

Annex 3

Information and Communication Requirements

EEA and Norway Grants 2014-2021

1. General principles

1.1 Purpose

Communication is an integral part of the implementation of the funding made available from Iceland, Liechtenstein and Norway through the financial mechanisms (herein after called EEA and Norway Grants). All information and communication measures undertaken by the National Focal Points, Programme Operators, Project Promoters, and entities acting as partners¹ in the implementation of the EEA and Norway Grants shall bring to the attention of the general public of the European Economic Area the contribution of the grants to the overall objectives:

- (a) contribute to the reduction of economic and social disparities in the European Economic Area; and
- (b) strengthen bilateral relations between Iceland, Liechtenstein and/or Norway and the Beneficiary States.

1.2 Aims

Information and communication about assistance through the EEA and Norway Grants shall:

- i. increase public awareness and inform the general public about the contribution and role played by the Donors Iceland, Liechtenstein and Norway,
- ii. ensure transparency and legitimacy of the assistance from the Donor(s);
- iii. create a coherent picture of the EEA and Norway Grants in the Beneficiary and Donor States;
- iv. inform potential and actual beneficiaries; and potential and actual partners from Iceland, Liechtenstein and Norway about EEA and Norway Grants; and
- v. communicate the impact and results of the Donors' contribution to the Beneficiary States.

¹ Entities acting as partners are e.g. Implementing Agencies, international organisations, donor programme partners, international organisations

All measures carried out shall be in line with the Communication and Design Manual attached to this Annex.

2. Beneficiary States

2.1. Responsibilities of the National Focal Points

With the aim of highlighting the contribution from Iceland, Liechtenstein and Norway through the EEA and Norway Grants, and to ensure that assistance from the Grants is transparent and fulfil the aims referred to in paragraph 1.2, the National Focal Point shall proactively provide information on the EEA and Norway Grants and its Programmes to the general public of the Beneficiary State, potential beneficiaries, relevant stakeholders and partners.

The National Focal Point shall ensure that Programme Operators fulfil their information and communication obligations, paragraph 3 of Article 3.2 of the Regulation.

The National Focal Point shall designate one person to be responsible for information and communication who shall coordinate the implementation of the information and communication activities in the Beneficiary State, paragraph 2(d) of Article 3.2 of the Regulation. This person shall support and act as a coordinator for the Programme Operators information and communication activities and facilitate a network for the Programme Operators' information and communication activities and assist in making the results visible.

The designated person shall cooperate with Donor Embassies and the Joint Committee for Bilateral Funds, and coordinate communication on bilateral cooperation within and outside of the Programmes.

2.1.1 Develop and implement a Communication Strategy

With reference to paragraph 2(a) of Article 3.2 of the Regulation, the National Focal Point shall develop a Communication Strategy with the aim of creating awareness of the existence, the objectives, the possibilities for and actual bilateral cooperation with entities in Iceland, Liechtenstein and Norway, the implementation, results and the overall impact of the EEA and Norway Grants in the Beneficiary State.

A SWOT analysis, evaluate strengths, weaknesses, opportunities and threats, and suggested mitigation efforts shall be the point of departure for the Strategy. Beneficiaries states with a contribution of 100 million Euros or more from the EEA and Norway Grants shall consider to undertake a baseline study.

The Communication Strategy shall include at least the following:

- (a) a description of the objectives of the communication and the target groups, including Programme Operators, potential and actual beneficiaries, general public, potential and actual partner entities from Iceland, Liechtenstein and Norway;
- (b) the strategy, means and content of the information and communication measures, having regard to the added value and impact of assistance from Iceland, Liechtenstein and Norway at national, regional and local levels, and within the supported sectors;
- (c) at least three major information activities on progress and impact, such as a seminar or a conference with stakeholders, a press conference or press event, including;
 - i. a major launching event publicising the assistance from the Donor(s) through the EEA and Norway Grants, presenting the objectives of the Grants, the programme areas and the possibilities for support and encouraging cooperation with entities in Iceland, Liechtenstein and/or Norway; and
 - ii. a major closing event publicising the results, achievements and impact made possible through the support from the Donor(s), including the bilateral cooperation with entities in Iceland, Liechtenstein and/or Norway and sustainability of the cooperation with the Donor State(s).
- (d) a web strategy that includes a dedicated web site and the use of relevant social media;
- (e) information on the administrative departments or bodies responsible for implementation of the information and communication measures, including a contact person;
- (f) a plan for how the information and communication measures are to be evaluated in terms of visibility and awareness of the EEA and Norway Grants, the objectives and impact, supported Programmes and of the role played by Iceland, Liechtenstein and/or Norway.

