eealibrary.org
The EEA and Norway Grants

MEDIA LIBRARY

Iceland
Liechtenstein
Norway grants

Norway
grants

a picture is still worth a thousand words, if not more

A picture can, according to the age-old cliché, say more than a thousand words. And although we typically communicate the Grants with words as well as with pictures, having good pictures that illustrate the work of the Grants is an important tool in our communication work.

In 2012 the first version of the EEA and Norway Grants media library went live. In 2021 we are proud to bring to you a new version - cleaner, more simple, giving the power to our users to upload, share and store photos and videos from our programmes and projects.

For the media library to be successful, everyone working with the Grants needs to be involved. This includes both the foreign ministries of the Donor States and the FMO as well as Embassies, National Focal Points and Programme Operators.

Chapter 1:
GUIDE TO
THE LIBRARY

Pictures

For the media library to be a useful tool in our daily communication work, it is important that we get as many good-quality pictures uploaded as possible. In this regard, it is vital that the National Focal Points are following up with the programme operators to make sure that they collect pictures from the project promoters and upload these to the media library.

Furthermore, it is important that all stakeholders upload any photos they already have that are suitable for the media library. The more pictures we have there, the better.

What kind of assets?

There are certain pictures we do want for documentation purposes. This includes pictures from national and programme launches and closings, pictures from MoU-signings, etc. More importantly, however, we want pictures that **tell the story of the Grants**. These are pictures showcasing the work of the Grants, typically projects photos.

Please keep in mind that these guidelines apply for the media library only. They do not mean that you can't take pictures that are not following these guidelines, it just means that they should probably not be uploaded to the media library.

You can find more tips on good images and videos in the EEA and Norway Grants Communication and design manual (p. 32)

Finally, always remember to be sensitive and inclusive. Think of the gender, sex or race representation in your assets, and what kind of image it paints of the subject in the picture. **Use images to describe, not define.**

Take a look at some good examples in the next few pages.

yes

#Assets that show the work of the Grants, i.e specific projects.

#Assets that include people. It's always good to have people in our pictures. If you for instance are taking a picture of a restored museum, try and include some people visiting it in addition to just the buildings.

#Assets that are high quality. It's 2021, after all.

no

#Pictures of people in meeting rooms. We have plenty of these pictures already and except for the events mentioned above, we do not need anymore.

#Pictures of various officials arranged behind or next to some kind of project that has been supported by the Grants. These kinds of pictures do not really say much about anything and we do not really need them in the media library.

#Low quality assets.

Through the project 'Extension of community services for people with mental health diseases in Blue House in Řevnice', the popular town café and sheltered workplace 'Blue House' was extended, and new jobs were created.

Representatives from cultural heritage projects in Lithuania visited Oslo, Norway to study fire prevention in historic buildings.

© Dalia Stabrauskaitė

What about the rights?

Since the vast majority of the pictures uploaded to the media library will be accessible for viewing by the general public and could also end up being used for publications, it is crucial to make sure that **you have the rights to all the pictures that you upload.**

This means that when new pictures are taken, you need to make sure that **whoever is in the picture consents** to having the picture displayed publicly both on the web and in print. If anyone in the picture is not 18 years old, consent needs to be given by parents or legal guardian(s). According to the GDPR rules, the **consent has to be explicit**. Have a form signed, this way you will cover your basic obligations. In the form, **list where you will use the image** - including the eealibrary.org.

For existing pictures, as long as they are our own, meaning that they were taken by FMO, embassies, national focal points, project promoters or other stakeholders working with the Grants, we are just going to have to assume that consent is given.

For pictures that we already have that were taken professionally, you should make sure that we have the required rights before you upload them to the media library. For instance, the you have pictures that were bought only to be used in specific publications. These should not be made accessible to the general public, because the you do not have the required rights.

To always be on the safe side, consult your legal service.

Chapter 2:
USER GUIDE

Intro screen

When you first access eealibrary.org, you will see the welcome screen. Please **read it carefully** to understand what the library offers, how the assets can be used, and how you can become a contributor

