

# ACTIVE CITIZENS FUND CYPRUS

## PROJECT DISSEMINATION ACTIVITIES – GUIDELINES FOR PROJECT PROMOTERS

### WHAT ARE THE MAIN AIMS OF THE ACF CYPRUS COMMUNICATION PLAN?

The communication and information activities implemented by project promoters of the Active Citizens Fund Cyprus programme should have the following aims:

- To **inform the general public and specific target groups** (e.g. journalists, vulnerable groups, policymakers etc.) about the project activities, objectives and impact.
- To **ensure broad visibility and communication of results** and achievements of the project and programme.
- To **increase awareness about the role of CSOs in society**, to enhance capacity and sustainability of civil society.
- To **promote any bilateral partnership or cooperation** between the project promoter and organisations from the donor countries (Iceland, Liechtenstein and Norway)
- To **enhance public awareness about the contribution and role played by the donors** in supporting civil society in Cyprus through the EEA and Norway Grants.

As project promoters you know your projects, target groups and the impact of your activities best. We encourage you and wish to support you to **share your stories and experiences** so that together we can do our best to promote the achievements of the Active Citizens Fund Cyprus programme and the work of civil society in Cyprus.

### USEFUL DEFINITIONS

**EEA and Norway Grants:** The brand name of the EEA Financial Mechanism and the Norwegian Financial Mechanism which funds the Active citizens fund in Cyprus and your project. This brand name should be mentioned in all communication relating to the Active citizens fund Cyprus programme.

**Active Citizens Fund:** The EEA and Norway Grants programme devoted to the strengthening of civil society. This programme should be mentioned in all communication relating to the Active Citizens Fund Cyprus funded projects.

**Financial Mechanism Office (FMO):** The Brussels-based secretariat for the EEA Grants which serves as a contact point between the donor and beneficiary countries.

**Fund Operator (FO):** The consortium of the NGO Support Centre and GrantXpert Consulting has been selected as the Fund Operator of the Active Citizens Fund Cyprus. The Fund Operator should be mentioned in all official communication of funded projects (e.g. press releases, project websites etc.).

**Project Promoter (PP) & Project Partners:** Your organisation and your partners in the implementation of the project! Project Promoter (PP) is the organisation contracted to implement the funded project. It is recommended that the PP and Project Partners are mentioned when promoting your project.

**Donors:** Iceland, Liechtenstein and Norway are the donor countries of the EEA and Norway Grants.

## HOW TO INCORPORATE THE RIGHT REFERENCES IN YOUR COMMUNICATIONS

You should use the following **project funding statement** in all communication and information shared about your project on dissemination platforms (including promotion of activities and events, project updates, dissemination of results and achievements):

*The (project title) project benefits from a grant under the Active Citizens Fund Cyprus programme, funded by Iceland, Liechtenstein and Norway, through the EEA and Norway Grants 2014-2021.*

*Το έργο (τίτλος έργου) λαμβάνει επιχορήγηση στο πλαίσιο του προγράμματος Active Citizens Fund Κύπρου που χρηματοδοτείται από την Ισλανδία, το Λιχτενστάιν και τη Νορβηγία μέσω των χορηγιών ΕΟΧ και Νορβηγίας 2014-2021.*

The funding statement may be translated in other languages (e.g. Turkish) by the project promoter according to dissemination needs and target groups.

For **more extensive publications**, press releases and articles relating to your project, you should use the **Active Citizens Fund Cyprus boilerplate text**:

*The Active Citizens Fund (ACF) in Cyprus is supported through a €1.5m grant from Iceland, Liechtenstein, and Norway under the **EEA and Norway Grants 2014-2021**, aiming to contribute to reducing economic and social disparities and strengthening bilateral relations and cooperation between the beneficiary states and the donor states. ACF Cyprus recognises the fundamental role the civil society sector plays in ensuring democratic governance, human rights and social cohesion and focuses on the following two main objectives: strengthening civil society and active citizenship and empowering vulnerable groups in Cyprus.*

*The Fund Operator for the Active Citizens Fund in Cyprus is the NGO Support Centre in consortium with GrantXpert Consulting. For more information, visit [www.activecitizensfund.cy](http://www.activecitizensfund.cy)*

## USE OF LOGOS

The use of the funder's logo in all visual material published in relation to the project is **obligatory**. For all projects funded under the Active citizens fund in Cyprus, only the following logo should be used to highlight the contribution of the donors and help to identify the funding programme:



Some things to keep in mind:

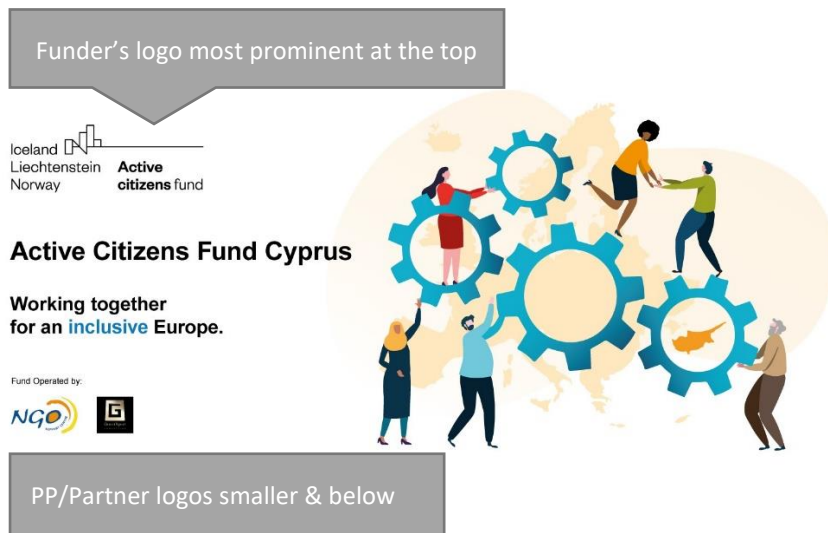
- You may not use any of the logos in any other colour than black or white.
- The logos cannot be altered or modified in any way or under any circumstances.
- Translated versions of the logos into the national language are not accepted.

When using the logo in combination with other logos (the logo of the PP and Project Partners and/or the project logo) there is one simple rule to follow:

There should be a **clear distinction between the funding level (the Grants) and other organisations involved in the operation and implementation**. This means that the logo of the Active citizens fund should be **superior both in size (larger than all other logos) and in positioning (Above or to the left of all other logos)** in all visual material.

### Example:

Including a clarifying phrase (e.g. project implemented by) before the PPs/Partners logos is also good practice for making a clear distinction between the funding level & other entities involved in the implementation.



Funder's logo most prominent at the top



Iceland  
Liechtenstein  
Norway

**Active  
citizens fund**

**Active Citizens Fund Cyprus**

Working together  
for an **inclusive** Europe.

Fund Operated by:

PP/Partner logos smaller & below



The **Active Citizens Fund logo package** can be downloaded from the Project Communications folder on the [Project Promoters Platform](#).

You can find more details and guidance regarding the use of logos and the creation of your project’s visual identity in the [EEA and Norway Grants Communication & Design Manual](#).

If you have any doubts regarding the suitability of the visual identity of your project or any visual material you create to promote your project, we encourage you to contact our Communications Officer ([semeli@ngo-sc.org](mailto:semeli@ngo-sc.org)) for support and approval before publishing.

**SOCIAL MEDIA PRESENCE – LET’S STAY CONNECTED!**

It is important to use your social media channels to promote your projects and connect with the wider public and your target audiences. Social media is also a great tool for staying connected with the Active citizens fund Cyprus and the EEA and Norway Grants community!

**Make sure to follow the [Active Citizens Fund Cyprus Facebook page](#)** to stay up to date with news relating to the programme and funded projects.

**We are here to help you** promote your project by sharing and multiplying the visibility of your activities and achievements. **Please remember to use the following tags** in all the content you post on Facebook so that we can be informed of your project’s latest news, stories and activities:

- Active Citizens Fund Cyprus [@acfcypruseea](#)
- National Focal Point of the EEA and Norway Grants in Cyprus [@EEAandNorwayGrantsCyprus](#)
- Embassy of Norway in Athens [@NorwegianEmbassyAthens](#)
- EEA and Norway Grants [@EEAandNorwayGrants](#)

[#ACFCyprus](#) [#EEANorwayGrants](#) [#activecitizensfund](#)

**TIPS FOR AN EFFECTIVE COMMUNICATION STRATEGY**

You can find many more tips and guidelines for an effective communication strategy to promote your project across multiple platforms (social media, publications, press releases and more) on pages 32 – 48 of the [EEA and Norway Grants Communication & Design Manual](#).

**Recommendation: Tips on social media**

- **Be friendly and helpful:** seek out interaction with your audience. Encourage them to participate in discussions and answer their questions and comments in a friendly manner.
- **Don't feed the trolls:** if you get negative comments, give factual responses in a calm manner. For example, if someone alleges a misuse of funds, direct them to a website where they can report it. Remember that abusive, racist and hateful comments should never be responded - do not hesitate to report them.

**Recommendation: Tips on publications**

- Avoid jargon. Instead, keep your language simple and to the point.
- Avoid cramming in too much text. Adding breathing space will make the information easier to read.
- Use pull-out quotes and visual illustrations, such as infographics, to display figures and key facts.
- Use sharp high-quality photos whenever possible.

