



# BioManufacturing Eurocluster for Recovery and Resilience in EU

## D4.1 Dissemination and Communication Strategy

Author: CEBR – Council of European BioRegions

Grant Agreement: No. 101074495



## Table of contents

<b>I. Document Information</b>	2
<b>II. History of Versions</b>	3
<b>III. Disclaimer</b>	3
<b>IV. Executive Summary</b>	3
<b>1. Introduction</b>	4
<b>2. List of consortium partners and beneficiary numbers</b>	5
<b>3. WP4: Dissemination and Communication</b>	5
<b>4. SWOT Analysis</b>	6
<b>5. Audience</b>	7
<b>6. Message</b>	8
<b>6.1 Key Messages</b>	8
<b>6.2 Key Words</b>	8
<b>7. Corporate Identity</b>	9
<b>7.1 Visual Identity</b>	9
<b>8. Internal Communication</b>	11
<b>8.1 Main Goals</b>	11
<b>8.2 Internal Communication Procedures</b>	11
<b>9. External Communication</b>	12
<b>9.1 Stage I: Awareness Raising</b>	12
<b>9.1.1 Offline Communication</b>	13
<b>9.1.2 Online Communication</b>	13
<b>9.2 Stage II: SME Support Program and Open Call Promotion</b>	16
<b>10. Obligations and Requirements for Communication Actions</b>	17
<b>10.1 Information on EU funding &amp; Obligation and right to use the EU emblem</b>	17
<b>10.2 Quality of information — Disclaimer</b>	17

## I. Document Information

Grant Agreement Number	101074495	Acronym	BioMan4R2
Full title	BioManufacturing Eurocluster for Recovery and Resilience in EU		
Project URL			
Project Officer	Marta Caruda		

Deliverable number: 4.1	Title	Dissemination and Communication Strategy	
Work Package number: 4	Title	Dissemination and Communication	
Delivery date	Contractual	28/02/2023	Actual
Status	Final	Version number: 1	Draft
Nature	R — Document, report		
Dissemination level	PU - Public		

Project Coordinator	Tero Piispanen	Email:
Partner	Turku Science Park Oy Ab	Phone:

Author(s) Partner(s)	CEBR – Council of European BioRegions		
Responsible partner	Marta González	Email	<a href="mailto:mgonzalez@cebr.net">mgonzalez@cebr.net</a>
		Phone	+34 678 230 356
Contributor		Email	
Contributor		Email	

Deliverable description	The CD&E Plan is a strategic document to be used as a roadmap for a timely and effective implementation of the project's communication, dissemination, and exploitation activities to ensure the visibility of the project and the engagement of its various target groups, whilst ensuring its future sustainability.
Key words	Communication, Strategy, Audience, Objectives, social media, Dissemination

## II. History of Versions

Version	Date	Changes	Page (if applicable)
V0	19/01/2023	Initial draft generated	N/A

## III. Disclaimer

The content of this document represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the European Innovation Council and SMEs Executive Agency (EISMEA) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

## IV. Executive Summary

The present Deliverable 4.1 Dissemination and Communication Strategy has been developed within the framework of **WP4 Dissemination and Communication**.

The D&C Strategy Plan is a strategic document to be used as a roadmap for a timely and effective implementation of the project's communication, dissemination and exploitation activities to ensure the visibility of the project and the engagement of its various target groups, whilst ensuring its future sustainability. The plan will outline specified communication objectives, define targeted messages across all key stakeholder groups, identify appropriate channels and tools to disseminate project results, and detail the pathways to exploitation with the aim to ensure the sustainability of BioMan4R2 and its foreseen scaling up activities beyond the project timeline.

The D&C Strategy Plan will be constantly reviewed and updated during the project lifetime and will be nurtured with the feedback from key stakeholders and the outcomes of activities and events, if needed.

## 1. Introduction

The BioMan4R2 project within the European SMP COSME program offers financial support and networking for small and medium-sized companies in the biological products and medical technology manufacturing sectors that want to increase their resilience, sustainability and competitiveness.

