

EEA Grants

Communication guidelines for the Project Promoters

Program I:

“Local Development and Poverty Reduction”

Program II:

“Asylum and Migration”

(Addressing urgent needs for the reception and screening of Asylum Seekers and for the Accommodation of Vulnerable Groups)

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Introduction

Each communication and publicity plan, implemented by the Project Promoter, within the framework of the “Local Development and Poverty Reduction” and “Asylum and Migration” (Addressing urgent needs for the reception and screening of Asylum Seekers and for the Accommodation of Vulnerable Groups) programmes, should serve all the following objectives:

- **Inform the public and the key audiences** (journalists, opinion makers, vulnerable groups etc.) about the project, the objectives, the activities, the results and the impact of projects and the programme as a whole.
- **Ensure broad visibility and communication of the achievements** of the projects, aligned with the EEA Guidelines.
- **Highlight the contribution of donor states.**
- **Promote any bilateral cooperation** with entities in Iceland, Liechtenstein and Norway.

With good communication, we can show together all the great work that is being done under the EEA Grants and, at the same time, give visibility to the donor countries Iceland, Liechtenstein and Norway. You know your projects and results best, and we depend on you to make people aware of what we achieve together through the EEA Grants.

Terminology

EEA Grants: It is the name of the EEA Financial Mechanism in Greece and in another 14 states in central and eastern Europe. This name should be used in any communication on the programmes I & II.

“Local Development and Poverty Reduction”: It is the name of programme I, under which some of the projects are funded by.

“Asylum and Migration” (Addressing urgent needs for the reception and screening of asylum seekers and for the accommodation of vulnerable groups): It is the name of

programme II, under which some of the projects are funded by. Please, use the subtitle (parenthesis) so as nobody be confused by the same-titled-programme for which the Fund Operator is the Hellenic Ministry of Citizen Protection.

The name of the programmes, as well as the title of the project, should be mentioned in every communication of a project financed thereby.

Fund Operator: For both programmes the Fund Operator (FO) is SOL Consulting S.A in partnership with HumanRights360. The FO should be mentioned in every communication of a project financed thereby.

Project Promoter: It is you! In each project, you should mention the Project Promoter (PP) and Partners (if any).

✓ **All in one!**

In every type of communication (written or oral, such as interviews, videos etc.) and in all the materials you publish, you should use the following paragraphs (boilerplate texts) to give the identity of the project and programme:

Programme I:

The project(name of the project) is being implemented under the(name of the programme), by (name of the Project Promoter) and its partner/s (name of the partner/s if any). The “Local Development and Poverty Reduction” programme in Greece, financed by Iceland, Liechtenstein and Norway, was awarded a total budget of 6,5 million euros as part of the EEA Grants 2014 – 2021. The program aspires to contribute to enhancement of social cohesion and reduction of economic and social disparities. The Fund Operator for the “Local Development and Poverty Reduction” programme in Greece is SOL Consulting S.A in partnership with HumanRights360.

More information: <https://www.asylumandmigration-eeagrants.gr>

Programme II:

The project(name of the project) is being implemented under the(name of the programme), by (name of the Project Promoter) and its partner/s (name of the partner/s if any). The “Asylum and Migration” (Addressing urgent needs for the reception and screening of asylum seekers and for the accommodation of vulnerable groups) programme in Greece, financed by Iceland, Liechtenstein and Norway, was awarded a total budget of 16,5 million euros as part of the EEA Grants 2014 – 2021. The program aspires to contribute to ensuring legal protection, support and care for the most vulnerable asylum seekers, with emphasis on unaccompanied children. The Fund Operator for the “Asylum and Migration” programme in Greece is SOL Consulting S.A in partnership with HumanRights360.

More information: <https://www.asylumandmigration-eeagrants.gr>

See also Annex I

Visual Identity

Logos



Logos help to visually identify the programme and highlight the donors.

1. **The use of the logos is obligatory.** Please use them systematically in your print and digital communication, especially in publications, websites and all material produced, always aligned with the [Communication and Design Manual EEA and Norway Grants 2014 - 2021](#).
2. Do not use any of the EEA Grants logos in any other colour than **black or white**.
3. **Modification, alteration, or another use of the above logos is not permitted.** The application of logos in your print and digital communication should have been

previously approved by the Communication Department of the FO.

Use of logos:

There must be a clear and visual distinction between the programme (EEA Grants), the FO and the PP.

