
Funded
by the European Union
and the Council of Europe



COUNCIL OF EUROPE



Implemented
by the Council of Europe

HORIZONTAL FACILITY FOR THE WESTERN BALKANS AND TURKEY II (2019-2022)

Communication Guidelines



July 2022

Background

Since 2016 the Horizontal Facility is a joint endeavour of the European Union and the Council of Europe to support human rights, democracy and the rule of law in the Western Balkans region and Türkiye. The first phase of the programme which ran from May 2016 to May 2019 has already produced significant results bringing the Beneficiaries closer to European standards. This initiative represents a key instrument for promoting joint EU and Council of Europe standards and values to a wider target audience.

Implementation of the Horizontal Facility for the Western Balkans and Turkey II takes place over three years period (24 May 2019 - 23 May 2022), with a budget of € 41.175 million. Through the second phase of the Horizontal Facility programme, the Council of Europe continues to provide technical assistance and expertise to Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia and also Türkiye in four thematic areas:

1. Ensuring justice;
2. Fighting corruption, economic crime and money laundering;
3. Combating discrimination and protecting the rights of vulnerable groups and
4. Promoting freedom of expression and media.

The initiative pursues a two-fold approach:

- a. Technical co-operation, based on recommendations of the Council of Europe monitoring bodies, which are of importance in the EU enlargement process. The format of the technical co-operation is outlined in operational activity plans called Tri-Annual Plans of Action (hereinafter: TAPAs), which have been designed to reflect the needs in each of the respective beneficiaries, with each TAPAs containing a number of actions under each of the three themes.
- b. The Expertise Co-ordination Mechanism, which foresees the provision of Council of Europe legislative expertise and policy advice in response to requests from the aforementioned Beneficiaries.

The Horizontal Facility Communication Guidelines aim to underpin the effective implementation of the Horizontal Facility by providing the staff engaged in the implementation of the respective actions with a clearly defined framework for ensuring that **appropriate information is communicated to appropriate audiences using appropriate communication channels.**

**This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.*

Table of Content

Background	2
1. Communication objectives	5
1.1 Objectives of the Horizontal Facility	5
1.2 Objectives of the communication guidelines	5
Raising awareness of actions	6
Providing regular and up-to-date information	6
Communicating results and achievements	7
2. Key messages	7
HF Beneficiaries' authorities	8
Civil society organisations	8
Public at large	8
3. Stakeholders and target audiences	9
4. Visual identity and writing style	10
4.1 Logo	10
4.2 Partner logos	11
4.3 Graphic line	11
4.4 Templates	12
4.5 Naming beneficiaries	13
4.6 Style of writing	14
5. Communication tools and methods	14
5.1 Promoting high profile events	15
5.2 Websites	16
5.3 Social media	16
5.4 Publications	16
5.5 Electronic Newsletter	25
5.6 Promotional and visibility items	25
5.7 Video and photos	26
5.8 Public and visibility events	26

Funded
by the European Union
and the Council of Europe



COUNCIL OF EUROPE



Implemented
by the Council of Europe

5.9 Media relations	26
6. Communication for regional actions.....	28
7. Evaluating communication	28
8. Reporting on communication	29
9. Co-ordination and support contacts.....	29
9.1 Approval of communication and visibility materials	30
10. List of useful contacts for communication issues	30
Appendix I - template for a communication and visibility plan	33
Appendix II – Media consent form.....	34

1. Communication objectives

1.1 Objectives of the Horizontal Facility

These communication guidelines provide a framework for the staff engaged in the implementation of the Horizontal Facility for the Western Balkans and Turkey II (Horizontal Facility II) to ultimately promote the results of the programme and contribute to reaching its objectives. The guidelines will be updated as and when necessary over the course of the implementation of the Horizontal Facility II.

Overall objective of the Horizontal Facility II:

To support beneficiary-tailored reform processes in the areas of rule of law, democracy and human rights with the aim for the Beneficiaries in the Western Balkans and Türkiye to comply with European standards.

Specific objective of the Horizontal Facility II:

To improve the capacities of programme beneficiaries to implement key recommendations of relevant Council of Europe monitoring and expert bodies, and to support the execution of judgements of the European Court of Human Rights in the areas indicated in the Statement of Intent signed on the 1st of April 2014 by the Secretary General of the Council of Europe and the European Union Commissioner for Enlargement and European Neighbourhood Policy.

Expected results of the Horizontal Facility II:

Expected Result 1: Increased level of implementation of key Council of Europe recommendations by Beneficiaries; and through this, increased compliance with Council of Europe standards.

Expected Result 2: Strengthened institutional capacities of the relevant Horizontal Facility II institutions to implement Council of Europe recommendations and standards and to embark on targeted reforms in areas covered by the Horizontal Facility II.

1.2 Objectives of the communication guidelines

The communication objectives derive from the above-mentioned objectives of the Horizontal Facility II.

The communication guidelines have six objectives:

- ▶ to raise awareness of the actions defined in the TAPAs as well as the Expertise Co-ordination Mechanism;
- ▶ to provide regular and up-to-date information to different target groups;



- ▶ to communicate the results and achievements of the Horizontal Facility to a wider audience in an easily understood way;
- ▶ to share good practices in the region for further interventions at the regional level;
- ▶ to increase accountability of relevant institutions and donors toward beneficiaries and citizens;
- ▶ to create links with the relevant EU flagship initiatives and to enhance communication about the European perspective of the Western Balkans region and Türkiye.

All communication under the Horizontal Facility II aims to **promote the benefits and expected positive effects of the actions** and to explain to target groups how and why Horizontal Facility actions will improve and enhance their quality of life.

A human rights approach should be applied to all communication and visibility to ensure that all voices are heard and represented as much as possible in all films, photos and other communication about the actions. Communication should aim to be gender-sensitive and use inclusive language.

Raising awareness of actions

Each of the actions under the relevant TAPA should focus on raising awareness of the outputs and outcomes of the action. In doing so, the emphasis is on the following:

- Branding of all actions under the Horizontal Facility II umbrella, though the systematic use of the Horizontal Facility's visual identity;
- Promoting the planned outcomes of the action;
- Promoting the achieved results.

Each action should define its own target audiences and communication multipliers which include:

- The groups benefiting directly/indirectly from the action;
- Partner institutions, placing special emphasis on civil society organisations.

Providing regular and up-to-date information

Timely and updated information should be generated by all actions implemented under the TAPAs and promoted through the Horizontal Facility II website, Twitter, Facebook, newsletters, etc. Regular updates will allow for the compilation of statistics and reports (e.g. on participants in various visibility events, users of Horizontal Facility II social media etc.).

The updates should include short news items on upcoming events and/or completed events (with photographs, where possible). They should be prepared by staff directly engaged in the implementation of the actions under the Horizontal Facility and are to be sent to the general Horizontal Facility II mailbox (horizontal.facility@coe.int) in English and local language.

The news items are to be sent as much as possible in advance of events, as it is more likely to be shared, disseminated, and reported on. News should then be updated after the event with photos and, where



appropriate, quotes from participants (which could also be used by the EU for future publications on success stories).

Photos from events of interest to the public followed by a short explanation should be sent during the event itself, so that they can be posted on social media (Facebook and Twitter). These also should come in English and local language. For faster communication these can be sent via Viber/Whatsapp to the HF II Communication Officers in charge of administrating social media accounts of the Horizontal Facility II, or regularly through e-mail.

A **restricted page of the Horizontal Facility website** will keep being used. It is accessible to all staff engaged in the implementation of the Horizontal Facility II (both in HQ and field offices), DG NEAR and EUDs/EUO. This will ensure that everyone has access to the same information on the planned and implemented activities and results achieved. The restricted area contains the information which is not available to the general public, such as:

- Description of Action;
- Annexes to the description of Action;
- List of finalised TAPAs;
- Workplans for each action;
- Inception report;
- Financial breakdown per theme;
- Brief synopsis reports;
- Contact details of Council of Europe staff engaged in the implementation of the Horizontal Facility II;
- Contact details of the HFBCs;
- Contact details of the relevant counterparts in DG NEAR and the EUDs/EUO;
- Upcoming activities.

Communicating results and achievements

The results-based approach pursued by the Horizontal Facility II should be reflected in the communication and reporting. Visibility events (e.g. launching events, press conferences etc.) serve to further underline the relevance of the respective actions, the value of the European Union and Council of Europe involvement and highlight the concrete results and progress achieved, by focusing on the benefits for relevant authorities, civil society organisations and/or citizens in general. In this way, the events will encourage local ownership and further promote the Horizontal Facility II as a co-operation programme that yields results.

2. Key messages

Three key messages, aiming at different target audiences, have been defined under the Horizontal Facility and are part of the Description of the Action (Annex VI Communication and Visibility Plan). They reflect the common goals and two-fold approach of the Horizontal Facility II and are designed to



have cross cutting relevance for all Horizontal Facility II actions.

Each team implementing the relevant action should define their own specific key messages based on the following predefined messages:

HF Beneficiaries' authorities

"The Horizontal Facility II including its Expertise Co-ordination Mechanism will aid HF II Beneficiaries to meet their commitments as Council of Europe member states (except for Kosovo), and will offer critically important assistance, including strengthening institutional capacities, within the momentum of the European Union enlargement process. Through support to the rule of law, countering terrorism, violent extremism and economic crime, by supporting education, the adoption and implementation of the acquis and supporting reconciliation through enhanced regional co-operation and good neighbourly relations, the Horizontal Facility II contributes to the credible enlargement perspective of the region and to the EU flagship initiatives."

Civil society organisations

"The European Union and the Council of Europe are working in partnership with HF II Beneficiaries and civil society organisations to improve the lives of citizens by supporting reform processes in the fields of ensuring justice; fighting corruption, economic crime and organised crime; promoting freedom of media and freedom of expression; and promoting antidiscrimination and protection of the rights of vulnerable groups. Expertise and field work of the regional and local civil society organisations are valuable assets in this partnership and they are contributing to the aim of the programme – to strengthen the reform processes and improve the lives of citizens."

