



**EEA FINANCIAL MECHANISM 2014–2021 AND
NORWEGIAN FINANCIAL MECHANISM 2014–2021**

GUIDE FOR BENEFICIARIES

Part 6: INFORMATION AND COMMUNICATION

**CLIMATE CHANGE MITIGATION AND ADAPTATION PROGRAMME
EDUCATION, SCHOLARSHIPS, APPRENTICESHIP AND YOUTH
ENTREPRENEURSHIP PROGRAMME**

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List of abbreviations

EEA	European Economic Area
eMS	Electronic Monitoring System
GDP	Gross domestic product
GODC	Government Office for Development and European Cohesion Policy
MCRD	Ministry of Cohesion and Regional Development

1 Purpose of the document

Information and communication document under the *Climate Change Mitigation and Adaptation Programme* and *Education, Scholarships, Apprenticeship and Youth Entrepreneurship Programme* (hereinafter: the document) informs Project Promoters and Project Partners (hereinafter: beneficiaries) regarding the requirements of the Norwegian Financial Mechanism 2014–2021 and the Financial Mechanism of the European Economic Area (EEA) 2014–2021 (hereinafter: the EEA and Norway Grants) on the implementation of information and communication measures. The document provides basic guidelines for all beneficiaries, using the [Communication and Design Manual](#) at the same time.

The tasks of the beneficiaries consist of informing the public about the project as well as about the results and impacts of co-financing under the project with a view to highlighting the contribution of Iceland, Liechtenstein and Norway (hereinafter: Donor States) through the EEA and Norway Grants.

The document is issued by the Ministry of Cohesion and Regional Development (hereinafter: MCRD) acting as the Programme Operator of the programmes *Climate Change Mitigation and Adaptation*, and *Education, Scholarships, Apprenticeship and Youth Entrepreneurship* (hereinafter: Programme Operator).

The document is binding for all beneficiaries implementing projects selected under the call for proposals as well as for predefined projects under the abovementioned programmes.

If necessary, the document shall be subject to revision during project implementation which is why the beneficiaries must always use the last valid version of the document published on the website dedicated to the implementation of the EEA and Norway Grants in the Republic of Slovenia, namely www.norwaygrants.si and www.eeagrants.si (hereinafter dedicated website) under Documents - Guidelines.

In addition to the two Donor States Regulations, the [Regulation on the implementation of the Norwegian Financial Mechanism 2014–2021](#) and the [Regulation on the implementation of the EEA Financial Mechanism 2014–2021](#), the legal basis for the implementation of all information and communication measures is in particular:

- [Annex 3](#) to the Donor States Regulations – Information and communication requirements;
- The [Communication and Design Manual](#) used together with this document.

Information and communication measures in the above-mentioned bases and in this document constitute minimum requirements. Beneficiaries are recommended to carry out additional communication activities. It is recommended to use simple and clear language in communication.

The planning and implementation of information and communication activities shall take into account the current epidemiological situation and the national measures in place to contain the spread of infections by the new coronavirus. Communication activities, including the organisation of events, should include also digital implementation during planning.

Wherever used in this document, a pronoun in the masculine gender shall be considered as including the feminine gender in line with the principles of gender-inclusive language.

2 Information and Communication on the EEA and Norway Grants

Communication is an important part of the implementation of the EEA and Norway Grants. The purpose of information and communication actions implemented by the National Focal Point, Programme Operator, Project Promoter or project partners is to inform the general public in the EEA area of the contribution of the EEA and Norway Grants to the following two main objectives:

- to contribute to the reduction of economic and social disparities in the EEA; and
- to strengthen bilateral relations between Donor and Beneficiary states.

Information and communication about assistance through the EEA and Norway Grants shall have the following aims:

- increase public awareness and inform the general public about the contribution and role played by the Donor States;
- ensure transparency and legitimacy of the assistance from the Donor States;
- create a coherent picture of the EEA and Norway Grants in the Beneficiary and Donor States;
- communicate the impact and results of the Donors' contribution to the Beneficiary States.

2.1 Responsibility of Project Promoter and project partners

With the aim of highlighting the assistance from Donor States through the EEA and Norway Grants and of ensuring that assistance from the Grants is transparent and fulfil the abovementioned aims, beneficiaries shall provide information on the project to the widest possible audience at the appropriate national, regional and/or local levels, including relevant stakeholders. The Project Promoter shall develop and implement a communication plan in accordance with these instructions.

