GRANT SCHEME FOR COMMON CULTURAL HERITAGE: PRESERVATION AND DIALOGUE BETWEEN TURKEY AND THE EU–II (CCH-II)

Visibility Guidelines

Tool Kit

Grant Scheme for Common Cultural Heritage: Preservation and Dialogue between Turkey and the EU–II (CCH-II)

The "Grant Scheme for Common Cultural Heritage: Preservation and Dialogue between Turkey and the EU–II (CCH-II)" implemented by the Ministry of Culture and Tourism (MoCT) of the Republic of Turkey with the financial support of the European Union aims at promotion and enhancement of common cultural heritage activities implemented in partnership between Turkish and EU organizations. It is a part of a larger set of interventions financed under the "civil society" sub-sector, which is embedded in the broader Democracy and Governance sector within the scope of the IPA II. This grant scheme is funded by the EU within the Annual Action programme for Turkey for the year 2016 under the IPA II.

The global objective of this grant scheme is the promotion of civil society dialogue by means of culture, arts and cultural heritage through the improvement of international cooperation on cultural heritage and promotion of cultural values in Turkey. The specific objective of this grant scheme is the promotion of cross-border dialogues and networking between civil society organizations (CSOs) in Turkey and the EU in the areas of culture and arts including creative sectors and cultural heritage.

The priorities of this grant scheme are:

• To support cultural and creative sectors - all sectors whose activities are based on culture and other contemporary individual or collective creative or artistic expressions (such as architecture, libraries, artistic crafts, design, festivals, literature, performing arts, visual arts).

• To promote cultural heritage - focusing on such as archaeological sites, museums, monuments, historic cities, historic artworks, archives, historic literary, story-telling.

• To develop audio-visual content – such as music, documentary film, short film, cinema, television, radio, video games, multimedia.

The overall indicative amount made available under this grant scheme is EUR 3.000.000 and approximately 2.8 million EUR has been granted to 22 projects.

Introduction

This guideline is produced to help all actors involved in the communication of grant projects funded under the "Grant Scheme for Common Cultural Heritage: Preservation and Dialogue between Turkey and the EU–II (CCH-II)" to present the identity, logo and messages in a consistent way. This guideline is developed in correlation with and does cover the EU Visibility Guidelines that can be found at

https://www.avrupa.info.tr/en/learn-about-eu-visibility-guidelines-16

The Communication Guideline consists of visibility rules and principles to follow and some template examples to ease your production process for related communication activities.

By following the principles in this guideline and by providing this document to your suppliers, you will ensure consistency in the messages conveyed to the public and take an important step to fulfill the conditions of corporate identity and EU visibility rules.

All printed and visual materials produced within the scope of your projects must comply with the EU visibility rules and use the logos in the guide.

If you require any support about your communication, visibility and promotional activities or materials, feel free to contact us through the MIS system.

1) EU VISIBILITY GUIDELINES

This section includes communication and visibility rules to be followed by all projects funded by the European Union. Guidance on the implementation of the grant scheme programme and templates developed for various materials are consistent with the rules provided below.

Introduction

These guidelines have been designed to complement part 2.3.5. of the Practical Guide to Contract Procedures for EC External Actions and the Communication and Visibility Manual for European Union External Actions and aim at ensuring that actions that are wholly or partially funded by the European Union (EU) under the Decentralised Implementation System (DIS) in Turkey incorporate information and communication activities designed to raise the awareness of those actions, their purpose and impact in Turkey.

The provisions of the Communication and Visibility Manual for European Union External Actions and this complement are mandatory for all beneficiary organizations/institutions, contractors, public or private bodies and international organizations receiving EU financial support and any other entity carrying out an action funded by the EU. For the purpose of this manual, they will be referred to as 'Third Party'.

Complement to the Manual

The Communication and Visibility Manual for European Union External Actions is complemented by the following agreements:

The EU-Turkey cooperation logo

For projects in Turkey a cooperation logo has been designed with the EU and Turkish flag (hereafter referred to as EU-Turkey cooperation logo). It consists of the stylized flags of Turkey and the EU. While the wavy form states a dynamic structure, the integrated position of the Turkish and EU flag is a sign of an institutional and organic relation and cooperation between the EU and Turkey. EU-funded and co-financed projects in Turkey are requested to use this logo for all visibility actions.

The EU-Turkey cooperation logo should be accompanied by the following text:

This project is funded by the European Union.

To ensure the correct usage of the EU-Turkey cooperation logo it should not be replicated but downloaded from the website of the EU Delegation Turkey at

https://www.avrupa.info.tr/en/learn-about-eu-visibility-guidelines-16

Whether used in the form of the EU-Turkey cooperation logo for information materials or separately at events, the EU and Turkish flag have to enjoy at least double prominence each, both in terms of size and placement in relation to other displayed logos and should appear on all materials and at all events as per the Communication and Visibility Manual for European Union External Actions. At visibility events, the Turkish and the EU flag have to be displayed prominently and separately from any logos.

The EU flag

The correct use of the flag must be ensured at all times avoiding common mistakes like the incorrect positioning and angle of the stars. Every EU flag that will be used for display should be checked according to the specifications in the Communication and Visibility Manual for European Union External Actions. It is highly recommended to consult the producers of flags prior to the production to make sure that the correct template is used.

The correct EU flag is also available in various formats at

https://www.avrupa.info.tr/en/learnabout-eu-visibility-guidelines-16

Other logos

For projects under DIS, logos of the beneficiary institution and the CFCU/ OS are accepted as long as they are clearly separated from the EU-Turkey cooperation logo and are maximum half the size of each flag. If the contractor is a consortium, only the logo of the consortium leader will be displayed. The logos may be displayed at the bottom of the front or back side or inside a publication, depending on the design of the visibility item.

For small visibility items, like stickers all logos will not be replaced on the ground. Just EU-TR cooperation logo can be used for small materials to provide EU visibility. For larger items, like invitations, brochures, event programmes etc. other logo group can be used in line with logo alignment rules to be detailed below.

Logos and flags are displayed in the following way:

Top and Middle: EU-Turkey cooperation logo

Bottom: CFCU/OS logo (left), logo of coordinator beneficiary left side of CFCU, if any co-applicant logo left to MoCT logo and at the end at right side, always MoCT logo

2) RULES ON LOGO IMPLEMENTATIONS

EU-TURKEY COOPERATION LOGO

Are we expected to use EU-Turkey cooperation logo at all times? (The Wavy flag)

Yes, definitely. Here is the abstract from the website of EU Delegation to Turkey, referring to this rule:

"All projects administered in Turkey and funded by the EU, this logo (wavy flag) should be used."

EU-Turkey Cooperation Logo

Do I need a disclaimer below the EU-Turkey cooperation logo?

Yes. Translated into the original language of the material the logo placed on, the text below should be placed underneath the wavy flag log, preferably in Arial font.

"Bu proje Avrupa Birliği tarafından finanse edilmektedir."

"This project is funded by the European Union."

If the material will be developed bilingual, then the disclaimer should appear in both languages under the logo.

On rather smaller materials such as pens, USB Flash disks, small stickers and similar, if the text will be illegible, then it could be avoided and only the wavy flag can be used.

How should the EU-Turkey cooperation logo be placed on materials?

On all materials, as much as possible, the wavy flag logo should be placed on top middle.

What should be the size of the logo?

In order to make the logo visible on all materials, wavy flag logo should be double size of any other logo used on the same material.

Where can I get the EU-Turkey cooperation logo?

You can either download the logo from the link below:

http://www.avrupa.info.tr/eu-funding-in-turkey/visibility-guidelines.html

or, you can access the logo from MIS service.

We will print in black and white. Is there a black and white version of the EU-Turkey cooperation logo?

Yes there is. You can download from the link below, or from the MIS service.

http://www.avrupa.info.tr/eu-funding-in-turkey/visibility-guidelines.html

THE LOGO OF CENTRAL FINANCE AND CONTRACTING UNIT

Do I need to use the CFCU logo on my project materials?

