

Swiss-Polish Cooperation Programme

Information and Promotion Guidelines for Beneficiaries

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1. INTRODUCTION

This document sets out the responsibilities of beneficiaries¹ in the field of information and promotion of projects financed or co-financed by the Swiss-Polish Cooperation Programme (SPCP). It also presents a broader context in order to allow the beneficiaries better understand their role in the promotion of the whole SPCP, as well as ensure coherence and synergy of the information and promotion activities undertaken by all institutions involved in the implementation of the Programme.

2. INFORMATION AND PROMOTION OF THE SPCP

2.1. General objectives

Main objectives of the informational and promotional activities within the SPCP are as follows:

- to inform general public about the SPCP, its implementation and results, in particular to raise awareness on the Swiss contribution to the social and economic cohesion of Poland,
- to inform potential beneficiaries about and encourage them to apply to the Programme as well as to provide them with the information necessary in the application process,
- to motivate and support the beneficiaries to implement projects properly and efficiently,
- to promote the objectives of the SPCP, i.e. the reduction of economic and social disparities in EU and in Poland, as well as benefits arising from the implementation of the Programme,
- to promote, incite and encourage dialog and cooperation between public, private and non-governmental sectors' representatives as a crucial aspect in the realization of the SPCP objectives,
- to ensure transparency, in particular in project selection, contract awarding and financial management.

2.2. Key messages

Messages concerning the SPCP shall take into account the main goal of the Programme, i.e. **the reduction of social and economic discrepancies between Poland and more advanced EU countries, and in Poland - between less and better developed regions.**

The main objective of the Programme can be elaborated on so that the objectives of all focus areas convey the following messages:

¹ For the purpose of this document, beneficiaries are entities from the public, non-governmental or private sector, which have been granted co-financing from the Swiss-Polish Cooperation Programme, i.e. Executing Agencies selected within particular priority areas and entities receiving grant within the Individual project of the National Capital Fund Plc., Individual project regarding institutional and regulatory capacity building for corporate sector financial reporting and auditing at the national level, Enhancement of regional competitiveness through Corporate Social Responsibility measures, Polish – Swiss Research Programme, Block Grant for Non-Governmental Organizations and Polish - Swiss Regional Partnership Projects.

- The resources within the SPCP contribute to development of peripheral and disadvantaged regions of Poland by financing multi-thematic local development projects.
- The Swiss Contribution provides financing to projects improving protection of eastern EU borders, management of immigration and asylum issues as well as awareness campaigns at strengthening the internal security.
- The Swiss funds enable sustainable development by realization of environmentally friendly investments: improving waste management and energy efficiency, introducing renewable energy, enhancing biodiversity and nature protection. The SPCP allows possibilities to improve management, safety, efficiency and reliability of public transportation systems.
- The SPCP increases the competitiveness of the Polish economy by providing capital to the small and medium-sized enterprises and by supporting institutional and regulatory capacity building as regards reporting and auditing at the national level.
- Funds available within the SPCP enable nation-wide promotion of healthy lifestyle, education as regards health and prevention of communicable diseases. The funds also support social services in the disadvantaged regions.
- The Swiss funds contribute towards establishing and deepening existing Polish-Swiss relations in research, strengthen the academic ties between Poland and Switzerland in science, technology and innovation through research collaboration,
- The Swiss Contribution promotes civic participation indispensable for increasing social and economic cohesion of Poland and promotes and/or enhances the partnership between regions, institutions and social partners of Poland and Switzerland.

2.3. Target groups

Information and promotion activities on the SPCP shall be addressed to the following groups:

- general public, with particular emphasis on the public in the four priority regions,
- potential beneficiaries and beneficiaries,
- media (e.g. press, TV, radio -local and country-wide, internet),
- social partners, business environment organizations, NGOs and other opinion forming circles and public opinion leaders.

General public

The messages to the general public shall aim to raise interest in and create favorable atmosphere around the Programme, as well as to build awareness of its objectives and benefits resulting from its implementation.

The communiqués should use simple vocabulary and avoid abbreviations.

