ANNEX 9

Asia-wide Programmes - Visibility Records

1. Introduction

These Records have been prepared to ensure that projects that are wholly or partially funded by the European Union under the Asia-wide Programmes visibly acknowledge the support of the European Union. They cover the written and visual identity of the Asia-wide Programmes and the requirements for activities under the Asia-wide Programmes to be used for the purpose of briefings, newsletters, press conferences, presentations, invitations, signs, commemorative plaques and all other items/events highlighting the European Union participation.

Please refer also to the EU Visibility guidelines for external actions (http://europa.eu.int/comm/europeaid/visibility/index_en.htm), as mentioned in Article 6 of the “General Conditions applicable to the EC-financed grant contracts for external actions”.

The common element branding all European Union co-funded projects under the Asia-wide Programmes are the Asia-wide Programme graphic identities

Whatever the size, scope or objectives of a project, the graphic identity of the Asia-wide Programme must be prominently displayed as specified in these Records on all materials produced by the contractor and/or implementing partner(s).
2. Contractor obligations

Under the terms of the contract signed with the European Union (General Provisions Article 6), contractors and/or implementing partners are responsible for providing adequate publicity to the project that they implement, which includes indicating the support of the European Union, using the Asia-wide Programme specific graphic identities and including descriptions of the Asia-wide Programmes.

For Asia-wide Programmes projects, the obligations of the contractor and/or implementing partner(s) extend to such items as:

- press conferences
- press kits, press releases, advertisements, announcements
- web sites
- newsletters, leaflets, brochures
- catalogues, guidebooks,
- stationery, letterheads, invitations, business cards, envelopes
- slides, transparencies, panels
- plaques, billboards, special signs or stickers
- conferences, seminar documents, training materials
- exhibition stands, fair materials
- CD Roms, videos
- equipment
- other promotional materials

Examples:

- **Press conferences and press releases**: When launching a project, the contractor should incorporate the Programme graphic identity in the invitation and press release of the beneficiary institution, mention the European Union as co-funder, refer to the Programme as: "The European Union's (Name of Programme) Programme", mention the co-funding amount in EUR and in the local currency, and mention a European Commission representative (Head of Delegation, Project Manager, etc) who will be present at the launch.

- **Newsletters, leaflets or conferences**: If the contractor publishes a newsletter to update target groups on the progress of a project, a specific template should be used. If a conference is organised, the invitations should bear the Programme graphic identity at least equal in size and prominence to that/those of the beneficiary institution(s). At conferences, seminars and presentations, a European Union flag must be displayed if other flags or symbols are displayed. European Union flags can be obtained from the local EC Delegation.
3. PROGRAMME Graphic Identities

A graphic identity, based on the European Union logo, has been developed for the Asia-wide Programmes, and is to be used in all cases as specified under point 2 above:

Geometrical Description:
The graphic identities are composed of three elements: the Programme lettering, the European Union emblem, and the EuropeAid Co-operation Office lettering.

• The Programme lettering at the top of the graphic identity is emphasised by an upturned arc. The colours of these elements may vary depending on the background against which the graphic identity is presented.

• The European Union emblem takes the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. The 12 gold stars situated at equal intervals form an undefined circle, of which the centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one-third the height of the hoist. Each of the stars has five points that are situated on the circumference of an undefined circle of which the radius is equal to one-eighth the height of the hoist. All stars are upright - with one point vertical i.e. pointing upwards, and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

The European Union logo can be downloaded from the following web page: www.euvisibility.net

• The EuropeAid Co-operation Office lettering always appears at the base of the graphic identity.

Colours:
The Programme graphic identities use the official colours Reflex Blue Pantone for the surface of the rectangle, the lettering and the graphic elements; and Pantone Yellow for the stars. Sub-contractors and implementing partners will, until further notice, use the Blue Pantone 280 and the Yellow Pantone 129. The international Pantone range is widely available and easily accessible, even for non-professionals.

Backgrounds:
The emblems should preferably be printed on a white background. Multicolour backgrounds should be avoided, especially those involving a colour that clashes with the blue. Where a coloured background is unavoidable, a white border with a thickness equal to 1/25 of the height of the rectangle must be used around the flag. Where possible when printed in full colour on a coloured background, the arc and swish are to remain blue and the elements of the lettering are to be inverted in white.

