

# Communicating the EEA Grants in the Beneficiary States

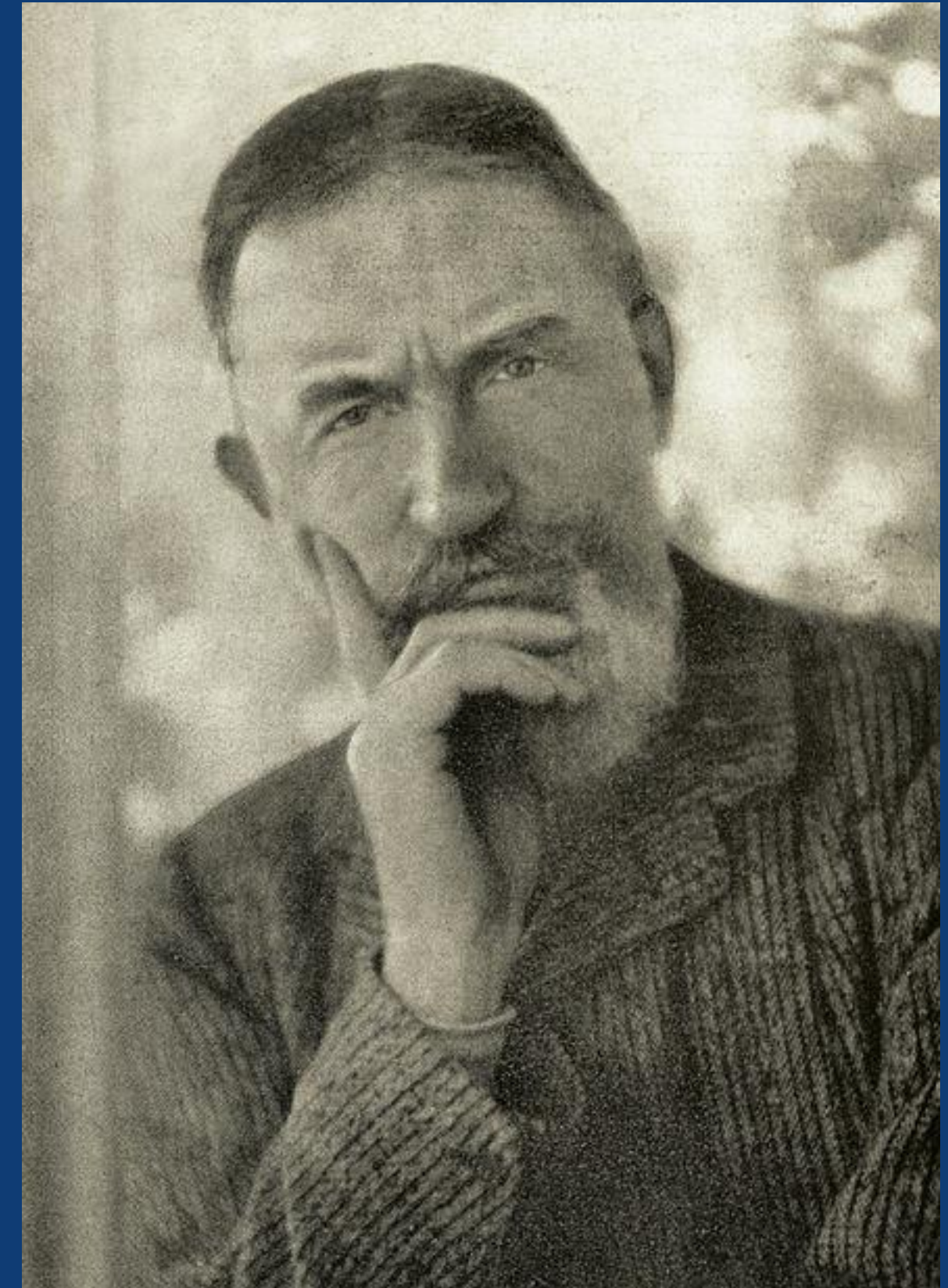
**Raquel Torres Prol**  
Communication Officer

Financial Mechanism Office (FMO)  
EEA and Norway Grants

13.10.2020

“The single biggest problem  
in **communication** is  
the **illusion** that it has taken  
place.”