Potential beneficiaries and beneficiaries

The perception of the Programme by potential beneficiaries and beneficiaries has substantial influence on its overall image – they should be encouraged to become ambassadors of the SPCP.

The beneficiaries should be well informed about the Programme and motivated to implement projects properly. Messages should be clear and coherent, procedures described as simply as possible. All information shall be easily accessible.

Media

Information activities shall concern country-wide and/or regional media, depending on the type and aim of a project.

Media should be motivated to create reliable and strategically desirable messages as well as to enter into dialog and partnership with institutions implementing the SPCP.

The communiqués addressed to the media shall be simple and concise, avoid technical vocabulary but yet include content-related comments if needed.

Social partners, business environment organizations, NGOs and other opinion forming circles and public opinion leaders

Representatives of this group influence general public significantly and represent great potential as regards the promotion of the Programme and its efficient implementation.

They should be encouraged to cooperate with the institutions implementing the Programme and to become its ambassadors.

The messages directed to them have to include attractively presented factual content.

2.4. Communication tools

Information and promotion activities can be conducted through:

- Opening/information conferences, promotional events/events for general public (forums, fairs, open days),
- Contacts with media:
 - a. press conferences, briefings, interviews,
 - b. press kits, press releases, newsletters, articles etc.,
 - c. spots, promotional films, radio and television broadcasts,
 - d. announcements in the press concerning calls for proposals,
- Info points (general and of specific focus areas),
- Publications - electronic and paper (brochures, folders, leaflets etc.),
- Websites,
- Workshops,
- Other promotional materials,
- Etc.

The above list presents standard, most commonly used tools and is not exhaustive. Beneficiaries might undertake additional activities if they serve for the purpose of informing about and promoting the SPCP and remain in correspondence with the project costs and its nature.

2.5. General division of tasks and responsibilities

Three main types of information and promotion activities can be discerned:

- activities at the SPCP level:
 - a. disseminating information on the availability of resources,

- b. disseminating information on functioning of the Swiss-Polish Cooperation Programme,
 - c. informing about developments and results of the overall SPCP,
 - d. promoting the benefits of the support of the Swiss Contribution,
- sectoral activities at the focus areas level:
 - a. disseminating information on the availability of resources within a specific focus area,
 - b. disseminating information on functioning of a specific focus area,
 - c. informing about developments and results of a specific focus area,
 - d. promoting the benefits of the support of the Swiss Contribution within a specific focus area,
- activities at the project level:
 - a. informing about the received financial support under the project,
 - b. informing about the project developments and results,
 - c. informing about the benefits arising out of the support.

All institutions/bodies involved in the implementation of the SPCP – the National Coordination Unit (NCU), Intermediate Bodies (IB) and institutions acting as Operators², beneficiaries, the Swiss Contribution Office (SCO, part of the Swiss Embassy) share the responsibility of informing about and promoting the Swiss Contribution, in the meaning that some of the tasks and responsibilities cannot be assigned to one body only. However, there is a general division of tasks and responsibilities according to the level of communication and cooperation:

- the Programme level – responsibility of the NCU and SCO,
- the focus area level – responsibility of the NCU and IBs/Operators, with possible participation of SCO,
- the project level – responsibility of IBs/Operators and beneficiaries, with possible participation of the NCU and SCO.

The National Coordination Unit as well as Intermediate Bodies and Operators are obliged to prepare an annual communication plan. Intermediate Bodies and Operators are obliged to provide such plans to the NCU by the end of November in the year preceding implementation of the plan.

The plan has to indicate:

- objectives and key performance indicators (e.g. 2 articles published in local press, 1 article published in country-wide press) of the publicity activities,
- types of information and promotion undertakings,
- the target group of information and promotion activities,
- timetable for the information and promotion activities implementation,
- budget,
- responsibilities for implementation of the publicity measures.

Information on

² For the purpose of this document, Operators are units authorised to manage and implement a specific financial project/programme, i.e. the National Capital Fund, the Information Processing Centre, the Block Grant Intermediary.

promotion activities on the programme and focus area levels should be included in the *Annual Report from the Swiss-Polish Cooperation Programme Implementation*, drawn up by the NCU and presented to the Donor-country during the annual meeting.