* Please note the term ‘graphic identity’ is used to denote emblems based on the European Union logo, generally applied to the European Union’s regional programmes dealing with specific sectors - in this case, the Asia-wide Programmes.
The variations of the Programme graphic identities can be downloaded from the web sites:

http://europa.eu.int/comm/europeaid/projects/asia-link/index_en.htm

Alterations and Additions:
Contractors and/or implementing partners should be aware that when reproducing the Programme graphic identities in documentation and other graphic presentations it must be used in its entirety, without any alterations or additions. Thus the graphic identities must not be shown to incorporate any flag or symbol of another country, donor or institution. Each should be presented separately from the other.

Size:
Although the size of the graphic identities can vary according to its use and place of display, it should be at least equal in size and prominence to the logo of the main project promoter(s). The proportional relationship between each component as found on the downloadable version must be maintained.

4. Colours and Fonts
Contractors and implementing partners should use the following fonts and colours for the information and communication tools they intend to design in accordance with the elements outlined in these pages.

Fonts:
Arial - light 12 pt
Arial - bold 12 pt
Arial - black 12 pt
If this font is unavailable, contractors should use Helvetica Neue or the font most widely used in their country.

Colours:
The official colours of the European Union logo and of the graphic identities are Blue Pantone 280 and Yellow Pantone 129.

5. Disclaimer
The European Union is not under any circumstances responsible for the contents of communication items prepared by contractors. Communications must therefore include the following disclaimer:

“This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of [Beneficiary’s name] and can under no circumstances be regarded as reflecting the position of the European Union”.

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6. Key Messages

Programme description:
If the contractor and/or implementing partner wishes to describe any of the Asia-wide Programmes, the approved description as provided by the EuropeAid Co-operation Office below, must be used:

ASIA-INVEST PROGRAMME
The Asia-Invest Programme was launched in 1997 as an initiative of the European Union to promote and support business co-operation between the EU Member States and Asia. The Programme provides assistance to intermediary organisations to facilitate mutually beneficial partnerships between EU and Asian companies, in particular small and medium-sized enterprises (SMEs), as well as to strengthen the framework conditions to increase trade and investment flows between the two regions. The Programme will continue for another 5-year period from 2003-2007, with a budget for project funding of €35 million, in which three main areas of activity will be pursued: (i) Business to business match-making and partnership building; (ii) Asian private sector development, and (iii) Institutional capacity building, networking and dialogue.

ASIA IT&C PROGRAMME
The Asia IT&C Programme was launched in October 1999 as an initiative by the European Union (EU) in order to co-finance mutually beneficial projects in Information Technology and Communication between Europe and Asia. Information Technology and Communication is a cross-cutting theme, which supports and enhances the development and co-operation policy of the EU. The total budget allocated to the First Phase of the Programme was €30 million. In November 2003 a Second Phase of the Asia IT&C Programme was approved. EU-Asia IT&C Phase II rolls out in 2004 and the indicative amount available for the 2004 Call will be €9.95 million.

The Programme can supply up to 90% co-financing to Information Technology and Communication projects proposed by a consortium of non-profit organisations from EU Member States and selected Asian countries in the areas of agriculture, e-Governance, education, health, environment, and transport. The 90% co-financing will apply only to those actions, where the main beneficiaries are in one of the 8 Least Developed Counties.

ASIA-LINK PROGRAMME
The Asia-Link Programme was launched at the beginning of 2002 as an initiative by the European Union (EU) to foster regional and multilateral networking between higher education institutions in EU Member States and South Asia, South-East Asia and China. This five-year programme, which has a total budget of €42.8 million, aims to provide support to European and Asian higher education institutions in the areas of human resource development, curriculum development and institutional and systems development.