Yes definitely. There is only one exception to that: "On promotional/visibility materials with smaller printing surface such as pens and USBs, if there is only space for one logo, then EU-Turkey cooperation logo (the wavy flags) should be preferred."

Where the CFCU logo should be placed on the materials?

In all communication/visibility materials, CFCU logo should be positioned on the bottom left of the material as much as possible.

What should be the size of CFCU logo?

It should be half size of the EU-Turkey cooperation logo (the wavy flags)

Am I required to use the full name of CFCU under the logo?

No, you do not need to.

Where can I get the CFCU logo?

CFCU logo can either be downloaded direct from http://www.cfcu.gov.tr/logo-usage or can be acquired via MIS system.

THE LOGO OF MINISTRY OF CULTURE AND TOURISM

Do I need to use the Ministry of Culture and Tourism (MoCT) logo on my project materials?

Yes definitely. There is only one exception to that: "On promotional/visibility materials with smaller printing surface such as pens and USBs, if there is only space for one logo, then EU-Turkey Co-operation logo (the wavy flags) should be preferred."

Where should MOCT logo be placed on the materials?

In all communication/visibility materials, MoCT logo should positioned on the bottom right of the material as much as possible.

What should be the size of MoCT logo?

It should be half the size of the EU-Turkey cooperation logo (The wavy flags)

Where can I get the MoCT logo?

You can download the MoCT logo at:

https://www.ktb.gov.tr/TR-225882/kurumsal-logo-kilavuzu.html

OTHER LOGOS

Coordinator Beneficiary Logo

Where should I place my institution's logo?

As the coordinator beneficiary, you can place your logo between the CFCU and MoCT logo.

What would be the size of our logo?

The size of your institution's logo should be half of the EU-Turkey cooperation logo and same size with the CFCU and MoCT.

Co-beneficiary logo (Project partner)

Do I need to use the co-beneficiary logo at all materials?

It will be your decision to use your co-beneficiary's logo. In cases where there is very small space to print the logo on such as pens, USBs and stickers, you can only use the EU-Turkey cooperation logo (the wavy flags).

Where should the co-beneficiary logo be placed?

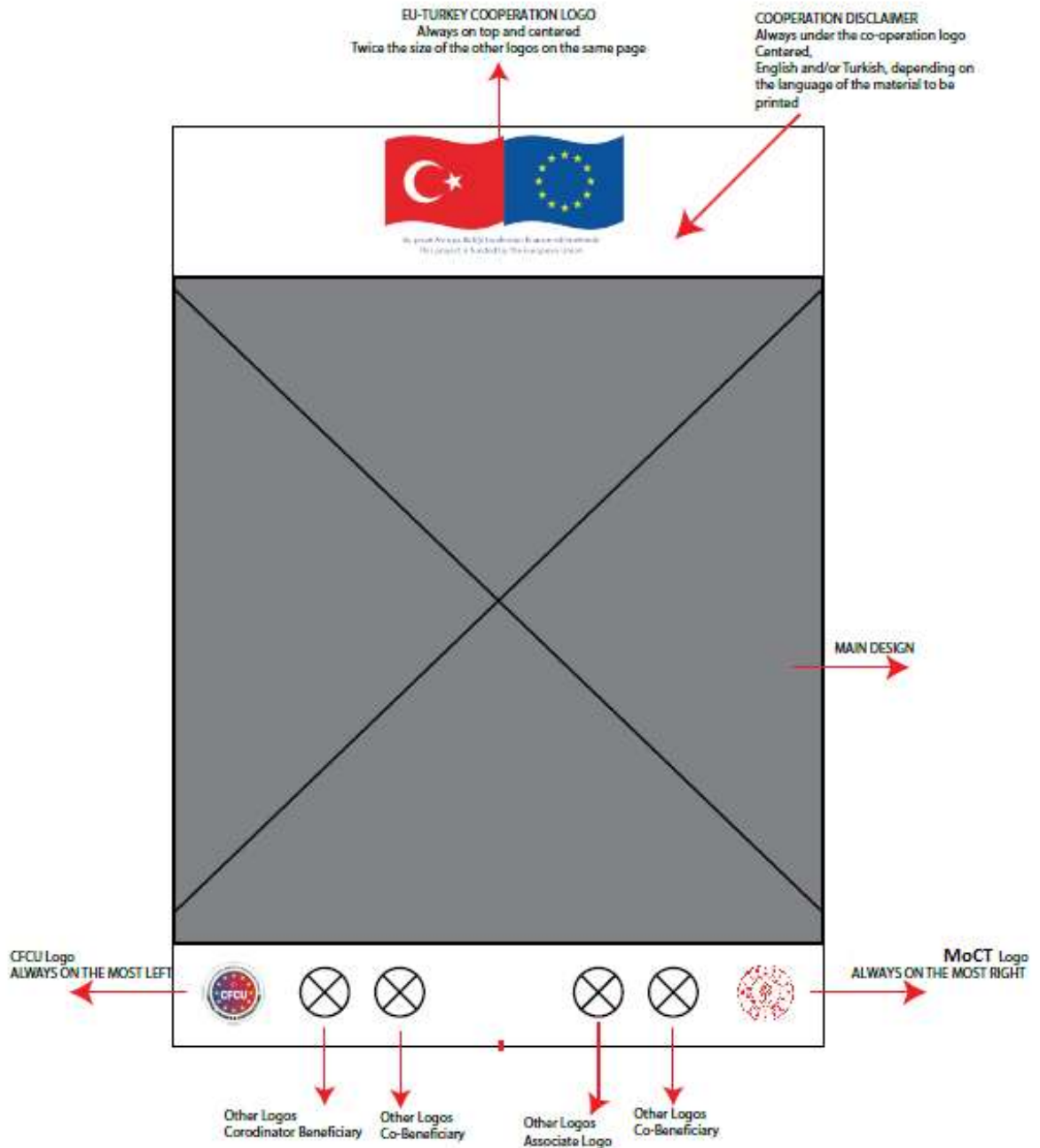It can be placed between the coordinator beneficiary logo or the MoCT logo.

What should the size of the co-beneficiary logo be?

It needs to be half size of the EU-Turkey cooperation logo.

EU-TURKEY COOPERATION LOGO
Always on top and centered
Twice the size of the other logos on the same page

COOPERATION DISCLAIMER
Always under the co-operation logo
Centered,
English and/or Turkish, depending on
the language of the material to be
printed

MAIN DESIGN

CFCU Logo
ALWAYS ON THE MOST LEFT

MoCT Logo
ALWAYS ON THE MOST RIGHT

Other Logos
Corodinator Beneficiary

Other Logos
Co-Beneficiary

Other Logos
Associate Logo

Other Logos
Co-Beneficiary

Logo Implementation Template

Logos of Associates

You can place logos of associates to the left of MoCT logo. If you have more than one associate that you cannot fit all logos in the identified space, then you can put the name of the institutions in text under a title to read "with the support of".

What should be the size of the associate's logos?

These could be half size of the EU-Turkey cooperation logo.

SAMPLE

The below sample is prepared as an example you can utilize when developing a report cover, poster, brochure, flyer or booklets for grant projects. Partner logos should be placed within the white section at the bottom of the material, which is 1/10 ratio to the whole material size.

Example Logo Implementation

3) TEXT and TYPOGRAPHY

How should I use the name of our project?

All grant project names in English must be used together with the programme name as "Grant Scheme for Common Cultural Heritage: Preservation and dialogue between Turkey and the EU–II (CCH-II)".

Is there a special font we should use, as part of the identity?

The primary font is Calibri. The project titles, titles of materials and or name of the material produced should be written in Myriad Pro (if this is not available, either Futura Medium or Proxima Nova).

What would you suggest for increasing legibility?

Lower case is always much easier to read, much more preferred for materials where there is information to share.

SINCE THE UPPERCASE RESEMBLES MORE LIKE A CUBIC LOOK, WITH ALMOST SAME SIZE LETTERS, LEADS TO A HARDER READING EXPERIENCE.

We recommend you to use upper case in titles. Do not use in the flow of the main body text.

Is there a disclaimer text I should use in materials?