Public at large

"The European Union and the Council of Europe are working in partnership with HF II Beneficiaries to improve the lives of citizens by supporting the authorities in their reform processes in the fields of ensuring justice; fighting corruption, economic crime and organised crime; media, and promoting antidiscrimination and protection of the rights of vulnerable groups. With the aim of ensuring European future of the region, we are strengthening the enlargement process which requires credible efforts and reforms, and that will bring tangible benefits for the citizens."

Key messages are delivered in combination with the slogan of the second phase of the programme. **"For Your Rights: Towards European Standards"** is the slogan of the second phase of the Horizontal Facility and it highlights the overall aim of the programme. The slogan is translated to all local languages:

English	For Your Rights: Towards European Standards
Albanian	Për të Drejtat Tuaja: Drejt Standardeve Evropiane
Bosnian	Za vaša prava u skladu sa evropskim standardima

Macedonian Montenegrin Serbian Turkish	За твоите права: во согласност со европските стандарди
	Za vaša prava u skladu sa evropskim standardima
	Za vaša prava u skladu sa evropskim standardima
	Haklarınız için: Avrupa Standartlarına Doğru

3. Stakeholders and target audiences

The main stakeholders will involve the Council of Europe, the European Union and the HF Beneficiaries' authorities. In the second phase, building on the experience of the phase I, beneficiary institutions will be encouraged to share results of the actions they are participating in through their communication channels, followed by many citizens. Stakeholders can be target groups for communication. However, more often they are partners in achieving the objectives of the action and excellent communication multipliers.

Each action needs to identify its own stakeholders and target audiences for the communication of their key messages. They will be among the following groups of target audiences and stakeholders:

- **Beneficiary institutions** (the relevant authorities at the Beneficiary level) should be kept well informed of the activities being planned and implemented under the respective actions, to also enable co-ordinated communication towards other target groups;
- **EUDs/EUO** are valuable partners in joint communication (for example, the EU Info Centres implement a variety of communication activities that can be complimentary). Opportunities should also be explored to join forces with other EU/IPA-funded actions;
- **Council of Europe Offices in the respective Beneficiaries** should whenever possible assist in the promotion and visibility of various actions;
- **Media** (regional, as well as at the Beneficiary and local level) represent key partners in communication, as key multipliers of information. Whenever possible, media should be kept informed of the activities and results achieved and encouraged to provide coverage;
- **International organisations** have extensive networks of professional contacts and activities that are often complimentary to those of the Horizontal Facility, and therefore it is important to work towards a synergy of efforts, including as regards communication;
- **Civil society organisations** are partners in not only the implementation of various actions but also in the communication on the results of those actions (see in this context also the Council of Europe [Civil Society Guidelines](#) and [the European Commission guidelines for the support to civil society in the Western Balkans and Turkey](#));
- **General public** represents an important target group that should be kept abreast of the initiatives within the actions, along with their respective benefits, with the aim of increasing the understanding and support of citizens for on-going reforms. A concerted effort will be made to reach the youth in the Beneficiaries, as they are the group to benefit the most from the reforms process long-term.

Staff involved in the implementation of the respective actions is responsible for regular



communication with their counterparts in the EU Delegations/EU Office (EUDs/EUO), *inter alia* to seek their inputs and suggestions and to inform them well in advance of any planned activities in order to facilitate their possible participation.

4. Visual identity and writing style

The Horizontal Facility visual identity, comprising its logo and graphic line, is to be used by all actions on all materials relating to the Horizontal Facility (reports, websites, banners etc.).

The elements of the visual identity can be found on the [HF II SharePoint](#) under communication. Relevant Units/Divisions should submit the list of staff to the DG I and DG II Liaison Officers, the PACE Secretariat and the HF II Co-ordination Team, who will enable the access to the SharePoint and Restricted webpage of the HFII for the staff from the list.

The phrase “This action is a part of the joint European Union and Council of Europe programme “Horizontal Facility for the Western Balkans and Turkey 2019-2022” should be added when communicating on matters related to the action.

Any supplies and equipment provided by HF should carry the joint logo and the phrase “Provided with the support of the EU and the Council of Europe” in English and the local language.

4.1 Logo

Staff engaged in the implementation of the Horizontal Facility is contractually obliged to ensure that the agreed logo appears on all documents (agendas etc.), publications, websites and promotional material produced under the Horizontal Facility. The logo must be printed in its entirety including all symbols and text, without alteration, it is not permitted to add the title of the action to the logo.



The logo has also been translated to local languages:

English	Funded by the European Union and the Council of Europe	Implemented by the Council of Europe
Albanian	Financuar nga Bashkimi Evropian dhe Këshilli i Evropës	Zbatohet nga Këshilli i Evropës



Bosnian	Finansirano od strane Evropske unije i Vijeća Evrope	Implementirano od strane Vijeća Evrope
Macedonian	Финансирано од Европската Унија и Советот на Европа	Имплементирано од Советот на Европа
Montenegrin	Finansirano od strane Evropske unije i Savjeta Evrope	Implementirano od strane Savjeta Evrope
Serbian	Finansirano od strane Evropske unije i Saveta Evrope	Implementirano od strane Saveta Evrope
Turkish	Bu proje Avrupa Birliği ve Avrupa Konseyi tarafından finanse edilmektedir	Bu proje Avrupa Konseyi tarafından yürütülmektedir

The joint logo is **not to be used** on e-mail signatures, business cards or correspondence (either by post or e-mail), including invitation letters signed only by CoE representatives. Where the title “Horizontal Facility for the Western Balkans and Turkey” is mentioned in letters, business cards, e-mail signatures, it must be followed by the phrase “Funded by the European Union and the Council of Europe”.

4.2 Partner logos

The materials relating to events/activities organised in collaboration with partners, for example the authorities at the Beneficiary level, should prominently display the logo of the Horizontal Facility as the main carrier of the event/activity, and as appropriate display the logo of the partner.

The joint logo should appear first (on the left) and partner logos should follow. No logo should be bigger than the EU logo.

The written material should define the roles as follows: “The joint European Union/Council of Europe action (*name of the action*) would like to invite/inform you/etc.”

Staff is encouraged to pay particular attention to this and to seek guidance as needed from their respective Heads of Units/Divisions or the HF Co-ordination Team.

4.3 Graphic line

A graphic line has been designed by the Service de la Production des Documents et Publications (SPDP) of the Council of Europe. SPDP can assist project staff further in designing and branding their promotional and visibility products in accordance with the overall visual identity of the Horizontal Facility.

The graphic line has been designed in a way that each theme has its own colour:

- **Dark blue** is used for transversal activities and the **overall implementation** of the Horizontal Facility, including ECM;



- ▶ **Green** is used for the actions implemented under **theme I** (Ensuring justice);
- ▶ **Light blue** is used for the actions implemented under **theme II** (Fighting corruption, economic crime and organised crime);
- ▶ **Pink** is used for the actions implemented under **theme III** (Combating discrimination and protecting the rights of vulnerable groups);
- ▶ **Orange** is used for the **action on Fostering women's access to justice in Turkey**, under **theme III** (Combating discrimination and protecting the rights of vulnerable groups);
- ▶ **Yellow** is used for the actions implemented under **theme IV** (Freedom of expression and freedom of the media).

4.4 Templates

Annexed to these guidelines is a template for a communication plan. Each action needs to create its own individual, tailored communication plan, which will guide the communication and visibility over the lifespan of the action. This template can be found on the [HF II SharePoint](#), and guidance on creating a project communication plan can be found on the [project management methodology communication page](#).

Each of the individual communication plans should be fine-tuned in co-operation with the Regional Communication Officer and Communication Officer of the Horizontal Facility II programme.

A set of Horizontal Facility II templates using the graphic line for each theme can also be found on the [Horizontal Facility SharePoint](#). These templates are to be used and adapted by each action:

- Conference folders;
- Roll-ups (also known as top-expos and banners). Two general Horizontal Facility roll-ups have been delivered to each Council of Europe Office in the Western Balkans and Türkiye;
- Cover page for note pads (can be adapted to publications);
- PowerPoint presentation;
- Word document cover page;
- A sample information note on the action;
- Letterheads (one black and white and one in colour);
- USB sticks;
- Pens;
- A visual identity for websites.

The name of the theme below should be substituted for the name of the respective action. The full title of the action should be used on the cover page. **Abbreviations cannot be used as stand-alone references on the cover page**, but can only follow the full title of the action between brackets; for example Economic Crime in Albania (ECA).

4.5 Naming the Beneficiaries

Each of the seven jurisdictions covered by the Horizontal Facility II will be referred to as a ‘Beneficiary’ (not ‘country’). Moreover, term “national” should be avoided at all situations and replaced by “Beneficiary-specific” or “local”.

Maps and flags are **not to be used** by the Horizontal Facility actions in any of the visibility and communication products, including in presentations, online meetings, etc.

The first reference to **Kosovo***, when it is not a part of a name or a title of institution, in any text is to be accompanied by an asterisk and the text of the footnote used for Joint Programmes with the European Union: “This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ opinion on the Kosovo Declaration of Independence.” The footnote translates into local languages as:

Albanian:

*Ky përkufizim është pa paragjykim ndaj qëndrimeve për statusin, dhe është në pajtim me Rezolutën e Këshillit të Sigurisë të Kombeve të Bashkuara 1244/1999 dhe Opinionin e GJND-së mbi shpalljen e pavarësisë së Kosovës.

Bosnian:

*Ovaj naziv je bez prejudiciranja statusa, i u skladu je sa Rezolucijom Savjeta bezbjednosti Ujedinjenih nacija 1244 i mišljenjem Međunarodnog suda pravde o Deklaraciji o nezavisnosti Kosova.

Croatian:

*Ovaj naziv je bez prejudiciranja statusa i u skladu je s Rezolucijom Vijeća sigurnosti Ujedinjenih naroda 1244 i mišljenjem Međunarodnog suda pravde o Deklaraciji o neovisnosti Kosova.

