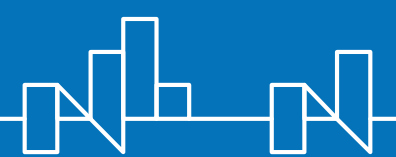


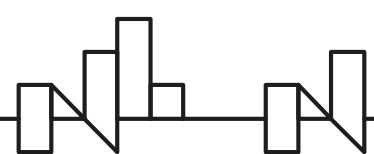
# Working together for a green, competitive and inclusive Europe

# Communicating the EEA and Norway Grants together



# Communication

- Communication = a part of the strategic plans
- The two overall objectives should underpin all communication efforts



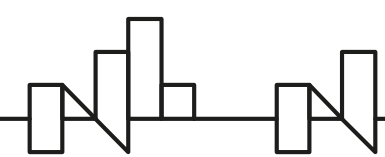
**Solidarity:**  
To reduce economic  
and social disparities in Europe

**Cooperation:**  
To strengthen bilateral relations  
between the donor and beneficiary  
countries



## Communication

- ✓ An important and integral part of the implementation of the EEA and Norway Grants
- ✓ A contractual obligation
- Responsibilities of the Programme/Fonds operator and Donor Programme Partner

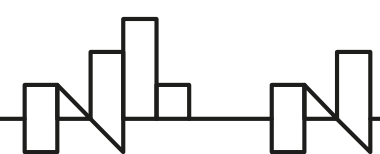


**Effective**

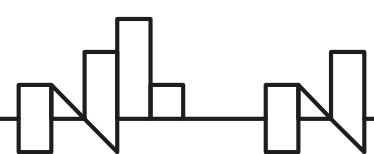
**Communication**

# Legally binding

- ✓ Requirements for communication in Chapter 3 of the Regulations and Annex 3 (2014-2021)
- ✓ Responsibilities of the National Focal Points (NFP), Programme Operators (PO), Project Promotors (PP), Donor Programme Partners (DPP) and Donor Project Partners (dpp) and International Partner Organisations (IPO)
- ✓ Working together to spread the results and give the donors visibility

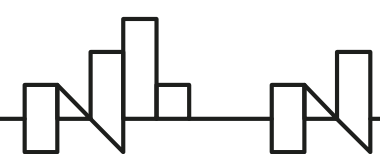


# Visibility, article 1.7

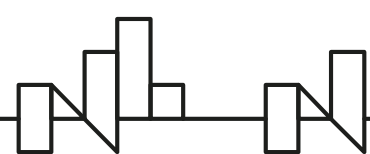


# Visibility, Article 1.7

- The contribution of the EEA Financial Mechanism shall be brought to the attention of the general public
- All entities involved share responsibility for carrying out information and communication activities
- Ensure the widest possible dissemination of information, raise awareness and strengthen transparency of information about funding opportunities, beneficiaries and achievements







# Guiding documents

<http://eeagrants.org/Results-data/Toolbox-for-programmes/Communications>

Regulations on the implementation of the EEA and Norwegian Financial Mechanisms 2014-2021  
Annex 3 – Information and Communication Requirements

## **Annex 3 Information and Communication Requirements EEA and Norway Grants 2014-2021**

### **1. General principles 1.1 Purpose**

Communication is an integral part of the implementation of the funding made available from Iceland, Liechtenstein and Norway through the financial mechanisms (herein after called EEA and Norway Grants). All information and communication measures undertaken by the National Focal Points, Programme Operators, Project Promoters, and entities acting as partners<sup>1</sup> in the implementation of the EEA and Norway Grants shall bring to the attention of the general public of the European Economic Area the contribution of the grants to the overall objectives:

- (a) contribute to the reduction of economic and social disparities in the European Economic Area; and
- (b) strengthen bilateral relations between Iceland, Liechtenstein and/or Norway and the Beneficiary States.