George Bernard Shaw



LA ESPAÑA IMPERIAL  
LAS ESPAÑAS MEDIEVALES  
HOMERO  
EL DECAMERÓN  
6  
Franz Kafka  
Narrativa Completa  
1  
Seix Barral  
SOPENA

HESIODO  
JOHN MAYNARD KEYNES  
FRIEDRICH NIETZSCHE  
TEOGONÍA  
TEORÍA GENERAL DE LA OSESIÓN, EL INTERÉS Y EL DINERO  
ASÍ HABLÓ ZARATHUSTRA

UNAMUNO ENSAYOS I  
UNAMUNO ENSAYOS II  
OBRAS COMPLETAS  
III

LETTA  
ANGELO  
PEREDA  
YACAZZA  
CORDELLI  
L' A  
L' A  
L' A  
L' A  
L' A

ESTRABÓN  
JENOFONTE  
GEOGRAFÍA II-III  
CIROPEdia  
56  
23

HISTORIA DE LA FILOSOFÍA  
BERTRAND RUSSELL  
HISTORIA UNIVERSAL I  
J. M. ROBERTS  
HISTORIA UNIVERSAL II  
J. M. ROBERTS  
HISTORIA DE LA LITERATURA UNIVERSAL I  
M. DE RIQUER  
J. M. VALVERDE  
LA PREHISTORIA DEL MUNDO  
ANDRÉ LEROY-GOURHAN

Los apóstoles  
Los apóstoles  
Amor se escribe sin tache  
Las invasiones de Viceroy y Ferrnando  
La coeva herida por el rayo  
Vigilia del Almirante  
Los cuatro frentes del Apocalipsis Volumen II  
Las maldades del hetero Volumen II  
Las buenas intenciones

Los miserables Volumen I  
Los miserables Volumen II  
El túnel  
Kim

Círculo de Lectores  
Biblioteca de Plaza  
CÍRCULO P. NICHOLS WITH EL AMIGO AMERICANO  
DON JUAN TENORIO Joel Zorilla  
DON JUAN Molire  
EL REBELADOR DE SEVILLA Tirso de Molina  
OTELLO + HAMLET William Shakespeare  
EL CABALLERO DE OLIMEDO + EL PERRO DEL HORTELANO Lope de Vega

MANIFIESTO COMUNISTA  
TOM SHARPE  
VICIOS ANCESTRALES  
Leon Uris  
QB VII Topaz

Antonio Gala  
El manuscrito carmesí

ALBERT EINSTEIN  
SIGMUND FREUD  
Introducción al psicoanálisis  
Ivan Aísimov  
Historia de los Egipticos

JOSÉ LUIS SAMPERO  
La sombra roja  
GABRIEL GARCÍA MÁRQUEZ  
El general en su laberinto  
MILAN KUNDERA  
La insuperable levedad del ser  
TOM WOOLF  
La búsqueda de los vanoclos  
PARRICK SISSONNO  
El perfume  
BARTLEMO DINO LOROS  
Michael Siskel

EL SIGLO DE LOS SIGLOS  
Thomas Florio

# Annex 3: Information and communication requirements



The image shows a digital document card with a red background. On the left is a white document icon with a red border, containing a red PDF icon, the text '101.8 KB', a large red diagonal striped area, the word 'PDF' in red, and a small bar chart with labels for 'Iceland', 'Liechtenstein', and 'Norway grants'. To the right of the icon, the word 'Resources' is written in white. Below it, the title 'Regulation on the implementation of the EEA Grants 2014-2021 - Annex 3: Information and communication requirements' is displayed in large white text. Underneath the title, two metadata items are listed: 'Publication Date: 04 Jun 2019' and 'Resource type: Regulation', each preceded by a small icon. At the bottom center, there is a dark grey rectangular button with the word 'Download' in white text.

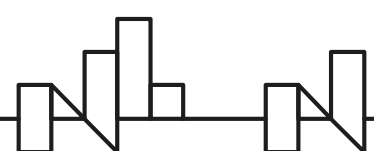
**Resources**

## Regulation on the implementation of the EEA Grants 2014-2021 - Annex 3: Information and communication requirements

📅 Publication Date: 04 Jun 2019

📄 Resource type: Regulation

**Download**





**Communication and Design Manual**  
**EEA and Norway Grants 2014-2021**

# Annex 3: Information and communication requirements

## 2.2. PROGRAMME OPERATORS

### Responsibilities (non-exhaustive list)

**Provide information** on the Programme and the EEA Grants in the **Beneficiary State**

Develop and implement the **Communication Plan**

**Report** to the **National Focal Point** on information and communication obligations

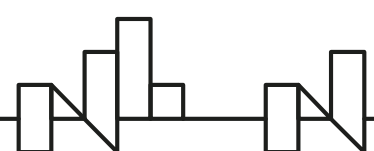
**Coordinate** the communication activities **with the National Focal Point and Donor Embassies**

**Ensure** that Project Promoters **fulfil their information and communication obligations**

Provide potential beneficiaries with **clear and detailed information** (calls, selection procedure, etc.)

