *Czech-Swiss Cooperation Programme* (wording: “*Supported by a grant from Switzerland through the Swiss Contribution to the enlarged European Union*”) and the Programme logo.

**The remaining 75%** of the bottom of the billboard shall be used to communicate information about the project, with the wording “*Podpořeno z Programu švýcarsko-české spolupráce*” appearing at the bottom.

Other information on the billboards:

- Name of project
- Grant recipient
- Total project costs – *in CZK*
- Grant amount – *in CZK*
- Project implementation period- *month/year-month/year*
- Project description (*not compulsory, may be substituted with other relevant information about the project, depending on the nature of the project*).

Once the construction work ends, the billboard shall be replaced with a commemorative plaque. The commemorative plaque shall be placed in a location accessible to the public. It shall contain the Programme logo and a reference to co-financing of the project from the Czech-Swiss Cooperation Programme.

### 4.2. Posters

With the aim of increasing awareness about the “Programme”, the grant recipient shall arrange for posters indicating the financial contribution obtained to be displayed on the premises of the bodies implementing the grant (e.g., training centres).

This measure concerns “soft projects” in particular (supplies of services and equipment).

**25% of the top of the post** shall contain information in English about the assistance provided from the *Swiss-Czech Cooperation Programme* (wording: “*Supported by a grant from Switzerland through the Swiss Contribution to the enlarged European Union*”) and the Programme logo.

**The remaining 75% of the bottom** of the poster shall be used to communicate information about the project, with the wording “*Podpořeno z Programu švýcarsko-české spolupráce*” appearing at the bottom.

Other information on the posters:

- Project name

- Grant recipient
- Total project costs - *in CZK*
- Grant amount – *in CZK*
- Project implementation period - *month/year-month/year*
- Project description (*not compulsory, may be substituted with other relevant information about the project, depending on the nature of the project*).

#### **4.3. Information material**

Publications (e.g., booklets, leaflets) about a project shall be clearly labelled *Swiss-Czech Cooperation Programme*. The title page shall always bear the “Programme” logo, either by itself or together with a national or regional emblem.

This also relates to information in electronic form.

#### **4.4. Information events**

Organisers of information events (e.g., conferences, seminars) shall ensure that information about the *Swiss-Czech Cooperation Programme* is clearly provided. The National Coordination Unit and/or the Intermediate Body (or the Intermediary in the case of sub-projects) shall be informed about information events no later than 10 days prior to the commencement of the events.

#### **4.5. Project commencement and other important events connected to project implementation**

The National Coordination Unit and/or the Intermediate Body (the Intermediary in the case of a sub-project) shall be informed about all important events taking place in connection with project implementation **no later than 10 days** prior to the commencement of the events.

#### **4.6. Additional measures**

In the framework of publicity measures undertaken with respect to the *Swiss-Czech Cooperation Programme*, the grant beneficiary may carry out additional measures above and beyond those set out in these *Publicity Guidelines* upon consultation with and approval by the National Coordination Unit.

With respect to sub-projects, the Intermediary/Intermediate Body shall be informed in the same way, and these entities shall decide on approval/rejection of these measures.

## **5. TECHNICAL PARAMETERS OF PROMOTIONAL MATERIALS - recommended**

**Templates for billboards - stickers – commemorative plaques – posters can be found in the annexes hereto.**

### **5.1. Billboards**

Billboards shall take on the A0 or A1 format.

Colour scheme: 4/0 + laminate

Material: PVC

Basic layout: 25% of total area shall be set aside for the Swiss Contribution logo and other compulsory elements.

75% of the total area shall be set aside for a description of the specific project (the bottom row “Project Description” is not compulsory and may be substituted with other relevant information about the project depending on the nature of the project).

The billboard template forms **Annex 1.**

### **5.2. Stickers**

Format: 60 x 36 mm

Colour scheme: 4/0

Material: self-adhesive paper - matt

The sticker template forms **Annex 2.**

### **5.3. Commemorative plaque**

Each commemorative plaque shall have these dimensions: 300 x 150 x 2 mm.

Each commemorative plaque shall be made from silver anodised aluminium, 2 mm thick.

The print shall comprise 3 colours: white, red (CMYK 0-100-100-0, Pantone 485) and black.

The printing technology shall be screen-printing.

The surface shall be varnished at 80°C.

Holes for fastening the board have to be made prior to varnishing.

The commemorative plaque template forms **Annex 3.**

### **5.4. Posters**

Posters shall be produced in the A2 format and are intended for inside use.

Format: 420 x 594 mm

Colour scheme: 4/0

Material: 170 paper

Basic layout:

**25% of the surface** shall be set aside for the Swiss Contribution logo and other compulsory elements.

**75% of the surface** shall be set aside for a description of the specific project (the bottom row “Project Description” is not compulsory and may be substituted with other relevant information about the project depending on the nature of the project).

The poster template forms **Annex 4.**

**ANNEXES:**

**Annex 1:** Billboard template

**Annex 2:** Sticker template

**Annex 3:** Commemorative plaque template

**Annex 4:** Poster template