Welcome to the EEA and Norway Grants media library

Browse our media collection and discover the work we do with the EEA and Norway Grants. All content is free for anyone to browse and download, with attribution to the source, authors, and copyright owners.
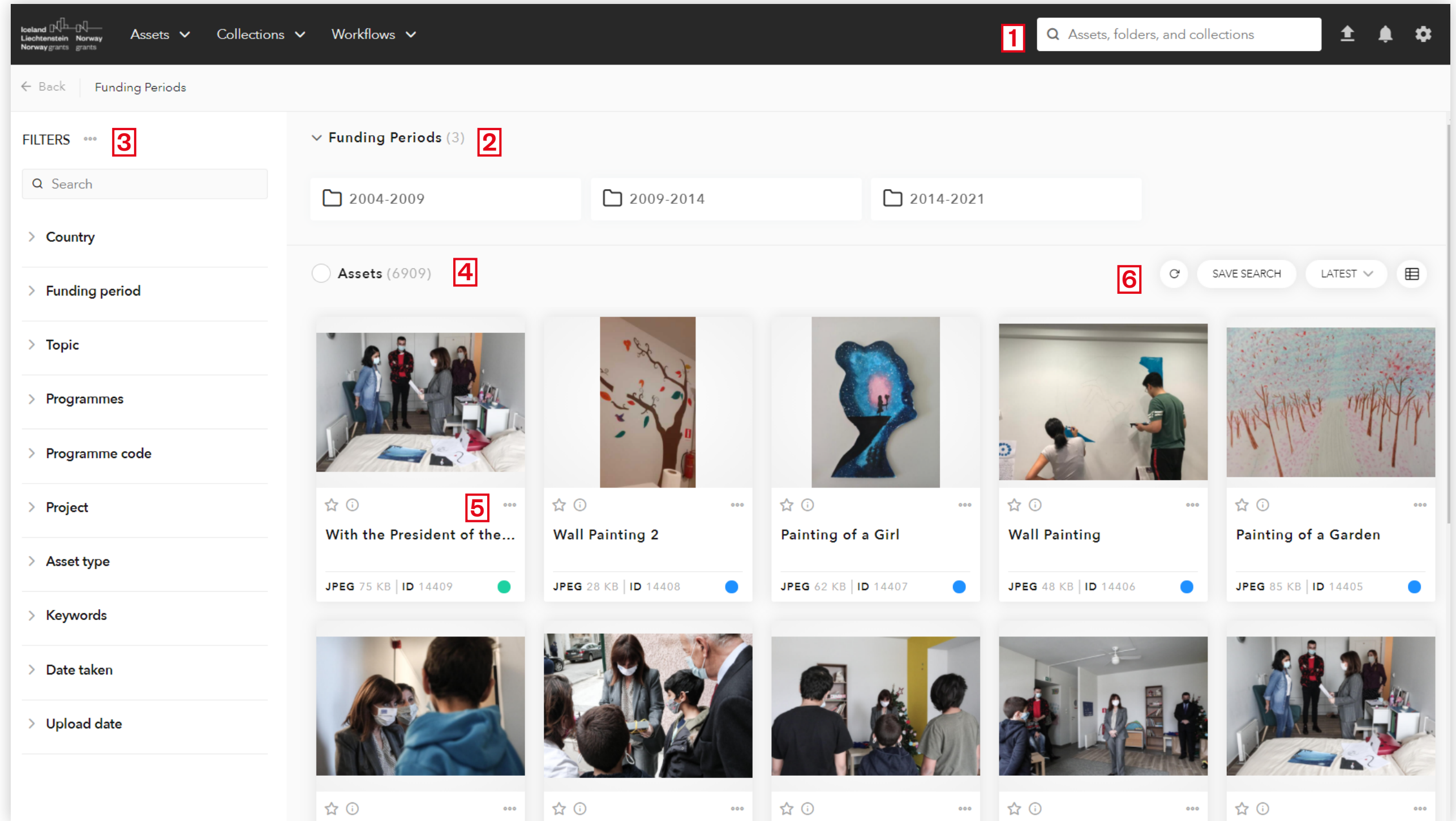**Want to do more?**
To download assets, please create an account. If you would like to upload, send us an email to info-fmo@efta.int. Uploading functionality is dedicated to our stakeholders working with the Grants.

Read More...

Continue

GETTING AROUND

1 Global search

Use this field to enter free-form text to search for any assets.

2 Folders

Act as a separator. You can use this to only look at items in the specific funding period. You can also use filters for this function.

Note: selecting a specific folder will override all set filters and search parameters!

3 Filters

A set of parameters that can help you narrow down the search. All parameters are explained in the next section.

4 Asset grid

Results of your search and filters.

5 Options

Asset settings and download the assets you select (download, resize, crop and print).

6 View options

Customise the way you see the assets displayed (list or grid views) and sorted (alphabetically or by date).

PART 1: FINDING ASSETS

There are two main ways to find assets that you are looking for. Let's look at each one of them.

Q Assets, folders, and collections

Global search

Global search is a free-form text that searches the metadata of the image. Use keywords that define your search, for example: 'Roma empowerment' or 'green business'.

The search results are highly dependent on the quality of the information provided by the contributor. Therefore, it is vital to tag assets accurately. Read more on this in the chapter on publishing assets.

PRO TIP: You can save your search if you are logged in as a registered user.

Filters

Filters give a way to target specific topics or narrow down your search. You can use this functionality on its own, or combine it with the global search.

Country

Select the country(-ies) that are relevant to your search.

Funding Period

Select between several funding periods. Use it if you are looking for assets specific to a particular funding mechanism.

Topic

Refers to priority sectors of the EEA and Norway Grants. For priority sectors in the 2014-2021 funding period, see the Blue Book: An overview of supported programme areas

Programmes and Programme codes

Refers to the programme areas of the EEA and Norway Grants. For programme areas in the 2014 2021 funding period, see the Blue Book: An overview of supported programme areas.