Under each grant project, through a printed or online material, some kind of information or message will be conveyed to the target audience. The coordinator beneficiary will generate this information. Therefore, the responsibility of such information, text or message generated by the coordinator beneficiary should be owned by them and to do that, a fix disclaimer text should be integrated into the materials with content. The disclaimer ensures that the generated knowledge or conveyed message through the content of the material is created by the primary owner of the material i.e. the grant projects and that it reflects only the opinion of the coordinator beneficiary and not the opinion of the European Union.

With that, without any exception, the following disclaimer text should be used on all materials with content.

> *This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of <coordinator beneficiary > and do not necessarily reflect the views of the European Union.*

The disclaimer should be placed on the back cover or at the bottom of the inner cover of a material with multiple pages. If it is a one-page document, then should be placed at the lower bottom of the page.

4) USING VISUALS

Photography is a powerful and dynamic tool for communications. We suggest that the diversity and strength of the "Grant Scheme for Common Cultural Heritage: Preservation and dialogue between Turkey and the EU–II (CCH-II)" should be reflected through the visuals used for communication.

What would be the focus of the visuals used in communication materials?

In all photography work about your Project, the focus should be human beings.

How should be the spirit and the context of the visuals?

The photography should reflect the background and context of the focus. Try to look behind and see over the obvious scene, and catch an inspirational perspective.

To increase the impact of the photographs and to increase the efficiency of your communications, pay attention to details and unusual angels. The visuals must include natural, ordinary people and situations. Photographs should be able to convey the feeling and its context to grab the attention of your audience.

Try just to use visuals that serve your communication purpose and add value to your materials.

What about the content?

Make sure the content would not be offensive or excluding. Avoid clichés and stereotypes of race, culture, belief or gender.

Is there a colour preference for the visuals?

The visuals and photographs could be used monochrome, multi-colour or in black and white.

What should be the resolution I should use when producing my materials?

The visuals to be used at printed materials should have a high resolution. The minimum standard is 300 dpi for printed and 72 dpi for online materials.

There are tons of visuals available through Internet. May I use these?

A photograph/visual being available online does not mean it is available free of copyright charge.

However, it is still possible to find free of copyright visuals through Internet. At the link https://creativecommons.org/licenses/ you can find what the signs for license of photography

stand for. Pay attention to use visuals through Internet, within the limitations of these license signs.

If there is no sign attached to a visual, then most probably it is not in the quality you can use for your material. Using such visuals may lead to unexpected legal issues, besides it would not be disrespectful to the owner of the photography.
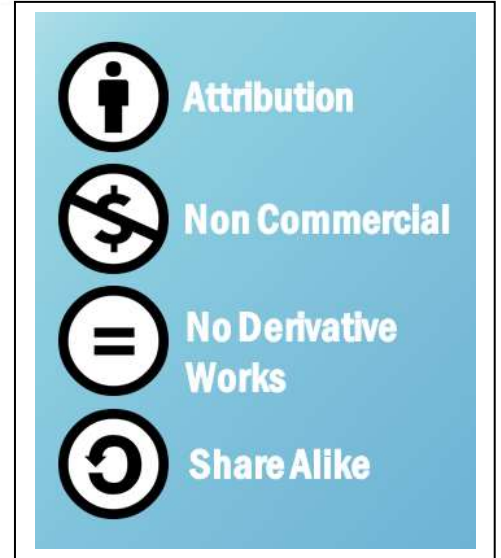
However remember that you can always purchase high quality photography through some websites. If you search with "royalty free" or "micro stock" words through Internet, you will be able to access to such photography websites.

Do I need to take special permission from the people who I photograph?

Yes definitely. If you take photographs, or film, or audio record the participants at an event organized by the "Grant Scheme for Common Cultural Heritage: Preservation and dialogue between Turkey and the EU–II (CCH-II)" or your project activities, then you should take the permission to use these materials. You can find templates of forms to take such permission at Annex 2.

For minors (below 18) you should take the permission from their parents or legal guards.

5) TEMPLATES

SUMMARY

The following templates are provided for you to utilize for your in-house material production. These are designed to enable consistent, cost and time effective but satisfactory in-house production when there is no resource or possibility for you to use an external designer or print house.

TEMPLATES FOR IN-HOUSE PRODUCTION

Letterhead – You can either have these letterheads printed or you can use these as an electronic template in your communications about your grant projects. If your institution already has a letterhead you can also use that for your official correspondence.

Since a letterhead is an official stationary of an institution, you are not allowed to use the logos of EU-TR cooperation logo, MoCT and CFCU at such letterheads. You can just use your institutional letterhead. Project letterhead should include this reference:
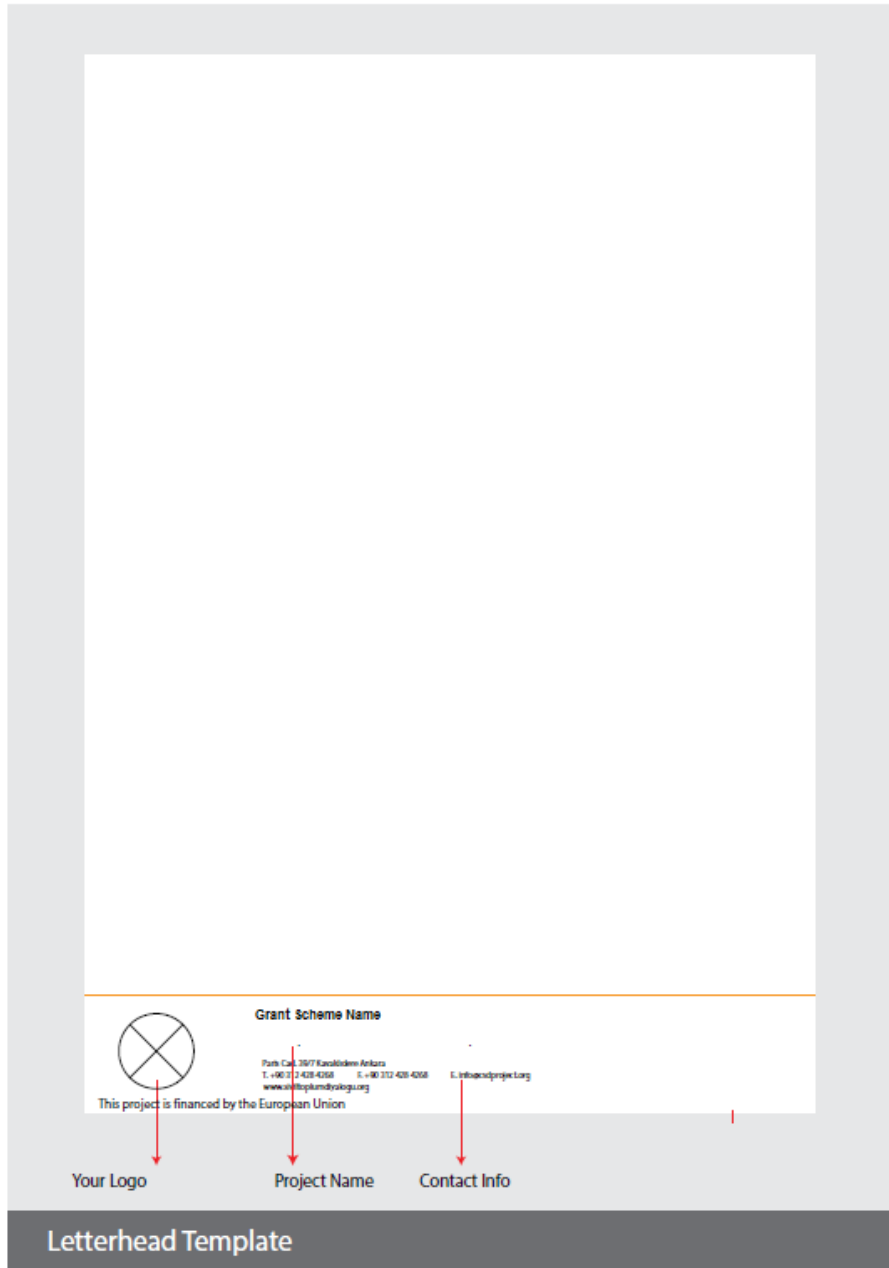
"This project is financed by the European Union."