The Project Promoter shall report to the Programme Operator on the fulfilment of information and communication obligations. As part of the submission of the project report through electronic Monitoring System (eMS), Project Promoter shall also attach an e-version of each information and communication material created within the framework of the project (to the extent technically feasible).

2.2 Notification of the Programme Operator

The Project Promoter informs the Programme Operator in a timely manner on **planned and executed events, important milestones in project implementation and other information and communication activities**, together with pictorial and/or video material and short description in Slovenian and English language. The Programme Operator may publish the resulting content on the dedicated website and on social networks ([Facebook](#) in [Instagram](#))¹.

¹ By transmitting image and/or video material to the Programme Operator, beneficiaries shall grant permission to use it.

3 Communication plan

3.1 Planning and implementing activities in Covid-19 situation

The situation caused by the new coronavirus also affects information and communication, which in these times has become a particular challenge requiring beneficiaries to adapt the format of the activity. At the same time, the current situation is also an opportunity, which is mainly reflected in the shift towards digital communication and the consolidation of the online presence.

Since the conditions dictated by the coronavirus are variable, the planning of information and communication activities is difficult, so the communication plan needs to be drawn up carefully, with a great deal of flexibility and creativity. In planning itself as well as in implementing activities, beneficiaries shall take into account the current epidemiological situation and the national measures in place to curb the spread of coronavirus infections in order to ensure that the project implementation is safe and accountable. The beneficiaries therefore plan the activities in such a way that they are feasible both in usual and emergency situations when measures are in place to contain infections.

In the event of unforeseeable and changing circumstances, beneficiaries should consider the following options which meet current and long-term needs:

- **Openness to new technologies:** There are a number of tools that enable online meetings and events, file sharing and interactive participation of participants. These tools can facilitate information and communication activities as well as communication within the project;
- **The planning of digital meetings and events through online meetings/ videoconferencing, live streaming:** Virtual events can have greater reach of target groups, coordination with donor guests is easier, sustainable and secure, interactive and participatory, it is easier to focus on the content and quality of interaction rather than logistical solutions, and after the event can be reached even wider audiences;
- **The establishment of a strong online presence** through websites and social media, targeted online promotion campaigns, videos, online presentation of results, etc: One clear outcome of the current situation is that the use of social media is increasing, so to increase the digital impact, the key communication channels need to be identified, good communication for all involved in the communication network needs to be established, cooperation opportunities identified, content jointly designed and content and stories shared through common communication campaigns;
- **À favourable contractual arrangements:** Beneficiaries shall make use of the flexible booking options and contractual arrangements to organise physical events to allow repayment of funds in the event of cancellation.

Beneficiaries should take into account that digital communication processes are also documented as part of the audit trail.

3.2 Preparation of the communication plan

Beneficiaries shall include a communication plan in Communication Work Package of their electronic project application, with the aim of creating awareness of the existence, the objectives of the EEA and Norway Grants and bilateral cooperation with entities from Donor States, as well as the implementation, results and the impact of the support from the EEA and Norway Grants to the project.

In accordance with sub-chapter 2.3.2 of Annex 3 to the Donor States regulations, the communication plan shall include at least the following elements:

- a) the aims and target groups, including relevant stakeholders on national, regional and/or local level and the general public;
- b) the strategy and content of information and communication measures, including activities, communication tools and timeframe, having regard to the added value and impact of the EEA and Norway Grants;
- c) at least three information activities on progress, achievements and results in the project, such as a seminar or conference with stakeholders, a press conference or a press event, including a launch activity and/or closing activity of the project. For projects whose grant size is less than EUR 500.000,00, two information activities are sufficient and can be of smaller scale;
- d) measures for making information on the project available on the web, either through a dedicated website or through a dedicated webpage on the organisation's existing website in Slovenian and English with links to the website of the EEA and Norway Grants of Donor States², the website of the EEA and Norway Grants in the Republic of Slovenia and the MCRD³ website, or alternatively through an active social media profile for the project where a website does not already exist. The beneficiary shall immediately inform the Programme Operator of the existence of a dedicated website, webpage or profile on a social media. Where a social networks profile is created for a project and after the final eligibility date of the project, the social media profile shall remain accessible;
- e) information on the web, available on websites, webpages or social media profiles, that is regularly updated, shall include information about the project, its progress, achievements and results, the cooperation with entities from Donor States, relevant photos, contact information and a clear reference to the programme and EEA and Norway Grants;
- f) information on the administrative departments responsible for implementation of the information and communication measures, including a contact person;
- g) evaluation plan for information and communication measures with a view to achieving greater visibility and public awareness of the project and the EEA and Norway Grants, their objectives and impact and the role of Donor States.