## **Chapter 3 - Regulations**

### **Annex 3**

Requirements for  
communications



Iceland  
Liechtenstein  
Norway grants

Norway  
grants

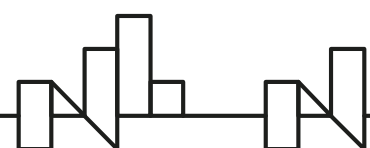
## **Manual**

Advice and guidance

Templates-visual identity

Logo requirements

<http://eeagrants.org/News/2011/New-Communication-and-Design-Manual>



# Core tasks

## Communication team, FMO

- Web, social media, newsletter
  - Articles with results from the projects and programmes
  - Videos
  - Pictures, media library
  - Project visits
- Training – workshops
- Follow up Regulations and Annex 3
- Presentations
- Events and outreach
- Printed material
- Annual Report
- Internal communication



### News

## STRENGTHENED RESEARCH, ENVIRONMENT AND CULTURAL COOPERATION WITH THE CZECH REPUBLIC

Iceland, Liechtenstein and Norway have signed new cooperation agreements with the Czech Republic under the EEA and Norway Grants 2014-2021.



### NEWS

07.09.2017

Did you know that tap water can contain other people's medication?

18.08.2017

Business cooperation with Romania

10.08.2017

Rolling into the Czech labour market

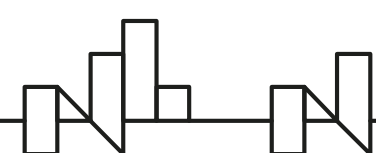
31.07.2017

The border guards' main weapon is their knowledge

*We strengthen bilateral relations with  
and reduce economic and social  
European Economic Area*



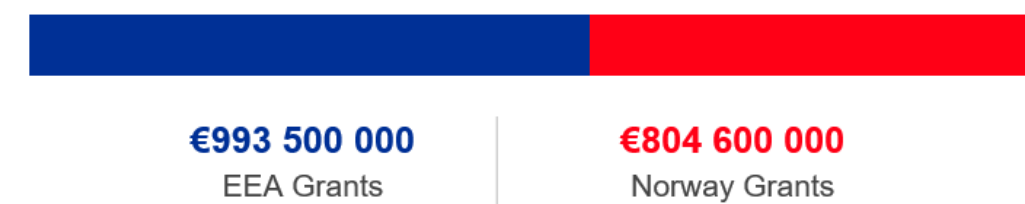
### MEDIA LIBRARY



## Our Projects

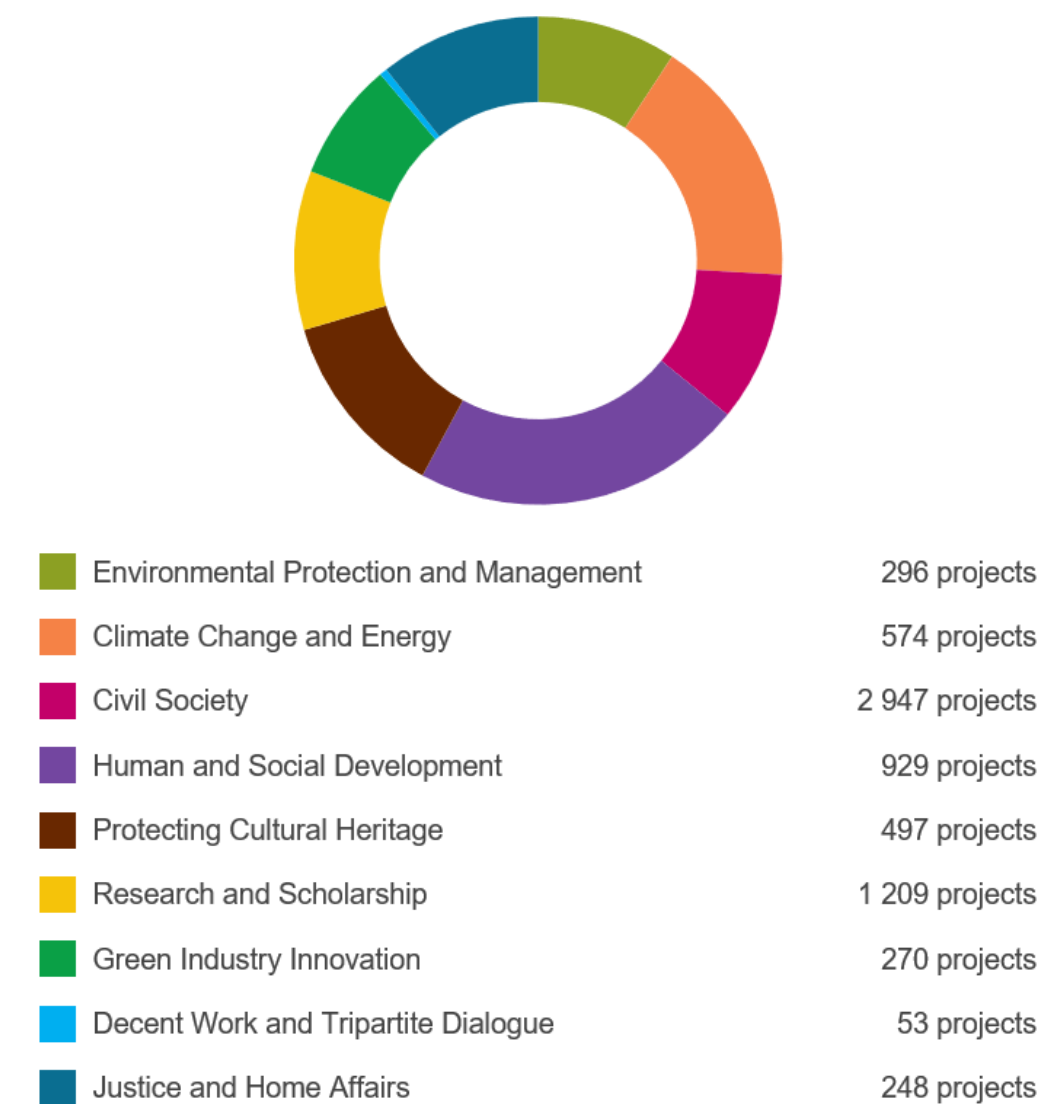
### Projects by financial mechanism 2009-2014