Macedonian:

*Оваа ознака не ги прејудира ставовите за статусот и истата е во согласност со Резолуцијата на ОНСБ 1244 и Мислењето на МСП за Декларацијата за независност на Косово.

Montenegrin:

*Ovaj naziv je bez prejudiciranja statusa, i u skladu je sa Rezolucijom Savjeta bezbjednosti Ujedinjenih nacija 1244 i mišljenjem Međunarodnog suda pravde o Deklaraciji o nezavisnosti Kosova.

Serbian:

*Овај назив је без прејудирања статуса и у складу је са Резолуцијом Савета безбедности Уједињених нација 1244 и мишљењем Међународног суда правде о Декларацији о независности

Kosova.

*Ovaj naziv je bez prejudiciranja statusa i u skladu je sa Rezolucijom Saveta bezbednosti Ujedinjenih nacija 1244 i mišljenjem Međunarodnog suda pravde o Deklaraciji o nezavisnosti Kosova.

Turkish:

*Bu ifade, statüye ilişkin görüşlere hâlel getirmez ve BM Güvenlik Konseyi'nin 1244 sayılı Kararı ve Uluslararası Adalet Divanının Kosova'nın Bağımsızlık Deklarasyonu hakkındaki Görüşü ile uyumludur.

However, the asterisk should not be placed on the names of institutions, eg. Kosovo Judicial Council but on the following mention of Kosovo in the text.

When communicating about the HF both internally and externally, term "actions" should be used instead of the word "projects".

4.6 Style of writing

In all communication to the general public (news for the website, press releases etc.) abbreviations are to be avoided (e.g. European Court of Human Rights instead ECtHR).

Staff is encouraged to read the EU's handbooks on communication, to further facilitate the development of targeted effective communication:

- [Press releases that grab attention](#)
- [Writing to grab attention](#)
- [A photographer's handbook](#)
- [Using social media](#)

They can also refer to the [Council of Europe Style Guide: better English and style in print and online](#).

External reports produced under the Horizontal Facility II should be produced in Calibri 11 font.

5. Communication tools and methods

Horizontal Facility II project staff is responsible for the communication and visibility of their action(s). Once they have identified their actions' key messages and target audiences, they are to identify which communication tools will best reach their target audiences. This may differ from one local context to another.

The HF Regional Communication Officer and the HF Communication Officer will be collecting



information on visibility events and activities for all HF II actions at the end of the month for the upcoming month. Project officers will be asked to fill in the table with the information on the upcoming events, so that communication efforts are co-ordinated and results easier to achieve. The communication co-ordination matrix is available [on the HF SharePoint](#).

5.1 Promoting high profile events

It is important to inform the relevant EUDs/EUO and authorities at the Beneficiary level of the intention to organise any high-profile events, and to provide them with ample opportunity to provide comments on the proposed content and timing of the events. Joint European Union/Council of Europe press releases about high profile events are to be encouraged.

Staff is also encouraged to discuss such events with the HF Co-ordination Team at the planning stage.

For events that are likely to have a wider public interest, for example events/interviews with well-known public personalities, the respective portfolio managers should also contact the HF Communication Officers who would liaise with the press officer in the Directorate of Communication in advance to ensure an appropriate media coverage.

Public events (such as conferences, workshops, seminars, debates, training courses, fairs and exhibitions) which are financed by the communication budget to publicise the objectives or achievements of the action must be approved by, and co-ordinated with, the European Union, whether the events are organised directly by the implementing partner or not.

The Horizontal Facility II logo must be prominently displayed on materials, online, and at venues, to ensure that people attending such events are aware of the EU's financial support.

CoE Directorate of Communication	
Albania	Dusan Vojnovic
Bosnia and Herzegovina	Dusan Vojnovic
Kosovo	Dusan Vojnovic
Montenegro	Tatiana Baeva
North Macedonia	Dusan Vojnovic
Serbia	Tatiana Baeva
Türkiye	Andrew Cutting
EU Delegations/EU Office – Communication Officers	
Albania	Amarildo Topi
Bosnia and Herzegovina	Edita Kabasaj/Amel Jakupovic
Kosovo	Fjolla Ceku Sylejmani
Montenegro	Nadezda Dramicanin
North Macedonia	Magdalena Sarlamanov
Serbia	Patrick Schmelzer
Türkiye	Deniz Yenil



5.2 Websites

HF website has been created to promote the various actions under the Horizontal Facility, and each theme has a separate section within the site.

Website of the Horizontal Facility: <http://horizontal-facility-eu.coe.int>

The HF Co-ordination Team regularly updates the website with material provided by the staff engaged in the implementation of the actions, including short news items on activities, photographs and reports (where appropriate). Photos for the website need to be a minimum size of 870x489 pixels. Further details will be provided in due course regarding these information needs.

In addition, the relevant actions are encouraged to create their own separate websites and web pages on Council of Europe Office websites as appropriate. It is important that there are links between these sites and pages, and the main HF II website. Websites should also include links to the relevant EU websites and social media accounts.

The Communication Officers and the Regional Communication Officer are to be kept informed of all new websites/web pages so that mutual links can be created. Visual identity for Liferay websites can be found in the share point.

5.3 Social media

News reports that were cleared by the respective portfolio managers may also be shared by the HF Co-ordination Team through the social media accounts of the Horizontal Facility II:

Facebook: @jp.horizontal.facility

Twitter: @CoE_EU_HF

The relevant actions can create their own social media accounts following the [Council of Europe Social Media Guidelines](#), or use existing accounts (e.g. CoE Office Facebook pages, DG I's Twitter account etc.) as they have already established an audience. The HF Co-ordination Team should be informed of any new plans to establish new social media accounts to allow for sharing and retweeting between the accounts.

5.4 Publications

All publications produced under the Horizontal Facility should follow the Council of Europe's visual identity and apply the graphic line of the Horizontal Facility. Detailed instructions on the application of the Council of Europe's visual identity can be found in the [Graphic Charter](#) produced by the Directorate of Communication.



Electronic and, if available, paper copies of publications **must be cleared by the European Union before publication**. Project staff should ensure that a PDF of all approved publications are sent to the CoE Communication Officer(s) so that they are uploaded on the HF website.

Beneficiary factsheets have been prepared to clearly explain the projects and expected outcomes to the press and general public. Where suitable, actions will use info graphics to show results in an easily comprehensible manner.

Logos: All publications under the Horizontal Facility II should display the Horizontal Facility II logo on the front and back cover. There are two exceptions to this rule:

Publications which are **translations of Council of Europe texts** will have:

Front cover page: the CoE logo on the right and a separate EU logo (can be found in [the SharePoint](#)) on the left side of the front cover page (this is to preserve the Council of Europe’s intellectual copyright of the original publication).

Back cover page: the same logos as on the front cover page and the institutional texts on the back cover. These publications should also carry the disclaimer on the copyright and on the back-cover page.



For Venice Commission Opinions requested under the Expertise Co-ordination Mechanism, an individual EU logo will be placed on the bottom of the front cover, without a disclaimer.



Institutional texts: All publications under the Horizontal Facility should display the European Union and



the Council of Europe institutional texts on the back cover.

Institutional text of the European Union:

English

The Member States of the European Union have decided to link together their know-how, resources and destinies. Together, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

www.europa.eu

Albanian

Shtetet Anëtare të Bashkimit Evropian kanë vendosur të lidhin së bashku dijen, burimet dhe fatet e tyre. Së bashku, ata kanë ndërtuar një zonë të stabilitetit, demokracisë dhe zhvillimit të qëndrueshëm, duke e ruajtur kulturën diversitetit, tolerancën dhe liritë individuale. Bashkimi Evropian është i angazhuar t'i ndajë arritet dhe vlerat e tij me vendet dhe popujt përtej kufijve të saj.

www.europa.eu

Bosnian

Zemlje članice Evropske unije odlučile su da udruže svoja znanja, resurse i sudbine. Zajedno su izgradile zonu stabilnosti, demokratije i održivog razvoja, zadržavajući kulturnu raznolikost, toleranciju i individualne slobode. Evropska unija poklanja posebnu pažnju razmjeni postignuća i vrijednosti sa zemljama i narodima izvan svojih granica.

www.europa.eu

Macedonian

Земјите членки на Европската Унија одлучија да ги поврзат своите знаења, ресурси и судбини. Заедно тие изградија зона на стабилност, демократија и одржлив развој, истовремено одржувајќи ја културната разновидност, толеранцијата и индивидуалните слободи. Европската Унија се залага за споделување на своите постигнувања и вредности со држави и народи и надвор од нејзините граници.

www.europa.eu

Montenegrin

Zemlje članice Evropske unije odlučile su da udruže svoja znanja, resurse i sudbine. Zajedno su izgradile zonu stabilnosti, demokratije i održivog razvoja, zadržavajući kulturnu raznolikost, toleranciju i individualne slobode. Evropska unija poklanja posebnu pažnju razmjeni postignuća i vrijednosti sa zemljama i narodima izvan svojih granica.

www.europa.eu

Serbian

Земље чланице Европске уније су одлучиле да удруже своја знања, ресурсе и судбине. Заједно



су изградile stabilно okружење, demokратију и održivi razvoj zadržavajuћи kulturnu raznolikost, toleranciju i individualne slobode. Evropska unija je posvećena deļeњу svojih dostignuћа i vrednosti sa zemļama i narodima van svojih granica.

www.europa.eu

Zemļe članice Evropske unije su odlučile da udruže svoja znanja, resurse i sudbine. Zajedno su izgradile stabilno okruženje, demokratiju i održivi razvoj zadržavajući kulturnu raznolikost, toleranciju i individualne slobode. Evropska unija je posvećena deljenju svojih dostignuća i vrednosti sa zemljama i narodima van svojih granica.