Project

Use this if you know the project code or project title.

Asset type

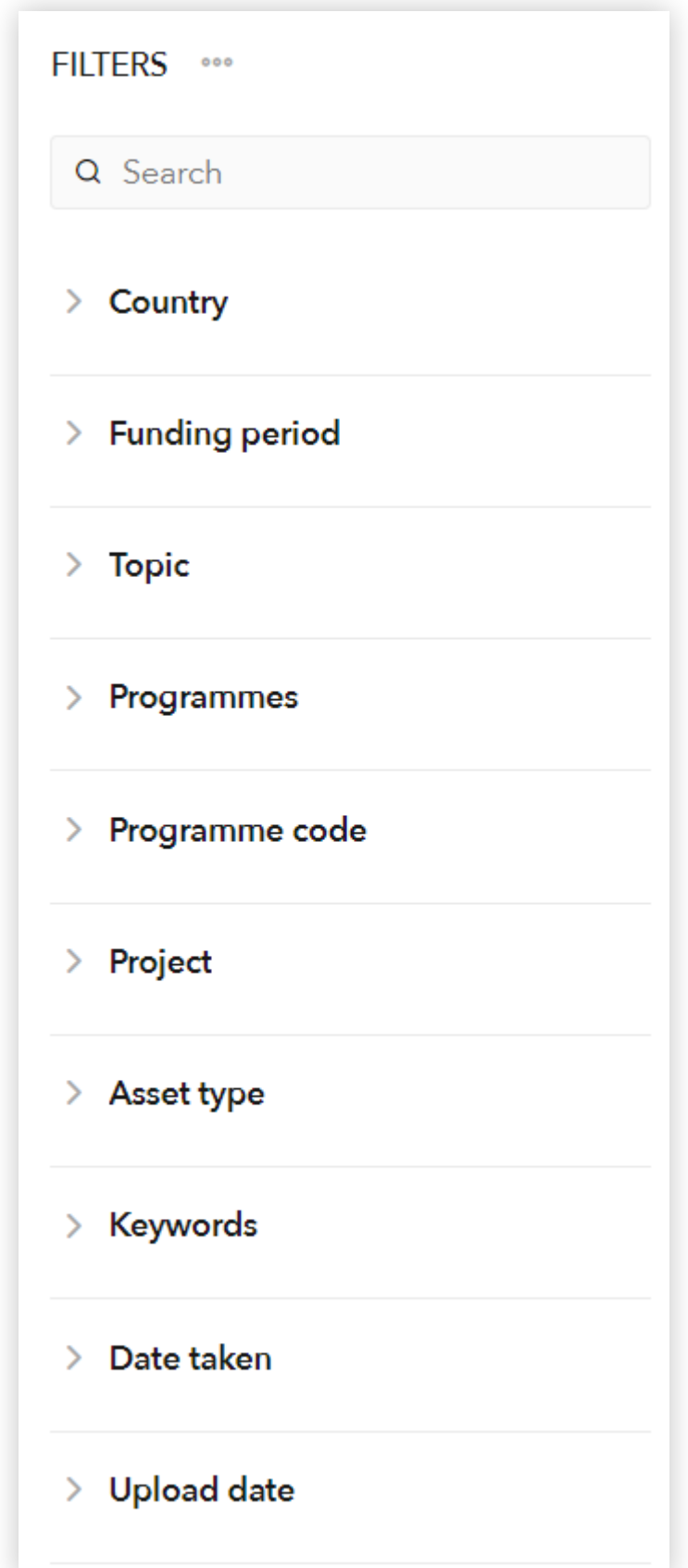Chose among the available asset types – image, video, archive, document etc.

Keywords

Select keywords that relate to what you are looking for. You can choose from a list, or start typing to find the ones you need. You can also select multiple keywords (looks for assets with keyword1 OR keyword2).

Date taken and Upload date

If you know when the asset you are looking for was taken or uploaded, use this field to narrow down the search.

Try using different search and filter parameters. And remember – the results are only as good as the information tagged by the contributor.