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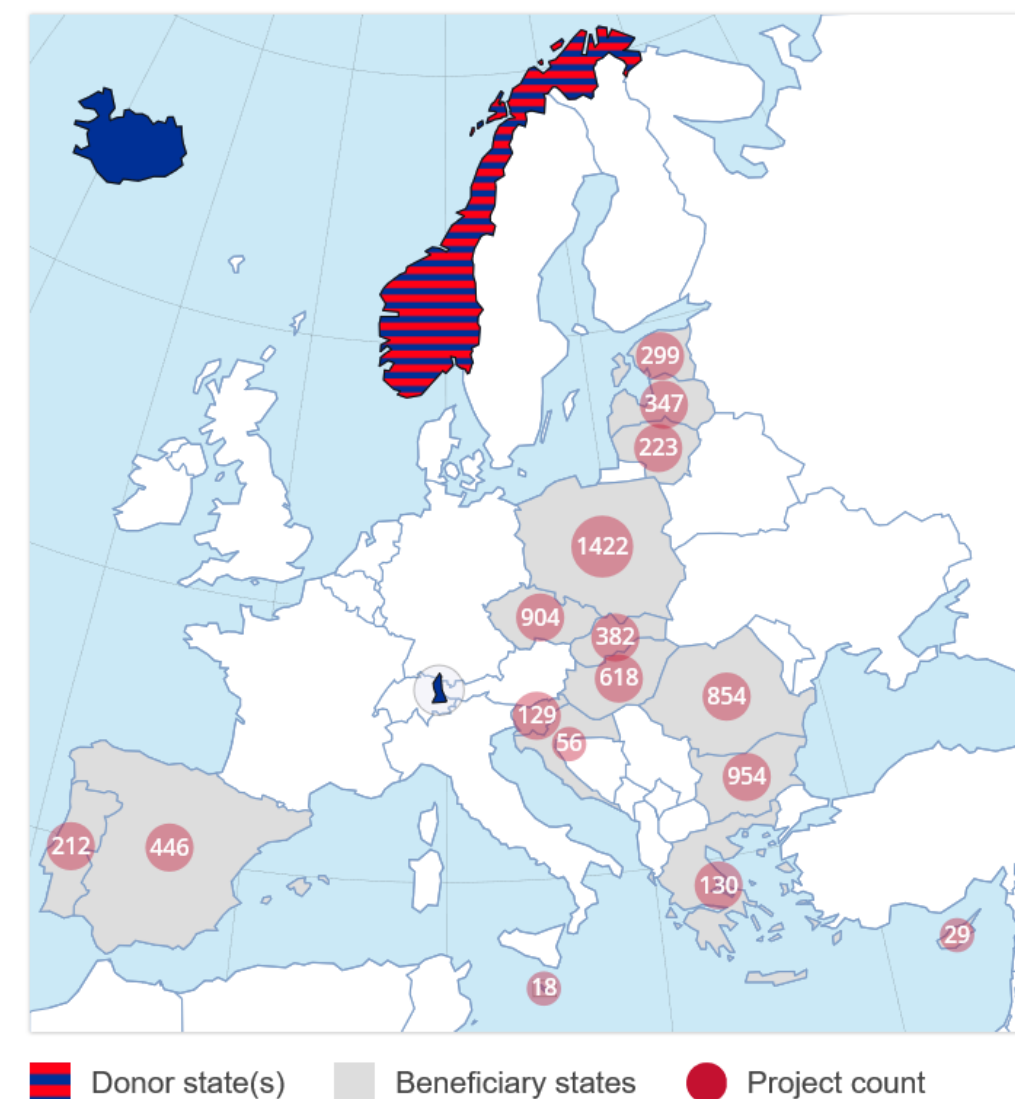
### Projects by sector