www.europa.eu

Turkish

Avrupa Birliği üye ülkeleri bilgi, kaynak ve geleceklerini birleştirmeye karar vermiştir. Bu ülkeler, birlikte, kültürel çeşitlilik, hoşgörü ve bireysel özgürlükleri korurken, istikrar, demokrasi ve sürdürülebilir kalkınma bölgesi oluşturmuşlardır. Avrupa Birliği, bu kazanımlarını ve değerlerini sınırları ötesindeki ülkeler ve insanlarla da paylaşmaya karardır.

www.europa.eu

Institutional text of the Council of Europe:

English

The Council of Europe is the continent's leading human rights organisation. It comprises 46 member states, including all members of the European Union. All Council of Europe member states have signed up to the European Convention on Human Rights, a treaty designed to protect human rights, democracy and the rule of law. The European Court of Human Rights oversees the implementation of the Convention in the member states.

www.coe.int

Albanian

Këshilli i Evropës është organizata kryesore e kontinentit për të drejtat e njeriut. Në të bëjnë pjesë 46 shtete anëtare, përfshirë të gjithë anëtarët e Bashkimit Evropian. Të gjithë shtetet anëtare të Këshillit të Evropës kanë nënshkruar Konventën Evropiane për të Drejtat e Njeriut, dokument i cili është hartuar për të mbrojtur të drejtat e njeriut, demokracinë dhe shtetin e së drejtës. Gjykata Evropiane mbikëqyr zbatimin e Konventës nga shtetet anëtare.

www.coe.int

Bosnian

Vijeće Evrope je glavna organizacija za zaštitu ljudskih prava na kontinentu. Obuhvata 46 država članica, uključujući sve članice Evropske unije. Sve države članice Vijeća Evrope su potpisale Evropsku konvenciju o ljudskim pravima, sporazum koji ima za cilj da zaštiti prava čovjeka, demokratiju i pravnu državu. Evropski sud za ljudska prava kontroliše implementaciju Konvencije u državama članicama.

www.coe.int

Funded
by the European Union
and the Council of Europe



COUNCIL OF EUROPE



Implemented
by the Council of Europe

Macedonian

Советот на Европа е водечка организација за човековите права на континентот. Таа се состои од 46 држави членки, вклучувајќи ги сите држави членки на Европската унија. Сите држави членки на Советот на Европа ја потпишаа Европската конвенција за човекови права, која претставува меѓународен договор за заштита на човековите права, демократијата и владеењето на правото. Европскиот суд за човекови права ја следи примената на оваа конвенцијата од страна на државите членки.

www.coe.int

Montenegrin

Savjet Evrope je vodeća organizacija za ljudska prava na kontinentu. Obuhvata 46 država, uključujući sve članice Evropske unije. Sve države članice Savjeta Evrope potpisale su Evropsku konvenciju o ljudskim pravima, sporazum čiji je cilj zaštita ljudskih prava, demokratije i vladavine prava. Evropski sud za ljudska prava nadgleda primjenu Konvencije u državama članicama.

www.coe.int

Serbian

Савет Европе је водећа организација за људска права на континенту. Обухвата 46 држава, укључујући све чланице Европске уније. Све државе чланице Савета Европе потписале су Европску конвенцију о људским правима, споразум чији је циљ заштита људских права, демократије и владавине права. Европски суд за људска права надгледа примену Конвенције у државама чланицама.

www.coe.int

Savet Evrope je vodeća organizacija za ljudska prava na kontinentu. Obuhvata 46 država, uključujući sve članice Evropske unije. Sve države članice Saveta Evrope potpisale su Evropsku konvenciju o ljudskim pravima, sporazum čiji je cilj zaštita ljudskih prava, demokratije i vladavine prava. Evropski sud za ljudska prava nadgleda primenu Konvencije u državama članicama.

www.coe.int

Turkish

Avrupa Konseyi Avrupa kıtasının önde gelen insan hakları kuruluşudur. Kuruluş, Avrupa Birliği'ne üye tüm ülkeler dahil olmak üzere 46 üye ülkeden oluşmaktadır. Tüm Avrupa Konseyi üyeleri insan hakları, demokrasi ve hukukun üstünlüğünü korumaya yönelik Avrupa İnsan Hakları Sözleşmesini imzalamıştır. Avrupa İnsan Hakları Mahkemesi, Sözleşmenin üye ülkelerdeki uygulamasını denetler.

www.coe.int

Disclaimers: All publications produced under the Horizontal Facility (including on-line publications and websites), as well as video materials, should carry the following disclaimer **on the back cover page**:

This [product] was produced with the financial support of the European Union and the Council of Europe. The views expressed herein can in no way be taken to reflect the official opinion of either party.

This disclaimer translates into local languages as:

Albanian

Ky [produkt] është prodhuar me mbështetjen financiare të Bashkimit Evropian dhe Këshillit të Evropës. Pikëpamjet e shprehura këtu nuk mund të merren në asnjë rast si pasqyrim i opinionit zyrtar të secilës palë.

Bosnian

Ovaj [proizvod] je izrađen uz finansijsku podršku Evropske unije i Vijeća Evrope. Stavovi izraženi u njemu ne predstavljaju nužno zvanične stavove Evropske unije ili Vijeća Evrope.

Macedonian

Ovoj [proizvod] e izработен со финансиска поддршка на Европската унија и на Советот на Европа. Ставовите изразени овде во никој случај не може да се сметаат за одраз на официјалното мислење на која било од страните.

Montenegrin

Ovaj [proizvod] je pripremljen uz finansijsku podršku Evropske unije i Savjeta Evrope. Stavovi izraženi u njemu ne predstavljaju nužno zvanične stavove Evropske unije ili Savjeta Evrope.

Serbian

Ovaj [proizvod] je pripremljen uz finansijsku podršku Evropske unije i Saveta Evrope. Stavovi izraženi u njemu ne predstavljaju nužno zvanične stavove Evropske unije ili Saveta Evrope.

Ovaj [proizvod] je pripremljen uz finansijsku podršku Evropske unije i Saveta Evrope. Stavovi izraženi u njemu ne predstavljaju nužno zvanične stavove Evropske unije ili Saveta Evrope.

Turkish

Bu [ürün], Avrupa Birliği ve Avrupa Konseyinin mali desteğiyle hazırlanmıştır. Burada ifade edilen görüşler hiçbir şekilde tarafların resmi görüşünü yansıtmamaktadır.

If the publication contains Council of Europe Conventions/Treaties/Recommendations of Council of Europe's Committee of Ministers/ monitoring body reports or recommendations, the disclaimer should be:

This translation has been produced using funds of a joint programme between the European Union and the Council of Europe. The views expressed herein can in no way be taken to reflect the official opinion of the European Union.

This disclaimer translates into local languages as:

Albanian

Ky përkthim është prodhuar duke përdorur fondet e një programi të përbashkët të Bashkimit Evropian dhe Këshillit të Evropës. Pikëpamjet e shprehura këtu nuk mund të merren në asnjë mënyrë si pasqyrim i opinionit zyrtar të Bashkimit Evropian.

Bosnian

Ovaj prijevod je pripremljen korištenjem sredstava zajedničkog programa Evropske unije i Vijeća Evrope. Stavovi izraženi u njemu ne odražavaju nužno zvanične stavove Evropske unije.

Macedonian

Ovoј превод е изработен со средства од заедничка програма на Европската унија и на Советот на Европа. Ставовите изразени овде во никој случај не може да се сметаат за одраз на официјалното мислење на Европската унија.

Montenegrin

Ovaj prevod je pripremljen korišćenjem sredstava zajedničkog programa Evropske unije i Savjeta Evrope. Stavovi izraženi u njemu ne predstavljaju nužno zvanične stavove Evropske unije.

Serbian

Ovaj превод је припремљен коришћењем средстава заједничког програма Европске уније и Савета Европе. Ставови изражени у њему не представљају нужно званичне ставове Европске уније.

Ovaj prevod je pripremljen korišćenjem sredstava zajedničkog programa Evropske unije i Saveta Evrope. Stavovi izraženi u njemu ne predstavljaju nužno zvanične stavove Evropske unije.

Turkish

Bu çeviri, Avrupa Birliği ve Avrupa Konseyi tarafından yürütülen ortak bir programın fonları kullanılarak hazırlanmıştır. Burada ifade edilen görüşler hiçbir şekilde Avrupa Birliğinin resmi görüşünü yansıtmamaktadır.

Intellectual property: All publications (including translations) produced under the Horizontal Facility are the copyright of the Council of Europe and the European Union has the permission to use them without charge. The paragraph below should be included on the copyright page.

English

The reproduction of extracts (up to 500 words) is authorised, except for commercial purposes as long as the integrity of the text is preserved, the excerpt is not used out of context, does not provide incomplete information or does not otherwise mislead the reader as to the nature, scope or content of the text. The source text must always be acknowledged as follows “© Council of Europe, year of the publication”. All other requests concerning the reproduction/translation of all or part of the document, should be addressed to the Directorate of Communications, Council of Europe (F-67075 Strasbourg Cedex or publishing@coe.int).

All other correspondence concerning this document should be addressed to the *[add relevant Directorate/Unit]*, Avenue de l'Europe F-67075 Strasbourg Cedex, France, Tel. +33 (0)3 88 41 20 00
E-mail: Horizontal.Facility@coe.int

© Council of Europe, [month] 2021. All rights reserved. Licensed to the European Union under conditions.

Albanian

Autorizohet riprodhimi i ekstrakteve (deri në 500 fjalë), me përjashtim të riprodhimit për qëllime tregtare për sa kohë që ruhet integriteti i tekstit, fragmentet nuk përdoren jashtë kontekstit, nuk jepen informacione të paplota dhe nuk e keqorientojnë lexuesin sa i përket natyrës, fushëveprimit apo përmbajtjes së tekstit. Teksti burimor duhet të njihet gjithmonë si vijon “©Këshilli i Evropës, *viti i botimit*”. Të gjitha kërkesat e tjera në lidhje me riprodhimin/përkthimin e të gjithë këtij dokumenti ose e pjesëve të caktuara të tij, duhet t'i drejtohen Drejtorisë së Komunikimeve, Këshilli i Evropës (F-67075 Strasbourg Cedex ose publishing@coe.int).

Të gjitha korrespondencat e tjera në lidhje me këtë publikim duhet t'i drejtohen *[add relevant Directorate/Unit]*.

@ Këshilli i Evropës, [month]2021. Të gjitha të drejtat e rezervuara. I liçencuar në Bashkimin Europian sipas kushteve të miratuara.

Bosnian

Reprodukcija odlomaka (do 500 riječi) je odobrena, osim u komercijalne svrhe, sve dok se čuva cjelovitost teksta, odlomak se ne koristi izvan konteksta, ne pruža nepotpune informacije ili ne dovodi na drugi način u obmanu čitaoca u pogledu prirode, opsega ili sadržaja teksta. Izvorni tekst uvijek mora biti priznat na sljedeći način „© Vijeće Evrope, *godina izdanja*“. Svi ostali zahtjevi koji se tiču reprodukcije/prevoda cijelog ili dijela dokumenta, trebaju se uputiti Direktoratu za komunikacije Vijeća Evrope (F-67075 Strasbourg Cedex ili na e-mail publishing@coe.int).

Sva ostala prepiska koja se odnosi na ovu publikaciju treba biti upućena na adresu *[dodati relevantan Direktorat/Odjeljenje]*, Avenue de l'Europe F-67075 Strasbourg Cedex, France, Tel. +33 (0)3 88 41 20 00 23, E-mail: Horizontal.Facility@coe.int.

© Vijeće Evrope, [mjesec]2021. Sva prava zadržana. Licencirano Evropskoj uniji pod uvjetima.

Macedonian

Дозволена е репродукција на извадоци (до 500 збора), освен за комерцијални цели сè додека интегритетот на текстот е сочуван, извадокот не се користи вон контекст, не се даваат нецелосни информации или генерално не се наведува читателот во погрешен правец во однос на природата, опсегот или содржината на текстот. Секогаш мора да се наведе изворниот текст на следниов начин, „© Советот на Европа, година на издавање“. Сите други барања во врска со репродукцијата/преводот на целиот или делови од документот, треба да се достават до

Директоратот за комуникација, Совет на Европа (-67075 Strasbourg Cedex или publishing@coe.int).

Целата друга кореспонденција во врска со оваа публикација треба да се упати на *[add relevant Directorate/Unit]*.

© Совет на Европа, [month]2021. Сите права се задржани. Правата на користење ги има Европската Унија под одредени услови.

Montenegrin

Dozvoljena je reprodukcija izvoda (do 500 riječi), osim za komercijalne svrhe, pod uslovom da je očuvan integritet teksta, da se izvod ne koristi izvan konteksta, da ne daje nepotpune informacije niti na neki drugi način dovodi čitaoca na pogrešne zaključke o njegovoj prirodi, obimu ili sadržaju teksta. Izvor teksta je uvijek obavezno navesti na sljedeći način “© Savjet Evrope, godina izdanja”. Sve druge zahtjeve za reprodukciju/prevod dijela i cijelog teksta, treba uputiti na Directorate of Communications, Council of Europe (F-67075 Strasbourg Cedex ili na publishing@coe.int).

Svu ostalu korespondenciju koja se odnosi na ovu publikaciju treba uputiti na adresu: *[dodati relevantan Direktorat/Odjeljenje]*.

© Savjet Evrope, [mesec] 2021. Sva prava zadržana. Licencirano Evropskoj uniji pod uslovima.

Serbian

Dozvoljena je reprodukcija izvoda (do 500 речи), osim za komercijalne svrhe, pod uslovom da je očuvan integritet teksta, da se odломак не користи изван контекста, да не даје непотпуне информације нити на неки други начин доводи читаоца на погрешне закључке о његовој природи, обиму или садржају текста. Извор текста је увек обавезно навести на следећи начин “© Савет Европе, година издања”. Све друге захтеве за репродукцију/превод дела и целог текста, треба упутити на Директорат за комуникације, Савет Европе (Ф-67075 Страсбоург Цедех или на publishing@coe.int).

Сву осталу кореспонденцију која се односи на ову публикацију треба упутити на адресу: *[додати релевантан Директорат/Одељење]*.

© Савет Европе, [месец] 2021. Сва права задржана. Лиценцирано Европској унији под условима.

Dozvoljena je reprodukcija izvoda (do 500 reči), osim za komercijalne svrhe, pod uslovom da je očuvan integritet teksta, da se izvod ne koristi izvan konteksta, da ne daje nepotpune informacije niti na neki drugi način dovodi čitaoca na pogrešne zaključke o njegovoj prirodi, obimu ili sadržaju teksta. Izvor teksta je uvek obavezno navesti na sledeći način “© Savet Evrope, godina izdanja”. Sve druge zahteve za reprodukciju/prevod dela i celog teksta, treba uputiti na Direktorat za komunikacije, Savet Evrope



(F-67075 Strasbourg Cedex ili na publishing@coe.int).

Svu ostalu korespondenciju koja se odnosi na ovu publikaciju treba uputiti na adresu: *[dodati relevantan Direktorat/Odeljenje]*.

© Savet Evrope, [mesec] 2021. Sva prava zadržana. Licencirano Evropskoj uniji pod uslovima.

Turkish

Metnin bütünlüğünün korunması, yapılan alıntının bağlam dışı kullanılmaması, eksik bilgi verilmemesi veya metnin niteliği, kapsamı veya bağlamı açısından okuyucunun yanlış yönlendirilmemesi kaydıyla ve ticari amaca yönelik olarak kullanılmaması şartıyla (500 kelimeye kadar) alıntı yapılabilir. Kaynak metin “© Avrupa Konseyi, yayın yılı” ibaresi ile birlikte mutlaka belirtilmelidir. Belgenin tamamının ya da belirli kısımlarının çoğaltılması/çevirisi ile ilgili diğer her türlü talep için Avrupa Konseyi İletişim Müdürlüğü ile irtibata geçilmelidir (F-67075 Strasbourg Cedex veya publishing@coe.int).

Bu belge ile ilgili diğer yazışmalar için *[ilgili Müdürlük/Birim bilgilerini ekleyin]*, Avenue de l'Europe F-67075 Strasbourg Cedex, France, Tel. +33 (0)3 88 41 20 00 E-mail: Horizontal.Facility@coe.int ile irtibata geçilmelidir.

© Avrupa Konseyi, [month] 2021. Tüm hakları saklıdır. Lisans sahibi belirli koşullar altında Avrupa Birliği'dir.

ISBN numbers: there are Council of Europe [guidelines on ISBN numbers](#). They can only be allocated by the Directorate of Communication, please contact publishing@coe.int.

5.5 Electronic Newsletter

The HF Co-ordination Team will produce an electronic newsletter each quarter that will be posted on the HF website and shared with the beneficiaries and stakeholders through an e-mail distribution list.

5.6 Promotional and visibility items

Each action can produce its own visibility items with its own budget, such as information sheets, brochures, leaflets and promotional items (pens etc). As a minimum requirement the items should include the logo and where possible the Horizontal Facility II website address and/or title of the action.

Use of the graphic line and image is encouraged where possible to ensure project branding. All visibility items need to be photographed and pictures kept till the end of the programme.

Please note that **only eco-friendly materials** should be produced and that the use of plastic is strictly



forbidden in choosing visibility items.

5.7 Video and photos

Quality photos should be taken of activities, where possible a professional photographer should be used. See guidance in the [PMM project communication toolbox](#).

Photographs and filmed testimonials should be gathered throughout the project implementation in order to document the impact of the interventions on the final beneficiaries.

Staff must obtain consent from persons concerned (or, in the case of minors, from the persons exercising parental authority) for the specified use of their image/voice and keep the consent on file as the EU may request copies. A template “Media consent form” in English and all local languages is appended and is also available in [the HF SharePoint](#).

The exception is the group photo (such as those taken at the end or beginning of events including attendees), a “Media consent form” will not have to be signed by all members of the group. In these cases, it is sufficient for all members of the group to be informed orally that a photo will be taken and how the photo is going to be used (e.g. published in the project report and as news on the website). The group members should then be informed that it is not compulsory to be in the photo, and if they do not want to be in it, they should simply stand out of frame.

To reduce the administrative burden placed on project teams and the realities of managing events on the day, it is advised to only take photos when necessary. As numerous photo guides states, including those produced by the EU, **a photo needs to tell the story of the project and express the project’s spirit**. The classic meeting room photo fails to do this, whereas an arranged photo in a particular location may work much better. The latter ensures that consent can be easily gained from the selected individuals taking part in the photo and that the administrative burden of seeking consent from all attendees raised by taking random and numerous photos of a meeting room is avoided.

5.8 Public and visibility events

Information on the Horizontal Facility II objectives and actions should be disseminated at all events organised as a part of the Horizontal Facility (launching and closing events, steering committee meetings, specialised conferences etc.). Promotional and visibility items should be distributed during these events, with the items produced in accordance to the predetermined graphic lines/templates.

5.9 Media relations

Each Council of Europe Office should use its media network/ mailing list to promote the activities of the Horizontal Facility II in the respective Beneficiary. All interviews, statements and press releases should acknowledge the EU’s role as a partner and source of funding.

Any communication by the staff to the media should conform with the [rule no. 1303 on statements relating to the activities of the Organisation made by secretariat members to the media](#).

Press releases must be agreed in advance with the EUD/EUO, and press conferences must be organised in co-operation with the EUD/EUO.

Field and programme offices are encouraged to:

- Liaise with the EUD/EUO Communication Officer for joint European Union/Council of Europe media advisories and press releases;
- Send out press releases disseminated via their mailing list to media outlets, HF II website (and where applicable the action specific website) and individual journalists;
- Include information on their office websites regarding the implementation of the respective actions;
- Prepare background press materials on the actions that are implemented under the respective TAPAs that will be available on a dedicated section of the Horizontal Facility II's website and used for further promotion of the action on the Beneficiary level (complemented by the materials provided by the HF Co-ordination Team);
- Issue regular invitations to the press for launching and closing events, briefings, etc.;
- Arrange for media interviews of Horizontal Facility experts and beneficiaries whenever possible.

In addressing the media, the individual actions should always be placed in the context of the overall programme, this background information should be added to all press releases and other action publicity, whenever possible.

“The Horizontal Facility II is a continuation of a co-operation initiative of the European Union and the Council of Europe aiming at supporting Western Balkans and Türkiye to comply with European standards. The three-year initiative, which continued in May 2019, will focus on four thematic areas:

- 1. Ensuring justice;*
- 2. Fighting corruption, economic crime and organised crime;*
- 3. Promoting anti-discrimination and protecting the rights of vulnerable groups;*
- 4. Freedom of expression and freedom of the media.*

Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia and Türkiye (hereinafter: Beneficiaries) will benefit from technical co-operation to support their progress towards complying with the Council of Europe standards and European Union acquis in the framework of the enlargement process.

The Horizontal Facility will follow a complementary two-fold approach:

- 1. *technical co-operation*** in the form of capacity-building, advice and other forms of technical support tailored to the needs of each Horizontal Facility beneficiary to achieve increased compliance with European standards and



2. *the **Expertise Co-ordination Mechanism**, which foresees the provision of Council of Europe legislative expertise and policy advice in response to requests from Horizontal Facility beneficiaries on topics covered by the Horizontal Facility II, as well as on certain constitutional issues falling within the mandate of the Venice Commission.”*

6. Communication for regional actions

Communication and visibility for Horizontal Facility II regional actions will be co-ordinated by the HF Co-ordination Team with the support of the project staff of the respective actions with regional dimension.

An e-mail should be sent to horizontal.facility@coe.int, as well as to the CoE Office in the host Beneficiary, to inform them of an upcoming regional activity at least 15 working days in advance of the regional event.

The Council of Europe Office will inform the EUD/EUO HF focal point and the EUD Communication Officer about the upcoming regional event.

For events that are likely to generate a wider press interest, the HF Communication Officer(s) will liaise with DG NEAR, the relevant EUD/EUO Communication Officer and the CoE Directorate of Communication in advance to ensure an appropriate media and social media coverage and where possible arrange interviews with well-known public personalities. Joint EU/CoE press releases about high profile regional events are to be encouraged.

The joint logo should be prominently displayed on materials, online, and at venues.

Web news and photos about regional events should be systematically shared with the HF Communication Officer(s), as well as with the relevant Council of Europe Office where the event was held.

7. Evaluating communication

Staff is encouraged to monitor the impact of communication activities over the lifecycle of the action (e.g. checking the local press coverage of an event, keeping note of most popular posts on Facebook etc.), also given that such statistics will facilitate reporting.

Evaluation of communication can be done quantitatively or qualitatively:



Quantitative: This could be measured by the number of web news published, number of visitors to a website, number of newsletters sent, number of publications disseminated (etc.). *The outreach of the respective actions is important, and therefore, the implementation should focus on outreach to all stakeholders and the reporting should specify how many persons were directly or indirectly affected by the implementation.*

Qualitative: This could be the most popular (most visited) web pages, most shared Facebook posts, tweets/posts/articles about the project (etc.). *The actions must ensure that stakeholders receive quality information. In this sense, the information should be readily understandable and appropriate for the target audience (wider audience and specific groups), provide a clear connection with the work that has been carried out and progresses achieved, address one or more of the defined communication objectives and contribute to the overall implementation of the Horizontal Facility II.*

8. Reporting on communication

Contractual reports on actions' activities should include the implementation of the actions' communication and visibility plan, evaluating the outcomes of the communication measures carried out in support of the action and illustrating their evaluation using press cuttings, photographs¹, samples, audio and video files, transcripts etc.

When actions come to an end, all key materials and documentation generated by the action (photos, videos and technical outputs such as studies and training materials) should be made available to the EU in an appropriate format.

9. Co-ordination and support contacts

The HF Co-ordination Team, in collaboration with DGI, DGII and PACE, will support and oversee the communication between the respective actions and with the EU (DG NEAR and the relevant EU Ds/EUO), as well as externally to the numerous target groups across the region. Realising this communication in a timely and effective manner will be the responsibility of the staff engaged in the implementation of the actions.

The ODGP Communication Officer, Pauline Cadeac, the HF Regional Communication Officer, Marija Simic and HF Communication Officer, Besnik Baka will be responsible for co-ordinating the implementation of the communication guidelines by the Horizontal Facility II team and project

¹ Photos should be accompanied by metadata with the photographer's name, date of production, place of production and a short description the image including names and functions of any identifiable individuals. Instructions on how to add metadata to photos will follow after consultations with DIT.

managers. If in doubt, their advice should be sought to ensure that all the publications and visual identity products meet the contractual obligations.

Staff seeking support on communication issues should send their requests for information/advice to the HF Co-ordination Team, addressed to Marija Simic (Marija.SIMIC@coe.int, +38 1 63 60 13 37) and/or Besnik Baka (Besnik.BAKA@coe.int, +35 56 92 17 84 30) copying the Horizontal Facility II mailbox: horizontal.facility@coe.int. The nature of the enquiry should be clearly indicated in the subject line of these e-mails in order to assist the HF Co-ordination Team in managing this information.

9.1 Approval of communication and visibility materials

Each visibility item (media advisories, press releases, films, publications and similar) will have to be submitted for approval well in advance.

The final version of the material (approved by the CoE Project Manager and possibly EUD/EUO Task Manager) should be sent to the HF II shared mailbox (horizontal.facility@coe.int). The ODGP Communication Officer, the Regional Communication Officer and the HF Communication Officer will respond to your request **within three working days**.

Following the approval of the CoE Communication Officer(s), material must be sent to the EUD/EUO Communication Officers for a final approval. EUD/EUO Communication Officers will respond to approval request within **seven working days**.

In the specific case of press releases and media advisories, in order to ensure their timely publication, the time for CoE Communication Officer(s) to comment and/or approve these items is reduced to **one working day**, while the time for EUD/EUO Communication Officer to send the approval is reduced to **two working days**.

Project Officers are in charge of sending materials to the EUDs/EUO. Contact of all EUD/EUO Communication Officers are listed in the table below.

Following the approval of the CoE Communication Officer(s), communication and visibility aspects of **regional events** must be approved by the EUD/EUO in the host Beneficiary of the event. HF Co-ordination Team will inform both DG NEAR and respective EUD/EUO on the planned date of the event at least a month in advance, in order to ensure smooth preparation in terms of communication activities.

If there is any communication/visibility/raising awareness campaign planned within the actions, it should be prepared well in advance, as campaigns cannot be approved by the EUD/EUO in respective Beneficiary, but DG NEAR has to be consulted instead.

10. List of useful contacts for communication issues

Council of Europe				
Name	Position	Location	Telephone	E-mail
HF Co-ordination team				Horizontal.Facility@coe.int
Pauline Cadeac	ODGP Communication Officer	Strasbourg	+33 3 90 21 43 93	Pauline.CADEAC@coe.int
Marija Simic	HF Regional Communication Officer	Belgrade	+38 11 71 55 517, +38 1 63 60 13 37	Marija.SIMIC@coe.int
Besnik Baka	HF Communication Officer	Tirana	+35 56 92 17 84 30	Besnik.BAKA@coe.int
Katerina Markovova	HF Co-ordinator	Strasbourg	+33 3 90 21 60 98	Katerina.MARKOVOVA@coe.int
Yucel Erduran	DG I Liaison Officer	Strasbourg	+33 3 88 41 29 86	Yucel.ERDURAN@coe.int
Arzu Burcu-Tuner	DG II Liaison Officer	Strasbourg	+33 3 88 41 21 77	Arzu-Burcu.TUNER@coe.int
Alessandro Mancini	PACE Secretariat	Strasbourg	+33 3 88 41 22 65	Alessandro.MANCINI@coe.int
Tatiana Baeva	Media Officer / Spokesperson, Directorate of Communication	Strasbourg	+33 3 88 41 21 41	Tatiana.BAEVA@coe.int
Dusan Vojnovic	Media Officer / Spokesperson, Directorate of Communication	Strasbourg	+33 3 90 21 56 99	Dusan.VOJNOVIC@coe.int
Andrew Cutting	Media Officer / Spokesperson, Directorate of Communication	Strasbourg	+32 223 50 509	Andrew.CUTTING@coe.int

More information on the roles and responsibilities of the HF Co-ordination Team can be found in the internal Horizontal Facility II Implementation guidelines.

European Union				
Name	Position	EUD	Telephone	E-mail
Amarildo Topi	Communication Officer	Albania (Tirana)	+355 4 22 283 20	Amarildo.TOPI@eeas.europa.eu
Dasara Zeneli	Communication Officer	Albania (Tirana)	+355 4 22 283 20	Dasara.ZENELI@eeas.europa.eu

Funded
by the European Union
and the Council of Europe



COUNCIL OF EUROPE



Implemented
by the Council of Europe

Edita Kabasaj	Communication Officer	Bosnia and Herzegovina (Sarajevo)	+387 33 254 764	Edita.KABASAJ@eeas.europa.eu">Edita.KABASAJ@eeas.europa.eu
Amel Jakupovic	Communication Officer	Bosnia and Herzegovina (Sarajevo)	+387 33 254 768	Amel.JAKUPOVIC@eeas.europa.eu
Fjolla Ceku Sylejmani	Information and Communication Officer/Projects Manager	Kosovo (Pristina)	+383 38 51 31 200	Fjolla.CEKU@eeas.europa.eu
Nadezda Dramicanin	Communication Officer	Montenegro (Podgorica)	+382 69 126 653	Nadezda.DRAMICANIN@eeas.europa.eu
Magdalena Sarlamanov	Communication Officer	North Macedonia (Skopje)	+389 23 248 589	Magdalena.SARLAMANOV@eeas.europa.eu
Patrick Schmelzer	Communication Officer	Serbia (Belgrade)	+381 11 308 32 64	Patrick.SCHMELZER@eeas.europa.eu
Deniz Yenal	Communication Officer	Türkiye (Ankara)	+90 312 459 8700	Deniz.YENAL@eeas.europa.eu

Appendix I - template for a communication and visibility plan

The communication and visibility plan is a tool which can be used by Horizontal Facility II actions to support a targeted promotion of the actions. All communication should promote not the project itself, but the benefits and expected positive results of the actions.