**Involve relevant entities** that can widely **disseminate the information**

**Make explicit and visible** the **support of Iceland, Liechtenstein and Norway** through the **EEA Grants**



# Annex 3: Information and communication requirements

## 2.3. PROJECT PROMOTERS

### Responsibilities (non-exhaustive list)

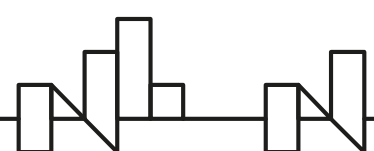
**Provide information on the project** and the EEA Grants in the Beneficiary State

Develop and implement the **Communication Plan**

**Report** to the Programme Operator on **information and communication** obligations

**Make explicit and visible** the support of the Donors through the EEA Grants

Ensure that **those taking part in the project are informed** of the funding from the relevant programme and Iceland, Liechtenstein and Norway through the EEA Grants

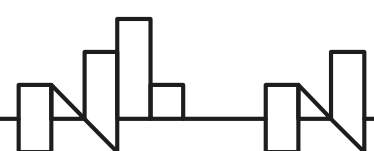


DRACHEN



# How to turn responsibilities into actions

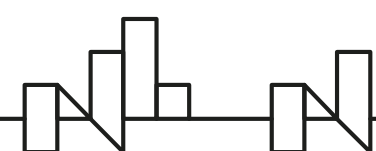
1. Find where the good stories are
2. Create **content** about the programme and its projects
3. Be **local, consistent, factual** and **emotional**
4. Plan your steps (adapt to the digital opportunities)
5. Share the **content** with others (you're closer to the real stories!)
6. **Coordinate** your communication with **your network (NFP, PO, FO, PP, DPP)**
7. Use your **channels** to communicate (transparency is key)
8. Think about who can help you **amplify your message**
9. Use the **EEA Grants logo** whenever possible (and have others use the logos too)
10. Use the Communication and Design Manual **to guide your work**



# Information on your website (for POs)

The website shall include the following information in English and the language of the Beneficiary State

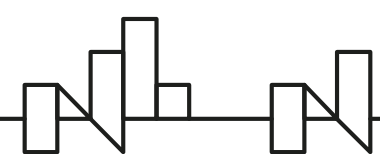
- i) information on **the Programme, the EEA Grants and the Donor(s)**;
- ii) an **overview of open calls**, including documents pertaining to the open calls;
- iii) information on selection criteria, procedures and deadlines;
- iv) information on **all funded projects**, including contact information, a **description of the projects and their duration, the amount of funding allocated to the projects** and information on **cooperation with entities in Iceland, Liechtenstein and/or Norway**;
- v) information on **impact, achievements and results** from the Programme and support from the EEA Grants;
- vi) relevant documents, including the **annual programme reports** and the **final programme report**;
- vii) **a link to the eeagrants.org website**;
- viii) a link to the website of the EEA Grants in the Beneficiary State;
- ix) links to websites of Donor Programme Partners and other relevant institutions;
- x) contact information; and
- xi) a donor partner search database (if possible).