2.1.2 Review of the Communication Strategy

The National Focal Point shall submit the Communication Strategy to the Financial Mechanism Committee (FMC) within four months of the date of last signature of the Memorandum of Understanding.

In the absence of comments made by the FMC within two months of the receipt of the Communication Strategy, the strategy shall be deemed to be accepted. If the FMC sends comments within two months of receipt of the Communication Strategy, the National Focal Point shall within one month send a revised Communication Strategy to the FMC.

In the absence of further comments by the FMC within one month of submission of a revised Communication Strategy, the plan shall be deemed to be accepted.

The National Focal Point shall commence information and communication activities, where relevant, even in the absence of the final version of the Communication Strategy.

The need to amend the Communication Strategy shall be assessed as new Programmes are approved and in the Strategic Report. The amended Communication Strategy shall be submitted to the FMC for comments.

2.1.3 Implementation and monitoring of the Communication Strategy

The National Focal Point shall ensure that the information and communication measures are implemented in accordance with the Communication Strategy and that they aim to reach the widest possible audience, including key stakeholders at the appropriate territorial levels.

The implementation of the Communication Strategy and activity plan, as described in the Communication and Design Manual attached to this Annex, shall be submitted to the Financial Mechanism Committee (FMC) with the Strategic Report.

Organisers of information events such as conferences, seminars, fairs and exhibitions in connection with the implementation of the EEA and Norway Grants, its Programmes and Projects, shall make explicit and visible the support of Iceland, Liechtenstein and Norway through the EEA and Norway Grants.

The National Focal Point shall inform the FMC in advance of any major information activities in order to provide the FMC the opportunity of participating.

2.1.4 Web requirements

Each Beneficiary State shall acquire the addresses [www.eeagrants.\[country specification\]](http://www.eeagrants.[country specification]) and [www.norwaygrants.\[country specification\]](http://www.norwaygrants.[country specification]), and direct it to a designated website with information on the EEA and Norway Grants. These domain names shall be the standard URL for EEA and Norway Grants web pages on Beneficiary State levels, and shall be used for promotional purposes. The address [www.norwaygrants.\[country specification\]](http://www.norwaygrants.[country specification]) is not required of Beneficiary States receiving support from the EEA Grants only.

The National Focal Point shall decide whether to collate information on the programmes they are responsible for on one site, or if each programme has their own dedicated website. If there is one site for all the Programmes, the National Focal Point must make sure sufficient resources are allocated to regularly update the webpage on all Programmes in the Beneficiary countries language(s) and English. The National Focal Point shall assist the Programme Operators in defining a Programme name or abbreviation for the web, based on the approved programme name in the Programme Agreement. It must be adapted for and easily applicable on the web and redirect the appropriate URL, [www.eeagrants.\[country specification\]/\[adapted Programme name\]](http://www.eeagrants.[country specification]/[adapted Programme name]), or alternatively [www.norwaygrants.\[country specification\]/\[adapted Programme name\]](http://www.norwaygrants.[country specification]/[adapted Programme name]), to the Programme web pages.

All entities involved in the implementation of the EEA and Norway Grants should include information about the Grants, Donors and relevant links to find further information on their organisation's website. To ensure consistency and context, all websites shall provide links to results and impact from previous support funded by Iceland, Liechtenstein and Norway through the EEA and Norway Grants.