1. Communication objectives

2. Target audiences *(in beneficiaries, EU, Strasbourg and Brussels where appropriate)*

3. Messages for each target audience *(linked to the objectives of the respective action)*

4. Communication tools *(website, social media, leaflets, newsletters, professional photos etc. and their advantages in local context)*

5. Communication activities *(over the lifecycle of the action and highlighting the main activities and achievements of the respective action)*

6. Raising awareness component, co-operation with media *(if there is a raising awareness campaign/activity planned within the action, please explain briefly the aim, target groups and how it would be implemented)*

7. Indicators

Quantitative (e.g. number of news on website, website visits, number of people/press attending an event, number of publications disseminated, press coverage, Facebook likes etc.) The outreach of the respective actions is important, and therefore, the implementation should focus on outreach to all stakeholders and the reporting should, whenever possible, specify how many persons were directly or indirectly affected by the implementation.

Qualitative (e.g. questionnaire given to people attending, most visited web pages, most liked posts etc.) The actions must ensure that stakeholders receive quality information. In this sense, the information should be readily understandable and appropriate for the target audience, provide a clear connection with the work that has been carried out and progresses achieved, address one or more of the defined communication objectives and contribute to the overall implementation of the Horizontal Facility.

7. Resources *(human, financial and possible outsourcing)*

Appendix II – Media consent form

Media Consent Form

Contact details of consenting party

Name & name of parent/guardian if under 18 years of age	
Date of Birth	
Email Address	

I, the above named, hereby consent to the use, by the Council of Europe and the European Commission (and those acting with their combined or individually granted permission and authority), of any **[photographs/video recordings/audio recordings]** taken of me, or if applicable my child, during my, or if applicable my child's, participation in **[add event, location, date]**.

The **[photographs/video recordings/audio recordings]** will only be used for educational or information purposes to illustrate or promote the above stated event and any Project or Programme related to it. The material in which they will be used may be accessible to the public, or published on a public network (e.g. the Internet).

I grant the Council of Europe and the European Commission permission to communicate and make the **[photographs/video recordings/audio recordings]** available to the public in all media, including but not limited to print, digital media and the internet.

I understand that should a legend or caption be written on or near the **[photographs/video recordings/audio recordings]** by the Council of Europe or the European Commission, it will preserve my reputation. However, I understand that the Council of Europe and the European Commission cannot be held responsible for the use of the images by third parties not being covered by this authorisation.

I grant the Council of Europe and European Commission permission to store and use copies of the photographs for the purposes described above, to store my contact details in their databases in case they need to contact or identify me and to transfer the **[photographs/video recordings/audio recordings]** to the European Commission strictly for the purposes described above.

I understand that I can withdraw my consent at any time by writing to the following addresses: **[add e-mail address]**. In which case the Council of Europe and the European Commission will cease to use the **[photographs/video recordings/audio recordings]**, but I accept that those copies of the photographs which have already been used or provided to third parties cannot be withdrawn from circulation.

Signature of person giving consent

Signature of parent/guardian < 18

Date _____

Albanian

Formular për dhënie të pëlqimit për media

Të dhënat e kontaktit të palës që ka dhënë pëlqimin

Emri dhe mbiemri i prindit/kujdestarit nëse është nën moshën 18 vjeçare	
Datëlindje	
Adresa e emailit	

Unë, personi i lartpërmendur, me anë të kësaj jap pëlqimin për përdorim nga Këshilli i Evropës dhe Komisioni Evropian (dhe nga ata që veprojnë me leje dhe kompetencë të dhënë nga njëri apo këto të dy institucione), të çdo **[fotografie/video regjistrimi/apo audio regjistrimi]** të bërë personit tim, ose sipas rastit fëmijës tim, gjatë pjesëmarrjes time, apo sipas rastit të fëmijës tim, në **[shto aktivitetin, vendin, datën]**.

[Fotografitë/video regjistrimet/audio regjistrimet] do të përdoren vetëm për qëllime edukimi dhe informimi për të ilustruar apo promovuar ngjarjen e lartpërmendur dhe çdo Projekt ose Program që ndërlidhet me të. Materiali në të cilin ato do të përdoren mund të jetë i qasshëm për publikun, ose mund të publikohet në ndonjë rrjet publik (p.sh. në internet).

I jap leje Këshillit të Evropës dhe Komisionit Evropian që të komunikojë dhe t'i vërë **[fotografitë/video regjistrimet/audio regjistrimet]** në dispozicion të publikut në të gjitha mediat, përfshirë, por jo vetëm, shtypin, mediat dixhitale dhe internetin.

E kuptoj se nëse shkruhet ndonjë legjendë apo ndonjë titull në ose pranë **[fotografive/video regjistrimeve/audio regjistrimeve]** nga Këshilli i Evropës ose Komisioni Evropian, ajo do ta ruajë reputacionin tim. Megjithatë, e kuptoj se Këshilli i Evropës dhe Komisioni Evropian nuk mund të mbahen përgjegjës për përdorimin e imazheve nga palët e treta që nuk mbulohen nga ky autorizim.

I jap leje Këshillit të Evropës dhe Komisionit Evropian që të ruajë dhe përdorur kopjet e fotografive për qëllimet e përshkruara më lart, për të ruajtur detajet e kontaktit në bazën e tyre të të dhënave në rast se kanë nevojë të më kontaktojnë apo identifikojnë dhe të bartin **[fotografitë/video regjistrimet/audio regjistrimet]** në Komisionin Evropian vetëm për qëllimet e përshkruara më lart.

E kuptoj se mund ta tërheq pëlqimin tim në çdo kohë duke shkruar në këtë adresë: **[adresa e emailit]**. Me ç'rast Këshilli i Evropës dhe Komisioni Evropian do ta ndërpresin përdorimin e **[fotografive/video regjistrimeve/audio regjistrimeve]**, por e kuptoj se ato kopje të fotografive të cilat janë përdorur tashmë ose u janë siguruar palëve të treta nuk mund të tërhiqen nga qarkullimi.

.....

.....

Nënshkrimi i personit që jep pëlqimin

Nënshkrimi i prindit/kujdestarit < 18

Data

Bosnian

Saglasnost za fotografiranje i snimanje

Kontakt podaci osobe koja daje saglasnost

Ime osobe i ime roditelja/staratelja za osobe mlađe od 18 godina	
Datum rođenja	
E-mail adresa	

Ja, gore imenovani, ovim putem Vijeću Evrope i Evropskoj komisiji (kao i svima koji postupaju na osnovu njihovog zajedničkog ili pojedinačnog odobrenja i ovlaštenja) dajem saglasnost za korištenje **[fotografija/video snimaka/audio snimaka]** mene, odnosno mog djeteta, snimljenih tokom mog učešća, odnosno učešća mog djeteta, na **[upisati naziv skupa, mjesto, datum]**.

Predmetne **[fotografije/video snimci/audio snimci]** mogu se koristiti isključivo u obrazovne ili informativne svrhe u cilju ilustracije ili promoviranja gore navedenog skupa i eventualnog Projekta ili Programa koji je sa njim povezan. Materijal u kojem će se te fotografije odnosno snimci koristiti može biti dostupan javnosti ili objavljen na javnim mrežama (npr. internet).

Vijeću Evrope i Evropskoj komisiji dajem dozvolu za javno objavljivanje tih **[fotografija/video snimaka/audio snimaka]** u svim medijima, uključujući, između ostalog, štampane i digitalne medije i internet.

Jasno mi je da će se, u slučaju da Vijeće Evrope ili Evropska komisija na **[fotografiji/video snimku/audio snimku]**, ili uz njih, koristi neki opis ili natpis, voditi računa o zaštiti mog ugleda. Međutim, jasno mi je da se Vijeće Evrope i Evropska komisija ne mogu smatrati odgovornim za korištenje ovih fotografija odnosno snimaka od strane trećih strana na koje se ovo odobrenje ne odnosi.

Vijeću Evrope i Evropskoj komisiji dajem odobrenje da kopije fotografija čuvaju i koriste u gore opisane svrhe, da moje kontakt podatke čuvaju u svojim bazama podataka u slučaju potrebe da me kontaktiraju ili identificiraju te da **[fotografije/video snimke/audio snimke]** prenesu Evropskoj komisiji isključivo u svrhe opisane gore.

Jasno mi je da ovu saglasnost mogu povući bilo kada slanjem dopisa na sljedeću adresu: **[upisati e-mail adresu]**. U tom slučaju, Vijeće Evrope i Evropska komisija će prestati sa korištenjem predmetnih **[fotografija/video snimaka/audio snimaka]**, međutim saglasan sam da kopije fotografija koje su prethodno korištene ili ustupljene trećim stranama ne mogu biti povučene iz opticaja.

Potpis osobe koja daje saglasnost

Potpis roditelja/staratelja lica mlađeg

od 18 godina

Datum _____

Macedonian

Образец за медиумска согласност

Контакт-податоци на страната што ја дава согласноста

Име и име на родител/старател во случај на возраст под 18 години	
Датум на раѓање	
Адреса на е-пошта	

Јас, гореименуваниот/ата, се согласувам Советот на Европа и Европската Комисија (и оние што делуваат со нивна заедничка или поединечна дадена дозвола и овластување) да ги користат сите **[фотографии/видео снимки/аудио снимки]** што јас сум ги направил/а, односно ги направило моето дете, за време на моето учество, односно за време на учеството на моето дете на **[да се додаде настанот, локацијата, датумот]**.

[Фотографиите/видео снимките/аудио снимките] ќе се употребат само за образовни или информативни цели за да се илустрира или промовира наведениот настан и сите Проекти или Програми поврзани со истиот. Материјалот во којшто ќе се употребат може да биде достапен за јавноста, или да се објави на јавна мрежа (на пр., интернет).