FILTERS ●●●

🔍 Search

> Country

> Funding period

> Topic

> Programmes

> Programme code

> Project

> Asset type

> Keywords
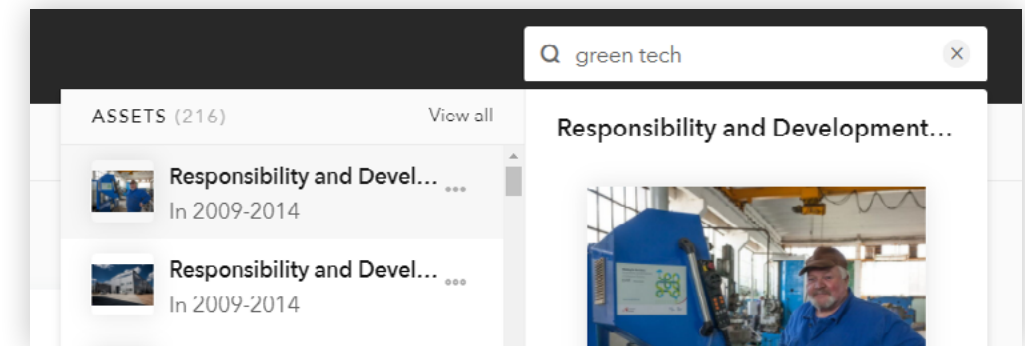
> Date taken

> Upload date

Example

Find some images to share with a Norwegian journalist that illustrate the work of the Grants in the field of green technologies. S/he is mostly interested in the images from Romania.
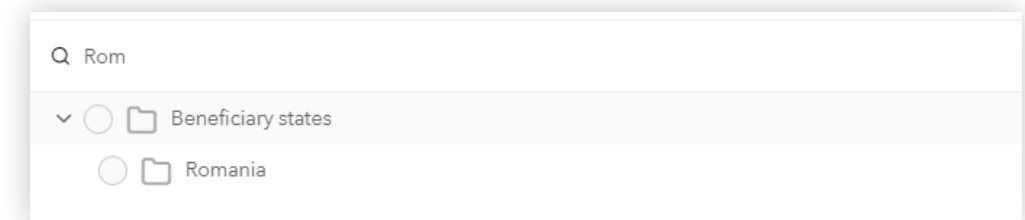
Step 1

Use the global search to find images related to green technology
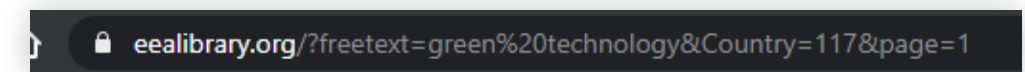

Step 2

Narrow down using the Country filter

Step 3

Share the images – you can copy the URL of the search and share it in an email.

Pro tip

Read about collections to learn how you can create asset collections to share with anyone

PART 2: CREATING AN ACCOUNT

For an unregistered user, your experience is limited to basic functionalities and restricted download options. If you want to do more, it's time to register.

There are two types of accounts on the EEA media library – Viewer and Contributor. In the beginning, everyone is assigned the viewer accounts.

To create a user account, select the option 'Sign up' at the top right corner of the window, enter your details and hit 'Sign up' button. That's it – you can now log in and use all[1] the options of the library, such as downloading images in full quality, cropping and resizing them, saving your searches and creating and sharing collections.

Contributor accounts are dedicated to our stakeholders working with the Grants. To become a contributor, please send an e-mail to info-fmo@efta.int

---
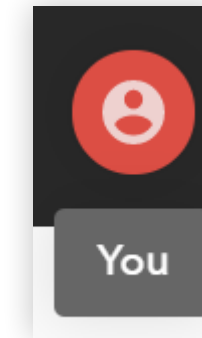
1   The key difference between the viewer and contributor profiles is the ability to upload and publish assets.

PART 3: WORKING WITH ASSETS

So, you created your account. Let's look at the different functionalities that are now at your disposal.

Save your search

Do you have certain search and filter parameters that you keep applying over and over again? You can now just save your search and return to it whenever you need it.

