

نساء فى الصناعة السمعية
البصرية: تجربة جنوب المتوسط

Women in Audiovisual
in the Southern Mediterranean

SouthMed WiA

General Communication Guidelines

SouthMed WiA Sub-granted Projects

The purpose behind these guidelines is to set the basis for **strong internal and external communication** of the projects supported by SouthMed WiA.

There are some basic “rules” that need to be established and implemented in the external communication, such as those pertaining to the mentions of the EU regional programme under which SouthMed WiA is financed, MedFilm, as well as the mentions of the European Union (EU) according to the EU visibility guidelines manual.

To do list

It is advised that each sub-granted project have a person with sufficient background in communication and dissemination who can work on coordinating the flow of information with SouthMed WiA’s partner in charge of Communication, CUMEDIAE and the leader organisation, Interarts.

Sub-grantees should share the following information with **SouthMed WiA team**:

- The project implementation process, to be published on the website of SouthMed WiA <http://www.smedwia.eu>. This information should comprise a short text describing the implementation of the project (max 6 lines), a very short description of the implementing partner (max 4 lines) and the capacity building and networking developments, and a link to the project’s web page or Facebook page. Each project should provide several photos that reflect the contents of the project to accompany this information.
- Best or good practices to share with the rest of the target groups: this promotes exchanges and widens the scope of experiences.
- Stories from the life of the projects. It is about ways of overcoming challenges and innovative solutions that contribute to the development of the project and its contexts.
- Capacity building and Networking activities and events: workshops, meetings, trainings, performances, etc.
- Any developed material that can be published on the website of SouthMed WiA.
- Press releases
- Info-graphics
- Photos
- Videos

References to EU funding and framework

Sub-grantees are requested to make the following reference in all their external communication: **The “... project” is co-funded by the European Union within the framework of the regional programme Med Film.** Note the wording **European Union** shall appear in full. In French, it should be l'Union européenne (capital U and small e). Please, see examples and details on the following file: '[Annex communication guidelines](#)'.

Communication plan & EU visibility guidelines

All EU-funded projects are expected to read and follow the [EU Visibility Guidelines Manual](#)

- Designing a communication plan (a template is included).
- Placement of EU logo on outgoing/published information material; website, posters, press releases, reports, banners, promotional material such as brochures, USB sticks, etc.
- EU logo technical specifications such as colour codes, sizes etc.
- Etc.

Use of Disclaimer

The EU is not responsible for the contents of communication material prepared by the sub-granted organisations. These must therefore include the following disclaimer in publications such as books, articles, essays, etc.:

“The contents of this publication are the sole responsibility of <INSERT the name of the author/contractor/implementing partner/main organisation> and can in no way be taken to reflect the views of the European Union.”

Coordination with European Union Delegations

It is important that all sub-grantees make sure to inform of their activities (workshops, performances, events, conferences, etc.) to the European Union delegations in the respective countries. Each delegation has a website and contact information as well as Communication and Culture focal points/ officers with whom European funded projects are expected to relay information to.

ENPI, EUROPEAN NEIGHBOURHOOD POLICY PARTNERS, Info Centre

All EU funded programmes and projects can benefit from the services of the ENPI Info Center that is called the Open Programme <http://www.enpi-info.eu/>. This portal basically supports EU funded projects through developing news stories and alerts around their activities, and disseminating these across the ENPI Info Centre network.

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What MedFilm and SouthMed WiA can do in terms of visibility and communication of the sub-granted projects

The SouthMed WiA gets support from the Med Film Programme, and thus the sub-grantees will as well have it in terms of dissemination of information through:

- Dissemination of information to its large database of contacts across south Mediterranean countries
- Monthly Newsletter
- Website
- Social Media, mainly Facebook & Twitter

The sub-granted projects can refer to SouthMed WiA communication team in case they have any doubts or questions or need guidance on visibility and communication issues.

SouthMed WiA internal communication

SouthMed WiA will provide access to an Intranet Platform based at Interarts. This Platform is designed to facilitate information, exchange and cooperation amongst all the sub-grantees, and between the consortium partners and the sub-grantees.

Each sub-grantee will be provided with a username and a password for its access and use.

Once the access has been given, a Platform user manual will be available as well as a folder for every sub-granted project on the Platform.

Sub-grantees will then be able to upload on the Platform the required information regarding the implementation and results of the sub-granted projects.

This project is co-funded by the European Union under the Med Film regional programme



SouthMed WiA's partners:



culture & media agency europe, ADR

CUMEDIAE



Associate partner:

