



Annex. 2. to the Guide for Applicants – Rules on Information and Promotional activities under the Research and Innovation Programme, Applied Research, Call 2024

**Rules on Information and Promotional activities to be carried out by Programme Component Operators and their Partners under the Research and Innovation Programme, Applied Research, Call 2024
2nd edition of the Swiss-Polish Cooperation Programme (SPCP2)**

This appendix to the Guide for Applicants outlines the most important information and promotional obligations of the Applicants who submit project proposal to the Research and Innovation Programme, Applied Research (hereinafter: the Programme), Call 2024 and those of the Programme Component Operators (hereinafter: the PCOs) and their Partners (hereinafter: the PCPs) who have concluded a project contract agreement under the Programme.

Communication – basic principles

1. During the implementation of the project, PCOs and PCPs are obliged to conduct communication activities, consisting in particular in informing about:
 - the progress of the project,
 - the support provided by Switzerland,
 - results of project implementation.
2. PCOs and PCPs shall ensure consistency of their communication activities, in particular with the following documents:
 - Regulations on the implementation of the Second Swiss Contribution to selected Member States of the European Union to reduce economic and social disparities within the European Union (hereinafter: the Regulations)¹;
 - Communication and Information Manual for the Second Swiss Contribution to selected EU Member States (hereinafter: the Manual)²;

¹ Polish version: <https://www.programszwajcarski.gov.pl/strony/zapoznaj-sie-z-funduszami/podstawy-prawne/umowy-miedzyrzadowe-i-regulacje/>; English version: <https://www.programszwajcarski.gov.pl/en/site/learn-more-about-swiss-contribution/regulations/intergovernmental-agreements-and-regulations/>

² Polish version: <https://www.programszwajcarski.gov.pl/strony/zapoznaj-sie-z-funduszami/promocja/>
English version: <https://www.programszwajcarski.gov.pl/en/site/learn-more-about-swiss-contribution/promotion/>

- Regulation of the Council of Ministers of 7 May 2021 on defining information activities undertaken by entities implementing tasks financed or co-financed from the state budget or state purpose funds³;
 - The Guide for Applicants in the Research and Innovation Programme, Applied Research, Call 2024;
 - these Rules.
3. PCOs and PCPs shall ensure that communication events and materials are accessible in accordance with the Accessibility Standards for Cohesion Policy 2021-2027.⁴

Information and promotional obligations of PCOs and PCPs

Communication Plan

1. At the project proposal stage, the PCO is required to prepare a Communication Plan.
2. In order to ensure transparent, consistent and effective communication, the Communication Plan shall include at least:
 - communication objectives, including measurable/quantifiable targets (expected results of communication activities);
 - information on the recipients of the planned activities (target groups);
 - information on the communication tools to be used;
 - the planned communication activities and the deadlines for implementing these activities, including the mandatory activities for PCOs set out in these Rules;
 - the responsibilities of the different entities, including the role of the PCPs.

The Communication Plan is an integral part of the project proposal and will be verified during the scientific peer review of the proposal.

Project website

1. The PCO is obliged to maintain the project website in Polish and English.
2. The project website contains at least the following information:
 - title and a brief description of the project, including: the objective(s) of the activities to be implemented, the main activities planned to be carried out;
 - PCOs, PCPs and target groups of the project (who the project is aimed at, who will benefit from it);
 - the value of the project (total cost, including the value of the funding);
 - the planned and achieved effects and results of the project and its progress, documented by photographs, films and other audio visual materials;
 - highlighting the source of funding through appropriate labelling, in line with the guidelines of the Manual;
 - a link to the official website of the Swiss-Polish Cooperation Programme: [programszwajcarski.gov.pl](https://www.programszwajcarski.gov.pl) (in English version: <https://www.programszwajcarski.gov.pl/en/>);
 - project contact details of the PCO and PCPs;

³ <https://isap.sejm.gov.pl/isap.nsf/DocDetails.xsp?id=WDU20210000953>; English version: <https://www.programszwajcarski.gov.pl/en/site/learn-more-about-swiss-contribution/promotion/>

⁴ https://ec.europa.eu/regional_policy/information-sources/publications/guidelines/2020/communicating-cohesion-policy-in-2021-2027_en

- other information required by applicable laws, in accordance with the Act of 16 July 2004. Telecommunication Law.⁵
3. A separate project website is recommended, but it is also acceptable to create a sub-page dedicated to the project on the website managed by the PCO. In the case of a sub-page, a leading, visible and easily accessible link or banner should be created on the homepage.
 4. The PCO is obliged to regularly update the website, in particular with regard to information on activities undertaken.
 5. The PCO is obliged to ensure the digital accessibility of the website in accordance with the Act of 4 April 2019 on the digital accessibility of the websites and mobile applications of public entities.⁶

Information events

1. The PCO is obliged to implement at least two main information events on the implementation of the project – a launching event and a closing event (presentation of the results and effects achieved). These events can take different forms, e.g. a seminar, a conference with stakeholders, a press conference or other press event⁷.
2. The PCO shall inform the PO well in advance of such events and, if necessary, allow the participation of a representative of the PO and of the Swiss side.

Photographs

1. The PCO shall provide professional photographs⁸ to document the implementation of the project, at least at the start of the project, at the implementation stage and at its completion..
2. Guidelines for the creation of photographic material are included in chapter 2.7 of the Manual and the PCO is obliged to comply with them.
3. The PCO shall, at the request of the PO, the National Coordination Unit (hereinafter: NCU) or the Swiss institutions involved in the implementation of the Second Swiss Contribution, make available to these entities, for promotional purposes, photographs documenting the implementation of the project.
4. In situations required by law, the PCO shall ensure the consent of the photographed persons to the use of their image for the promotion of the Second Swiss Contribution by Polish and Swiss institutions involved in the implementation of the Contribution.
5. The PCO is obliged to introduce, in its contracts concluded with the contractors of information and promotion activities related to the project implementation, such provisions that ensure the right to use the photos by the Polish and Swiss institutions involved in the implementation/supervision/coordination of the Second Swiss Contribution for the promotion of this assistance in various fields of exploitation, without territorial and time limitations.
6. If necessary, the PCO will allow a photographer contracted by the PO to take photos documenting the implementation of the project.

Video materials

1. The PCO is obliged to conduct communication using video materials.

⁵ <https://isap.sejm.gov.pl/isap.nsf/DocDetails.xsp?id=WDU20041711800>

⁶ <https://isap.sejm.gov.pl/isap.nsf/DocDetails.xsp?id=WDU20190000848>

⁷ Guidance on the creation of messages and the organisation of media events is contained in section 2.5 of the Manual.

⁸ Photos should be taken and stored at a resolution of at least 3,000 pixels.

2. The provisions of the Communication – Basic Principles section, point 3, and the Photographs section, points 4 and 5, of these Principles apply to issues related to accessibility, sharing of video materials, image consents and rights of use of these materials by others.
3. In order to ensure the usefulness of the project videos for the promotion of the Second Swiss Contribution by Polish and Swiss institutions, the videos should be subtitled in Polish and English and/or Swiss national languages (contact the experts responsible for visual communication: cdbund@eda.admin.ch).
4. Guidelines for the creation of videos are included in chapter 2.6 of the Manual and PCOs are obliged to follow them.

Updating the Communication Plan

1. Together with the annual project report, the PCO shall provide the PO with an update of the Communication Plan for the following year, if such an update is necessary.
2. The PCO is obliged to ensure that the Communication Plan is up to date.

Labelling of information and promotion activities/materials

1. The PCO shall ensure that information on the support provided by Switzerland is clearly visible on all physical objects, as well as in publications and other information and communication materials concerning the activities implemented under the Programme.
2. PCOs and PCPs shall apply the labelling rules set out in:
 - Chapter 3 of the Manual,
 - Annex to the Manual.

The technical specifications for the visual identity of the Swiss-Polish Cooperation Programme, including the colour scheme and logotypes in various formats can be found on the Swiss-Polish Cooperation Programme website.⁹

Logotype of the Swiss-Polish Cooperation Programme

PCOs and PCPs undertake to follow the guidelines for the use of the Swiss-Polish Cooperation Programme logotype as defined in the Manual, in particular the following rules:

- The Swiss-Polish Cooperation Programme logotype is the central element of visual identification and must be used by PCOs and PCPs in all information and communication materials related to the SPCP (e.g. website, social media, presentations shown at public events, publications, films, promotional materials, information boards, commemorative plaques, written correspondence on the project, etc.).¹⁰
- The Swiss-Polish Cooperation Programme logotype is available in two language versions – Polish and English; they should be used accordingly to the language version of a given communication tool.
- The Swiss-Polish Cooperation Programme logotype takes precedence over all other logotypes. If this logotype will be used with other logotypes, it must be placed on the left and/or on top.
- **No project logos are allowed.**

Creation of new project logos is not allowed, except in the cases listed below:

⁹ Polish version: <https://www.programszwajcarski.gov.pl/strony/zapoznaj-sie-z-funduszami/promocja/>;

English version: <https://www.programszwajcarski.gov.pl/en>.