Apply the parameters for your search (both through global search and/or filters). Now, click 'Save search' next to your view options, enter a prefered name, and hit save. Next type you start the search, the saved one will appear right under the box.
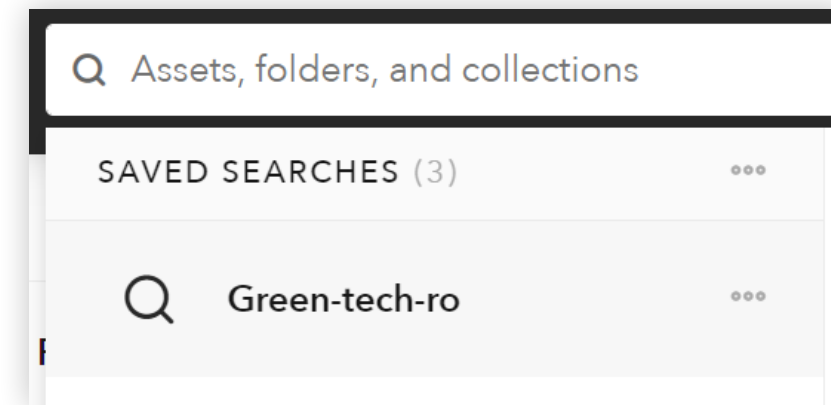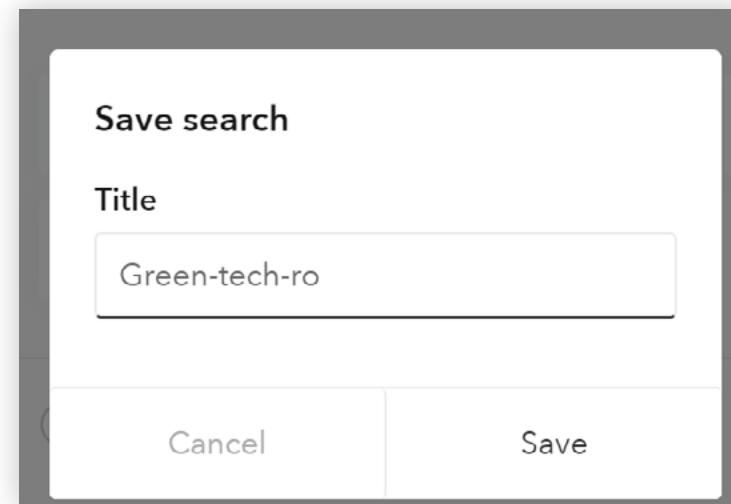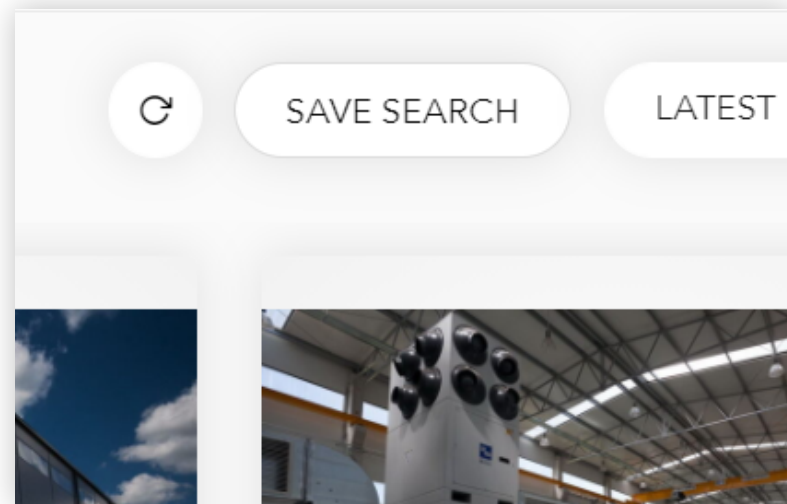
Work with collections
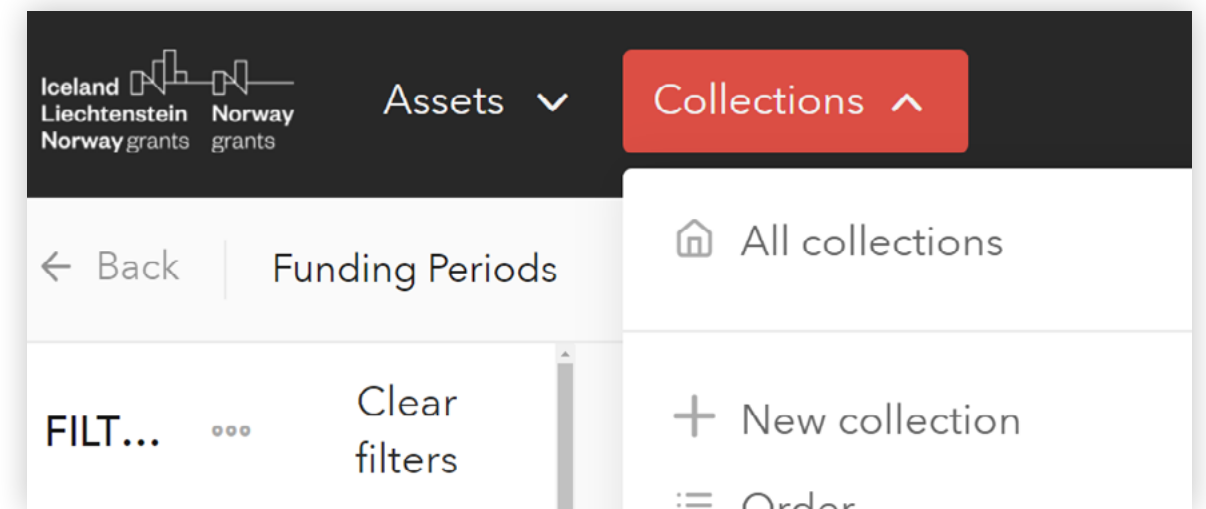
The collection functionality allows you to create a group of images for sharing and easy access. The key difference between saved search and a collection is that the search will be updated with new images added, whereas the collection is static and only you can update it.

How do you create a collection? You can go about it two different ways – create the collection first and then populate it, or select images you want to have in the collection and create it then. You can also add additional images to the collection later.

You can create as many collections as you want, update them using the steps above and share them with people you want.

You will find all your collections under the **Collections** menu at the top of the window.

See the example below to see how to create and share your collections.