- **Size:** the logo of the programme should be larger than that of the PP.
- **Placement:** the logo of the programme should be placed at the top or/and to the left, alone, in relation to the logo of the PP. If the logos of FO and/ or PP is in the same line, please assure that a) the logo of the programme is on the left, and b) the rest of logos are on the right and under the taglines: **Fund Operated by, Implemented by, In partnership with.**

Slogan

Requirement:

“**Working together for a green, competitive and inclusive Europe**” is the **overarching narrative of**

**Working together for a green,
competitive and inclusive Europe**

the EEA and Norway Grants (2014-2021) that must be used by everyone involved in communicating the Grants. Using it will help us **communicate consistently**. All your communication activities should fit within this overarching narrative.

- You may use the slogan with the logo(s), on the web, social media, videos, publications, posters, 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.
- The slogan may be adapted as → **Working together for an inclusive Europe** and translated into your local language, when necessary.

The slogan may be used in black, white or with the colours green, competitive and inclusive.

Typography

The specific typeface, which is used in all of EEA and Norway Grants' visual communication, ensures a consistent look for the visual identity.

1st typeface: **Founders Grotesk**: It should only be used in the weights "regular" and "semibold". "Semibold" for titles and "regular" for body text.

2nd typeface: **Arial** (when Founders Grotesk is not available). It should only be used in the weights "regular" and "bold". "Bold" for titles and "regular" for body text.

For more information about typography and colours, visit the [Communication and Design Manual EEA and Norway Grants 2014 - 2021](#).

Implementation

✓ **Strategy & challenges:**

During the implementation of your project, it is important to stay focused on your strategy and follow the approved communication plan. It is also crucial to take into consideration the **challenges** and **current affairs** (such as the coronavirus pandemic, the public discourse about hot issues, related to your projects), **re-consider** your communication strategy and, if necessary, **adjust** your project communication plan to achieve the best possible results.

✓ **Materials**

All the **communication materials** (flyers, brochures, leaflets, banners, promo materials, roll up, infographics etc.) should include the logos and the boilerplate text. We suggest you keep some of these materials for the closing event of the programmes I and II, in 2023.

All Project Promoters must place a **visible billboard** at the site of each operation in line with the requirements of the [Communication and Design Manual EEA and Norway Grants 2014 -](#)

2021. The PP shall replace the billboard with a permanent commemorative plaque (if financing a physical project) that is visible, of significant size and in line with aforementioned Manual, no later than six months after completion of the project.

We remind you that the communication material produced during the programme should be submitted to the FO for approval before its publication.

Recruitment and procurement procedure:

Project Promoters, during the recruitment and procurement procedure, are obliged to make a clear reference to the programme and EEA Grants, as follows:

“This call/procedure concerns the (name of the project), which is being implemented under the(name of the programme), of the EEA Grants, by(Project Promoter).”

Please note that this reference must be included in every communication, in every step of any recruitment and procurement procedure, on every channel (websites, press, etc.) and not only in the body of the announcement document itself.

✓ **Activities & actions**

Announcements / Opening events of projects / public events:

At least two informational actions on the progress, achievements, and results of the project, such as launch or closing events, seminars or workshops, interviews and press conferences, or/and other events. All of them should highlight the importance of the project and the programme, as well as the contribution of Iceland, Liechtenstein and Norway through the EEA Grants. The FO must approve dates of events and material that will be distributed at least one week before the event.

We kindly inform you that it is obligatory to invite a representative from the FO, or/and contact persons of the programmes as representatives of the FO, giving them the right to address the public with a brief description of the programme and the donors.

✓ Channels

Website/ webpage

Presentation of information regarding the project on the internet, either through a **dedicated webpage** (section) on Project Promoter's website or through a **special website**, dedicated to the project. Information about the project must be regularly updated in English and Greek.

The website/ webpage should include the relevant logos in order to achieve the highest visibility, and information about:

- the programme, the EEA Grants, the Fund Operator (see Annex I).
- the project, its progress, achievements, news, results and impact
- cooperation with Donor states (if any)
- relevant photographs, videos etc.
- Clear information and contact details regarding the staff of the organization or the external contractor who will undertake the implementation of the communication strategy, including a dedicated communications officer.

Social media

Sharing is caring!

Step 1:

- ✓ Follow us and like our social media channels: [facebook page](#), [LinkedIn](#), [Twitter](#).
- ✓ Like and share our news. Let's become multipliers of the message for an inclusive Europe!