To ensure that information is accessible to Donor(s), Donor Partner(s), International Organisations and the general public from outside the Beneficiary State, the dedicated website shall be regularly updated in the language(s) of the Beneficiary State and in English, and include the following:

- i. information on the overall objectives of the EEA and Norway Grants, the Donors and the EEA agreement;
- ii. information on bilateral cooperation with Iceland, Liechtenstein and/or Norway, including involvement of Donor Programme Partners;
- iii. information on all programmes;
- iv. information on results and impact of the support from the EEA and Norway Grants;
- v. a visible link to alert suspicion of mismanagement of funds;
- vi. an overview of open calls under the Programmes, including an overview of the estimated launch of calls in advance;
- vii. relevant documents, including Strategic Reports and minutes from Annual meetings;
- viii. links to all Programme websites;
- ix. a link to the website of the EEA and Norway Grants [link];
- x. links to websites of other relevant institutions;
- xi. contact information and information on a dedicated press contact;
and
- xiii. relevant photos and videos.

2.2 PROGRAMME OPERATORS²

2.2.1. Responsibilities of the Programme Operator

With the aim of highlighting the assistance from Iceland, Liechtenstein and Norway through the EEA and Norway Grants and of ensuring that assistance from the Grants is transparent and fulfil the aims referred to in paragraph 1.2, the Programme Operator shall provide information on the Programme and the EEA and Norway Grants to the general public of the Beneficiary State, potential beneficiaries, relevant stakeholders and partners. The Programme Operator shall develop and implement the Communication Plan as described below.

The Programme Operator shall ensure that Project Promoters fulfil their information and communication obligations, paragraph 3 of Article 3.3 of the Regulation.

Communication activities shall be coordinated with the National Focal Point and Donor Embassies when applicable. Programme Operators shall take part in

² Any entity that has the overall responsibility to implement a programme, e.g. Fund Operators of the NGO Programmes, implementing agencies selected/appointed by the Beneficiary State

the National Focal Point's communication network as described in 2.1. in this Annex.

2.2.2. Preparation of the Communication Plan

Each Programme Operator shall include a Communication Plan with the draft Programme Agreement.

The Communication Plan shall aim to create awareness of the existence, the objectives, the possibilities for and actual bilateral cooperation with entities in Iceland, Liechtenstein and/or Norway, the implementation, results and the overall impact of support from the Donors through the programme.

The Communication Plan shall include at least the following:

- (a) a description of the objectives of the communication and the target groups, including potential and actual beneficiaries, potential and actual partner entities from Iceland, Liechtenstein and/or Norway;
- (b) the strategy and content of the information and communication measures, including an activity list, communication tools and timeframe, having regard to the added value and impact of the EEA and Norway Grants' assistance at national, regional and local levels, and within the supported sector(s);
- (c) information on at least two major information activities on progress, results and impact of the programme and the Donors' contribution, such as a seminar or a conference with stakeholders, a press conference or press event;
- (d) information on a website dedicated to the Programme regularly updated in the language(s) of the Beneficiary State and in English;
- (e) information on the administrative departments or bodies responsible for implementation of the information and communication measures, including a contact person; and
- (f) an indication of how the information and communication measures are to be evaluated in terms of visibility and awareness of the Programme, the EEA and Norway Grants, their objectives and impact, and the role of Iceland, Liechtenstein and Norway.

2.2.3. Implementation of the Communication Plan

The Programme Operator shall ensure that the information and communication measures are implemented in accordance with the

Communication Plan and that they aim to reach the widest possible audience, including key stakeholders at the appropriate territorial level(s).

The Programme Operator shall provide potential beneficiaries with clear and detailed information on at least the following:

- i) the calls for proposals;
- ii) the conditions of eligibility to be met in order to qualify for financing under the Programme and each open call;
- iii) a description of the procedures for examining applications for funding and of the time periods involved;
- iv) the criteria for selecting the projects to be financed;
- v) the selection procedures and decision-making structure;
- vi) the objective of and possibilities for networking and bilateral cooperation with entities from Iceland, Liechtenstein and/or Norway;
- vii) the contacts at national, regional or local level who can provide information on the Programme and available funding; and
- viii) that acceptance of funding is also an acceptance of disclosure of summary project information and contact details.

In accordance with national laws and practices, the Programme Operator shall involve relevant entities that can widely disseminate the information listed above in information and communication measures and inform the public in order increase awareness of the Donors' support through EEA and Norway Grants, its achievements and results, and bilateral cooperation taking place under the Grants.

Such entities include:

- i) national, regional and local authorities;
- ii) national, regional and local media;
- iii) Embassies and other representatives of Iceland, Liechtenstein and/or Norway;
- iv) development agencies;
- v) trade, professional and business associations;
- vi) economic and social partners;
- vii) non-governmental organisations;
- viii) educational institutions; and/or
- ix) information centres on Europe.

The Programme Operator shall inform the FMC of any open calls and forward the open call documents in English at the latest two weeks before they are launched, in order for this information to be published on the website of the EEA and Norway Grants [link].

Organisers of information events such as conferences, seminars, fairs and exhibitions in connection with implementation of the EEA and Norway Grants, its Programmes and projects shall make explicit and visible the support of Iceland, Liechtenstein and Norway through the EEA and Norway Grants.

The Programme Operator shall inform the FMC in advance of any major information activities in order for the FMC to participate.

2.2.4 Web requirements

The National Focal Point, as referred to in paragraph 2.1.4, shall decide whether to collate information on all programmes on one site, or if each Programme has their own separate website. The Programme Operator shall get assistance from the National Focal Point in defining a Programme name or abbreviation, adapted for and easily applicable on the web and redirect the appropriate URL, [www.eeagrants.\[country specification\]/\[adapted Programme name\]](http://www.eeagrants.[country specification]/[adapted Programme name]), or alternatively [www.norwaygrants.\[country specification\]/\[adapted Programme name\]](http://www.norwaygrants.[country specification]/[adapted Programme name]), to the Programme web pages.

The web page shall include the following information in the language(s) of the Beneficiary State and in English:

- i. information on the Programme, the EEA and Norway Grants and the Donor(s);
- ii. an overview of open calls, including documents pertaining to the open calls;
- iii. information on selection criteria, procedures and deadlines;
- iv. information on all funded projects, including contact information, a description of the projects and their duration, the amount of funding allocated to the projects and information on cooperation with entities in Iceland, Liechtenstein and/or Norway;
- v. information on impact, achievements and results from the Programme and support from the EEA and Norway Grants;
- vi. relevant documents, including the annual programme reports and the final programme report;
- vii. a link to the website of the EEA and Norway Grants [link];

- viii. a link to the website of the EEA and Norway Grants in the Beneficiary State;
- ix. links to websites of Donor Programme Partners and other relevant institutions;
- x. contact information; and
- xi. if possible a donor partner search database.

All entities involved in the Programme implementation of the EEA and Norway Grants should include information about the Grants and relevant links to find further information on their organisation's website, regardless of whether the dedicated website is a part of their organisation's website or a stand-alone separate website. To ensure consistency and context, all websites shall provide links to results and impact from previous assistance from the EEA and Norway Grants funded by Iceland, Liechtenstein and Norway.

2.3. PROJECT PROMOTERS

2.3.1. Responsibilities of the Project Promoter

With the aim of highlighting the assistance from Iceland, Liechtenstein and/or Norway through the EEA and Norway Grants and of ensuring that assistance from the Grants is transparent and fulfil the aims referred to in paragraph 1.2., the Project Promoter and Project Partners shall provide information on the project to the widest possible audience at the appropriate national, regional and/or local levels, including relevant stakeholders. The Project Promoter shall develop and implement the Communication Plan as described below.

2.3.2. Preparation of the Communication Plan

Potential beneficiaries shall include a Communication Plan in their project application, with the aim of creating awareness of the existence, the objectives, any bilateral cooperation with entities in Iceland, Liechtenstein and/or Norway, the implementation, results and the impact of support from the EEA and Norway Grants to the project, in accordance with paragraph 3 of Article 3.3 of the Regulation.

The Communication Plan shall include at least the following:

- (a) the aims and target groups, including stakeholders on national, regional and/or local levels and the general public;
- (b) the strategy and content of the information and communication measures, including activities, communication tools and timeframe,

having regard to the added value and impact of the EEA and Norway Grants' funding;

(c) at least three information activities on progress, achievements and results in the project, such as a seminar or a conference with stakeholders, a press conference or press event, including a launch activity and/or a closing activity for the project. For projects whose grant size is less than € 500,000, two information activities are sufficient and can be of smaller scale;

(d) measures for making information on the project available on the internet, either through a dedicated website or through dedicated web pages on the organisation's existing website with linking between the pages. The information of the project must be regularly updated in the language(s) of the Beneficiary State.