**Additional tips:** take a look at the work of other users. Are you reaching your target audience? Are you open for exploring social media are some things that did work well today.

## IMPLEMENTING YOUR COMMUNICATION PLAN

Your project communication plan, as finalised within your project contract annexes, has been approved for funding by the Active Citizens Fund Cyprus Fund Operator. You will be expected to follow your communication plan throughout all steps of the implementation of your project and **report to the Fund Operator on the progress of your communication activities.**

Within every administrative progress report submitted to the Fund Operator, project promoters are asked to provide a summary of the deliverables and activities relating to their communications plan completed within that reporting period:

### COMMUNICATION SUMMARY

- *Please elaborate on the visibility of the project, the Grants, its objectives, and the contribution from the donors. Please briefly assess the effect of the key communication activities undertaken as well as key national, regional and/or local media coverage of your project.*
- *Please describe how the web requirements (website, social media) of the programme are being fulfilled and/or are maintained through the project implementation at this reporting stage. Please include a summary of main activities on social media, if applicable.*
- *Please provide one or two examples of activities from this project relevant for communication purposes.*
- *Please provide links to any interesting videos or other multimedia products produced under the project which could be relevant for communication purposes.*

*Where relevant include numbers of people reached (through awareness raising campaigns, events, social media, newsletters etc.)*

*For Outcome 1 projects carrying out awareness raising campaigns, include details of channels used, target audiences, dissemination activities implemented, to complement data submitted in Annex I of your report.*

*Include links to project communication channels (webpage, social media, newsletter etc.)*

While implementing your communication plan, make sure you keep to the following **checklist**:

- Highlight the assistance from Iceland, Liechtenstein and Norway
- Emphasise bilateral cooperation
- Feed information upwards to the FO
- Create a website/webpage with project information
- Make a commemorative plaque if financing a physical object<sup>1</sup>

<sup>1</sup> If you are financing a physical object through your funded project that will be **publicly visible**, you are required to attach a commemorative plaque to it indicating the source of funding. Guidelines for creating commemorative plaques can be found on page 76 of the [EEA and Norway Grants Communication & Design Manual](#).

## INFORMING AND INVOLVING THE FUND OPERATOR

### Invite the FO to project events

Remember to always inform the Fund Operator of any upcoming events and activities organized in the context of your funded project. Make sure to **invite your FO Project Officer**, especially to the **opening and closing events of your project** where they may address the public to provide information about the funding programme and the donors.

### Share your project communication channels with the FO

Project promoters are asked to share with the FO's Communications Officer all their project communication channels (including links to **social media pages**, **webpages**, links to subscribe to **newsletters**, etc.). The FO's Communication Officer will be checking these channels regularly to source content to share on social media, on the ACF Cyprus website and in the ACF Cyprus monthly newsletter.

The FO may contact you directly to ask for supplementary information and visual/photographic material according to promotional needs or following any requests for material from the Fund Mechanism Office (FMO).

**IMPORTANT NOTE:** It is the responsibility of the project promoter to ask for consent from participants at their project events/activities for the use of photographic material for promotional purposes and to **ONLY** publish and share material for which they have received **written consent**. You can find below an example of a disclaimer which can be used to ask for consent in registration forms/attendance sheets for project activities:

*A compilation of visual/audiovisual material could be collected by (your organisation) during the event. The images could be used for reporting and archiving purposes and also be published for promotional purposes in media channels of the organisation, of the Fund Operator and of the EEA and Norway Grants.*

- *I give consent for the use of visual/audiovisual material in which my face is visible, for publication and circulation purposes*
- *I do not give consent for the use of visual/audiovisual material in which my face is visible, for publication and circulation purposes*

## OUR PROJECT OF THE MONTH CAMPAIGN!

The FO of the Active Citizens Fund Cyprus programme will be running a project of the month campaign throughout the implementation of all funded projects. Our goal is **to support you with the visibility of your project** activities and achievements and to **share and celebrate the stories of the ACF Cyprus projects and programme** with the wider EEA and Norway Grants community!

‘Project of the Month’ will feature on the Active Citizens Fund Cyprus social media channels as well as in a dedicated section of the ACF Cyprus newsletter and website. Each month, the FO’s Communications Officer will shine the spotlight on one funded project and will contact the Project Promoter for updates, visual material and impressions of the project to include in the project profile.

## SUBSCRIBE TO THE ACF CYPRUS NEWSLETTER

Make sure that you [subscribe](#) to the Active Citizens Fund Cyprus newsletter to be informed on all updates and news from the programme, to follow our communication campaigns and to learn about any other opportunities for funding and collaborations through the Active Citizens Fund.

## CONTACT US 😊

Don’t hesitate to contact us for any guidance or support you may need with your communications activities, or if you have any questions relating to these guidelines.

### **FO Communications Officer:**

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