Example

You have a set of assets from 2009-2014 folder that focus on civil society and disadvantaged children. You want to create a collection that you can quickly access later and share with e-mail recipients.
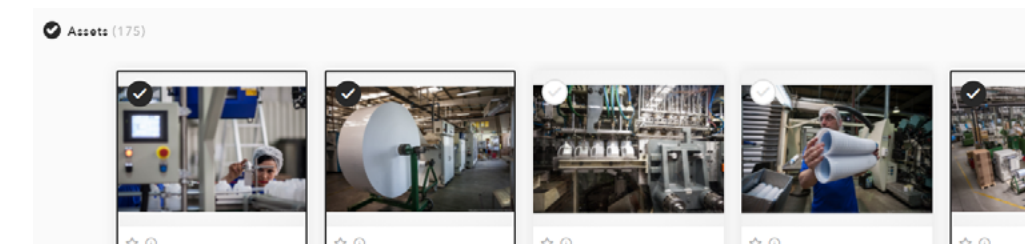
Step 1

In the top bar select Collections and choose the option **New collection** from the dropdown list. Name your collection and hit **Create**
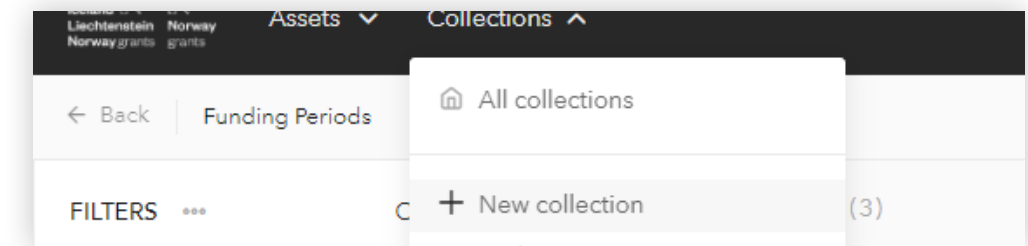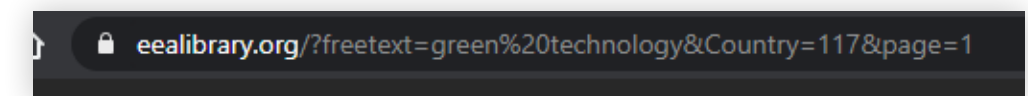

Step 2

Select all the assets that you want to add to a collection by selecting the **greyed-out checkbox button** at the top-left corner of each thumbnail, or using the **button next to the 'Assets'** heading to select all or visible assets

Step 3

Next to the global search field, you should now see the number of selected assets, with **3 grey dots**. Click on the dots and select **Share**

Step 4

Select the tab **Collections**, and select the collection you want to add your assets. It takes a couple of seconds to perform the task, you will get a notification at the bottom right of your window when it's done.
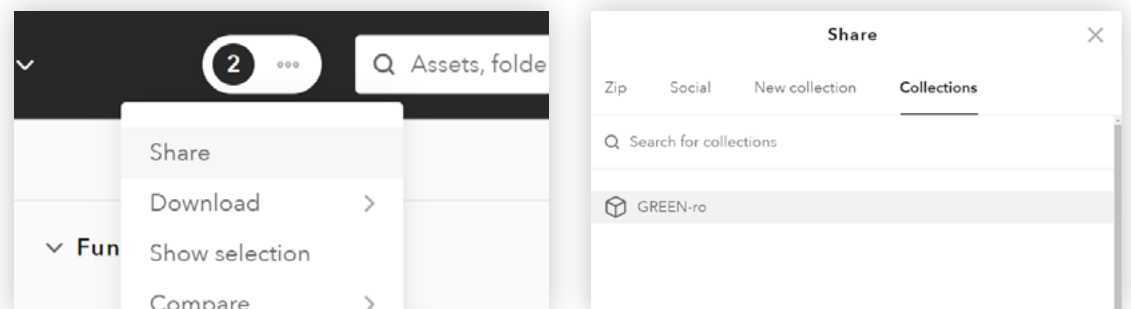
To share your collection, use the dropdown list at the top bar, hover on the three grey dots, and select the option **Share**.