COVID-19 posed challenges and exposed critical risks in EU supply chains in the health sector. The BioMan4R2 program aims to improve manufacturing processes, transfer disruptive medical technologies, strengthen the competitiveness and sustainability of the European healthcare ecosystem by fostering long-term collaboration among SMEs, investment funds, research, clinical and knowledge-intensive organizations, science and technology parks and other companies in these sectors. One concrete action is to establish a Eurocluster and launch an SME Support Programme targeted at the biotech and MedTech industries.

The first phase of the BioMan4R2 project focuses on preparing and building Eurocluster excellence to address the critical needs of the BMT sector. The project has 3 main tasks:

- **To analyse the BMT sector's resilience needs.**
- **To map key stakeholders and service providers.**
- **To set up the SME Support Program.**

The objective of the second phase of the project is to increase the resilience, sustainability and competitiveness of the biomanufacturing and medical technology sectors in the EU through the SME Support Program. The objectives of this second phase are:

- **To build new models of collaboration between European biomanufacturing cluster organizations and other key stakeholders in the pharmaceutical/biomedical and medical technology sector.**
- **To facilitate the signing of cooperation agreements between European entities and entities in third countries.**
- **To facilitate the implementation and adoption of innovation in business processes, contributing to green and digital transformation.**
- **To improve the cluster management skills of the consortium to provide better services and attract more talent to the BMT.**
- **To improve and transform BMT products in a way that reduces reliance on current value chains, as well as introduce new innovative products.**

## 2. List of consortium partners and beneficiary numbers

BioMan4R2 consortium brings together highly qualified partners from 7 countries who are experts in biomanufacturing and MedTech solutions, circular economy, and entrepreneurship support (running business networks activities and accelerators). The partners provide coverage for the key issues of the project objectives providing unique perspectives, but with substantial relevant overlap in knowledge and skills to ensure depth of knowledge and to minimize gaps.

Project partners:

Short name	Legal name	Country	Role
TSP	TURKU SCIENCE PARK OY AB	FI	COO
BIOCAT	BIOCAT LA FUNDACIO BIOREGIO DE CATALUNYA	ES	BEN
STERN	BIOREGIO STERN MANAGEMENT GMBH	DE	BEN
LTZ	LIFETECZONE	NL	BEN
GAPR	UPPER SILESIAN ACCELERATOR FOR COMMERCIAL ENTERPRISES	PL	BEN
MEDICEN	MEDICEN PARIS REGION	FR	BEN
CEBR	COUNCIL OF EUROPEAN BIOREGIONS	BE	BEN

## 3. WP4: Dissemination and Communication

BioMan4R2 is implemented through four Work Packages (WPs), where WP6 is dedicated to Dissemination and Communication.

This WP is connected to all 5 Specific Objectives and its aim is to ensure that the results of the project are disseminated widely and can be exploited and are accessible to the actors within the BMT system as well as outside of it.

W4 aims to build up strong project external communication plan, increase visibility of the cluster and partnership activities related to the actions supporting the SMEs operating in green tech industry and aiming at resilient, sustainable, and circular business model implementation and technological innovations as well as and empowering green tech clusters to acquire technical capacity needed for supporting such SMEs.

**This deliverable is related to Task 4.1: Dissemination and communication strategy.** At the beginning of the project, dissemination, outreach, and communication strategy (further Communication plan) will be developed and the detailed timeline established.

The Communication plan will consolidate the activities of the project partners into a concrete action plan and will provide guidance on dissemination actions for all partners, including outreach and dissemination KPIs.

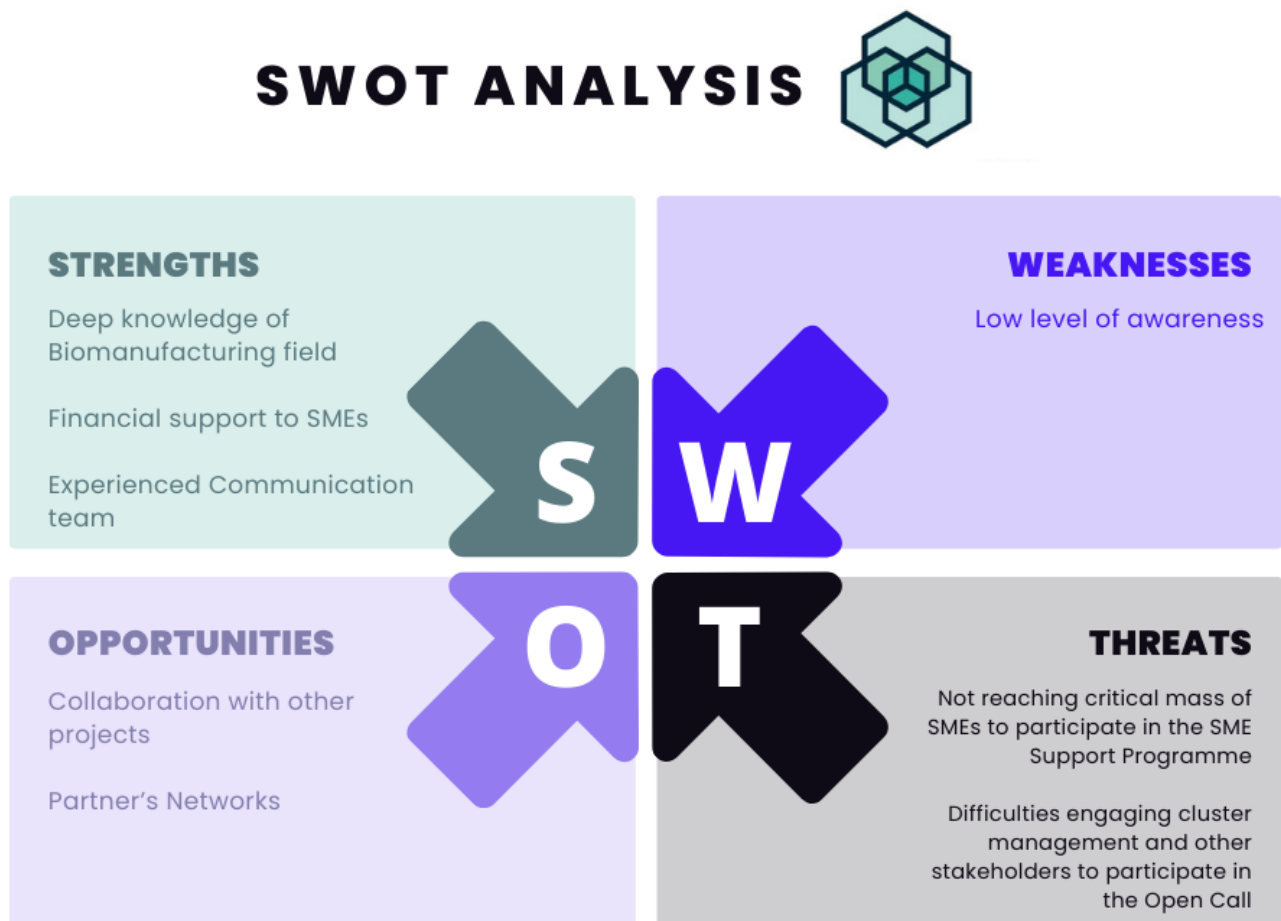
## 4. SWOT Analysis

A communication SWOT analysis is a framework to identify the significant issues affecting our project while considering its opportunities, threats, weaknesses, and strengths.

The SWOT analysis is a methodology for studying the situation of BioMan4R2, analysing its **internal characteristics** (Weaknesses and Strengths) and its **external situation** (Threats and Opportunities) in a square matrix.

Through this analysis we are able to **contextualize the real situation in which our project** finds itself at this stage and it will help us to plan and develop an initial communication strategy.

In order to elaborate a precise SWOT analysis, all BioMan4R2 partners have provided their inputs:

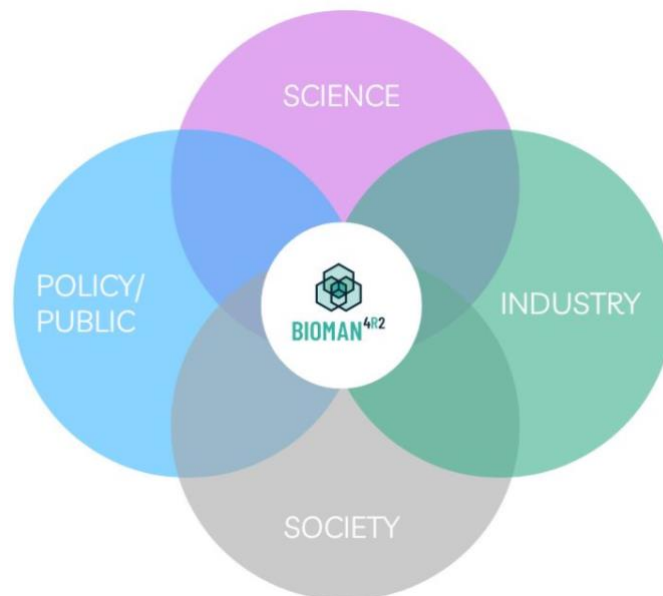


## 5. Audience

The BioMan4R2 project's target audience are **clusters in the industry, SMEs and key actors**.

One of the main tasks of the project is to publish the **Resilience Needs Analysis and Mapping of Key Quadruple Helix Actors** and Service-Providers in the BMT ecosystem, with the aim of achieving the main objectives of BioMan4R2:

- To establish **connections among value chain actors (SMEs, public, private)** in the form of contracts and agreements, resulting in a curated portfolio of resilience-related projects with a mix of private and public funding (SME Support Programme).
- To **create a network of coordinated partners in quadruple helix (research, business, civil society, public bodies)** with a view to generate innovation investments which address EU strategic autonomy in specific products, inputs, technologies and infrastructures through the Mapping of the Key Quadruple Helix Actors, Service-Providers and Infrastructure.



- **SCIENCE:** universities and private sector RD&I institutions
- **POLICY/ PUBLIC:** regional, national and EU-level policy makers, authorities, regulators
- **INDUSTRY/ HEALTH CARE PROVIDERS:** public and private, including large companies, SMEs and start-ups representing health & med tech, pharma, ICT and other related domains.
- **SOCIETY:** patient and health-care organizations, different NGOs focused on standards development, other health sector civil society organizations.



## 6. Message

### 6.1 Key Messages

Key messages are the main points of information we want our audience to hear, understand, and remember. With the purpose of developing an effective communication, CEBR has asked all partners to contribute with their inputs to identify our communication goals and develop the key messages that will support these goals.

These are the messages to be conveyed, gathered from all partners, that will be adapted and tailored to our different targets:

- BioMan4R2 contributes towards a resilient, circular and low-carbon Health sector economy through making the biomanufacturing and MedTech industry (BMT) supply chains more resilient, innovative and sustainable, while contributing to the achievement of the European Commission's New Industrial Strategy and Several Sustainable Development Goals.
- BioMan4R2 aims to establish, develop and support long-term collaboration on the EU-level between the SMEs, investors, research, clinical and knowledge organizations, science and technology parks and other companies in biomanufacturing and MedTech industries through establishing a Eurocluster in Biomanufacturing and MedTech and launching a targeted SME Support Programme.
- BioMan4R2 puts the focus of EU resilience efforts in the health field on Biomanufacturing and MedTech areas (BMT).
- BioMan4R2 aims to connect the leading actors in the European BMT fields, that have a critical value across the health ecosystem.
- The formed Eurocluster will contribute to the reduction of the production costs of biomedicines in the long run by improving manufacturing processes and transferring the disruptive medical technologies, making the ecosystem more resilient.

### 6.2 Key Words

A list of hashtags, key words and tags to be used have been developed to ensure a common and efficient communication strategy.

Key Words	Hashtags	Tags
Biomanufacturing Medical Technologies Supply Chain Investment Development Life Science Innovation Resilience Healthcare Sustainability Digitalisation Internationalisation	#biomanufacturing #supplychain #medtech #healthtech #eurocluster #healthcare #Europe #sustainability #digitalisation #BIOMAN4R2	European Commission  European Clusters Collaboration Platform  BioMan4R2 Partners

#### a) HASHTAGS GOOD PRACTICES

**Don't string too many words together:** The best hashtags tend to be relatively short and easy to remember.

**Use relevant and specific hashtags:** If it is too obscure, it will be hard to find and it won't likely be used by other social media users.

**Limit the number of hashtags you use:** More isn't always better. It looks spammy.

During the project lifetime, the Communication team will develop different messages and communication contents, targeted to the specific audience, channel and context. This content will be available on the SharePoint folder [Dissemination and Communication](#).

## 7. Corporate Identity

### 7.1 Visual Identity

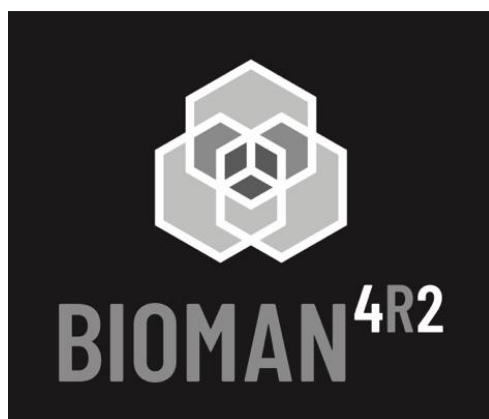
The project logo chosen by the consortium is presented below.

The logo will be included in all project dissemination materials, documents and communication tools throughout the project lifetime. A Best Practices Manual will be developed and deliver to all partners, to ensure the correct use of BioMan4R2 corporate identity.



Different versions of the logo have been developed in order to adapt it to the different formats, templates and platforms:





A long version of the logo has been created in order to include all partner's logos with the intention of raising awareness and being able to introduce the consortium to our external audience:



Euroclusters logo can be used together with BioMan4R2 logo:



All versions of BioMan4R2 logos and visual tools can be found in the folder [Logo and Visual Materials](#), accessible for all partners.

## 8. Internal Communication

### 8.1 Main Goals

- Ensure awareness, understanding and common presentations of BioMan4R2.
- Provide accurate information to avoid mistakes, misunderstanding and spread of erroneous information.
- Ensure an easy way to collect information from all partners.
- Create together a set of realistic expectations to be externally communicated on impact and benefits of BioMan4R2.
- Ensure the support of expert communication departments from all partners.

### 8.2 Internal Communication Procedures

The internal project communication will be considered as a priority for the positive outcome and good quality of the project implementation.

- The project will make maximum use of Teams meetings, email messages, and shared documents at Teams platform.
- Face-to-face project meetings will be arranged connected to other relevant events.
- Regular meetings will ensure that all partners will be informed about project progress: tasks, events, deliverables, milestones, and reporting schedules. Monthly meetings will be coordinated by the project coordinator. The agenda and minutes of project meetings will be prepared by the project coordinator and saved in the project's Teams group, where all partners have access to.
- The work package leaders will arrange meetings related to their tasks.
- All the project documents and communications are stored in a SharePoint / Teams, where all partners have been granted access.

## 9. External Communication

The listed dissemination and communication activities are aimed at raising awareness about the strategies developed by the BioMan4R2 cluster and the partnership within the health ecosystem as well as about providing information about project activities and general dissemination.

WP4 will address the biopharma and MedTech stakeholders within and Central, Eastern, Northern Europe, covering all the EU countries participating in the Single Market, notably for outreach, networking, and engagement in WP3.

This task aims to ensure visibility and awareness about the project in local, regional, and global level. BioMan4R2 will ensure that all project channels – ECCP, websites, social media platforms and dedicated events- will efficiently contribute to delivering information about the project activities and opportunities available. The activities will also include sharing of experiences with the wider public, participation in relevant events, media coverage etc.

The task also includes activities for wider network building, including contacts with new networks and clusters, new SMEs operating in biomanufacturing and MedTech industries, investors and representatives of corporates, and all other stakeholders willing to foster the sustainable collaboration.

The project has two distinct stages, to which the D&C Strategy will be adapted:

### 9.1 Stage I: Awareness Raising

This phase wants to ensure visibility and awareness about the current Eurocluster project across the biomanufacturing and MedTech industries on the local, regional, and global level. The Dissemination and Communication leaders will ensure that all project communication channels, websites, social media platforms, ECCP, Council of European Bioregions website (CEBR), EIT Health channels, and dedicated events will efficiently contribute to delivering information about the project activities and opportunities available to the SMEs in the Health industry and the wider public.

The goal is also to ensure their participation in relevant events, media coverage etc. The Phase 1 also includes activities that build wider network, including contacts with new networks and clusters, new SMEs operating in the BMT industries, investors and representatives of corporates, and all other stakeholders willing to foster the sustainable collaboration. The outreach and awareness raising activities can be seen in the following table.

Activity	Description
<b>Development of dissemination and communication Strategy (T4.1)</b>	First, a concrete action plan for dissemination and communication will be established. It will provide guidance for the project partners, timeline, main messages, channels, target groups and relevant KPIs for the biomanufacturing and MedTech sectors. The plan will also describe the steps in disseminating and reaching the widest possible audience for SME Support Service Programme. Different materials (the project logo, banners, posters, fliers, and online advertising material) will be present and distributed at relevant events and via project partners.
<b>Use of social media channels, ECCP and other channels</b>	Designated <b>social media channels</b> , e.g., Facebook, LinkedIn, Twitter page as well as <b>ECCP platform, S3 Platform, The Cluster Observatory, the Council of European BioRegions website (CEBR), EIT Health and Enterprise Europe Network</b> will be used. Information about the project and the activities, including relevant events, will be shared on these channels on a regular basis.
<b>Issuing press releases/articles</b>	Writing <b>press releases/articles</b> and launching them to the <b>journalist groups active in the health ecosystem in Europe</b> . Important achievements or announcements of the project will be communicated to relevant media/press working in the scope of the project across borders of EU.
<b>Partnering with existing initiatives/conferences</b>	<b>Partnering</b> with existing initiatives in biomanufacturing and MedTech, as well as clusters-related conferences/events to reach the widest possible audience.
<b>Direct recruitment</b>	<b>Directly contacting</b> relevant stakeholder groups within the biomanufacturing and MedTech sector and introducing the activities of the project, but also engaging these stakeholders in the beginning of the project.
<b>Newsletters</b>	Sending out <b>e-mail newsletters</b> with project activities, useful materials, results, and news. Production of Newsletters on topics of general interest for the Partnerships (3 per year): 6
<b>Participation in events</b>	<b>Virtual promotional events</b> (1 per partner) Participation to the <b>two annual cluster excellence specific events organized by the European Commission services</b> (2 per year): 4 <b>Preliminary identified events:</b> Health BIO annual event, Life Science Live biennial international event
<b>Creation of promotional videos</b>	Promotional videos and interactive results of the SME trainings will be created to promote the events of the project and attract participants. These videos will be uploaded on YouTube.
<b>Organization of promotional events and campaigns</b>	<b>4 targeted communication campaigns</b> with European and global outreach across the health ecosystem are planned to focus on specific stage in the project which they particularly wish to disseminate, or to help recruit participants for the specific opportunities being provided through the project.
<b>Communication with 3rd parties</b>	<b>Synergies</b> will be explored with existing biomanufacturing and MedTech networks/associations and projects to strengthen the sustainability and objectives of the project.
<b>Posts published on the ECCP site</b>	Consortium partners will publish <b>10 posts per year on the ECCP site</b> to specific awareness-raising actions undertaken by the partnership: 20 in total

### 9.1.1 Offline Communication

Throughout the project lifetime, marketing communication tools will be developed, such as a roll-up design, infographics, posters or corporate brochures and flyers (these to be used both online and offline). This communication and marketing materials will be also used to present the project when attending external events.

### 9.1.2 Online Communication

#### a) EUROPEAN CLUSTER COLLABORATION PLATFORM

The project main site will be in ECCP website, for consolidated information about the project (with regularly updated statistics and fact sheets about SMEs support programme, joint and promotional events, outcomes related to the target groups).

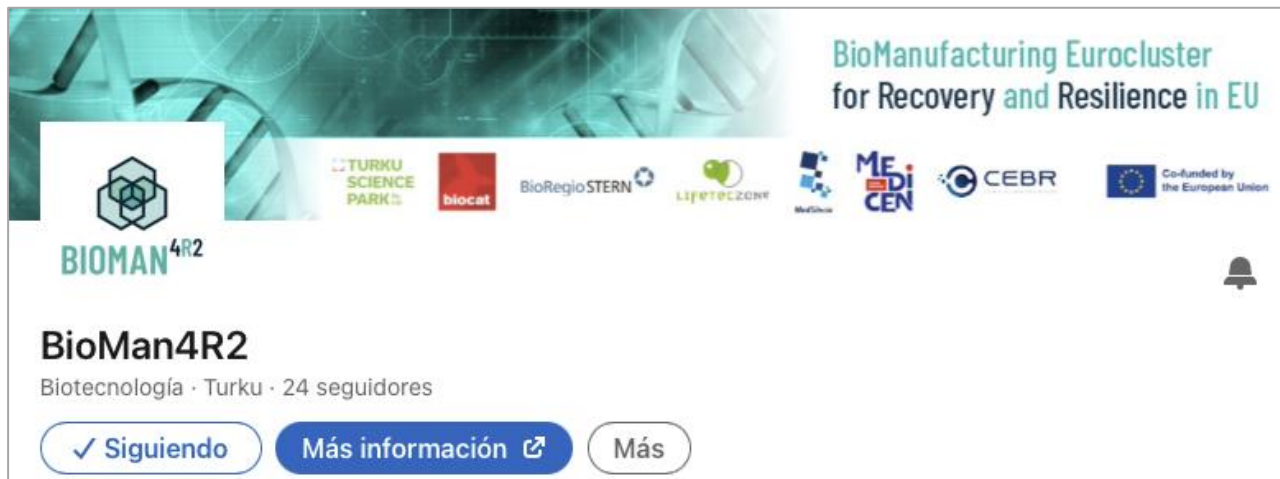
The European Cluster Collaboration Platform (ECCP) (<https://www.clustercollaboration.eu/>) provides networking and information support for clusters and their members aiming to improve their performance and increase their competitiveness through trans- national and international cooperation.

The ECCP addresses primarily the needs of cluster managements, but its rich content is useful for both the SME cluster members and for the cluster policy makers at regional, national or international level.

BioMan4R2 profile has been created at the ECCP website and we will keep it updated with the latest news and progress in the project. [BioMan4R2 ECCP Profile](#)

#### *b) SOCIAL MEDIA*

**LinkedIn:** BioMan4R2 has set up a dedicated project page on LinkedIn, which will be our main social media channel, managed and moderated by CEBR. That means, to control and filter contents and monitor the suitability and relevance of the information to be published. [BioMan4R2 LinkedIn Page](#)



#### *c) PARTNERS' CHANNELS*










**Partner's Website:** Each partner will have a dedicated section on their organization's websites to BioMan4R2 Project. A common message has been stated and it can be find in this word file, uploaded on the Share drive: [Common Message to be Published.](#)

**Newsletters:** Partners will use their corporate newsletters to disseminate BioMan4R2 project updates and accomplishments and promote the Open Call for financial support.

**Partners' websites and social media channels will be linked to ECCP site and media channels** to amplify dissemination efforts. There will be links to other outputs such as the leaflets, newsletters, webinars, and publications in press.

The number of visits, downloads and hits in partners' sites will be tracked, allowing the consortium to overview if target groups and stakeholders are reached.

Social Media posts will be monitored and stored at a document that has been uploaded on the Share drive where all partners have been granted access. All partners must register their posts in order to keep the tracking: [SOCIAL MEDIA TRACKER.](#)

Official Channels	BIOMAN4R2 PARTNERS						
							
							
	<a href="https://turkubusinessregion.com/">https://turkubusinessregion.com/</a>	<a href="https://www.biocat.cat/es">https://www.biocat.cat/es</a>	<a href="https://www.bioregio-stern.de/de">https://www.bioregio-stern.de/de</a>	<a href="https://www.lifeteczone.nl">https://www.lifeteczone.nl</a>	<a href="https://gapr.pl/en/">https://gapr.pl/en/</a>	<a href="https://medicen.org">https://medicen.org</a>	<a href="http://www.cebr.net">http://www.cebr.net</a>
	<a href="https://www.linkedin.com/company/turku-science-park-ltd/">https://www.linkedin.com/company/turku-science-park-ltd/</a>	<a href="https://www.linkedin.com/company/biocat-bioregion-of-catalonia">https://www.linkedin.com/company/biocat-bioregion-of-catalonia</a>	<a href="https://www.linkedin.com/company/bioregio-stern-management-gmbh/">https://www.linkedin.com/company/bioregio-stern-management-gmbh/</a>	<a href="https://www.linkedin.com/company/lifeteczone/">https://www.linkedin.com/company/lifeteczone/</a>	<a href="https://www.linkedin.com/company/medsilesia-cluster-silesian-medical-devices-network/">https://www.linkedin.com/company/medsilesia-cluster-silesian-medical-devices-network/</a>	<a href="https://www.linkedin.com/company/medicen-paris-region/">https://www.linkedin.com/company/medicen-paris-region/</a>	<a href="https://www.linkedin.com/company/cebrclusters">https://www.linkedin.com/company/cebrclusters</a>

#### d) MATCHMAKING TOOL

BIOCAT will tailor-make a specific online matchmaking tool based on a commercially available networking tool to complement the ECCP resources and ensure that industry's demand and SMEs' offering within and across clusters are met, and that the project's financial support will be deployed efficiently. Supporting materials will be developed in a coordinated manner to maximize consistency and efficiency.

#### e) EVENTS

During the project lifetime all partners will be attending several events, meetings and conferences, where we will take the opportunity to actively showcase and raise awareness about BioMan4R2.

- Virtual promotional events (1 per partner).
- Participation to the two annual cluster excellence specific events organized by the European Commission services (2 per year): 4.

An Events Calendar has been created with the aim to keep all partners up to date with the upcoming activities related to the project: [EVENTS CALENDAR](#).

**All partners have been asked to track the attendance of events** through this Excel file. Ideally, this should be communicated with at least 2 months prior the event date, to allow the communication team (CEBR) to develop and deliver communication materials on time.

BIOMAN4R2 - Events calendar 2023									
Year	Event	Date	Organizer	Partner(s) attending	City	Country	link to website	Aim and actions (presentation, booth etc)	Mktg & Comms materials
2023									

#### f) ONLINE TOOLS

In addition to general communication channels/tools to be set up for communication with the different target audiences, more specific communication and dissemination actions include:

- Designing and producing informative brochures or leaflets to be sent by email.
- Preparing target group specific PowerPoint presentations.
- Preparing a general project presentation.



## 9.2 Stage II: SME Support Program and Open Call Promotion

The **promotion activities of the SME Support Program within the BMT industries are coordinated by STERN and LTZ, with support from GAPR**. STERN will be the responsible partner for promotion of 1 Open Call covering all EU countries participating in the Single Market.

It will organize the publication and promotion of the Open Calls for the program participants and coordination within WP3, partners' network, social media and events for promotion and outreach. The Open Call will be published on the following channels:

- **The project matchmaking platform**
- **Partners' web pages and newsletters**
- **BioMan4R2 and Partners' LinkedIn pages**
- **Networks across the health ecosystem**
- **ECCP Platform**

A promotional banner to be used at the matchmaking platform has been produced:



**A guide for applicants has been prepared and uploaded to the Share point, where all partners have been granted access: [BioMan4R2 EuroClusters Guidelines v5.pptx](#).**

In addition, the SME Support program Calls will be promoted via biomanufacturing as well as MedTech SME and cluster network portals, partners' networks, via SME associations, national and EU communication channels, other European projects/initiatives.

Promotional events will be held in all cluster partner countries and dissemination activities will be held during further relevant national and international events of the health ecosystem (such as Health BIO annual event, Life Science Live biennial international event). The outreach of BioMan4R2 is European wide throughout the network of institutions partners of European Projects (more than 120 projects all together) and the social media networks.

## 10. Obligations and Requirements for Communication Actions

### 10.1 Information on EU funding & Obligation and right to use the EU emblem

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

**The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.**

**Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.**

When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.



**Co-funded by  
the European Union**



**Co-funded by  
the European Union**

### 10.2 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

*“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*