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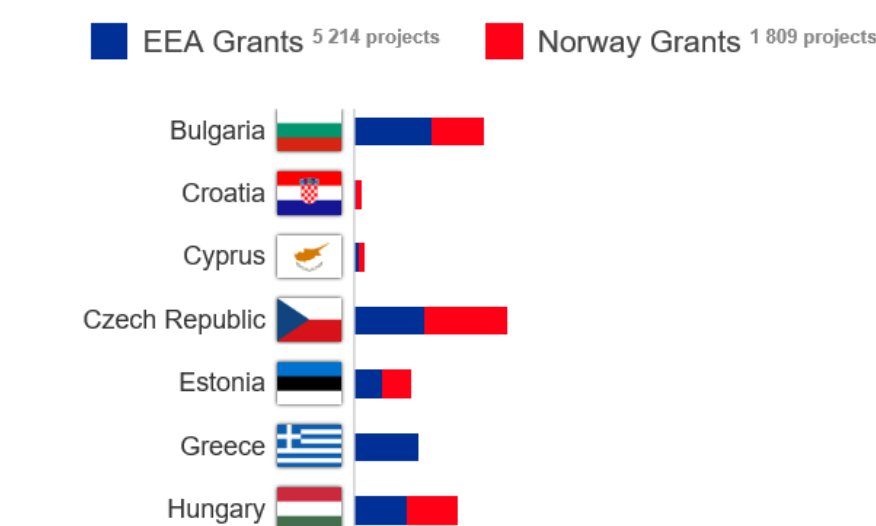
### Projects map

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### Projects across beneficiary states

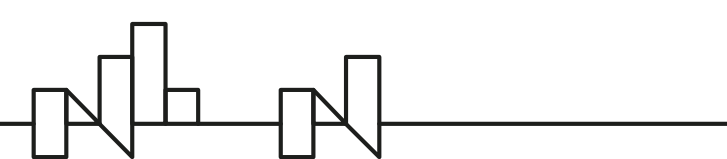
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**7 023 projects**  
88% of completed projects have had positive effects that are likely to continue beyond the funding period.