Step 2:

- ✓ If you have created dedicated channels for the project, add all relevant information (description of the project & boilerplate texts) in the "About" section.
- ✓ You may use the boilerplate text in posts you believe they are important.
- ✓ Always tag the programme page and use the # and @ of the programmes:

[#Forhumanrightsineurope](#) [#Forabetterfuture](#) [#Workingtogether](#) [#eeaGrantsCommunity](#) [#EEAGrants](#)

And the hashtags of your programme (values): [#integration](#) [#opportunitiesforall](#)

[@localdevelopment.asylumigration.eeagrants.greece](#) (You can tag the programme within the body text, not necessarily at the end of the post)

[@EEA and Norway Grants](#) [@EEA Grants Greece](#) [@NorwegianEmbassyAthens](#) [@HumanRights360](#)
[@ΣΟΛ Crowe](#)

Tips:

- ✓ Create attractive content, use a narrative on simple human, mainstream terms without technicalities and jargon.
- ✓ Provide a dedicated budget for the digital communication – boost your social media channels engaging more actors, so as to multiply the dissemination of the project
- ✓ Highlight the Donors' commitment

Press releases, newsletters, opinion articles, interviews etc

Project Promoters should present the progress of their projects through different channels. We kindly inform you that you should **include the logos and the boilerplate texts** in every communication and submit to the FO for approval before its publication, at least one week before. In case of **press releases** (in English and Greek) the FO should be informed for approval at least one week before publishing, for observations and appropriate quotation – the FO will work with the FMO for appropriate quotes if needed by the FMO and Donors.

Communication with impact!

Our communication is based on human stories and common values. Beneficiaries, employees, key persons and actors consist a great audience you can share your content, as well as engage them to participate in its development. Here are some tips to communicate your messages with impact:

✓ **Tell human stories**

Show the human aspect behind your activities, highlight the everyday heroes behind them and support the results with data and numbers, given in a human way. Create stories, and present testimonies. Remember that in the case of an image or video, it is necessary to have the written consent of the person who appears.

✓ **Speak with common values**

Use universal values so the recipients of your messages will get easier familiarized to and support your activities. These values may consist an inclusive narrative, which you can apply in general, in order your messages be communicated in a consistent way. Also, you may use key values as hashtags in social media, as follows:

Programme I: [#integration](#) [#OpportunitiesForAll](#)

Programme II: [#inclusion](#) [#protection](#) [#empowerment](#)

✓ **Highlight issues that interest the public**

Always be aware of the current affairs and how you can contribute to the public discourse on issues of your expertise. Avoid jargon and technicalities. Highlight your actions and achievements, with examples and transparency.

✓ **Get visual!**

Nobody can refuse the power of image! Create visual material: High resolution photos and videos will consist of your effective tools for communication and the ones which will attract more visitors on your pages!

Remember to ask always for written consent when photographing or/and video recording people. Make them aware of the purpose of taking the photographs and videos, as well as of

how and in which media you may use them. Special attention should be warranted in the case of minors or people from vulnerable social groups.

More information:

Booklet: "10 keys to effectively communicate human rights", Fundamental Rights Agency, available [here](#)

Communication and Design Manual, EEA and Norway Grants 2014-2021, available [here](#)

Annex

BOILERPLATE TEXTS (EN):

About EEA Grants

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.

More information: www.eeagrants.org & www.eeagrants.gr

About Program I: “Local Development and Poverty Reduction”

The “Local Development and Poverty Reduction” programme in Greece, financed by Iceland, Liechtenstein and Norway, was awarded a total budget of 6,5 million euros as part of the EEA Grants 2014 – 2021. The program aspires to contribute to enhancement of social cohesion and reduction of economic and social disparities. The Fund Operator for the “Local Development

and Poverty Reduction” programme in Greece is SOL Consulting S.A in partnership with HumanRights360. More information: <https://www.asylumandmigration-eeagrants.gr>

About Program II: “Asylum and Migration”

(Addressing urgent needs for the reception and screening of Asylum Seekers and for the Accommodation of Vulnerable Groups)

The “Asylum and Migration” (Addressing urgent needs for the reception and screening of asylum seekers and for the accommodation of vulnerable groups) programme in Greece, financed by Iceland, Liechtenstein and Norway, was awarded a total budget of 16,5 million euros as part of the EEA Grants 2014 – 2021. The program aspires to contribute to ensuring legal protection, support and care for the most vulnerable asylum seekers, with emphasis on unaccompanied children. The Fund Operator for the “Asylum and Migration” programme in Greece is SOL Consulting S.A in partnership with HumanRights360.

More information: <https://www.asylumandmigration-eeagrants.gr>

About the Fund Operator

The Fund Operator for the “Local Development and Poverty Reduction” programme and “Asylum and Migration” (Addressing urgent needs for the reception and screening of asylum seekers and for the accommodation of vulnerable groups) programme in Greece is SOL Consulting S.A in partnership with HumanRights360.