The detailed responsibilities of the project beneficiaries will be described in point 3.

3. INFORMATION AND PROMOTION OF PROJECTS FINANCED WITHIN THE SPCP

The aim of information and promotion activities pursued by beneficiaries is to raise the level of public awareness of Swiss Contribution. This aim can be achieved by:

- informing about the received financial support under the project,
- informing about the benefits arising out of the support,
- informing about the project developments and results.

3.1. Obligations of the beneficiaries

Beneficiaries are obliged to undertake measures in order to disseminate the information on the support of the project within the SPCP and the benefits arising from it. This information shall target the project surroundings, i.e. local community, media, private, public and non-governmental sector, opinion forming circles and public opinion leaders etc.

In case of big, complex and/or infrastructural projects, projects implemented at the national level and/or of importance to the whole country, beneficiaries are invited to address with the information the target groups at the national level, if only possible. This particularly concerns the nationwide media.

Beneficiaries should also ensure that the information of the support within the SPCP is conveyed to the final beneficiaries of the projects (participants in the co-financed trainings, entities receiving resources in the re-granting projects, etc.).

NOTE: The scope of information and promotion activities should be planned in a reasonable and efficient manner, with due consideration of the assumed objectives and requirements connected with the project promotion.

Beneficiaries chose the communication tools depending on the specificity of the project. The resources assigned for the project promotion should correspond to its size, type and objectives.

Beneficiaries should also ensure that the message (including the communication tools and language) is adjusted to the group of recipients as well as to the nature and impact of the project.

3.2. When should information and promotion activities start?

Beneficiaries are obliged to promote the project since the date of signing the grant agreement and during its duration. Beneficiaries after signing the agreement should start applying the rules of labelling for documentation and place relevant information on their website, etc.

3.3. Rules of project labeling

3.3.1. Visual identification system

a. Swiss Contribution logo

The Swiss-Polish Cooperation Programme is one of the cooperation programmes between Switzerland and new member states of the European Union. All the programmes constitute **the Swiss Contribution to reducing the social and economic disparities in the enlarged European Union**. The beneficiaries of this contribution, amounting to CHF 1 billion 257 million, are, apart from Poland: Estonia, Latvia, Lithuania, Malta, Slovakia, Slovenia, Czech Republic, Hungary, Cyprus, Bulgaria and Romania.

The cooperation programme realized in Poland, being part of the Swiss Contribution, shall be labeled with the following logo:



The logo refers to one arm of the cross – the symbol of Switzerland. It captures the moment of creation of an arrow symbolising development and direction. The colouring refers to the Swiss - Polish relation.

All information and promotion materials within a co-financed project have to be labelled with the **Swiss Contribution logo**. This applies to:

- printed materials – press releases, programme documents, brochures, leaflets, newsletter, notes, advertisements, press announcements, diplomas, certificates etc.,
- promotional materials – pens, mugs, UBS sticks, caps, T-shirts etc.,
- websites, internet announcements, advertisements, data bases etc.,
- films,
- Power Point presentations,
- on-site billboards and commemorative plaques,
- posters, banners, roll-ups, exhibition stands etc.

The Swiss Contribution logo can be accompanied by the logo of the beneficiary, the project partner or national/regional symbols, etc. However, materials cannot feature any logotypes of private contractors who conduct activities under the project.

In order to properly use the Swiss Contribution logo, please consult the Brand Book (part 1 of Annex 1 – Visual Identity Book). The Swiss Contribution in PDF, EPS, JPG and PNG formats can be downloaded from the following website: www.programszwajcarski.gov.pl , tab Documents, Guidelines on Information and Promotion.

In part 2 of the Visual Identity Book there are presented obligatory and recommended layouts of materials with the Swiss Contribution logo. The layout of other promotional materials and stationary can be designed by the institutions involved in the SPCP

implementation and the beneficiaries of the Programme, but always in line with the Swiss Contribution logo Brand Book.

b. Bundeslogo

The State Secretariat of Economic Affairs (SECO), Swiss Agency for Cooperation and Development (SDC), Swiss Embassy and Swiss Contribution Office (SCO), as representatives of the Swiss administration use the logo of the Swiss Confederation, the so-called Bundeslogo:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Konfederacja Szwajcarska

The Bundeslogo consists of a coat of arms and the inscription “Swiss Confederation” in four national languages: German, French, Italian and Raeto-Romance. It can be extended with translation into two other languages. The additional languages have to be separated by a blank line; font and colour do not change.