² www.norwaygrants.org or www.eeagrants.org

³ <https://www.gov.si/en/state-authorities/ministries/ministry-of-cohesion-and-regional-development/>

3.3 Implementation of the communication plan

The Project Promoter shall ensure that the information and communication measures are implemented in accordance with the communication plan and that they aim to reach the widest possible audience, including relevant stakeholders at national, regional and/or local level. Organisers of information events, such as conferences, seminars, fairs or exhibitions in connection with the implementation of the EEA and Norway Grants, its programmes and projects, shall undertake to make explicit and visible the support of Donor States through the EEA and Norway Grants.

4 Visual identity

Any information and communication on the project must also include explicit and clearly visible information on the support of the EEA and Norway Grants. All material related to information and communication activities prepared by beneficiaries must comply with these instructions and with the provisions laid down in the [Communication and Design Manual](#). The manual sets out detailed technical requirements about the use of logos, as well as billboards, plaques, posters publications, web presence and audio-visual material.

In addition to the compulsory use of logos, it is desirable to include links to the [website of the EEA and Norway Grants in the Republic of Slovenia](#) on the material.

4.1 Logotypes

The logo is the most important and mandatory element of the visual identity of the EEA and Norway Grants to be used by the beneficiaries on all information and communication materials.

Any printed material (e.g. brochures, invitations, studies, manuals, publications to the public) or electronic material within the project shall include the following mandatory logos:

- The logo of the [Norway Grants](#) for projects co-financed by this financial mechanism or the logo of the [EEA Grants](#) for projects co-financed by this financial mechanism.

The Norway Grants logo:



The EEA Grants logo:



The height of the logo shall be at least 10 mm; the area of inviolability should also be taken into account; it shall be used only in black or white. More detailed rules on the use of the logo and colour combinations are set out in the [Communication and Design Manual](#). The logo of the appropriate financial mechanism shall always be placed at the top right (Figures 1 and 2). The logos are available on [the dedicated website](#).

- Programme Operator (MCRD) logo in the relevant language:

Slovenian:  REPUBLIKA SLOVENIJA
MINISTRSTVO ZA KOHEZIJO IN REGIONALNI RAZVOJ

English:  REPUBLIC OF SLOVENIA
MINISTRY OF COHESION AND REGIONAL DEVELOPMENT

The MCRD logo is always placed at the top left, aligning the text of the logo with the margin (Figure 1 and Figure 2). Both versions of the logo are available on the [dedicated website](#) (the Slovenian version of the logo on the Slovenian website only).

In addition to the requirements, the beneficiaries' logo may be used in the project materials. *The creation of a project logo is acceptable only in the case of exceptions defined in the [Communication and Design Manual](#) and upon prior approval from the Programme Operator.* When using mandatory logos in combination with other logos, the level of co-financing shall be clearly distinguished from those of the institutions involved in the implementation of the project: Additional logos shall be placed under the logos of the MCRD and the corresponding financial mechanism (Figure 1 and Figure 2). The logos must be displayed on the first page of the material or in an equally prominent position. The logos must be balanced in size. The logo typography is horizontally aligned below and vertically central (Figures 1 and Figure 2).