About SOL/ Crowe

SOL Crowe provides auditing and consulting services to an expanded network of organizations and companies operating in the public and private sector in Greece and abroad. The Company provides customized solutions in the entire spectrum of consulting services aimed at supporting, reorganizing and sustainable development of our customers. The services provided cover all areas of corporate activities - Management Consulting Services, Tax Services, Financial Services, Risk Management Services, Human Resources Services, Business Monitoring Services, HTL Services, Technology Services - creating direct and visible value to businesses

and organizations. The company is staffed with highly specialized consultants, with experience and professional knowledge and competence, ensuring the efficiency and quality of services provided. More information: <https://solcrowe.gr/>

About HumanRights360

HumanRights360 is a civil society organization established in Greece. Its mission is to protect and empower the rights of all, with no discrimination, giving special focus on the most disadvantaged and vulnerable populations. The cornerstone of its action is the belief that the social inclusion may be achieved only through the protection of the individual, political and social rights of the entire population, and that through wider alliances, both in Greece and internationally, open and tolerant societies can be built, rejecting the Far-Right rhetoric, the extremism and xenophobia, and encouraging the participation of all citizens. The main pillars of HR360 activities is integration services (mainly in refugees' field such as legal aid and borders monitoring), reintegration services and support of vulnerable people (homeless, ex prisoners), combating hate crimes through recording incidents for the Network of Racist violence, promoting campaigns, participating to researches, reports, editions and providing legal support to victims of racist crimes, strategic communication and advocacy for human rights protection, and management of regranting programmes.

More information: <https://www.humanrights360.org/>

BOILERLATE TEXT (GR):

Σχετικά με το Χρηματοδοτικό Μηχανισμό του ΕΟΧ

Η Ισλανδία, το Λιχτενστάιν και η Νορβηγία υπέγραψαν το 1992 Σύμφωνο Συνεργασίας με την Ευρωπαϊκή Ένωση, δημιουργώντας τον Ευρωπαϊκό Οικονομικό Χώρο (ΕΟΧ). Ο Χρηματοδοτικός Μηχανισμός ΕΟΧ, γνωστότερος ως ΕΕΑ Grants, είναι ένα εργαλείο χρηματοδοτικής ενίσχυσης που δημιουργήθηκε από τις τρεις αυτές χώρες και είναι διαθέσιμο σε 15 χώρες-μέλη της ΕΕ, μεταξύ των οποίων είναι και η Ελλάδα. Περισσότερες πληροφορίες: www.eeagrants.org & www.eeagrants.gr

Σχετικά με το Πρόγραμμα I: Τοπική ανάπτυξη και μείωση της φτώχειας

Το πρόγραμμα «Τοπική Ανάπτυξη και Μείωση της Φτώχειας» στην Ελλάδα, ύψους 6,5 εκ. ευρώ, χρηματοδοτείται από τον Ευρωπαϊκό Οικονομικό Χώρο (EEA Grants) 2014 – 2021. Το πρόγραμμα φιλοδοξεί να συμβάλει στην ενίσχυση της κοινωνικής συνοχής και τη μείωση των οικονομικών και κοινωνικών ανισοτήτων. Ο Διαχειριστής Επιχορήγησης για το πρόγραμμα «Τοπική Ανάπτυξη και Μείωση της Φτώχειας» στην Ελλάδα είναι η ΣΟΛ Crowe σε συνεργασία με την HumanRights360.

Περισσότερες πληροφορίες: <https://www.asylumandmigration-eeagrants.gr>

Σχετικά με το Πρόγραμμα II: Άσυλο και Μετανάστευση (Αντιμετώπιση επείγουσών αναγκών για την υποδοχή και καταγραφή των αιτούντων άσυλο και για τη στέγαση ευάλωτων ομάδων)

Το πρόγραμμα «Άσυλο και Μετανάστευση» (Αντιμετώπιση επείγουσών αναγκών για την υποδοχή και καταγραφή των αιτούντων άσυλο και για τη στέγαση ευάλωτων ομάδων) στην Ελλάδα, ύψους 16,5 εκ. ευρώ, χρηματοδοτείται από τον Ευρωπαϊκό Οικονομικό Χώρο (EEA Grants) 2014 – 2021. Το πρόγραμμα φιλοδοξεί να συμβάλει στη διασφάλιση της νομικής προστασίας, υποστήριξη και φροντίδα για τους πιο ευάλωτους αιτούντες άσυλο, με έμφαση στα ασυνόδευτα παιδιά. Ο Διαχειριστής Επιχορήγησης για το πρόγραμμα “Άσυλο και Μετανάστευση” στην Ελλάδα είναι η ΣΟΛ Crowe σε συνεργασία με την HumanRights360.