The Swiss administration when acting in connection with the Swiss-Polish Cooperation Programme use both logotypes, the Swiss Contribution logo (logo of the Programme) and the Bundeslogo (logo of the Swiss Confederation).

The **Bundeslogo** should be obligatory used on the information stickers, information billboards and plates, and commemorative plaques (please, see the obligatory layouts of these materials in part two of the Visual Identity Book).

The Bundeslogo might be used by the beneficiaries of the SPCP on other materials, in particular when the Swiss administration representatives participate in an event or undertaking. In such situations beneficiaries are required to consult the SCO.

For proper use of the Bundeslogo, please consult the excerpt from the manual on the Bundeslogo (Annex 2). The Bundeslogo in PDF, EPS, JPG and PNG formats can be downloaded from the following website: www.programszwajcarski.gov.pl , tab Documents, Guidelines on Information and Promotion.

3.3.2. Information on the co-financing

The wording to be used for acknowledgement of co-financing within the Swiss-Polish Cooperation Programme is as follows:

- English version

Supported by a grant from Switzerland through the Swiss Contribution to the enlarged European Union

- Polish version

Projekt współfinansowany przez Szwajcarię w ramach szwajcarskiego programu współpracy z nowymi krajami członkowskimi Unii Europejskiej

The information on co-financing shall be generally used in Polish language, although it might be also used in both languages, especially when the message is directed to non-Polish speakers. Both language versions are required in the case of on-site billboards, commemorative plaques and information plates.

In case of a non-investment project, when there is a need to specify an activity, a publication etc., the wording can be adjusted accordingly:

Publikacja, szkolenie, konferencja etc. współfinansowany(-a, -e) przez Szwajcarię w ramach szwajcarskiego programu współpracy z nowymi krajami członkowskimi Unii Europejskiej

The same refers to the infrastructural/investment projects. However, once an infrastructural investment within a project has been completed, the wording used on on-site permanent commemorative plaques has to be adjusted to the specificity of the co-financed investment, for instance:

Remont/adaptacja budynku szkoły, remont /modernizacja instalacji itd. współfinansowany(-a, -e) przez Szwajcarię w ramach szwajcarskiego programu współpracy z nowymi krajami członkowskimi Unii Europejskiej

If the information on co-financing is in both languages, the text of one version should always be adjusted to the other.

Please note that, although there is some flexibility in adjustments of the wording, it cannot be shortened and has to explicitly indicate that the project is supported by Switzerland through the Swiss Contribution to the enlarged European Union.

NOTE: If a project is financed by the Swiss Contribution in 100%, the text should always be adjusted accordingly, i.e. instead of “co-financed” there should be used the word “financed”.

The **information on the co-financing** should be used wherever possible, but obligatorily on:

- information billboards and plates, commemorative plaques, stickers
- publications (except for situations when the size of the material does not allow it, e.g. in case of a small leaflet),
- sponsored articles,
- audio-visual materials,
- training materials and certificates for the participants of the trainings.

The information about the support may be displayed in any place on the material, however, it has to be visible.

It is also allowed to include information on the beneficiary's co-financing or/and the value of co-financing from other sources.

3.3.3. The use of the visual identification system and information on co-financing

All information and promotion materials, depending on their size and/or type shall be labelled by either means:

- basic variant – the Swiss Contribution logo and the information on the co-financing (for larger materials)
- minimum variant – the Swiss Contribution logo (for smaller materials, where it is not possible to include the information on co-financing), for example pens, pen drives etc.

Please, note that on information stickers, information billboards and plates, and commemorative plaques, apart from the Swiss Contribution logo and the information on co-financing, the Bundeslogo should be obligatory used.