Power Point – You may be required to present your Project to different audience groups. Power point presentations are highly preferred in such tasks especially when there is an idea or an activity that you want to explain to your audience.
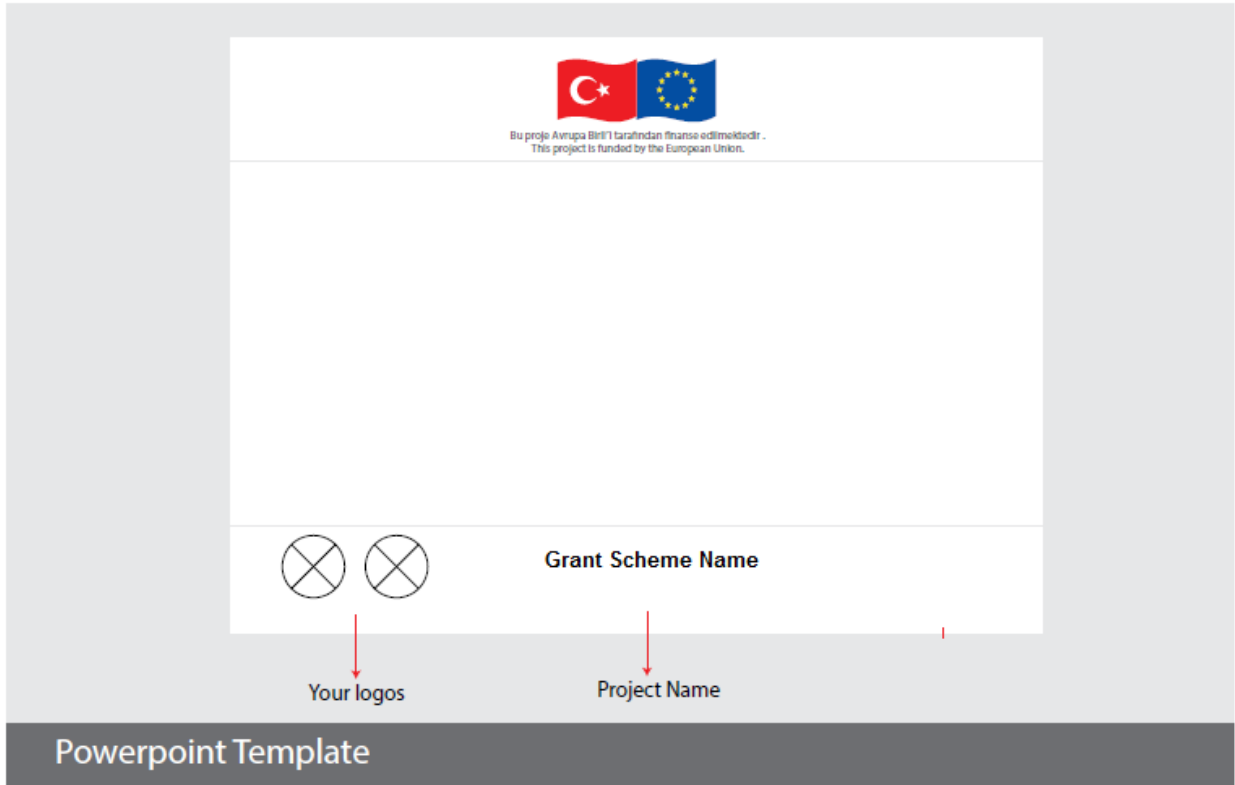
Please use disclaimer text at the last page such as "This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of <coordinator beneficiary > and do not necessarily reflect the views of the European Union."

TEMPLATES FOR PROFESSIONAL DESIGNERS

You will be working with a professional designer or print houses when developing communication materials for your projects. We highly recommend you to share this Visibility Toolkit with such suppliers. The materials produced by any external supplier should be in line with the templates and rules detailed in this toolkit: Business cards, Certificates, Brochures, Posters, Roll-up, Name tags and table tags, Equipment stickers, Bags, Notebooks, Pens, Folders, USB, Hats, Mugs, T-shirt, Video Packshot, Website.

You can find templates from the Visibility Section of the MIS.

BUSINESS CARDS

All business cards produced for the project staff with project funding should be produced in line with the below template. The size of the business card should be 8.5x5.5 cm and the corners should not be rounded. At the back of the business card, the grant scheme name and the name of your project should appear. If you have a logo for the project and/or you want to use the logo of your institution as well, then you can make the project title on the back side smaller and you can use these logos by positioning on the left and right side of the project title and on the red strap.

TOBB İkiz Kuleler D Blok Kat:25 06800 Bilkent Ankara
T.+90 312 218 1527

This project is financed by the European Union

Name-surname
Project Name
Title
E-mail

Logos and contact info

Grant Scheme for Common Cultural Heritage:

Preservation and Dialogue between Turkey and the EU–II (CCH-II)

Project Name

Business Card Template

CERTIFICATES / PARTICIPANT DOCUMENT

If you are organizing training or any other type of capacity building activity, then you should provide a participation document to your participants who have successfully completed these activities. The format of the participant document is given below:

Bu proje Avrupa Birliği tarafından finanse edilmektedir.
This project is funded by the European Union.

DEAR NAME-SURNAME

has successfully completed the

<Project Name> < Activity Name> held between 4-5 November 2021 in the scope of "Grant Scheme for Common Cultural Heritage: Preservation and Dialogue between Turkey and the EU–II (CCH-II)".

Trainer | Trainer

Name Surname | Name Surname

Coordinator Beneficiary Logo | Co-Beneficiary Logo | Co-Beneficiary / Associate Logos

Certificate / Participant Document Template

BROCHURES

The following principles should be taken into consideration when developing a brochure to promote your project or to increase awareness on a specific topic. Size and format can be changed due to the needs and preference.

Bu proje Avrupa Birliği tarafından finanse edilmektedir.
This project is funded by the European Union.

Grant Scheme for Common Cultural Heritage: Preservation and Dialogue between Turkey and the EU–II (CCH-II)

Project name

Project activity

Date / Place / Time

Visual related to the activity can be put on the background.

CFCU

POSTERS

Posters are developed to promote your project or a specific activity to your audience; or to raise awareness on a specific cause/issue. For the design of the posters, the following design elements should appear on the poster: EU-Turkey cooperation logo, grant scheme name ("Grant Scheme for Common Cultural Heritage: Preservation and dialogue between Turkey and the EU–II (CCH-II)"), CFCU logo, MoCT logo, your institution's logo and your co-beneficiary's logos.