Περισσότερες πληροφορίες: <https://www.asylumandmigration-eeagrants.gr>

Σχετικά με τον Διαχειριστή Επιχορήγησης

Ο Διαχειριστής Επιχορήγησης για το πρόγραμμα “Άσυλο και Μετανάστευση” στην Ελλάδα είναι η ΣΟΛ Crowe σε συνεργασία με την HumanRights360.

Σχετικά με την ΣΟΛ

Η ΣΟΛ Crowe παρέχει ελεγκτικές και συμβουλευτικές υπηρεσίες σε ένα διευρυμένο δίκτυο οργανισμών και επιχειρήσεων που δραστηριοποιούνται στον δημόσιο και ιδιωτικό τομέα στην Ελλάδα και το εξωτερικό. Η Εταιρεία παρέχει προσαρμοσμένες λύσεις σε όλο το εύρος

συμβουλευτικών υπηρεσιών με στόχο την υποστήριξη, ανάπτυξη και βιώσιμη ανάπτυξη των πελατών μας. Οι υπηρεσίες που παρέχονται καλύπτουν όλους τους τομείς της επιχειρησιακής δραστηριότητας- Συμβουλευτικές Υπηρεσίες Διοίκησης, Φορολογικές Υπηρεσίες, Χρηματοοικονομικές Υπηρεσίες, Υπηρεσίες Διαχείρισης Κινδύνων, Υπηρεσίες Ανθρώπινου Δυναμικού, Υπηρεσίες Business Monitoring, Υπηρεσίες HTL, Υπηρεσίες Τεχνολογίας- δημιουργώντας άμεση και ορατή αξία σε επιχειρήσεις και οργανισμούς. Η εταιρία διαθέτει συμβούλους με υψηλή εξειδικευμένη επιστημονική κατάρτιση, με εμπειρία και επαγγελματική γνώση και επάρκεια, διασφαλίζοντας την αποτελεσματικότητα και την ποιότητα των παρεχόμενων υπηρεσιών. Περισσότερες πληροφορίες: <https://solcrowe.gr/>

Σχετικά με την HumanRights360

Η HumanRights360 είναι μία οργάνωση της κοινωνίας των πολιτών που δραστηριοποιείται με σκοπό την προστασία και ενδυνάμωση των δικαιωμάτων όλων, χωρίς διακρίσεις. Ακρογωνιαίο λίθο αποτελεί η πίστη ότι η επίτευξη της κοινωνικής συνοχής επιτυγχάνεται μόνο μέσω της προστασίας των ατομικών, πολιτικών και κοινωνικών δικαιωμάτων όλου του πληθυσμού, και ότι μέσω της συγκρότησης ευρύτερων συμμαχιών, τόσο στην Ελλάδα όσο και διεθνώς, μπορούν να οικοδομηθούν ανοιχτές και ανεκτικές κοινωνίες, που απορρίπτουν την ακροδεξιά ρητορεία, τον εξτρεμισμό και την ξеноφοβία, και λειτουργούν σε πλαίσιο λογοδοσίας, ενθαρρύνοντας τη συμμετοχή όλων των πολιτών. Οι βασικοί άξονες της δραστηριότητας της HumanRights360 είναι: οι υπηρεσίες ένταξης με ενεργή παρουσία στο προσφυγικό πεδίο (π.χ. Έβρος), οι υπηρεσίες επανένταξης και υποστήριξης ευάλωτων πληθυσμών (αποφυλακισμένοι, άνεργοι), η καταπολέμηση εγκλημάτων μίσους μέσω της καταγραφής περιστατικών για το Δίκτυο Καταγραφής Ρατσιστικής βίας, της προώθησης καμπανιών, της συμμετοχής σε έρευνες, αναφορές και εκδόσεις, και της νομικής υποστήριξης θυμάτων ρατσιστικών εγκλημάτων, η στρατηγική επικοινωνία και παρεμβάσεις (advocacy) για θέματα που αφορούν την καταπάτηση θεμελιωδών δικαιωμάτων ευάλωτων πληθυσμών, και η διαχείριση επιχορήγησης EEA Grants και άλλων προγραμμάτων αναχρηματοδότησης.

Περισσότερες πληροφορίες: <https://www.humanrights360.org/el/>