Download assets

You can download an image from full screen mode, as well as from the grid view with alla ssets. To enter full screen, click on an asset that you have selected. The image will open in f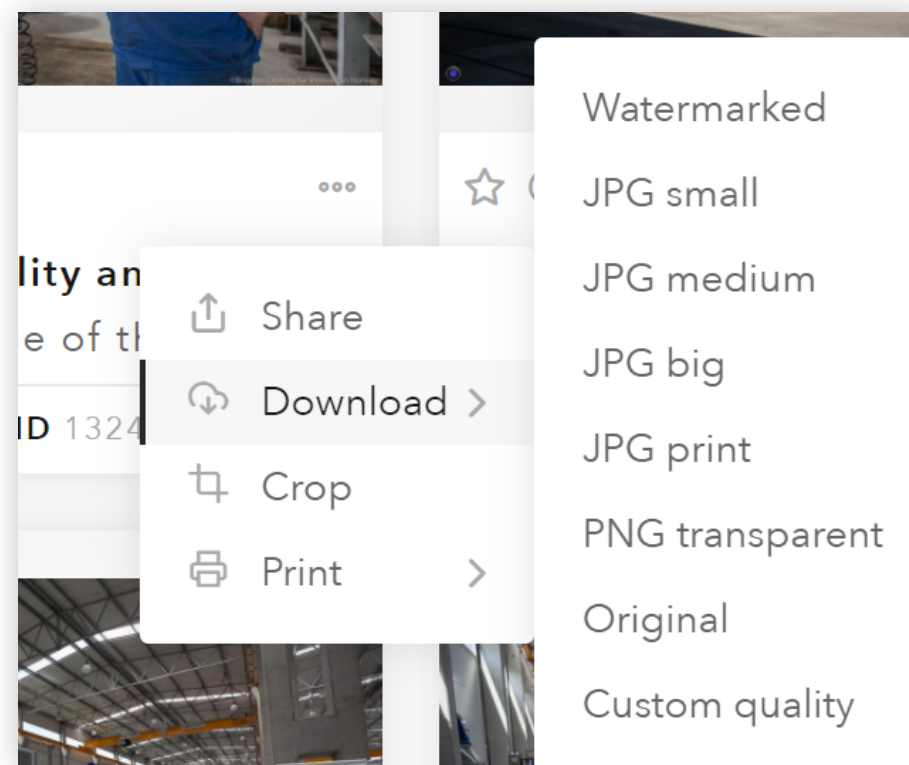ull screen, with asset information displayed on the left sidebar. To access the download menu, **click on the three dots** at the bottom right of the window and hover over the Download option.

If downloading from the asset grid, use the three dots at the bottom of the asset card.

Watermarked a small image with a watermark 'Downloaded from the EEAlibrary.org'

JPG small – long edge 600px

JPG medium – long edge 1200px

JPG big – long edge 2000px

JPG print – long edge 4320px, but not larger than original.

PNG transparent – best for logos and other assets that require a transparent background

Original – the original size of the uploaded asset

Custom quality – will pop open the Crop menu, where you can customise the size of an image.

Edit assets

If you have a specific size that you need the asset (image) to fit into, you can crop the image in the library. To do that click on an that you have selected. The image will open in full screen, with asset information displayed on the left sidebar.

To access the crop menu, click on **three dots at the bottom right of the window and select the Crop option.**

There are certain changes you can make to images that you want to download.

You will see a new toolbar open on the right side. You can select **free dimension crop, resize the image, or use one of the presets.** You can also use the bounding box on the image to make changes.

If you are ready with your crop, hit the **Crop** button at the bottom right of the screen. You will receive a link to an image in a new email. If you are a contributor, you can also save 'related crop' for other users to see.
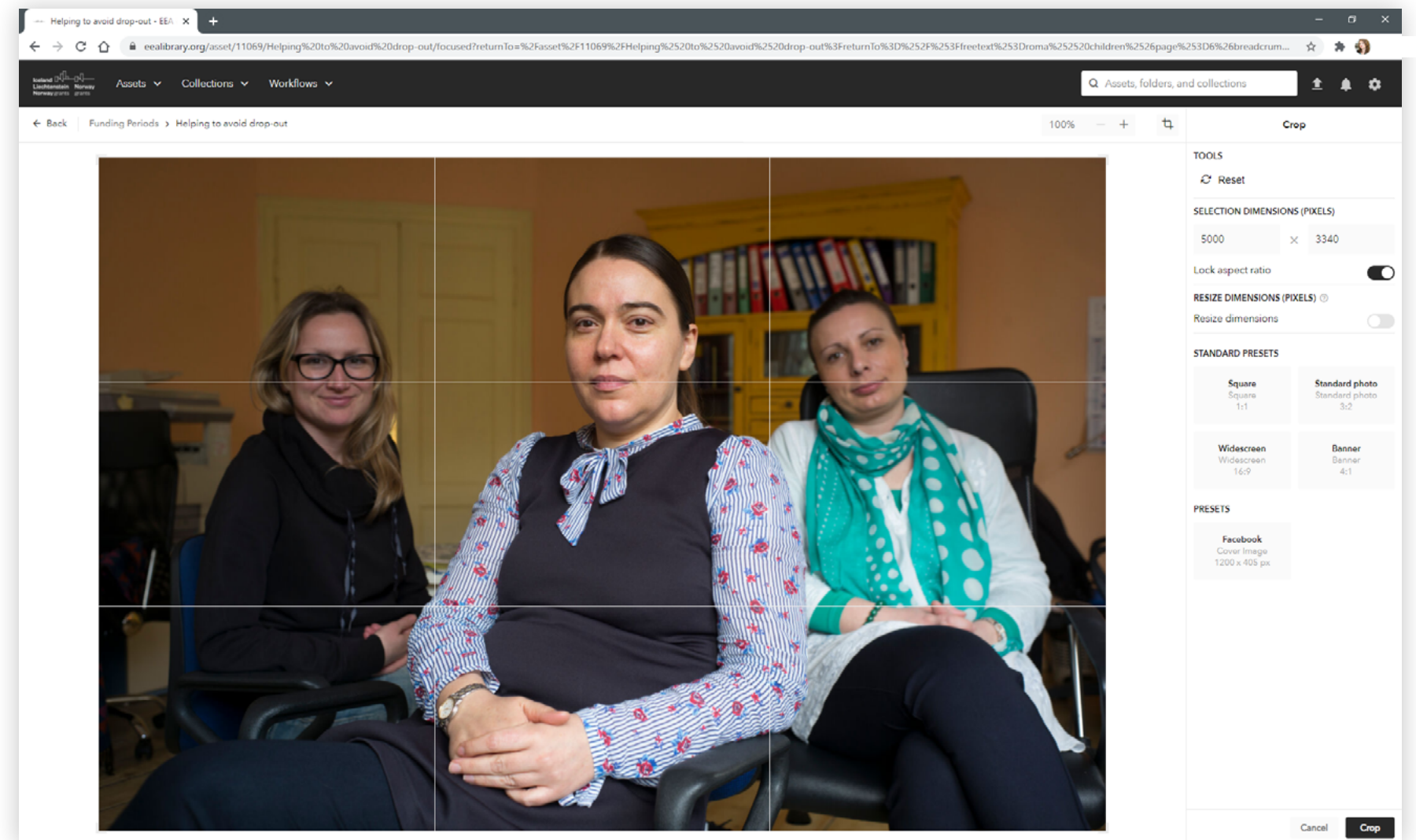
PART 4: PUBLISHING YOUR ASSETS