Figure 1: Layout of logos: Only the upper part of the material

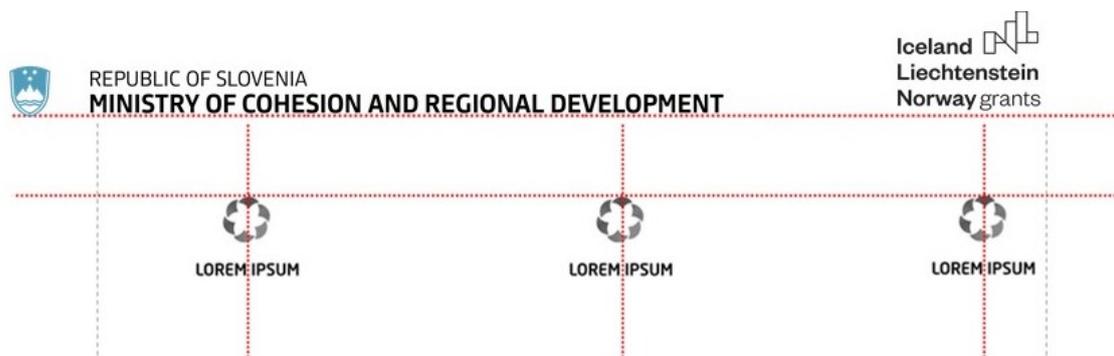
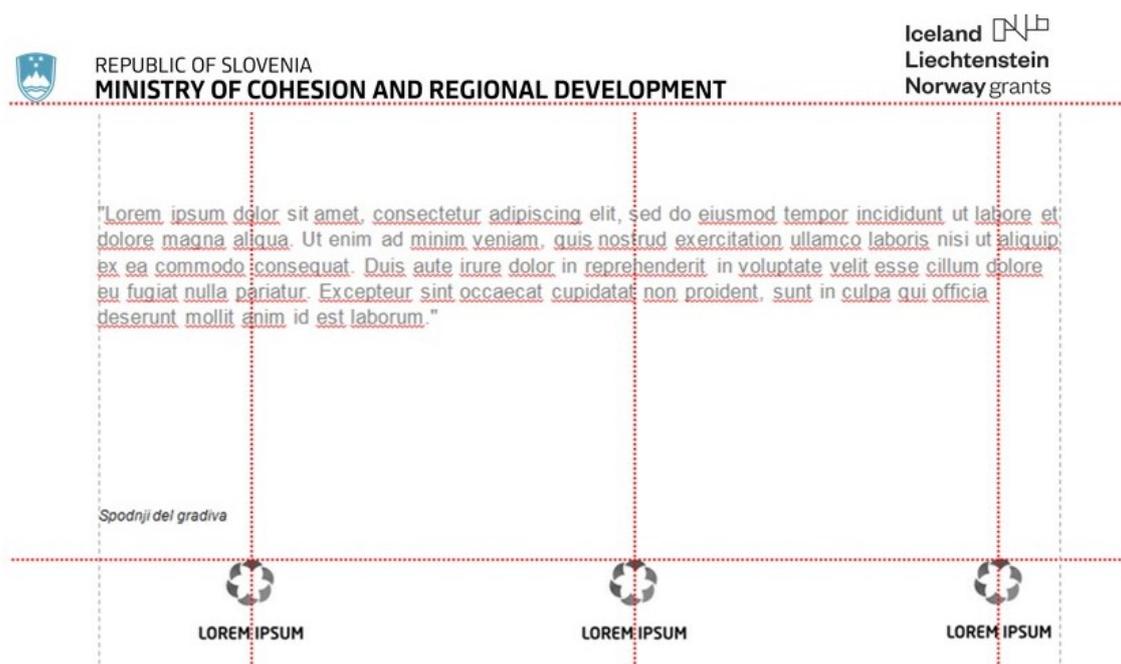


Figure 2: Position of logos: Upper and lower parts of the material



On small promotional items (e.g. pencils, USB sticks) only the logo of the corresponding financial mechanism is mandatory. Where the names of countries on the logo are difficult to read on small objects, it is acceptable to use only the logo icon in conjunction with the website of the EEA and Norway Grants in the Republic of Slovenia, as provided for in the [Communication and Design Manual](#).

4.2 Temporary billboard and permanent commemorative plaque

The Project Promoter shall, during the implementation of the project, put up a billboard at the site of each operation in line with requirements of the [Communication and Design Manual](#) and which fulfils the following conditions:

- the total public contribution to the operation exceeds € 50,000; and
- the operation consists in the financing of a physical object, infrastructure or of construction operations.

The Project Promoter shall replace the billboard with a permanent commemorative plaque that is visible, of significant size (200 x 300 mm) and in line with the [Communication and Design Manual](#) no later than six months after completion of the project.

4.3 Slogan

The slogan "**Working together for a green, competitive and inclusive Europe**" (»Sodelujemo skupaj za zeleno, konkurenčno in vključujočo Evropo«) is the overarching narrative of the EEA and Norway Grants that must be used by everyone involved in communicating and informing about the EEA and Norway Grants.

The slogan can be used together with logos, online, social media, videos, publications, etc. It should also be used in oral communication of the Grants such as in presentations, speeches and when talking about the Grants to e.g. journalists among others. Hence, the slogan should be integrated into communication.