FLAGS

In all public events organized within your project, flags as shown below should be displayed. If your event is a seating event such as round table meetings, panels, seminars, trainings etc. then in addition to hanging flags, you should put desk flags as well. For desk flags, below is give as an example and it is possible to produce these with different mechanisms, as long as you use the mandatory set together.
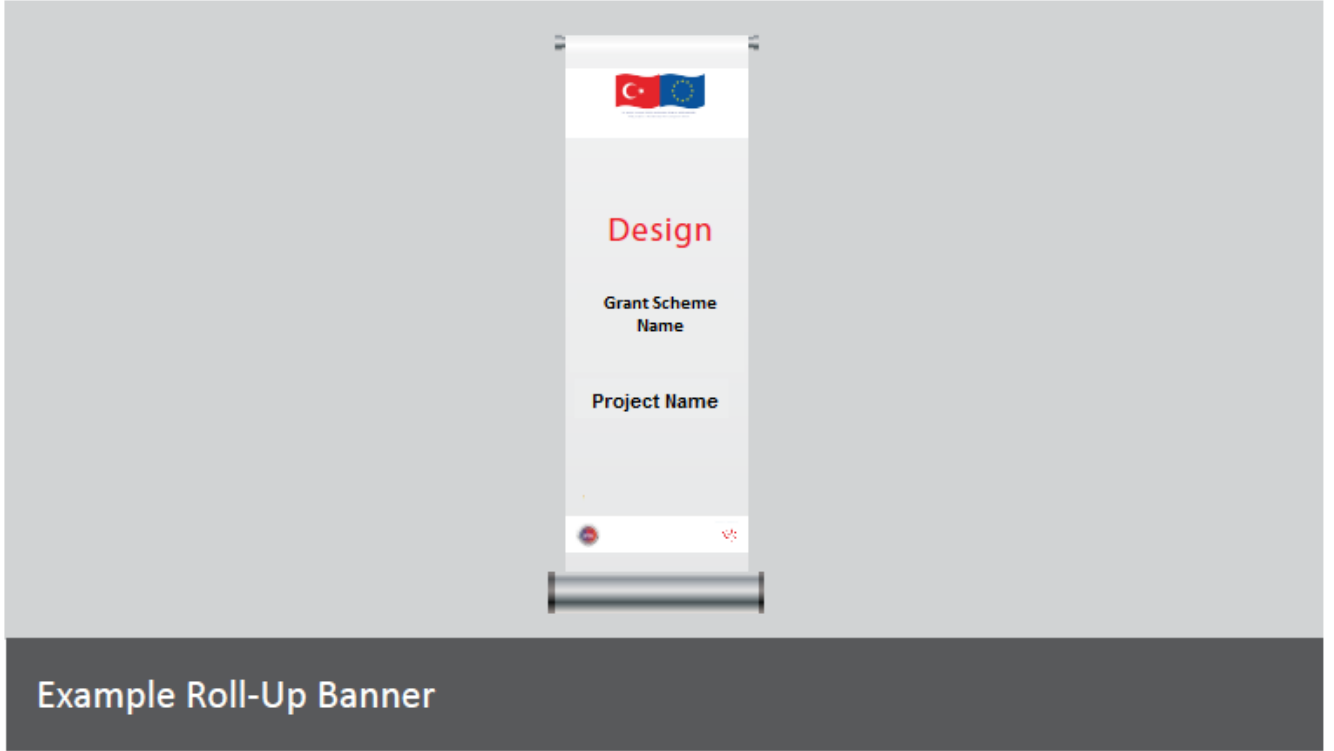

Flags

Desktop Flags
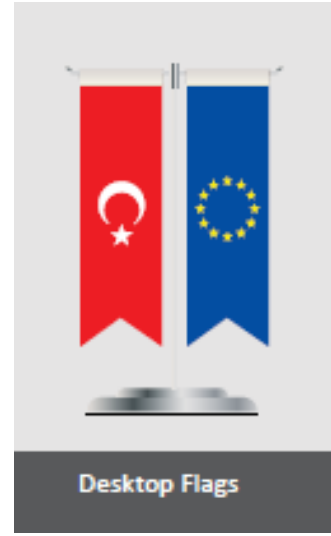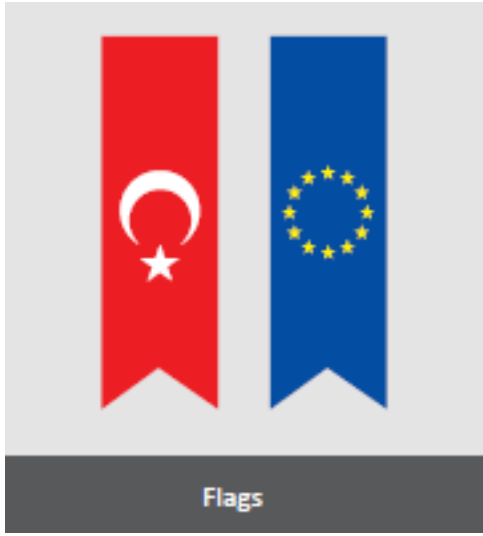
ROLL-UP

Roll-ups are used in events to show the ownership of the organization. The roll-up logo replacement can be found below. This is the base template for roll-up and creative designs can be applied while keeping logo groups.

Example Roll-Up Banner

BACKDROPS / SPIDER BANNERS

At your events, if you are using a stage for speeches, presentations, performances or panels, then you are advised to place a backdrop to your stage. These could either be a special construction, a spider banner or an electronic display through projector depending on your budget. Logo replacement can be found below even you can design different backgrounds in creative formats. Furthermore, here below you can find an online background sample for Zoom and similar digital event/meeting applications.

Bu proje Avrupa Birliği tarafından finanse edilmektedir.
This project is funded by the European Union.

Grant Scheme Name

Project Name

Stage Backdrop / Spider Banner

Ortak Kültür Mirası:
Türkiye ve AB Arasında Koruma ve Diyalog-II (CCH-II)
Hibe Programı

Grant Scheme for Common Cultural Heritage:
Preservation and Dialogue between
Turkey and the EU–II (CCH-II)

Online Event Background (for Zoom etc.)
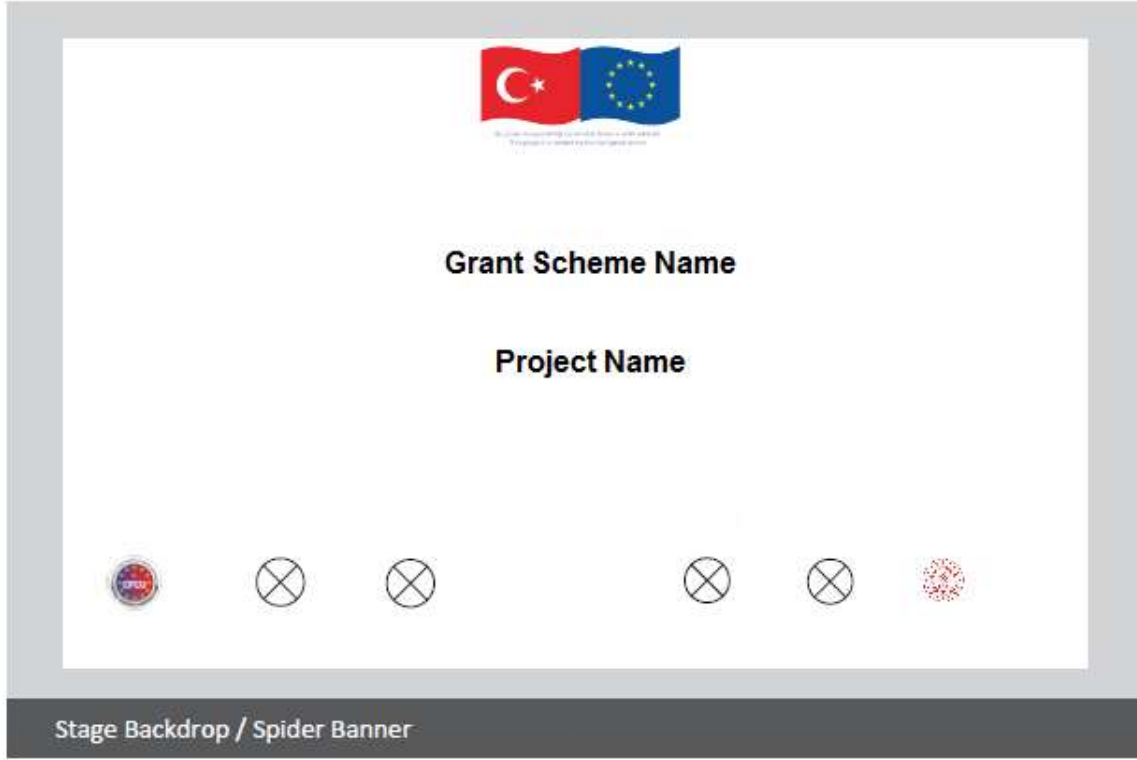
NAME TAGS

Branded name tags and table tags are effective tools for individual and institutional presentation as well as networking and increasing visibility. You can use the following base design for logo replacement including other design elements etc.

