



PROGRAMUL DE COOPERARE ELVEȚIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Information and Promotion Guidelines

All publicity and visibility activities, as well as the promotion materials elaborated within the project, shall highlight the financial support granted through the Swiss-Romanian Cooperation Programme.

In all communication and visibility activities the Communication Strategy and the Information and Promotion Guidelines of the Swiss-Romanian Cooperation Programme (SRCP) as well as further guiding principles set by the Working Group Communication have to be respected. During project implementation, further indications will be sent by EA/SCO/NCU through the Internal Newsletter of the Working Group Communication as well as ad-hoc guidance at your request from the SIB of the Thematic Fund Partnership and Expert Fund.

In order to properly use visual identity of the financing programme, each EA should follow the rules set in the Information and Promotion Guidelines available at <http://www.swiss-contribution.admin.ch/romania/en/Home/Communication/Instruments>

Please note that all promotion materials have to be transmitted for approval to the SIB in due time.

The Swiss Contribution Office (SCO) in Bucharest needs to be informed about communication events (particularly such that ask for the participation of the SCO or Embassy) well in advance. Possible dates for such events should be consulted with them.