¹⁰ In internal documents, e.g. contracts, acceptance reports, accounting documents, internal notes, etc., the use of the Swiss-Polish Cooperation Programme logo is acceptable, but not required.

- A product or service is developed and commercialisation of the product is dependent on marketing it. In addition, for products applying for intellectual property rights when a logo is needed to support the application.
- Awareness raising campaigns where visual communication activities are the core of the project.
- An establishment of an entity which will carry out activities past the project lifetime.

In any other cases, only the relevant Swiss-Polish Cooperation Programme logotype should be used in accordance with the rules for the use of Programme logo in Manual.

- The logo of the Swiss-Polish Cooperation Programme should, as far as possible, be combined with the formula:

"Supported by the Swiss Contribution to reducing economic and social disparities in the EU".

In Polish this formula reads:

„Projekt/konferencja/publikacja... dofinansowany/-a przez Szwajcarską Pomoc Finansową wspierającą zmniejszanie różnic gospodarczych i społecznych w Unii Europejskiej”.

The Polish version of the formula adds at the end:

" oraz budżet państwa", unless the provisions of the Regulation of the Council of Ministers of 7 May 2021 on the definition of information activities undertaken by entities implementing tasks financed or co-financed from the state budget or state purpose funds.

Swiss Confederation logo

PCOs and PCPs undertake to observe the guidelines for the use of the Swiss Confederation logotype specified in the Manual and in the Manual Logo of the Swiss Confederation¹¹, in particular the following rules, subject to the provisions concerning information and commemorative plaques, which, due to the specificity of projects under the Research and Innovation Programme, Applied Research, will not occur:

- For communication materials co-authored or co-published by Switzerland, the logo of the Swiss Confederation shall be used in addition to the Swiss-Polish Cooperation Programme logo.
- In the case of communication materials of high importance, such as information boards on construction sites, commemorative plaques or stickers, the logotype of the Swiss Confederation shall be used to acknowledge Switzerland's contribution to the project. If logos of national authorities/institutions are also planned to be included, then the logo of the Swiss-Polish Cooperation Programme should be placed on top, and the logos of the Swiss and national authorities/institutions underneath.
- If Switzerland is a co-author or co-publisher of the communication material, but there is not enough space to place markings (for example on promotional items), the logo of the Swiss Confederation may be omitted and be limited to displaying only the Swiss-Polish Cooperation Programme logo. The exception are commemorative plaques, on which it is mandatory to include the Swiss Confederation logo.

¹¹ The Manual Logo of the Swiss Confederation is available at:
<https://www.programszwajcarski.gov.pl/strony/zapoznaj-sie-z-funduszami/promocja/>

- For materials of which Switzerland is neither a co-author nor a co-publisher, Switzerland shall be mentioned as far as possible in communication and information material related to the Swiss-Polish Cooperation Programme as a donor and partner, and the Swiss Confederation logo shall be shown in this context.
- The logotype of the Swiss Confederation, consisting of the Swiss coat of arms and the accompanying text "Swiss Confederation" in the four official languages of Switzerland, is to be considered as one unit; these elements may not be used independently.

Stickers

PCOs and PCPs are required to label with stickers:

- fixed assets – e.g. machinery and equipment, means of transport, office equipment, computers, etc;
- intangible assets – e.g. software (in this case an information sticker should be put in a visible place on the equipment on which the software is installed).

A model sticker for use by PCOs and PCPs is set out in the Annex to the Manual.¹²

Providing information to the PO

The PCO is obliged to keep the PO informed about the most important matters related to the communication of the project. This includes situations when events related to the implementation of the project may lead to communication crises (e.g. harming the good name of Switzerland, the Swiss-Polish Cooperation Programme or the institutions involved in its implementation).

Other communication tools

It is recommended to use also other communication tools, including: social media¹³, publications¹⁴ or other events than those mentioned in the section Information events of these Rules.¹⁵

¹² https://www.programszwajcarski.gov.pl/media/120202/Annex_Communication_Manual.pdf

¹³ Guidance on the use of social media is included in section 2.2 of the Manual.

¹⁴ Guidance on the creation of publications is provided in section 2.3 of the Manual.

¹⁵ According to the section Information events. at least two events are mandatory, but it is possible to organise more. Guidance on the organisation of events is provided in chapter 2.4 of the Manual.