

# Communicating CEF projects

## WHY?

- Raise awareness & visibility
- Promote your activities
- Engage with citizens & stakeholders
- Report to citizens on how their money is spent
- Prove to decision makers that investing in CEF is a good idea
- It's your legal obligation

### Visibility of Union funding (Article II.7 of the CEF Grant Agreement)

*Unless the Agency requests or agrees otherwise, any communication or publication related to the action, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), shall indicate that the action has received funding from the Union and shall display the European Union emblem. When displayed in association with another logo, the European Union emblem must have appropriate prominence.*

## HOW?

Make a comprehensive communication plan that defines your audiences. Think about the tools to reach and multiply your audiences that are proportionate to the scale of your projects. Your communication might include:

- Publications (leaflets, brochures)
- Website(s)
- Publicity (posters)
- Events
- Videos & photos
- Campaigns
- Social media
- Press releases

## ACKNOWLEDGE THE EU FUNDING

As a beneficiary of CEF funding, one of your legal obligations is to acknowledge EU funding and display the EU emblem in all your information and communication material:

Display the EU emblem + write 'Co-financed by the Connecting Europe Facility of the European Union':

Horizontal version:



Square version:



Co-financed by the Connecting Europe  
Facility of the European Union

Download a ready-made acknowledgment of EU funding in your language on HaDEA website

## WORK WITH HaDEA

Keep HaDEA in the loop about your communication activities, whether they are already underway or in the planning stages. Let us know whenever your project is mentioned in the media, when you are preparing activities with high communication potential or if there is any upcoming opportunity to promote your project.

## WHAT WE CAN OFFER

- We can help spread the word about your project on HaDEA's website and via social media
- We can connect with your stakeholders, including other CEF projects, experts and policy makers via Twitter and LinkedIn
- We will make the European Commission (EC) aware of the communication potential of your project and help you disseminate information through EC tools, also locally
- We will work together with you to promote your results and actions
- We can advise you on your communication plan, in case of doubts

When in doubt, contact us!