Want to contribute? Contributor accounts are dedicated to our stakeholders working with the Grants. To become a contributor, please send an e-mail to **info-fmo@efta.int**

Upload

The **upload button** is located in the upper right corner of the window. Click the button and then select files from your computer in the upload dialogue box. After selecting the files, clicking **Open** will start the upload process in the background. You can also just drag and drop the images onto the media library window.

You can upload **images, videos, documents or archives** (*.zip or *.rar).

The progress of the upload can be traced in the minimized window in the lower right corner of the screen.

You can start inputting the metadata before the files finish uploading. Clicking **Edit this** next to a new asset to initiate a single edit.

It is also possible to edit metadata on more assets at once either with the use of **Group Edit** function (editing metadata on one asset at a time without losing track of all of them) or **Multi-Edit** function (changing metadata on many assets simultaneously).

Take a look below at the metadata fields that you will be required to add.

Edit metadata and publish

To publish an asset, you have to fill in all required metadata fields. In the next page you will find an overview of all the fields with descriptions.

Once you have all your metadata in place, save it.

That's it! The system will verify whether all required metadata has been filled in and will publish the asset.

Metadata

Field	Category	Required	Content
Category	-	●	Defines what other metadata fields will be required. Chose from Event, Programme, Project, Other.
Title	All	●	Add a descriptive title to your asset. DO NOT leave the file name. It should be a sentence describing the image. Example: Learning about maritime cultural heritage in Poland.
Description	All		Describe your asset further. Example: With its grand opening earlier this year, the new branch of the National Maritime Museum in Gdansk in Poland – the Shipwreck Conservation Centre in Tczew – has ensured access to maritime cultural heritage for generations to come.
Date taken	All	●	Select the date asset was taken
Country	All	●	Select all countries that the asset refers to Note: use the Donor States when there's actual visual participation, for example, at an event.
Funding period	All	●	Select from the list
Topics and programmes	Programmes, Projects	●	Use the tree list to select the Programme for the list. You can select the lowest level, and the containing ones will be selected automatically.

Metadata

Programme Code	Programmes, Projects	●	Use the tree to select the programme code that the asset relates to. Click through to the lowest level to find the codes.
Project	Projects	●	Enter project title
Project website	Projects	●	Add the URL for the project
Author	All	●	Add the name of the photographer
Copyright	All	●	Add the name of the copyright holder (can be the author, organisation or similar, for example, Financial Mechanism Office)
Consent	All	●	Select Yes to accept the consent text. Please note that if you can not consent to the text, you will not be allowed to publish the asset.
Note	All		Any additional information you think may be relevant to the assets.
Keywords	All	●	Select 3-5 keywords that best define your asset. You can add more than 5 if necessary, but make sure that it adds value

If you have any further questions, do not hesitate to contact us on info-fmo@efta.int.

We hope you will find the EEA and Norway Grants media library a useful platform to share and store your media assets from now on.

Sniper's Lake touches upon the themes of refugees and the hidden threats they face, with a particular focus on shootings. The performance featured both Czech, and Norwegian dancers.

©Vojtech Brtncky