The slogan is flexible and can be adapted according to the nature of the project:

- Working together for a green Europe
- Working together for a competitive Europe
- Working together for an inclusive Europe
- Working together for a green and competitive Europe
- Similar variation(s).

The slogan is used in black or white or in combinations with **green**, **red** and **blue** as defined in [sub-chapter 4.4.2](#) of this document or in the [Communication and Design Manual](#).

4.4 Other graphic elements

4.4.1 Typography

The use of the Founders Grotesk font is specified to ensure a consistent visual identity of the EEA and Norway Grants.

If this font is not available, Arial shall be used. More detailed font rules are laid down in the [Communication and Design Manual](#).

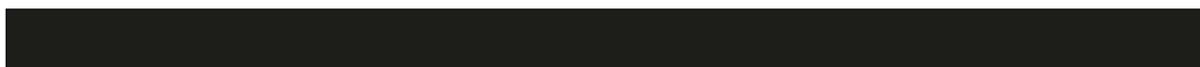
4.4.2 Colours

Colours make the visual identity more recognisable and playful. Red and blue represent the flag colours of Donor States and should be used to highlight important information and draw the eye to the most important parts of communication material.

CMYK 0/0/0/0 PMS Hvit RGB 255/255/255 LAB 100/-0/-0



CMYK 0/0/0/100 PMS Black RGB 29/29/27 LAB 11/-1/-1



CMYK 100/75/0/20 PMS 287 C RGB 0/48/150 LAB 26/6/-45



CMYK 0/100/97/70 PMS 485 C RGB 255/0/22 LAB 49/73/55



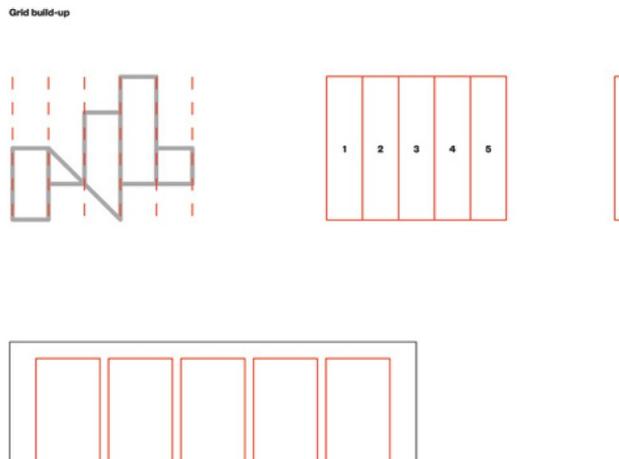
Whereas red and blue are the main colours in the visual identity, you may use other colours when you are making brochures, publications, videos, etc., as well as on your website, on social media and in presentation of projects.

4.4.3 Grid

The grid system is based on the five columns in the EEA Grants logo symbol (Figure 3) and creates a consistent and easy to use system. Elements in the grid system, like pictures or

text, can overlap multiple columns to create a more interesting and appealing composition. For more information, see the [Communication and Design Manual](#).

Figure 3: Grid of columns



4.4.4 Posters, billboards, roll-up stands, promotional material, presentations

The [Communication and Design Manual](#) presents the basic orientations in the design of posters, billboards and roll-up stands. Various examples of promotional material and the case of e-news are also presented.

A template for [Power Point presentation](#) is available on the Donor States' EEA and Norway Grants website.

5 Boilerplate texts

The following standard texts can be used on the project website, webpage or social media profile, in various publications or other information material, on the back covers of publications, at the end of press releases in the 'Note for Editors' section, or anywhere else where the contribution of donor countries is indicated through the EEA and Norway Grants.

The relevant standard text or indication of support shall be used, depending on whether the project is co-financed by the Norway Grants or by the EEA Grants. Only part of the standard text can be used.

5.1 Standard texts

Standard text 1: EEA Grants

The EEA Grants represent the contribution of Iceland, Liechtenstein and Norway towards a green, competitive and inclusive Europe.

There are two overall objectives: reduction of economic and social disparities in Europe, and to strengthen bilateral relations between the donor countries and 15 EU countries in Central and Southern Europe and the Baltics.

The three donor countries cooperate closely with the EU through the Agreement on the European Economic Area (EEA). The donors have provided €3.3 billion through consecutive grant schemes between 1994 and 2014. For the period 2014–2021, the EEA Grants amount to €1.55 billion. The priorities for this period are:

- #1 Innovation, Research, Education and Competitiveness
- #2 Social Inclusion, Youth Employment and Poverty Reduction
- #3 Environment, Energy, Climate Change and Low Carbon Economy
- #4 Culture, Civil Society, Good Governance and Fundamental Rights
- #5 Justice and Home Affairs

The EEA Grants are jointly financed by Iceland, Liechtenstein and Norway, whose contributions are based on their GDP.