3.4. Information and promotion activities of the project

Beneficiaries are obliged to inform in a clear manner the target groups about the received financial support under the project results and benefits arising out of the support, about project developments, milestones in the project implementation, for instance signing of the project agreement, launching of the construction work, launching of a promotional campaign, completion of a building construction/renovation, completion of a project etc.

Beneficiaries are obliged to undertake the obligatory activities, and invited to undertake the recommended activities.

3.4.1. Obligatory activities

a. Information billboards – in case of infrastructural or construction projects

It is obligatory to place information billboards at the premises where infrastructural or construction projects are realised, as of commencement the work. If the work starts before signature of the project agreement, the beneficiary places the billboard after signing the agreement.

Information billboards shall be placed in the most visible locations connected with the project in order to allow the largest possible number of persons to become acquainted with its content easily and safely.

At least one billboard should be placed. If the infrastructural works are conducted in several locations, an appropriate number of billboards should be placed in order to ensure efficient promotion of the project. In case of projects of dispersed structure (e.g. concerning installation of solar systems), the billboards should be placed on selected premises where the infrastructural investment is being implemented, enabling access for the largest possible number of persons, or before the seat of the beneficiary.

The information billboard has to include the following elements:

- the Swiss Contribution logo and the Bundeslogo – both logotypes should cover approx. 25% of the billboard's area,
- the information on the support in two languages (see point 3.3.2.),
- value of the Swiss co-financing in CHF,
- the title of the project – the title should be simplified in order to be understandable for the general public,
- name of the beneficiary,
- other logos, however, the billboard may not feature any logotypes of private contractors who conduct activities under the project,

It is also allowed to include information on the beneficiary's co-financing or/and the value of co-financing from other sources.

The recommended dimensions of the information billboard are the following: 150 cm (width) x 100 cm (height). It is allowed to place a smaller or a bigger billboard if required by the type and nature of the project, however, on condition that all proportions of the specimen billboard are preserved.

Please, consult part 2 of the Visual Identity Book (Annex 1) for the precise rules of designing the information billboard. The layout of billboards in PDF format is available at the following website: www.programszwajcarski.gov.pl , tab Documents, Guidelines on Information and Promotion.

b. Commemorative plaques – in case of infrastructural or construction projects

Within 6 months from the end of investment works the information billboards have to be replaced with permanent commemorative plaques.

The plaques shall be placed in the most visible locations connected with the project in order to allow the largest possible number of persons to become acquainted easily and safely with its content.

At least one commemorative plaque should be placed. If the infrastructural works are conducted in several locations, an appropriate number of commemorative plaques should be placed in order to ensure efficient promotion of the project. In case of projects of dispersed structure (e.g. concerning installation of solar systems), the commemorative plaque should be placed on selected premises where the infrastructural investment were being implemented, enabling access for the largest possible number of persons or before the seat of the beneficiary.

The commemorative plaque has to include the following elements:

- the Swiss Contribution logo and the Bundeslogo – both logotypes should cover approx. 25% of the plaque's area,
- the information on the support in two languages:

Reconstruction / adaptation of the school building, reconstruction / modernisation of the installation etc. supported by a grant from Switzerland through the Swiss Contribution to the enlarged European Union

and

*Remont/adaptacja budynku szkoły, remont /modernizacja instalacji itd.
współfinansowany(-a, -e) przez Szwajcarię w ramach szwajcarskiego programu
współpracy z nowymi krajami członkowskimi Unii Europejskiej*

- value of the Swiss co-financing in CHF,
- other logos, however, the plaques may never feature any logotypes of private contractors who conduct activities under the project

It is also allowed to include information on the beneficiary's co-financing or/and the value of co-financing from other sources.

The recommended dimensions of the commemorative plaque are the following: 70 cm (width) x 50 cm (height). It is allowed to place a smaller or a bigger commemorative plaque if required by the type and nature of the project, however, on condition that all proportions of the specimen commemorative plaque are preserved.

The plaque should be in principle in silver anodized aluminium, with hot varnish coated at 80°C on the surface and on the edges. The recommended thickness is 2 cm. The holes for fixing must be made before varnishing. The printout process in three colours: white, red (Pantone 485) and black. In case the above requirements cannot be met, beneficiaries should consult the respective Intermediate Body on other similar techniques ensuring good quality of the commemorative plaque.

