**Communication Guidelines – Implementation of Projects**

**EEA and Norwegian Financial Mechanisms 2014-2021**

**SMEs Growth Romania**

Updated Wednesday, 27 June 2018, 10:50 AM

# 1. Introduction

Information and publicity about assistance provided through the EEA and Norwegian Financial Mechanisms in Romania 2014-2021, SMEs Growth Romania Programme (hereinafter referred to as “the Programme’’) are intended to increase transparency and raise public awareness.

The project publicity measures implemented in the beneficiary states should contribute to adequate publicity of projects financed by the Programme.

Project publicity measures should be carried out by Project Promoters and their partners in accordance with the Project Contract. General publicity measures should be implemented by Innovation Norway in cooperation with the National Focal Point in Romania.

# 2. Project publicity measures directed to Promoters and Partners

Information and publicity plans are mandatory for all projects and have been prepared by the Project Promoter (and partner), included as an attachment to the application. The plan includes a brief description of aims and target groups, implementation measures and methods, budget and responsibility for implementation of publicity activities.

**The cost of the information and publicity measures are included in the project budget.**

**Information and publicity measures should include clear acknowledgment of the assistance received from the Programme. This includes all related documentation as well as any promotional and publicity materials (e.g. course materials, brochures, leaflets, posters, banners, press releases). For example, measures must be taken to ensure that participants in training schemes receiving support by the Programme are made aware of this fact (the trainer may only inform the trainees verbally about the training being funded by the Programme).**

**Innovation Norway shall be informed well in advance of the commencement of all projects and other events organised in connection with significant phases of project implementation to enable Innovation Norway representatives, or other officials from the Donor States or from the Beneficiary State, to participate.**

# 3. General publicity measures

Innovation Norway shall ensure that information about the Programme is communicated to the public at large in Romania. The webpage of the Programme <https://www.innovasjonnorge.no/en/start-page/eea-norway-grants/Programmes/business-development/Romania/>

provides updated and detailed information on all relevant aspects of the Programme. Other measures may include:

* Printed material, such as brochures or folders, available on request;
* National, regional and local media can be utilised in relation to the release of press statements, give press conferences, interviews, radio briefings, etc.;
* Information meetings at regional and local level for target groups such as: Local and regional authorities; Civil society organisations (including NGOs); Private enterprises; Academic institutions; Media advertisements to announce approved grants and project information.

# 4. Information and publicity measures

Following is a list of project publicity measures. Applicants should select those best suited to their project.

# 4.1 Information material

Publications (e.g. booklets, leaflets, newsletters) about a project shall contain a clear indication of the Programme as well as its logos on the title page or last page, either on its own or alongside any national or regional logo/emblem used.

EEA and Norway Grants and Innovation Norway’s logo could always go together with the exception stipulated in 4.4 below. The EEA and Norway Grants logo could stand alone in all publications, materials, press releases, etc., while Innovation Norway’s logo shall only be used together with the EEA and Norway Grants logos.

In the case of information made available by electronic means (e.g. websites, databases for potential beneficiaries) or as audio-visual material, the principles set out above shall apply.

All information and publicity measures taken shall acknowledge support by the Programme by minimum using the following wording:

*In English:*

Supported by a grant from Iceland, Liechtenstein and Norway through the EEA and Norwegian Financial Mechanisms 2014-2021, in the frame of the Programme “SMEs Growth Romania”.

*In Romanian:*

Finanțat cu sprijinul granturilor acordate de Islanda, Liechtenstein și Norvegia prin mecanismele financiare SEE și Norvegian 2014-2021, în cadrul Programului "Creșterea IMM-urilor din România".

# 4.2 Information events

Organisers of information events such as press release/media involvement, conferences, seminars, fairs and exhibitions relating to implementation of projects co-financed by the Programme shall undertake to make explicit mentioning of the participation of the Programme.

- Press release “EEA and Norwegian Financial Mechanisms 2014-2021” – version in Romanian and English.

# 4.3 Project inaugurations and other significant phases of project implementation

Innovation Norway shall be informed well in advance of all project inaugurations or other events organised in relation to significant phases of project implementation to enable Innovation Norway to organise the appropriate participation if deemed necessary.

# 4.4 Commemorative plaque

Permanent commemorative plaque should be placed at sites where it is naturally exposed to the public. The commemorative plaque shall bear the logos of the Programme (EEA and Norway Grants logos only) and a reference to the Programme’s co-financing of the project.

# 4.5 Additional measures

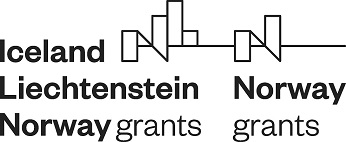
The implementation of measures in addition to plans as initially approved shall be governed by the rules laid down under Annex 4 (Information and Publicity Requirements) to the Regulations on the Implementation of the EEA and Norwegian Financial Mechanisms 2014-2021, as applicable.

# 4.6 Recommendations

You can compose your publicity text as long as the reference to the Programme is done in the correct way (Use best judgement depending on the type of information material/event and/or space available in the document).

For logos please use the enclosed templates:

# EEA and Norway Grants Logo



# B) Innovation Norway Logo

|  |  |  |
| --- | --- | --- |
| ***Coloured*** | | ***Black and white*** |
|  |  |  |