Eligibility for the Grants mirror the criteria set for the EU Cohesion Fund aimed at member countries where the Gross National Income (GNI) per inhabitant is less than 90% of the EU average.

Standard text 2 – Norway Grants

The Norway Grants and the EEA Grants represent Norway's contribution towards a green, competitive and inclusive Europe.

Through the Norway Grants and the EEA Grants, Norway contributes to reducing social and economic disparities and to strengthening bilateral relations with beneficiary countries in Central and Southern Europe and the Baltics. Norway cooperates closely with the EU through the Agreement on the European Economic Area (EEA). Together with the other donors, Norway has provided €3.3 billion through consecutive grant schemes between 1994 and 2014.

Norway Grants are financed solely by Norway and are available in the countries that joined the EU after 2003. For the period 2014–2021, the Norway Grants amount to €1.25 billion. The priorities for this period are:

- #1 Innovation, Research, Education and Competitiveness
- #2 Social Inclusion, Youth Employment and Poverty Reduction
- #3 Environment, Energy, Climate Change and Low Carbon Economy
- #4 Culture, Civil Society, Good Governance and Fundamental Rights
- #5 Justice and Home Affairs

5.2 Stock statements for acknowledgment of EEA Grants or Norway Grants support

EEA Grants

The [project title] benefits from a € [amount – use a rounded figure] grant from Iceland, Liechtenstein and Norway through EEA Grants. The aim of the project is to [objective].

Norway Grants

The [project title] benefits from a € [amount – use a rounded figure] grant from Norway. The aim of the project is to [objective].

5.3 Disclaimer

Documents/Material should also contain a disclaimer stating that the content of the document/website does not necessarily reflect the position of the Programme Operator:

“This [document/website/etc.] was created with the financial support of [Norway Grants/EEA Grants]. The contents of this [document/website/etc.] are the sole responsibility of [beneficiary's name] and can in no way be taken to reflect the views of the Programme Operator of the [Climate Change Mitigation and Adaptation / Education, Scholarships, Apprenticeship and Youth Entrepreneurship] programme. ”

6 Social media

It is **strongly recommended** to use social media such as Facebook, Instagram, Twitter, etc. which can be a very accessible and affordable tool for reaching people online. They can be used to raise awareness about the project, to generate discussion or drive traffic to the project website or webpage.

If the beneficiary creates a social media project site, it shall inform the Programme Operator. When publishing on social networks, within its own project site or on pre-existing institutional profiles, it should indicate:

- @EEANorwayGrantsSlovenia  , and
- @EEANorwayGrants     

and using the appropriate hashtags:

#EEANorwayGrantsSlovenia
 #EEANorwayGrants
 #EEAGrants
 #NorwayGrants

#EEAGrantsSlovenia
 #NorwayGrantsSlovenia
 #ClimateProgramme
 #EducationProgramme

7 Photo material / Audio-visuals and Media Library

Photos, videos and other graphics are powerful tools which bring life to the communication work. Good photos and videos quickly grab people's attention and can therefore convey key messages to your audience in a fast and efficient way. Infographics can be useful for conveying complex information in a simple way. Visual content is also an essential part of social digital platforms.

Beneficiaries are therefore encouraged to take plenty of photos of project implantation and its results. Furthermore, some projects are more difficult to photograph than others. This could be due to their sensitive topic or technical nature. Beneficiary should be creative and adapt the photos accordingly, for example by not showing the faces of vulnerable people.

Beneficiary must take into account relevant **legal basis for the protection of personal data**. When photographing people, they should always be asked for **consent** and be

informed of how the photos might be used (online, publications, reports, media, etc). Photographing children and vulnerable people should be treated with caution and written consent may be needed.

Relevant photos should be included on the websites and on social media. Besides this it is strongly recommended to upload⁴ relevant photos to the [EEA and Norway Grants Media Library](#).

It is also recommended that the beneficiary make material accessible for vulnerable groups (use of alternative text online, subtitles on audio-visual material, etc.).

⁴ To request an account, an email shall be sent to info-fmo@efta.int. More information is available [in the EEA and Norway Grants Media Library Manual](#).