The commemorative plaques should always ensure high visibility of the logotypes and inscription, as well as be made of durable material, resistant to different weather conditions, of high aesthetic value.

Please, consult part 2 of the Visual Identity Book (Annex 1) for the precise rules of designing commemorative plaques. The layout of plaques in PDF format is available at the following website: www.programszwajcarski.gov.pl , tab Documents, Guidelines on Information and Promotion.

c. Information plates and information stickers

Information plates shall be used for the purpose of labelling:

- workplaces or rooms where undertakings of non-investment projects are carried out, e.g. laboratory etc. (then an information plates should be placed at the entrance into the room in which the works are conducted or in which the project is implemented),
- rooms in which renovation works inside the building are conducted - information plate shall be placed at the entrance into the room in which the works are conducted

Plates have to include the following elements:

- the Swiss Contribution logo and the Bundeslogo - both logotypes should cover approx. 25% of the area,
- the information on the support in two languages:

Project (insert the abbreviated project title name, e.g. purchase, reconstruction, construction, modernisation, etc.) supported by a grant from Switzerland through the Swiss Contribution to the enlarged European Union

and

Projekt (skrótowa nazwa, np. zakup, przebudowa, budowa, modernizacja itp.) współfinansowany przez Szwajcarię w ramach szwajcarskiego programu współpracy z nowymi krajami członkowskimi Unii Europejskiej,

- value of the Swiss co-financing in CHF,
- other logos, however, plates cannot feature any logotypes of private contractors who conduct activities under the project.

It is also allowed to include information on the beneficiary's co-financing or/and the value of co-financing from other sources.

Note that the minimum size of the plates is 28 cm (width) x 17 cm (height). The dimensions might vary depending on the size of the labelled space, on condition that all proportions of the specimen billboard are preserved.

Information stickers shall be used for the purpose of labelling:

- fixed assets – e.g. machines and devices, means of transport, office equipment, computers etc.
- intangible assets – e.g. software (then an information plate or a sticker should be placed at a visible place on the hardware on which the software has been installed),

Information stickers have to include the following elements:

- the Swiss Contribution logo and the Bundeslogo - both logotypes should cover approx. 25% of the area,
- the information on the support in Polish language version:
Np. Zakup (nazwa zakupionego sprzętu) współfinansowany przez Szwajcarię w ramach szwajcarskiego programu współpracy z nowymi krajami członkowskimi Unii Europejskiej,
- other logos, however, stickers cannot may feature any logotypes of private contractors who conduct activities under the project.

Beneficiaries are free to choose the preferable size of the sticker. However, when defining the size, the protection zones of the Swiss Contribution logo and the Bundeslogo should be preserved. Please, note also that the minimal size of the Bundeslogo for professional printing is 32 mm, while for office printers - 36 mm (please, see the Brand Book of the Swiss Contribution logo and the excerpt from the manual on the Bundeslogo).

The objects which cannot be labelled with a visible sticker should be labelled by placing a sticker on their packaging.

Please, consult part 2 of the Visual Identity Book (Annex 1) for the precise rules of designing the information plates and stickers. The layout in PDF format is available at the following website: www.programszwajcarski.gov.pl , tab Documents, Guidelines on Information and Promotion.

NOTE: If a project is financed by the Swiss Contribution in 100%, ONLY the logo of the beneficiary, apart from the Swiss Contribution logo and the Bundeslogo, can be placed on

all the above materials (information billboards, commemorative plaques, information plates and stickers). Remember that the text on support should also be always adjusted accordingly, i.e. instead of “co-financed” there should be used the word “financed”.

d. Labeling of documents

The labelling obligation covers documents concerning the project implementation after signing of the grant agreement and for the project duration, except for internal documents which are not to be presented to other entities.

The document should be labelled with the Swiss Contribution logo and, optionally, with the information about the support.

In particular, the following documents are subject to labelling:

- paper correspondence concerning the project,
- advertisements concerning tenders,
- tender documentation,
- agreements with contractors,
- certificates, testimonials, diplomas etc.