All projects receiving a minimum of € 150,000 support from the EEA and Norway Grants and/or having a Donor Project Partner shall be additionally required to have dedicated project web pages with information in English as well as the national language;

(e) information on the web shall include information about the project, its progress, achievements and results, the cooperation with entities in Iceland, Liechtenstein and/or Norway, relevant photos, contact information and a clear reference to the Programme and the EEA and Norway Grants;

(f) information on the administrative departments or bodies responsible for implementation of the information and communication measures, including a contact person;

(g) an indication of how the information and communication measures are to be evaluated in terms of visibility and awareness of the project and the EEA and Norway Grants, their objectives and impact, and the role of Iceland, Liechtenstein and/or Norway; and

2.3.3. Implementation of the Communication Plan

The Project Promoter shall ensure that the information and communication measures are implemented in accordance with the Communication Plan and that they aim to reach the widest possible audience, including key stakeholders at the appropriate territorial level(s).

Organisers of information events such as conferences, seminars, fairs and exhibitions in connection with implementation of the EEA and Norway Grants, its Programmes and projects shall undertake to make explicit and visible the

support of Iceland, Liechtenstein and/or Norway through the EEA and Norway Grants.

The Project Promoter shall, during the implementation of the project, put up a billboard at the site of each operation in line with requirements of the Communication and Design Manual and which fulfils the following conditions:

- (a) the total public contribution to the operation exceeds € 50,000;
- (b) the operation consists in the financing of a physical object, infrastructure or of construction operations.

The Project Promoter shall replace the billboard with a permanent commemorative plaque that is visible, of significant size and in line with the Communication and Design Manual no later than six months after completion of the project.

The Project Promoter shall ensure that those taking part in the project have been informed of the funding from the relevant Programme and the Donor State(s) through the EEA and Norway Grants.

3. Donor States

3.1 Donor Programme Partners

With the aim of highlighting the Donors' assistance through the EEA and Norway Grants and of ensuring transparency, the Donor Programme Partner shall provide information on their involvement in the implementation of Programme(s) to the general public of Iceland, Liechtenstein or Norway, potential beneficiaries and relevant stakeholders.

This includes creating awareness of the existence, the objectives, the possibilities for and actual bilateral cooperation between Donor entities and entities in Beneficiary States, the implementation, results and the overall impact of support from the EEA and Norway Grants through the Programme, and within the supported sector(s) to the general public in the Donor state(s).

The Donor Programme Partner shall make this information available on their existing website in their own language(s).

A person shall be responsible for communication work, including to update the webpage regularly and be responsible for making a communication and activity plan to fulfil the Donor Programme Partners communication obligations. The

webpage shall link to available calls for proposals. It is suggested that Donor Programme Partners cooperate with local ministries in implementing their communication efforts.

Donor Programme Partners shall make a report on communication activities in their annual meeting with the Financial Mechanisms Office.

3.2 Donor Project Partners

With the aim of highlighting the Donors' contribution through the EEA and Norway Grants and of ensuring transparency, the Donor Project Partner shall provide information on their involvement and the outcome of their project to the general public of Iceland, Liechtenstein or Norway and relevant stakeholders. Information about the project shall be available on the website of the organisation.

4. International Organisations

With the aim of highlighting the Donors' contribution through the EEA and Norway Grants and of ensuring transparency, International Organisations shall provide information on their involvement in the implementation of the Grants to relevant stakeholders, and fulfil the aims with reference to paragraph 1.2.

International Organisations shall provide information of their involvement and of the EEA and Norway Grants on their website, highlighting their engagement, including where and with whom they cooperate, who the Donor(s) are and the impact of their contribution.

5. Design and visual profile

All information and communication material related to the EEA and Norway Grants from the National Focal Point, Programme Operators, Project Promoters, Donor Programme Partners and Donor Project Partners shall be in line with the Communication and Design Manual attached to this Annex. The Manual sets out detailed technical requirements in respect of the use of logos, as well as billboards, plaques, posters, publications, websites and audio-visual material.