Им давам дозвола на Советот на Европа и на Европската Комисија да ги комуницираат и да ги направат јавно достапни **[фотографиите/видео снимките/аудио снимките]** во сите медиуми, вклучително, но не ограничувајќи се на печатот, дигиталните медиуми и интернетот.

Разбирам дека доколку врз или близу моите **[фотографиите/видео снимки/аудио снимки]** биде употребена легенда или заглавје од страна на Советот на Европа или Европската Комисија, со истото ќе се зачува мојот углед. Но, разбирам дека Советот на Европа и Европската Комисија не може да бидат одговорни за употреба на сликите од трети страни кои не се опфатени со ова овластување.

На Советот на Европа и на Европската Комисија им давам дозвола да чуваат и користат копии од фотографиите за погоре опишаните цели, да ги чуваат моите контакт-податоци во своите бази на податоци во случај да треба да ме контактираат или идентификуваат и да ги пренесат **[фотографиите/видео снимките/аудио снимките]** на Европската Комисија строго за целите опишани погоре.

Разбирам дека својата согласност може да ја повлечам во кое било време по пат на допис до следнава адреса: **[да се додаде адреса на е-пошта]**. Во кој случај Советот на Европа и Европската Комисија ќе престанат со користење на **[фотографиите/видео снимките/аудио снимките]**, но, прифаќам дека оние копии од фотографиите коишто веќе биле искористени или дадени на трети страни нема да може да се повлечат од оптек.

.....

Потпис на лицето што ја дава согласноста

.....

Потпис на родител/старател < 18

Датум

Montenegrin

Obrazac saglasnosti za medije

Kontakt podaci davaoca saglasnosti

Lično ime i ime roditelja/staratelja ako je lice mlađe od 18 godina	
Datum rođenja	
E-mail	

Ja, gore imenovani, ovim putem dajem saglasnost da Savjet Evrope i Evropska komisija (i oni koji postupaju po njihovom zajedničkom ili pojedinačnom odobrenju i ovlaštenju) mogu da koriste sve **[fotografije/video snimke/audio snimke]** gdje se ja pojavljujem, ili, ako je primjenljivo, moje dijete, tokom mogeg učešća, ili, ako je primjenljivo, tokom učešća mogeg djeteta, u/na **[dodati događaj, mjesto, datum]**.

[Fotografije/video snimci/audio snimci] će se koristiti samo u obrazovne ili informativne svrhe u cilju ilustriranja ili promovisanja gore navedenog događaja i bilo kojeg Projekta ili Programa koji se na njega odnosi. Materijali u kojem će se isti koristiti mogu biti dostupni javnosti ili objavljeni na javnoj mreži (npr. Internetu).

Dajem dozvolu Savjetu Evrope i Evropskoj komisiji za dostavljanje i objavljivanje **[fotografija/video snimaka/audio snimaka]** u svim medijima, uključujući, ali ne ograničavajući se na štampu, digitalne medije i internet.

Razumijem da bi, ukoliko bi Savjet Evrope ili Evropska komisija napisali legendu ili naslov na ili pored **[fotografija/video snimaka/audio snimaka]**, da će to raditi čuvajući moj ugled. Međutim, razumijem da se Savjet Evrope i Evropska komisija ne mogu smatrati odgovornim za korišćenje fotografija od strane trećih lica koja nisu obuhvaćena ovim ovlaštenjem.

Dajem Savjetu Evrope i Evropskoj komisiji dozvolu da čuvaju i koriste kopije fotografija u gore opisane svrhe, da čuvaju moje kontakt podatke u svojim bazama podataka u slučaju da me trebaju kontaktirati ili identifikovati kao i da prenose **[fotografije/video snimke/audio snimke]** Evropskoj komisiji isključivo u gore opisane svrhe.

Razumijem da mogu povući svoju saglasnost u bilo kojem trenutku pismenim putem na sljedeću adresu: [] U tom slučaju Savjet Evrope i Evropska komisija će prestati da koriste **[fotografije/video snimke/audio snimke]**, ali prihvatam da kopije fotografija koje su već korišćene ili dostavljene trećim stranama ne mogu biti povučene iz upotrebe.

Potpis davaoca saglasnosti

Potpis roditelja/staratelja < 18

Datum _____

Serbian

Saglasnost za objavljivanje fotografija i video/audio snimaka u medijima

Kontakt podaci osobe koja daje saglasnost

Ime osobe i ime roditelja/staratelja ako je lice mlađe od 18 godina	
Datum rođenja	
Mejl adresa	

Ja, gore navedeni/a, ovim dokumentom dajem svoju saglasnost Savetu Evrope i Evropskoj komisiji (i onima koji postupaju s njihovom zajedničkom ili pojedinačno datom dozvolom i ovlašćenjem) za upotrebu svih **[fotografija / video snimaka / audio snimaka]** na kojima sam snimljen/a ili, ako je primenjivo, na kojima je snimljeno moje dete, tokom mog učešća ili, ako je primenjivo, tokom učešća mog deteta u **[dodati događaj, mesto, datum]**.

Te **[fotografije / video snimci / audio snimci]** mogu se koristiti samo za obrazovne i informativne svrhe kako bi se ilustrovao ili promovisao gore navedeni događaj i bilo koji projekat ili program koji je u vezi sa njim. Materijal u kome se oni mogu koristiti može biti dostupan javnosti ili objavljen na javnoj mreži (npr. na internetu).

Dajem dozvolu Savetu Evrope i Evropskoj komisiji da dostave **[fotografije / video snimke / audio snimke]** javnosti putem svih medija, uključujući, ali ne ograničavajući se na štampane i digitalne medije i internet.

Saglasan/saglasna sam da ukoliko Savet Evrope ili Evropska komisija dodaju legendu, natpis ili potpis na **[fotografije / video snimak / audio snimak]**, ili u njihovoj blizini, da će biti tako formulisani da moj ugled ostane sačuvan. Međutim, razumem da Savet Evrope i Evropska komisija ne mogu biti smatrani odgovornim za način na koji ih koriste treća lica na koja se ovo ovlašćenje ne odnosi.

Dajem dozvolu Savetu Evrope i Evropskoj komisiji da skladište i koriste kopije **[fotografija / video snimaka / audio snimaka]** u gore navedene svrhe, da arhiviraju moje kontakt podatke u svojim bazama podataka za slučaj da je potrebno da me kontaktiraju ili da me identifikuju, kao i da proslede **[fotografije / video snimke / audio snimke]** Evropskoj komisiji isključivo u gore navedene svrhe.

Razumem da u svakom trenutku mogu da povučem svoju saglasnost pišući na sledeću adresu: **[dodati mejl adresu]**. U tom slučaju Savet Evrope i Evropska komisija prestaće da koriste **[fotografije / video snimke / audio snimke]**, ali prihvatom da se primerci fotografija koji su već iskorišćeni ili dostavljeni trećim licima ne mogu povući iz prometa.

Potpis lica koje daje saglasnost

Potpis roditelja/staratelja lica mlađeg

od 18 godina

Datum: _____

Turkish

Medya Onay Formu

Onayı veren kişinin iletişim bilgileri

İsim ve 18 yaşından küçük ise ebeveynin/vasinin ismi	
Doğum tarihi	
E-posta adresi	

Ben, yukarıda adım yazılı, bu belge ile **[faaliyet, yer ve tarih ekleyiniz]** katılımım veya çocuğumun katılımı sırasında çekilen **[fotoğraf/video kaydı/ses kaydının]** Avrupa Konseyi ve Avrupa Komisyonu (ve bu kuruluşların birlikte veya bireysel izni ve yetkisi ile hareket edenler) tarafından kullanılmasına onay veriyorum.

[Fotoğraf/video kaydı/ses kaydı] sadece, yukarıda belirtilen faaliyeti ve bununla ilgili Proje veya Programı göstermek veya tanıtmak için eğitim veya bilgi amaçlı kullanılacaktır. Fotoğraf/video kaydı/ses kaydının kullanılacağı materyal halkın erişimine açık olabilir veya halka açık bir ağ dahilinde yayımlanabilir (örneğin internet).

Avrupa Konseyi ve Avrupa Komisyonuna, **[fotoğraf/video kaydı/ses kaydını]** basılı, dijital medya ve internet dahil olup bunlarla da sınırlı kalmayacak şekilde medyada iletmek ve halkın kullanımına sunmak için izin veriyorum.

[Fotoğraf/video kaydı/ses kaydının] altına veya yanına bir açıklama veya altyazı yazılması durumunda itibarımın Avrupa Konseyi ve Avrupa Komisyonu tarafından korunacağını anlıyorum. Ancak, görüntülerin, bu yetki kapsamına girmeyen üçüncü taraflarca kullanılması durumunda Avrupa Konseyi ve Avrupa Komisyonunun sorumlu tutulamayacağını biliyorum.

Avrupa Konseyi ve Avrupa Komisyonuna, yukarıda açıklanan amaçlarla fotoğrafların kopyalarını saklamak ve kullanmak, benimle iletişime geçmeleri veya kimlik saptaması yapmaları gerekmesi durumunda kullanmak için iletişim bilgilerimi veri tabanlarında saklamak ve **[fotoğraf/video kaydı/ses kaydını]** sadece yukarıda belirtilen amaçlarla Avrupa Komisyonuna iletmek için izin veriyorum.

Bu adreslere yazarak, istediğim zaman onayımı geri çekebileceğimi anlıyorum: **[e-posta adresi ekleyiniz]**. Bu durumda Avrupa Konseyi ve Avrupa Komisyonu **[fotoğraf/video kaydı/ses kaydını]** kullanmaya son verecektir, ancak daha önce kullanılmış veya üçüncü taraflara sunulmuş olanların yayından kaldırılamayacağını kabul ediyorum.

Onayı veren kişinin imzası

18 yaşından küçük ise ebeveynin/vasinin imzası

Tarih _____