Financial documents – invoices, bills and other financial and accounting documents are not subject to labelling. The requirements concerning labelling of documents refer to situations in which such labelling is feasible in technical terms.

A proposal of the letterhead can be found in the part 2 of the Visual Identity Book (Annex 1). The layout in formats PDF and DOC is available at the following website: www.programszwajcarski.gov.pl, tab Documents, Guidelines on Information and Promotion. At the same website and tab in PDF format there can be found a proposal of envelope's layout for paper correspondence concerning the project.

e. Press releases

The beneficiaries are obliged to prepare and disseminate at least two press releases – one at the launching and second at the completion of a project. They should be provided to the leading local and/or country-wide media, depending on the nature of the project.

In case of longer-term, big, complex and/or infrastructural projects, projects of national coverage and/or of importance to the whole country beneficiaries should:

- target the leading local and/or the country-wide media,
- inform about the milestones in the project implementation, for instance signing of the project agreement, launching of the construction work, launching of a campaign, completion of a building construction/renovation, completion of a project etc. and the project results.

Press releases should consist of:

- a heading – short title,
- short introduction,
- main text which shall include inter alia a description of the project, information on the amount of the Swiss support and the beneficiary's co-financing or/and the co-financing from other sources, benefits arising from the support,

- closing paragraph (coordinates etc.)

Press releases shall be simple and concise, avoid technical vocabulary but yet include content-related comments if needed. A copy shall be kept on file and the National Coordination Unit, Intermediate Body / Operator and the Swiss Contribution Office should be informed when the press release is published.

The document with the press release should include the Swiss Contribution logo, and preferably use the layout of the letterhead presented in part 2 of the Visual Identity Book (Annex 1) and available in formats PDF and DOC at the following website: www.programszwajcarski.gov.pl, tab Documents, Guidelines on Information and Promotion.

3.4.2. Recommended activities

a. Website

If beneficiaries have their own websites, they should include there the information on the project, along with the Swiss Contribution logotype, information on co-financing and link to the main websites of the SPCP: www.programszwajcarski.gov.pl and www.swiss-contribution.admin.ch/poland. A visibly and easily accessible link to the sub-page/tab with information on the project should be placed on the home page of the beneficiaries.

If possible, beneficiaries are invited to create a separate website dedicated to the implemented project.

As to the information of the project, it should include:

- scope and objectives of the project,
- timetable of the project implementation,
- the value of the Swiss co-financing in CHF.
- benefits arising out of the project,

It is also allowed to include information on the beneficiary's co-financing or/and the value of co-financing from other sources.

The information should be updated regularly according to the project developments and milestones.

It is also advised to disseminate the address of the webpage with the information on the project, among others, in publications, brochures, press releases, on the headed stationery, etc. The website address or the link to a sub-page/tab concerning the project should be notified to the National Coordination Unit, the Intermediate Body / Operator, the Swiss Contribution Office.

In case of developing new websites for the purpose of the promotion of the SPCP project, beneficiaries may use the proposal of a banner, which is included in the part 2 of the Visual Identity Book (Annex 1).

The proposal of the layout in PDF format may be downloaded from the following website: www.programszwajcarski.gov.pl, tab Documents, Guidelines on Information and Promotion.

It is also recommended to place information in two language versions – Polish and

English. In case of the English language version it is allowed to place information in its abbreviated form.

b. Printed, electronic and audio-visual materials

Printed publications (e.g. brochures, folders, leaflets, bulletins, etc.) published under the project should include the Swiss Contribution logo and the information on the support (except for small scale materials (for example small leaflets) whose size and layout does not enable to place the information on the co-financing).

The same labelling rules should be applied in case electronic and audio-visual materials. In addition, in case of the electronic material and devices such as CD, DVD, the Swiss Contribution logo should be placed on the cover.

For the obligatory layout of the Power Point presentation, please consult part 2 of the Visual Identity Book (Annex 1). It is available in the Power Point format at the following website: www.programszwajcarski.gov.pl, tab Documents, Guidelines on Information and Promotion.