# Information on your website (for PPs)

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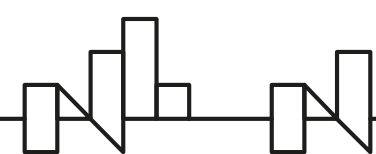
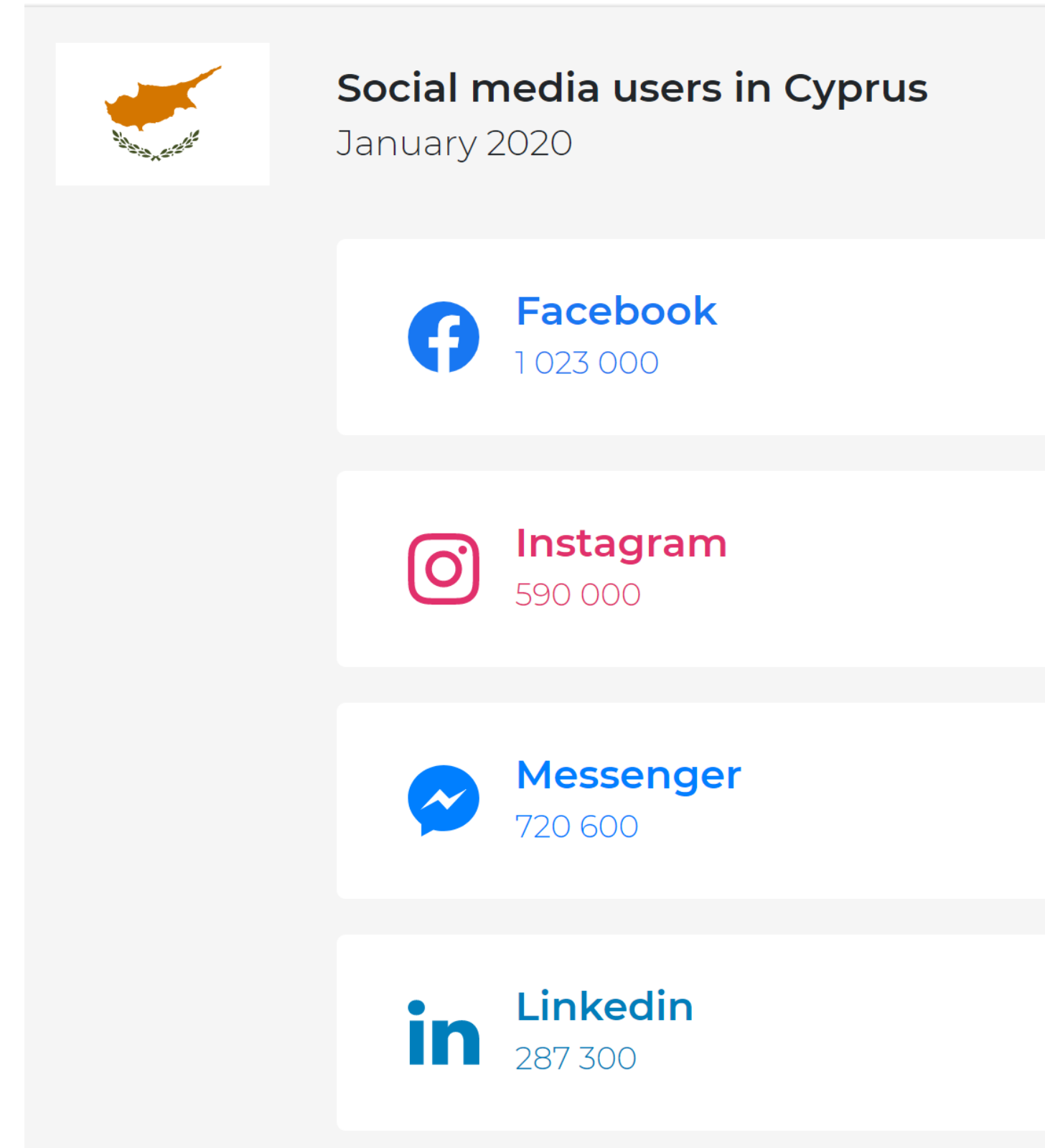
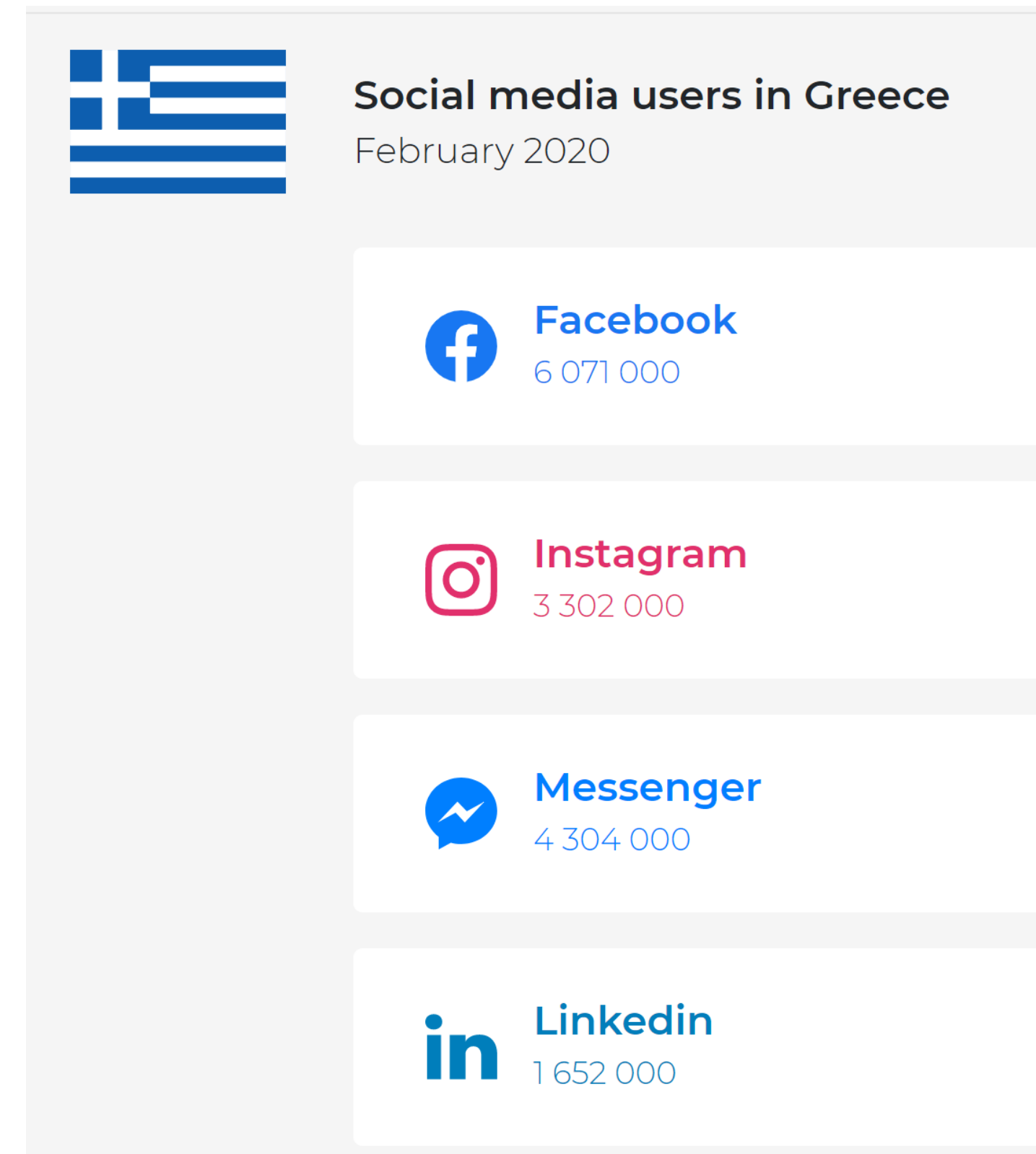
- i. information about the project
- ii. Information about the progress, achievements and results of the project
- iii. Cooperation with entities in Iceland, Liechtenstein and Norway
- iv. Relevant photos
- v. Contact information
- vi. Clear reference to the programme and the EEA Grants