EQUIPMENT STICKER

For equipment purchased by the financial assistance of EU, special stickers must be produced and placed on such equipment, including the following information:

- EU-Turkey cooperation logo in (at least) double size of the other logos.
- If there is space, other logo group should be replaced in line with logo replacement rules.
- Contractors or other beneficiary logos can be used.
- Should be in both two languages (Turkish and English)
- Could be given a fixed asset number. It should have the text "Provided with the financial support of the European Union."
- If the size of the equipment and relatively the sticker to go on it allows, it should include EU-Turkey cooperation logo, MoCT logo and the CFCU logo. If the size of the sticker is too small (to go on a camera or similar size equipment) then only the EU-Turkey cooperation logo should be used. If the size of the sticker is even smaller (to go on navigation or similar) then only the text must appear: "Provided with the financial support of the European Union." In Turkish, "Avrupa Birliği'nin maddi desteği ile sağlanmıştır."
- Such stickers should be durable. If it is damaged or the text cannot be read, then it should be replaced. Furthermore, you may consider other durable materials such as metal rather than paper stickers.

Bu proje Avrupa Birliği tarafından finanse edilmektedir.
This project is funded by the European Union.

Grant Scheme Name

Project Name

Provided with the financial support of the European Union.
Avrupa Birliği'nin mali desteği ile sağlanmıştır.

EQUIPMENT STICKER (large surfaces)

Provided with the financial support of
the European Union.

Avrupa Birliği'nin mali desteği ile sağlanmıştır.

EQUIPMENT STICKER (small surfaces)

PROMOTIONAL MATERIALS

You may consider producing promotional materials for increasing the visibility of your Project. In this guideline you will find basic examples of some material templates those are commonly used. You may differ promotional material alternatives. Before going for production, we suggest you send the design of the material to the Project Monitoring Unit and get the approval through the MIS system.

NOTEBOOKS and PENS

If you are considering organizing training and capacity building activities, seminars, conferences or meetings throughout the implementation of your project, you may then consider producing branded notebooks and pens. Here are the templates for these materials:
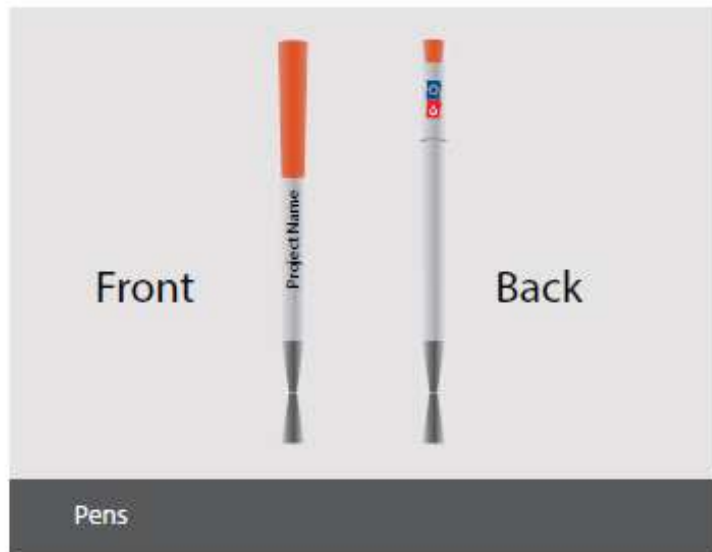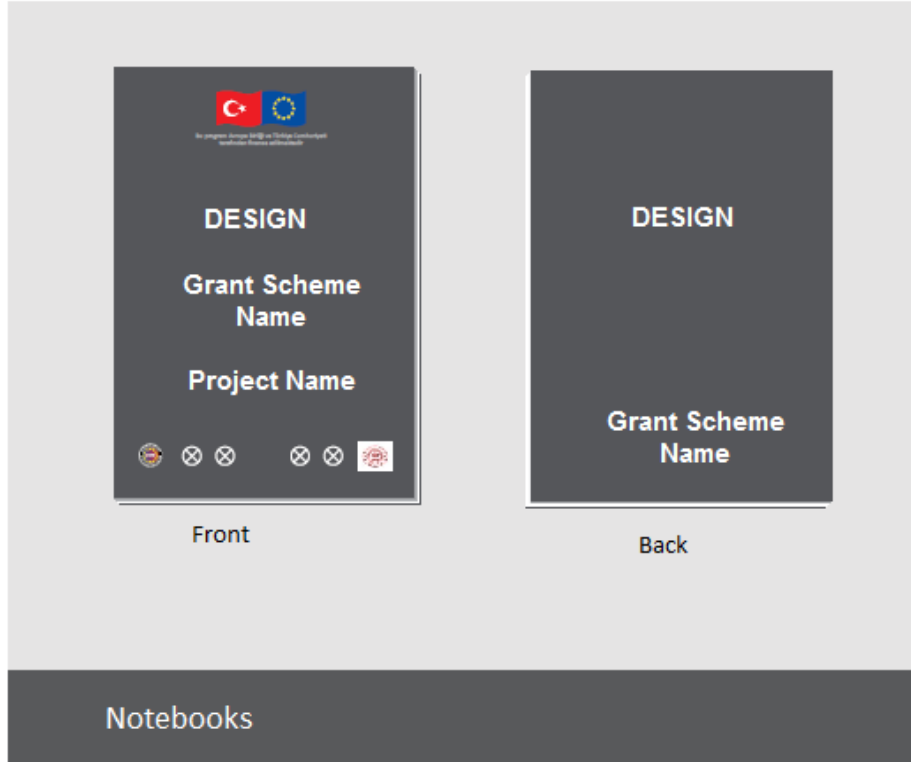
Notebooks

Pens

BAGS

Bags are mostly welcomed by general public and compared to many other promotional materials have longer life spans. Here below you can find a base template for logo replacement and you may use creative and different bag designs.


Bags

FOLDERS

If you will organize trainings or seminars through which you will provide participants with hard copy sets of information, or if you will interact with media members to present briefing materials about your project, you may consider printing branded folders to use as a pack for such materials. The following template is proposed for such materials:

FRONT

BACK

Grant scheme name
Project name

INSIDE

Grant scheme name
Project name

Folders
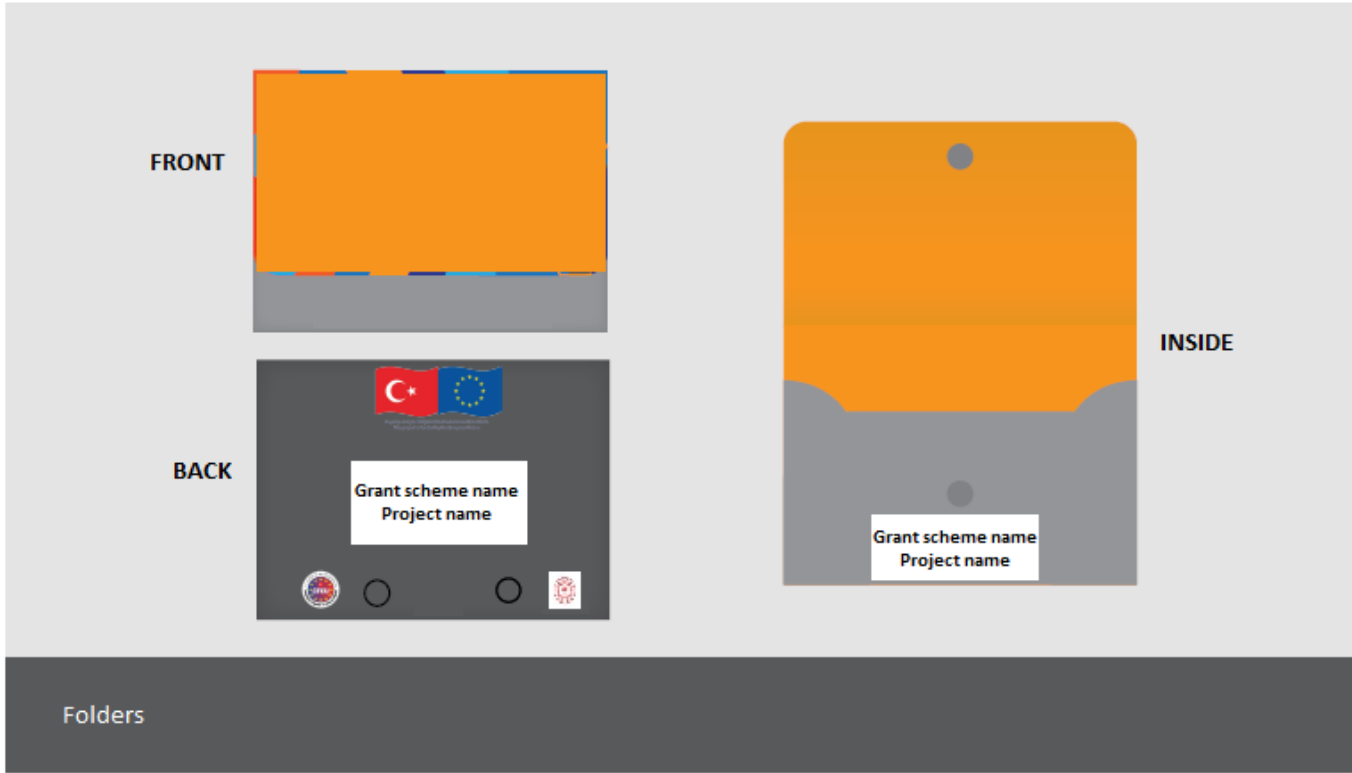
USB Flash Disks

If you are willing to share large amount of information materials with your audience, you may consider USB flash disks, to help you do that. Here is the sample design for such material:


Project Name

USB Flash Drives

VIDEO PACK SHOT

If you are producing a promotional film, a documentary film or similar audio-visual material within your Project, then on the opening and closing screen (the packshot) of your video, you should present the following logos EU-Turkey cooperation logo (the wavy flag), logo of CFCU, logo of MoCT, your institution's (coordinator beneficiary) logo and if you prefer your co-beneficiary's logo. In addition to these logos, the pack-shot screen should include the name of your project, and the disclaimer text given above.

Video Pack Shot
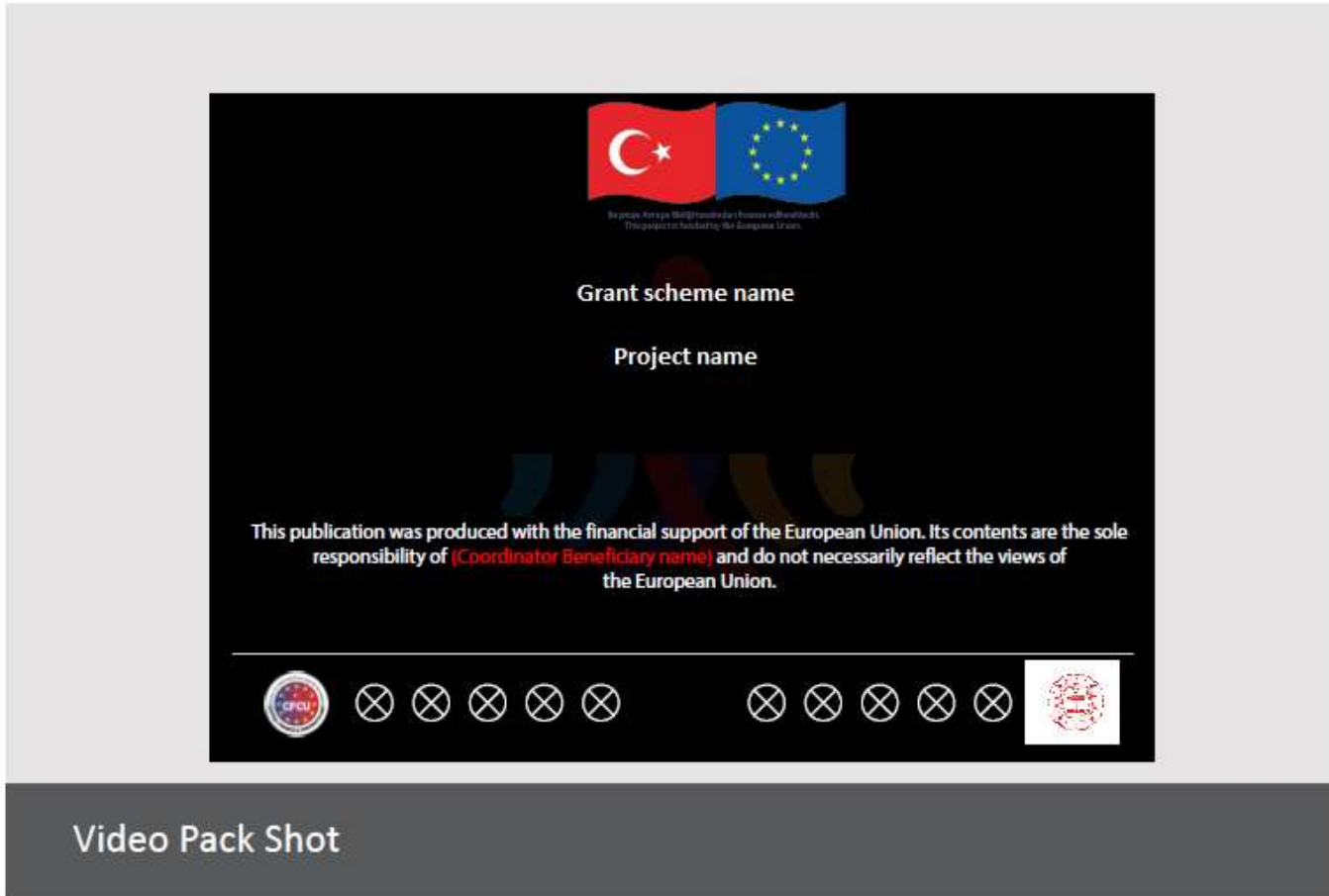
WEBSITE

It is important that, the website which will promote your activities needs to be completed at the beginning of the activities to be updated regularly during the life span of the grant project. Your website should contain detailed information about the purpose of your project, events, project partners and the "Grant Scheme for Common Cultural Heritage: Preservation and Dialogue between Turkey and the EU–II (CCH-II)", and should be an archive containing news, photos and videos of implemented activities. EU visibility rules should be complied on

the interface of the website, the EU-TR cooperation logo on the upper line should be used with the with other institutions' logos to be replaced on the lower band. Disclaimer text should be used on the front page on lower band.

HATS

You can consider producing hats as promotional materials for your events if it is suitable for your target audience (such as open-air organizations). You can see the visibility requirements of any hat design below:
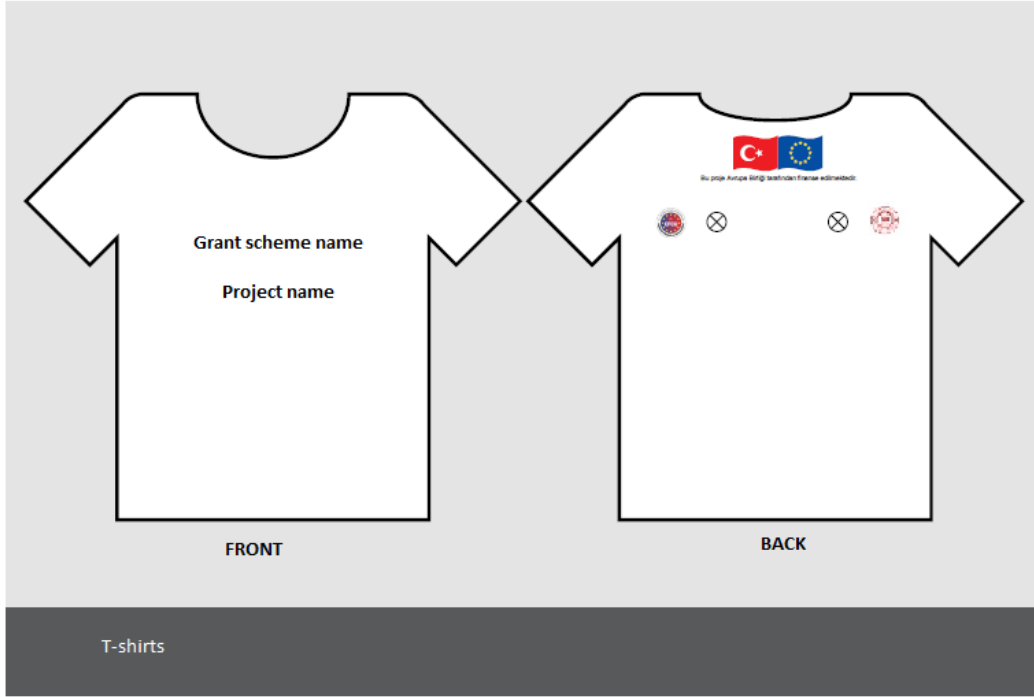

