

# EU SEE NATIONAL MEDIA OUTREACH PACK USAGE GUIDELINES

## Supporting Network Members with National Media Outreach

For various reasons, the EU SEE is not able to coordinate or participate directly in national media outreach activities. However, network members and consortium partners, at their own discretion, and in accordance with the do-no-harm principle, are free to pursue national media coverage for EU SEE reports, such as the Country Focus Reports.

***Network Members cannot speak on behalf of EU SEE as an organisation. However, when carrying out independent national media outreach, they may reference EU SEE when speaking on behalf of their own activities and those carried out in partnership with the EU SEE.***

This pack is designed to support network members with EU SEE resources and assets to make national media outreach for EU SEE reports easier.

## Outreach Template

The outreach template is designed for use in Microsoft Outlook. The template is only a suggested email structure with useful information that Network Members may wish to include about the EU SEE in their outreach. Network Members are free to edit the template as they see fit.

## Use of Logos

**EU SEE:** The name and logo of the programme, found in the attached media pack, should be mentioned in all printed material, websites, videos and publicity related to the project, unless agreed otherwise or when the "do no harm" approach applies.

**European Union:** The name and logo of the EU should be mentioned in all printed material, websites, videos and publicity related to the project, as per the agreement with the EU. The EU's contribution should also be mentioned in internal reports, annual reports, and to the media, where appropriate.

The EU logo should always be accompanied by a funding statement ('Funded by the European Union') mentioning the EU's support. As a rule, they always go hand in hand and must not be separated.

When displayed in association with other emblem(s)/logo(s) (e.g. of co-funders or sponsors), the EU emblem must be displayed at least as prominently and visibly as the other emblem(s)/logo(s) and be at least the same size as the biggest of the other emblem(s)/logo(s).

**Hivos:** The name and logo of Hivos should be mentioned in all printed material, websites, videos and publicity related to the project, as per the consortium partner contract with Hivos, unless otherwise agreed with network members at the start of the collaboration.

**Consortium Partners:** We include the logos of the consortium partners where possible, or we use the programme footer with the names of all consortium partners. If one of the partners publishes a document, the partner logo can be included as well as the programme footer.

**Network:** We include the logos of Network Members in documents or on the website where possible and only with consent of the Network Member, following the "do no harm" principle.

## Social Media

Should Network Members carry out social media promotional activities, they should use the hashtag **#EUSEE** as the EUSEE has no official channels. See below the LinkedIn tags for all partners:

### Tag EU:

@EU\_Commission

@EU\_Partnerships

<https://www.linkedin.com/company/european-commission/>

### **#EUSEE**

#### Tag partners:

@hivos

<https://www.linkedin.com/company/hivos/>

@CIVICUSalliance

<https://www.linkedin.com/company/civicus>

@Democracy

<https://www.linkedin.com/company/dri>

@EPDeu

<https://www.linkedin.com/company/european-partnership-for-democracy>

@Forus\_Int

<https://www.linkedin.com/company/forus-international/>

@anticorruption

<http://www.linkedin.com/company/transparency-international/>

## Do No Harm

In all circumstances and at all times, there is an obligation not to jeopardise the life, physical and psychological safety, freedom and well-being of network members and partners and those who enter into contact within the framework of the programme.

Avoid causing harm when communicating. Be aware of the potential risks of harm and to exercise good judgement, caution and sensitivity in all interactions.

There is a responsibility to balance the need to gather and share information and the potential risk of harm to those who may be in a position to provide such information. Preventing harm is paramount also in view of the limited capacity.

## Photos and Images

While EU SEE can provide a limited set of generic photos and images, we encourage Network Members to use their own photos that represent their work, in accordance with the **following guidelines**:

When using photos, we agree on the following criteria:

- Make sure the photos reflect the programme's values and visual identity.
- Always apply the do no harm principle.
- Always add a caption to the image.
- Always add credits when using the photo.

Every organisation is responsible for appropriate use of consent, copyrights and credits.

### **Consent:**

- Make sure stories and images are developed with consent in a spirit of co-creation.
- Always seek written consent, which states that people are okay with their image and/or quote to be used, and include what restrictions they have. When people are not able to sign a written statement, make a verbal consent (video).
- When republishing, redistributing or translating content of other partners and network members, always ask for written consent.

### **Copyright:**

When a person creates an original work (photographer, video maker etc.), he or she automatically owns copyright to the work.

When working with photographers and others who own copyright, form a formal agreement on the copyrights and licensing (according to your organisation's policies).

### **Example:**

"Supplier grants to <name organisation> an irrevocable, perpetual, exclusive (unless agreed otherwise), worldwide, royalty free and sub-licensable right to use the

deliverables in any communications related to <name organisation> (including affiliated entities) or to programs or projects in which <name organisation> (including affiliated entities) participates, including use for promotional and marketing purposes. This right includes the right to publish, display, broadcast, (re)transmit, communicate to the public, make available, reproduce, save, store, archive, include in a database and distribute the Deliverables, and to make derivative works of the deliverables, or to have any such acts performed by third parties on behalf of <name organisation>. <name organisation> may use any and all current or future, own or third party technology, media or communication channels, including social media channels.”

***Caption and credit of images:***

Caption: A caption is a description of what the image is about, its background/story, date and place where the image is taken.

Credit: A credit is the name of the photographer, and/or organisation.