ASIA PRO ECO PROGRAMME
The Asia Pro Eco Programme is a five-year European Union initiative, launched in 2002, based on the experience and the inputs provided by the Asia Eco Best Programme. With a budget of €31.5 million, the main target is to adopt policies, technologies and practices that promote cleaner, more resource efficient, sustainable solutions to environmental problems in Asia. The Programme provides support through grants to policy reinforcement, operational & practical dialogue, diagnostic
studies, technology partnerships and demonstration projects in the field of the environment. The implementation will concentrate on specific projects under the Call for Proposals mechanism accessible to public or non profit organisations in Asia and the EU.

**ASIA URBS PROGRAMME**
The Asia Urbs Programme was launched by the European Union in 1998 as an initiative in the field of decentralised (city-to-city) co-operation, to bring together local governments from the Member States and selected countries in Asia. Its main objectives are to improve the quality of, and access to, information and expertise in sustainable urban development in Asia and to promote the EU-Asia partnership approach to good governance and project implementation at local level. Asia Urbs Phase II has been launched in 2004. It funds high quality urban projects formulated on a partnership basis. They must be "pilot" projects by way of introducing innovative urban practices to address urban challenges and by being replicable. Each co-funded project relies on community participation for its success and sustainability. Grants are awarded to partnerships, formed by local governments and non-profit making organisations from the EU and at least one Asian eligible country to jointly undertake (1) studies, (2) pilot and follow-on projects and (3) networking and capacity building projects. This last component is new, and it has been introduced in response to the need for local governments to improve their project management and partnership building capacities. Additional funding in 2004 (under Asia Urbs Phase II) brought the total programme budget for project funding to €42 million.

**Key Message:**
If the contractor and/or implementing partner wishes to present the key message of the Asia-wide Programmes in written communications such as press releases, fact sheets, publications, project web sites or electronic information materials, the key messages provided below must be used:

- **Asia-Invest** is a European Community initiative that aims to promote and support business co-operation between the EU and Asia.
- **Asia IT&C** is a European Community initiative designed to promote mutual benefits and understanding in information technology and communication between the EU and Asia
- **Asia-Link Programme** – a programme dedicated to higher education networking between Europe and Asia.
- **Asia Pro Eco Programme** – a European Community initiative to promote cleaner, more resource efficient and sustainable solutions to environmental problems in Asia.
- **Asia Urbs Programme** – funding Europe-Asia local government partnerships for urban development.

**Slogans:**
On certain promotional items (e.g. pens), where it is not possible to include key messages in their entirety, a slogan could be used in their place e.g. for the Asia Link Programme:

- Asia-Link graphic identity followed by the slogan “EU-Asia Higher Education Networking”.
- “Asia-Link, higher education networking between Europe and Asia”.

Asia-wide programmes. Last Updated: 05 April 2004
7. **Support from EC Delegations**

Before initiating any information, communication or visibility event, contractors should contact the Press and Information Officer at the EC Delegation in their country. He/she is responsible for co-ordinating the overall European Union visibility strategy in the countries to which his/her EC Delegation is accredited and, as such, has access to stocks of flags, stickers and other promotional materials such as videos that may be useful to the contractor and/or implementing partner.

The list of European Commission Delegations can be consulted via the following website: [www.europa.eu.int/comm/external_relations/delegations/intro/web.htm](http://www.europa.eu.int/comm/external_relations/delegations/intro/web.htm)

8. **Links for more information**

All publications produced by implementing partners or contractors should refer to the Programme web sites and other official European Union sources for further information, in particular the European Commission (EUROPA) website and/or the website of the relevant EC Delegation(s).


European Commission website: [www.europa.eu.int](http://www.europa.eu.int)

EuropeAid Co-operation Office website: [www.europa.eu.int/comm/europeaid](http://www.europa.eu.int/comm/europeaid)

European Commission External Relations website: [www.europa.eu.int/comm/external_relations](http://www.europa.eu.int/comm/external_relations)

European Commission DG Development website: [www.europa.eu.int/comm/development](http://www.europa.eu.int/comm/development)


European Union in the World website: [www.europa.eu.int/comm/world](http://www.europa.eu.int/comm/world)

9. **Information on the Records**

These Records were prepared by the Information and Communications Unit of the EuropeAid Co-operation Office in co-operation with the staff of the Asia-wide Programmes. Further details and/or clarifications can be obtained from the relevant Programme contact persons.