It is recommended to place on printed, electronic and audio-visual materials publications the contact information of the beneficiary, including the website or sub-page/tab of the project (if it exists), as well as the website of the Intermediary/Operator and the main websites of the SPCP.

c. Posters and roll-ups

For the purpose of labelling rooms, promotional events, fairs, conferences, trainings, etc. beneficiaries might use posters or roll-ups.

For the obligatory layout of the roll-up, please consult part 2 of the Visual Identity Book (Annex 1). It is available in PDF format at the following website: www.programszwajcarski.gov.pl, tab Documents, Guidelines on Information and Promotion.

The posters might include another type and/or more of text information than the roll-up, however, it is recommended to design the layout of the poster based on the obligatory layout of the roll-up. In all cases the information has to be understandable and properly displayed.

d. Conferences, workshops, information and promotion events

Information and promotion events, such as conferences, seminars, ceremonies inaugurating and ending the project, fairs, exhibitions, etc., organised in relation to the project implementation, should be possibly open to the public. Representatives of the media relevant for the place of the project implementation should be invited. After each event an appropriate report/information from such event should be placed on the website. During such events the information on the project co-financing under the Swiss-Polish Cooperation Programme shall be disseminated. Any invitations, PowerPoint presentations, conference materials and other documents should feature the logo of the Swiss Contribution and, if where possible, the information on co-financing.

Organisers should notify the National Coordination Unit, the Intermediate Bodies / Operator, the Swiss Contribution Office about information events in advance in order to organise their appropriate participation, if deemed necessary. A report/information from

such event, together with photo documentation, should be handed over to the above-mentioned institutions in order to be used for the purpose of various horizontal and sectoral promotion activities.

e. Other promotional materials

Beneficiaries are invited to produce other promotional materials (for example pens, mugs, pen-drives) which can be distributed during information and promotion events. Such materials should be labelled depending on their size and nature by one of the variants:

- basic variant – the Swiss Contribution logo and the information on the co-financing,
- minimum variant – the Swiss Contribution logo.

When preparing such promotional materials, the beneficiaries should always take into account the correspondence between the costs and possible results of the undertaking, as well as correspondence between the type and nature of the materials with the specificity of the project.

f. Additional activities

The beneficiary, apart from the obligatory and recommended activities, may start additional activities if they serve for the purpose of the disseminating the information on the support within the Swiss Contribution and benefits arising from it.

3.5. Documentation of information and promotion activities

The information and promotion activities, obligatory, recommended and additional, which have been undertaken by the beneficiaries should be documented. The documentation could consist of for example: photographs, audio and/or visual recordings, clippings, selected website printouts etc. depending on the specificity of the project and activities undertaken within the project.

The beneficiaries shall keep the documentation of information and promotion activities for 10 years after the completion of the project.

3.6. Controlling and monitoring of information and promotion activities

In the Project Agreement of all projects financed by the Swiss Contribution there must be foreseen a budget for information and promotion activities. In the Final Project Proposal attached to the Project Agreement there should be presented a communication plan including inter alia:

- description of target groups of the project,
- type of activities to be undertaken in order to reach the target groups,
- indicative timetable of activities.

The execution of the budget for information and promotion activities and the communication plan should be reported on in the Interim, Annual and Completion Reports.

4. CONTACT

On website www.programszwajcarski.gov.pl, tab Documents, Guidelines on Information and Promotion there are available the following documents and materials:

- Swiss Contribution logo in PDF, EPS, JPG, PNG formats,
- Brand Book of the Swiss Contribution logo in Polish and English,
- Bundeslogo in PDF, EPS, JPG, PNG formats,
- excerpt from the manual of the Bundeslogo in Polish and English,
- files with obligatory and recommended layouts of the materials with the Swiss Contribution logo.

Additional information can be obtained at:

Department for Aid Programmes and Technical Assistance

Ministry of Regional Development

Tel.: 22 461 32 83 / 22 461 31 09

Fax: 22 461 33 21

e-mail: sppw@mrr.gov.pl

or

Swiss Contribution Office

Swiss Embassy in Warsaw

Tel. 22 / 553 89 20

Fax: 22 / 627 00 46

e-mail: warsaw@sdc.net