# What channels are you going to use?

## Social media







16:35

movistar 12:05

### Elegir puntos

MAPA

Buscar punto Cancelar

Quilicura Huechuraba

Conchalí Vitacura 2

Recoleta 36

Quinta Normal 31

Pudahuel Provincia 3

Santiago 26

Maipú Errillos San Miguel Macul Peñalolen

San Ramón La Gruta La Florida

El Bosque

San Bernardo La Pintana Puente Alto

Calera de Tango

movistar 12:05

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San Ramón La Gruta La Florida

El Bosque

San Bernardo La Pintana Puente Alto

Calera de Tango



# Communication Plan for Programme Operators

- a. What are your communication objectives?
- b. Which are your target groups? These should include potential and actual beneficiaries, potential and actual partner entities from Iceland, Liechtenstein and/or Norway;
- c. An activity list with the tools and channels you will be using and the timeframe for these activities
- d. At least two major information activities (seminar, conference, press conference, press event) to communicate about the progress, results and impact of the programme.
- e. What is the main website or webpage for the programme? Are you updating it regularly? Is the content in the language(s) of the Beneficiary State and in English?
- f. Who will be the contact person (and department) for communication-related aspects?
- g. How are you going to measure success?





# **Communication Plan for Project Promoters**

- a. What are your communication objectives?**
- b. Which are your target groups? These should include stakeholders on national, regional and local levels**
- c. An activity list with the tools and channels you will be using and the timeframe for these activities**
- d. At least three information activities on progress, achievements and results in the project (seminar, conference, press conference, press event). This includes a launch activity and/or closing activity for the project.**
- e. What is the main website or webpage for the programme? Are you updating it regularly? Is the content in the language(s) of the Beneficiary State and in English?**
- f. Who will be the contact person (and department) for communication-related aspects?**
- g. How are you going to measure success?**





**Past**

**Future**

**Present**

# Thank you!

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

Facebook, Twitter, LinkedIn, Instagram

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