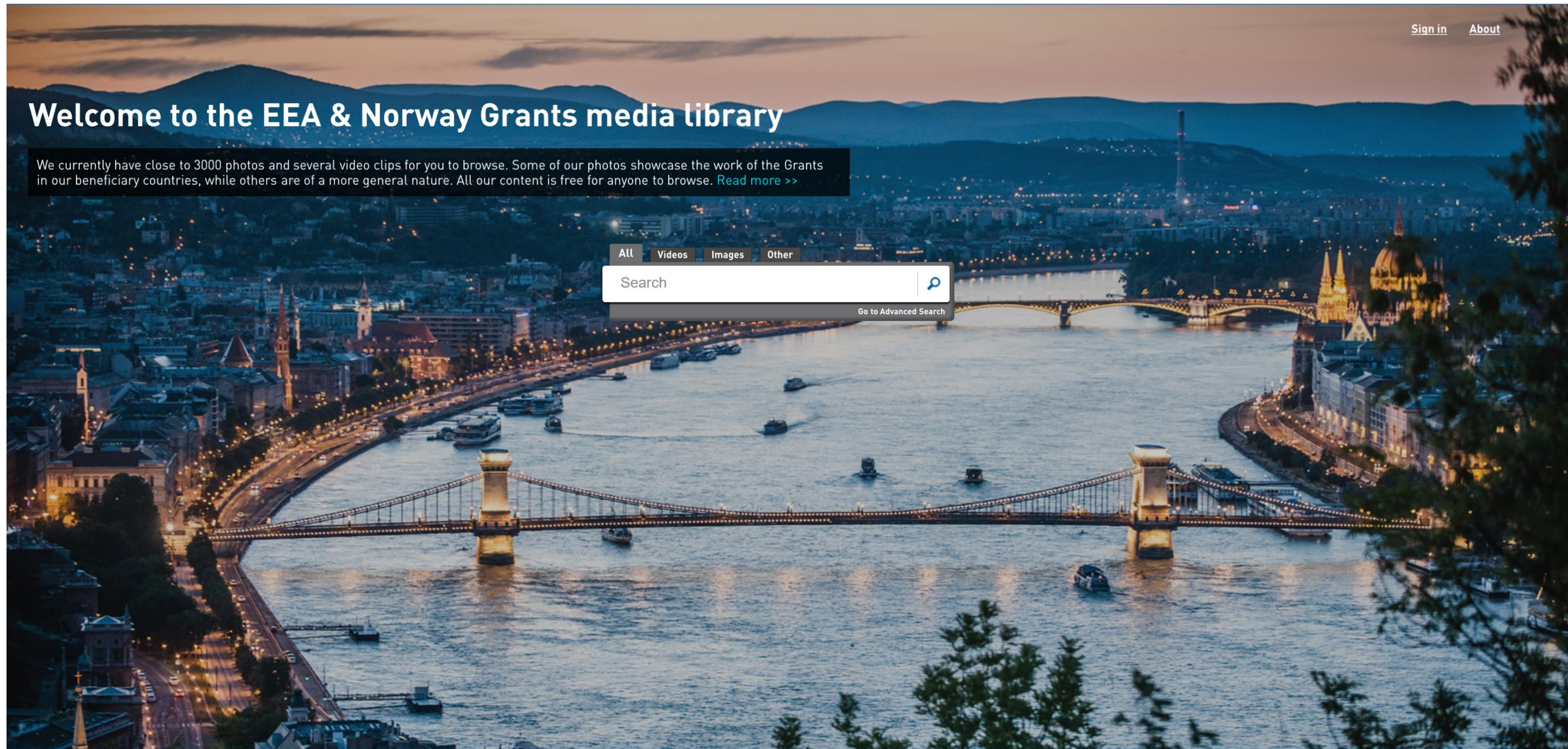
News Projects

- Jana's story: improving social inclusion in the Czech Republic**  
 August 30, 2018
- Do you know the ingenious Tripp Trapp® chair?**  
 October 30, 2017
- How a website made young Estonians talk about sex**  
 October 1, 2017
- How a small Estonian bus station revolutionised the European way of travelling**  
 September 21, 2017
- Did you know that tap water can contain other people's medication?**  
 September 7, 2017
- Rolling into the Czech labour market**  
 August 10, 2017
- The border guards' main weapon is their knowledge**  
 July 31, 2017
- We have everything we need except for freedom**  
 July 18, 2017
- Banned books reveal new secrets**  
 July 13, 2017

