

GRANT AGREEMENT REQUIREMENTS FOR COMMUNICATION, DISSEMINATION AND VISIBILITY - Guidelines

(Grand Agreement – Article 17)


1. Communication — Dissemination — Promoting the action

- The beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent and effective manner.
- Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.
- **Communication and dissemination plan** (Annex 5: ARTICLE 17): The beneficiaries must provide a detailed communication and dissemination plan, setting out the objectives, key messaging, target audiences, communication channels, social media plan, planned budget and relevant indicators for monitoring and evaluation.
- **Additional communication and dissemination activities** (Annex 5: ARTICLE 17):
 - Present the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and project results) on the beneficiaries' websites or social media accounts
 - For actions involving publications, mention the action and the European flag and funding statement on the cover or the first pages following the editor's mention
 - For actions involving public events, display signs and posters mentioning the action and the European flag and funding statement
 - Upload the public project results to the EU4Health Project Results platform, available through the Funding & Tenders Portal.

2. Visibility — European flag (emblem) and funding statement

- All C&A activities funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)



Deliverables	 Co-funded by the European Union	Disclaimer
Leaflets, posters and presentations <u>with no factual data</u>	✓	✗
Leaflets, posters and presentations <u>with factual data</u>	✓	✓
PERCH webpage	✓	✓
Reports	✓	✓
Press release	✓	✓
Social media messages and infographic	✓	✗

- Communication activities: media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.,
- Dissemination activities and any infrastructure, equipment, vehicles, supplies or major result.

European flag (emblem)



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- The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.



- Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.
- When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.



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- For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.



Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information and must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.”