T-SHIRT

If it suits with the general audience of your Project and the activity that you are organizing such as a youth activity, you may consider producing t-shirts as visibility materials. We suggest using below template for such materials:
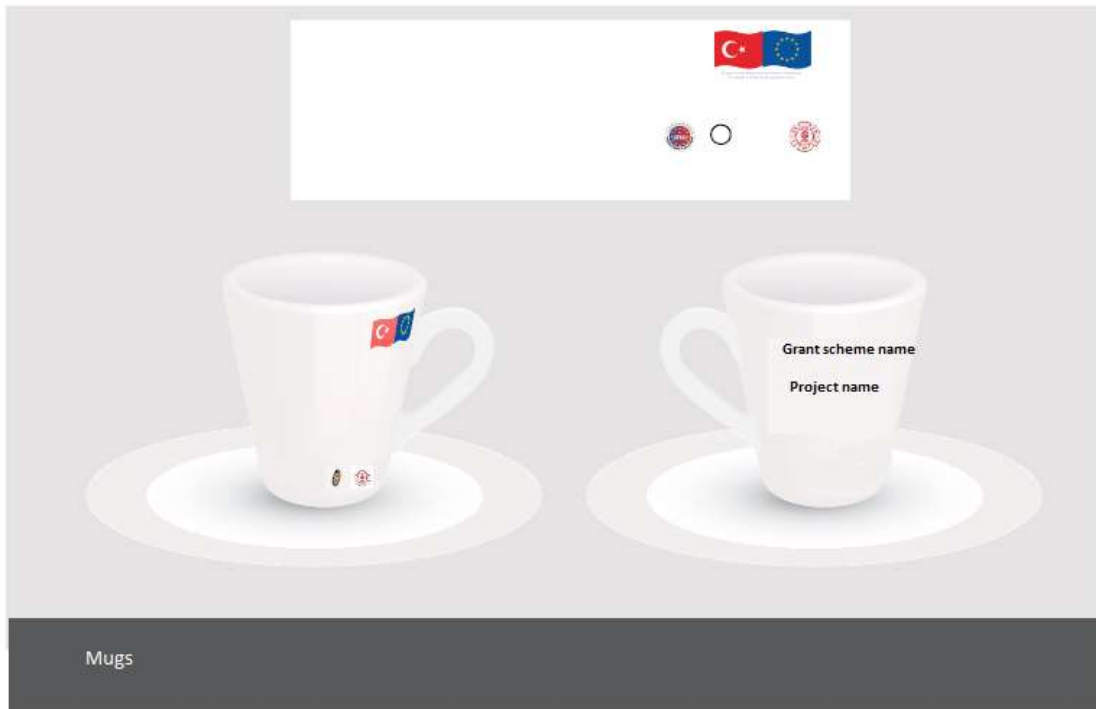
FRONT   BACK

T-shirts

MUGS

If it suits with the general audience of your Project you may consider producing mugs as visibility materials. We suggest using below template for such materials:

Mugs

6) APPROVAL PROCESS FOR VISIBILITY

You are required to get an approval for any visibility material (even digital or printed) you will produce throughout the implementation of your Project. You can apply for approval through the MIS.

Your request for approval will be examined by Project Monitoring Unit in MoCT. When deemed necessary, opinions of the Central Finance and Contracts Unit are also taken after the examination of MoCT.

It is recommended for you to upload your visibility approval requests to the system at least 10 days prior the event, especially before your big activities. For the visibility approval of the videos to be produced within the scope of your project; you should only upload your videos by YouTube or Vimeo links to the MIS system in accordance with the technical infrastructure of the MIS.

IMPORTANT NOTE: All visibility approvals should be taken from MIS in line with grant implementation rules. Visibility approval will not be given by e-mails.

At least one sample and approved versions of visibility materials (such as posters, brochures etc.) should be sent to the Project Monitoring Unit by a hard disk.

You must keep the original high resolution versions of the photos and videos to be provided to the Project Monitoring Unit. Furthermore please do not forget to keep more copies for your projects' final reports as well.

Social Media Management

Social media should be managed actively and efficiently during the life span of the project. Objectives and activities of the project should be conveyed to the public by social media and relevant posts should be archived digitally.

Primarily current institutional social media accounts of grant beneficiaries (those have already followers and potential target groups open to interaction) should be preferred for project announcements instead of opening new social media accounts. In cases where it is not possible to use institutional social media accounts, new accounts can be created for the project, however the promotion and communication of newly opened accounts should be done effectively.

Project accounts" "bio" and "about" sections should include disclaimer such as "This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of (Coordinator Beneficiary) and do not necessarily reflect the views of the European Union."

In the visuals and posts, references that the project is carried out with the support of the EU should be given.

7) ANNEXES

Annex 1 - Photo Consent Forms

Ministry of Culture and Tourism

Directorate of EU and Foreign Affairs

ANKARA

I hereby accept that my photographs taken can be utilized at printed materials, multimedia materials, Internet and social media channels developed by the Ministry of Culture and Tourism.

Name-Surname: ………………………………………………….

Date: ………………………………………………….

Tel: ………………………………………………….

Date of Birth: ……/……. /………….

Signature: ………………………………………………….

Ministry of Culture and Tourism

Directorate of EU and Foreign Affairs

ANKARA

I hereby accept that the photographs of the minor ...., born on .../.../....., whom I am the legal guardian/parent of, can be utilized at printed materials, multimedia materials, Internet and social media channels developed by the Ministry of Culture and Tourism.

Name-Surname: ………………………………………………….

Date: ………………………………………………….

Tel: ………………………………………………….

Date of Birth: ……/……. /………….

Signature: ………………………………………………….

Annex 2 - Example Press Release

Bu proje Avrupa Birliği tarafından finanse edilmektedir.
This project is funded by the European Union.

PRESS RELEASE   **DATE**

TITLE
SUBTITLE.

Start with the most important information the press would be interested in. For instance, civil society organizations from across Europe and Turkey sit together to discuss common cultural heritage issues and identify best practice examples.

Then give details by responding to where, when, who, why and how. Make the point of your press release clear and easy to understand. Make sure, you pick up something topical, something relevant to the audience of the recipient of the press release, something unusual for their audience something that has a human story. These are what make news.

If possible, try to include a quote from someone who is responsible or interest in your Project or its topic.

The following information should be included in the press release.

(Name of your project) is supported under the "Grant Scheme for Common Cultural Heritage: Preservation and Dialogue between Turkey and the EU–II (CCH-II)" implemented by the Ministry of Culture and Tourism with the financial support of the European Union. The "Grant Scheme for Common Cultural Heritage: Preservation and Dialogue between Turkey and the EU–II (CCH-II)" aims at promotion and enhancement of common cultural heritage activities implemented in partnership between Turkish and EU organizations. The Ministry of Culture and Tourism is responsible institution for the technical implementation of the Grant scheme Programme, while the Central Finance and Contracts Unit is the Contracting Authority.

Give a contact person and contact details for media relations.
For further information and media relations: xxxx xxxxx, Project Coordinator / Media and PR Officer
T 0000 000 0000 **F** 0000 000 0000 **E** xx.xx@xxx www.xxx

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ORTAK KÜLTÜR MİRASI:
TÜRKİYE VE AB ARASINDA KORUMA VE DİYALOG-II (CCH-II) HİBE PROGRAMI

GRANT SCHEME FOR COMMON CULTURAL HERITAGE:
PRESERVATION AND DIALOGUE BETWEEN TURKEY AND THE EU–II (CCH-II)

Project Monitoring Unit

Ministry of Culture and Tourism

Directorate of EU and Foreign Affairs

Address:

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