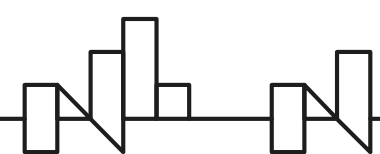


# <https://www.eealibrary.org/>

Iceland  
Liechtenstein Norway  
Norway grants grants

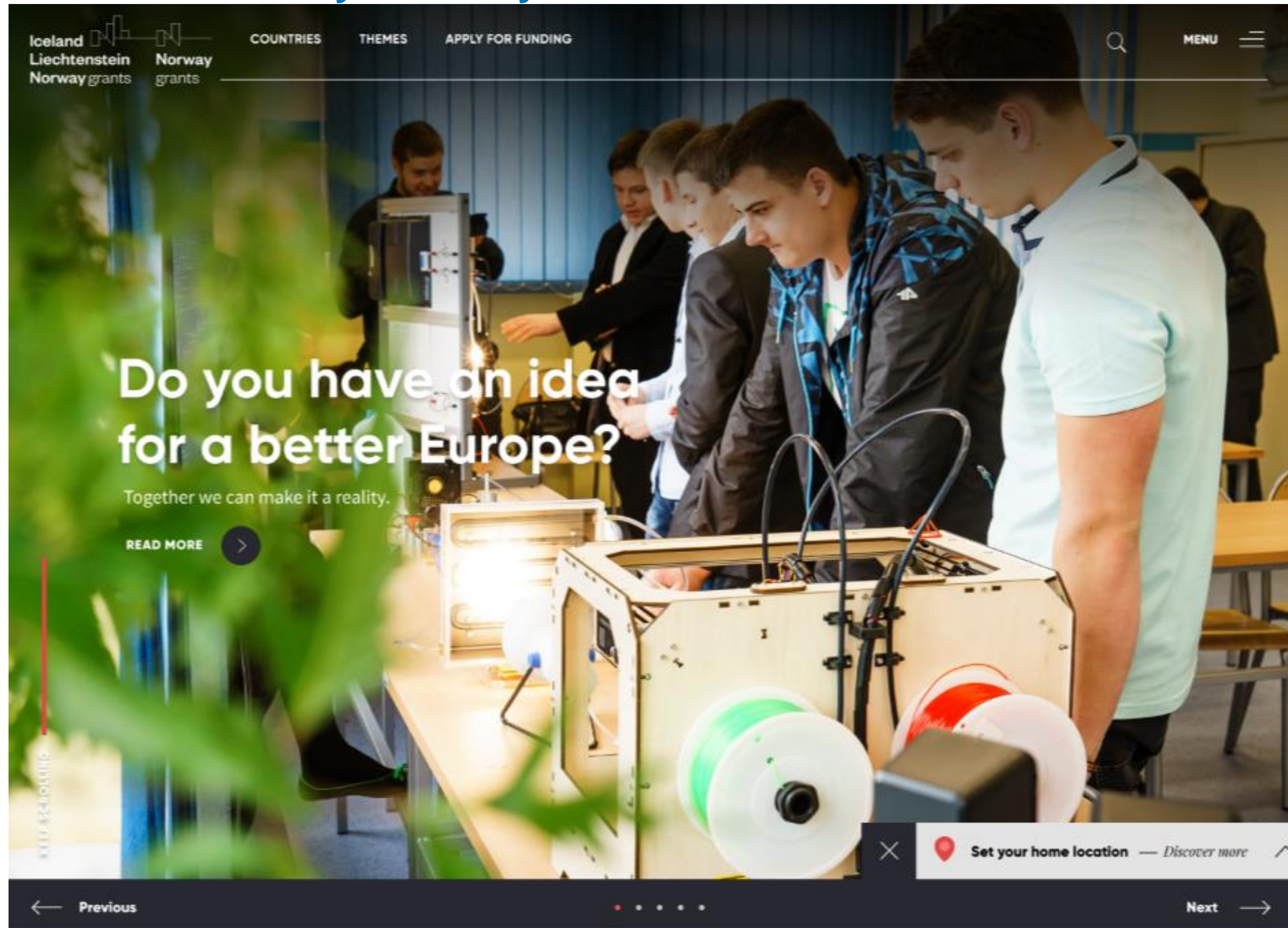


[Contact](#) [Disclaimer](#)



# New web site project

Launch January/February 2019



## Renewable Energy, Energy Efficiency, Energy Security



### About

Secure, affordable and climate-friendly energy is key for a sustainable future.

### The Challenge

Rising levels of greenhouse gasses affect our ecosystems and biodiversity, as well as our quality of life and economic prosperity.



#### Use of fossil fuels

Nearly three quarters of the EU's energy consumption is based on fossil fuels such as oil, gas and coal. The use of fossil fuels is one of the primary drivers of climate



#### Greenhouse gas emissions

The EU 2020 Energy Strategy aims for a 20 % reduction in greenhouse gas emissions, compared to 1990 levels.



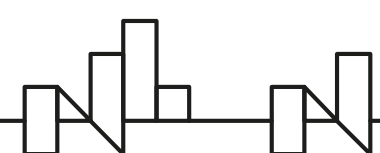
#### Energy security

The EU imports over half of the energy it consumes. In addition to this, some countries rely heavily on a single energy supplier. This makes Europe



#### High energy intensity

Although Europe's energy intensity is decreasing, high use of energy in industry is a concern in Europe. This is particularly relevant for energy production



# Any questions?

[www.eeagrants.org](http://www.eeagrants.org)

Facebook, Twitter, LinkedIn, Instagram

YouTube: EENorwayGrants

Mail: [info-fmo@efta.int](mailto:info-fmo@efta.int)

