



Project Coordinators' Meeting

Publicity:
Contractual obligations

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*European Education and Culture
Executive Agency*



Publicity

There is an obligation of minimal publicity for each granted project, extract E+ Programme guide 2021, page 311.

The Programme Guide – illustrate what your communication and dissemination obligations are and what the European Commission expects from you.

Publicity - Guidelines

Publicity

Apart from the requirements regarding the visibility of the project and for the sharing of project results and project impact (which are award criteria), there is an obligation of minimal publicity for each granted project.

Beneficiaries must clearly acknowledge the European Union's support in all communications or publications, in whatever form or whatever medium, including the Internet, or on the occasion of activities for which the grant is used.

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This must be done according to the provisions included in the grant agreement. If these provisions are not fully complied with, the beneficiary's grant may be reduced.

Grant agreement

ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

ART 17.1 Communication – Dissemination – Promoting action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and 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.

Grant agreement –

ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

Article 17.2 - Visibility — European flag and funding statement

Use of relevant logo/



**Co-funded by
the European Union**

Beneficiaries are obliged to display the European Union emblem to demonstrate the support received under the relevant programme in all communication and promotional material.



How, when?

- You inform the public, press and media of the action (internet included) which **must** indicate "**Co-funded by the European Union**" as well as graphic logos.
- Where the action, or part of the action, is a **publication**, it has to appear on the **cover or the first pages** following the editor's mention.
- If the action includes **events** for the public, **signs and posters** related to the action, **logo must be displayed**. Authorisation to use the logo does **not implies exclusive use** (limited to the agreement).

Grant agreement –

ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

17.3 Quality of information — Disclaimer

“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 EACEA. Neither the European Union nor the granting authority can be held responsible for them.”

Grant agreement –

ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

17.4 Specific communication, dissemination and visibility rules

The beneficiary must pay specific attention to the importance of dissemination, exploitation of results of the action and to their visibility at a transnational level.

All visibility rules are set out in Annex 5 - additional communication and dissemination:

- Present the project on the beneficiaries' websites or social media accounts
- 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 Erasmus+ Project Results platform, available through the Funding & Tenders Portal.

Grant agreement –

ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY and ARTICLE 28
— GRANT REDUCTION

Article 17.5 - Consequences of non-compliance

If a beneficiary has not fulfilled any of its obligations under this article, the grant may be reduced.

Article 28 – Grant reduction in case of non compliance with publicity obligations for poor, partial or late implementation

The granting authority may — at beneficiary termination, final payment or afterwards — reduce the grant for a beneficiary.

The amount of the reduction will be calculated for each beneficiary concerned and proportionate to the seriousness and the duration of the errors, irregularities or fraud or breach of obligations, by applying an individual reduction rate to their accepted EU contribution.

Make sure people know about your project, create buzz and interest and keep the project going.

Send us your dedicated website on [@eusport](#) 

Keep us informed about interesting topics, news, events concerning your project!



Tell your story! **MAKE UN IMPACT!** ***New Guidelines***

How to communicate your project:

[How to communicate your project - Publications Office of the EU
\(europa.eu\)](#)

Useful links

[Erasmus+ project results | Erasmus+ \(europa.eu\)](#)

Visual Identity - Programming period 2021-2027:

https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027_fr

Programme Guide 2021:

<https://erasmus-plus.ec.europa.eu/fr/document/erasmus-guide-du-programme-2021>

Thank you



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