



## EUROPEAN COMMISSION

DIRECTORATE-GENERAL FOR EUROPEAN CIVIL PROTECTION AND HUMANITARIAN AID  
OPERATIONS (ECHO)  
Strategy and Policy  
**Prevention and Preparedness Capacity building**

# **Prevention and preparedness projects financed by the Union Civil Protection Mechanism**

## **Guide to providing high quality visuals and the other required annexes to the final report**

One of the objectives of the prevention and preparedness grants under the Union Civil Protection Mechanism (UCPM) is to encourage the exchange of good practices in disaster risk management. A successful exchange relies on the quality and effectiveness of communication efforts of each project beneficiary. In order to support project beneficiaries to better communicate and report on their dissemination efforts, DG ECHO produced the present guide. Whether the delivery of high-quality visuals, project snapshot or layman's report are mandatory or not depends on the call document. DG ECHO project officers will remind all concerned projects when such an item is mandatory. Projects for whom this is not mandatory could still use this guide as inspiration for their communication efforts.

According to the 2024 UCPM Knowledge for Action in Prevention and Preparedness (KAPP) call for Proposals and Technical Assistance for Disaster Risk Management (Track 1) call for proposals, the project consortium is expected to provide the following annexes, together with their final reports:

- (1) A minimum of five high quality photographs or visuals, which the Commission may publish to illustrate the project's results,
- (2) A snapshot of the project's results,
- (3) A layman report (publishable summary) summarising the work of the project for a general audience.

On the following pages you will find some guidance regarding the requirements detailed above and in particular as regards the visuals. Providing good quality visuals will help us improve communication on projects' outcomes (through brochures, newsletters, etc), including through the project page on the Knowledge Network platform.

The following visual guide supports the call document requirements 1), 2), and 3) mentioned above and apply in general to photos, videos, and infographics that may be used in communication about your project (such as on the project page, in a brochure, or a news item on the Knowledge Network platform).

In addition, beneficiaries of the UCPM grants should of course also adhere to the *"Communication and Visibility Manual for European Union-funded Civil Protection Actions"* available on the DG ECHO partners' website: <https://www.dgecho-partners-helpdesk.eu/reference-documents-visibility>

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## Visuals

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The following are required for all visuals:

- **Photo caption:** The caption should give details about what the visual is showing (e.g. training course) or it could provide an important fact about the hazard or gaps the project is addressing. The caption shouldn't describe the picture (we can see that people are shaking hands, for instance). An example would be "Mr Adams, Chair of the Government Task Force on Emergency Planning, attending the presentation on the results of the study."
- **Copyright:** The copyright should mention the source of the visual, in English. For example, copyright "Ministry of Interior, Estonia".
- **File name:** The file name should be clear and concise, including the acronym title of the project, and visual represented (and possibly the month and year) For instance, "RiskEU - Team meeting".
- **Format:** The format of the visual should be JPG or PNG for a picture (300 DPI minimum). You can use PNG format if you need to retain transparency.
- **ALT text:** ALT text is used by screen readers to read the information about an image for a visually impaired website user. It also appears onscreen if an image fails to load. It can also help with search engine optimisation for the project pages. The text should be a short description of what is happening or can be seen in the photo, for example, people in orange uniforms sitting in an inflatable boat in water.

Optional items:

- **Keywords:** Keywords should match the project's topics, or the hazard or gaps being addressed and/or activities such as training, and awareness raising. These keywords will be used to quickly identify the topics, and for internal filing of the photos by topic.

## 1.1. Photos

### Resolution and dimensions:

- **Web use <sup>(1)</sup>:** Minimum 1920x1080 pixels, 72 DPI.
- **Print use:** Minimum 3840x2160 pixels, 300 DPI.
- **Social media and presentations:** Minimum 1920x1080 pixels.

### Composition:

- Instead of group photos, photos of meetings or training sessions, where the project topic is visible, are preferable. Photos of action (ideally showing the hazard or gaps the project is addressing) are encouraged as a good way to engage readers. Group photos and photos of conference meetings can also be used and should direct the eye of the viewer towards a topic of the project.
- Photos can be combined with a statistic about the hazard or gap the project is addressing in the caption of the photo, such as sea level rise/time. Not all the photos need to depict human action, they can also be of the concerned environment or risk the project is addressing or the project output.
- Choose photos where the subject (a person, object or scene) is centred in the frame. Crop if needed (e.g. if the background is not relevant or if there is a lot of empty space above a person's head or on either side of them, crop it out so that they are central in the image).
- We encourage photos that are inclusive and demonstrate diversity, including, for instance, gender diversity, ethnic diversity, persons with disabilities, and youth.
- Get some pictures outdoors for better light and to balance out photos in meeting rooms.
- If a photo contains clearly visible faces, obtain consent from the individuals shown.

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<sup>(1)</sup> For detailed recommendations on the Knowledge Network platform, please refer to the [platform user guide](#).

## Examples:

- Meetings/conferences



Photo credit: Rescue and Protection Directorate, Montenegro

Example caption: *At a conference gathering the project's partners, the project coordinator presented the project's activities and objectives on multi-hazard national risk assessment of Montenegro.*



Photo credit: SaveMedCoasts-2 project

Example caption: *The project coordinator conducted awareness-raising actions in communities within areas of high flooding risk.*

- Group activity/action



Photo credit: Baltprep project

Example caption: *The project partners created a regional disaster preparedness plan of the Baltic Sea region's Red Cross national societies, tested in a table-top exercise.*

- Training



Photo credit: TEAMS 3.0 project

Example caption: *The project partners and coordinator conducted evidence-based operational exercises and training courses for Emergency Medical Teams.*



Photo credit: AFAN project

Example caption: *The project created a European wildfire expert knowledge sharing network, and compiled key outcomes for wildfire experts and practitioners.*

## **1.2. Infographics and flyers**

### Resolution and dimensions:

- Web use: Minimum 1920x1080 pixels.
- Print use: 3840x2160 pixels, 300 DPI.

### Composition:

- These can include graphic design materials such as infographics, flyers and social media cards. They should clearly present the project (or its output or theme), its title, and include images about the project or related to its topic.
- Charts, diagrams, graphs, and maps can also be included. They should be accompanied by clear legends and a caption explaining the data these visuals are representing. Any text on the charts, diagrams and graphs should be easily legible.
- For readability, use dark text on a light background or light text on a dark background.
- Use 3–5 distinct colours for a clean design and to reduce confusion. Use clear labels to describe colour meanings.
- Where possible, avoid using colour as the sole means of conveying information (as this reduces readability for individuals with colour blindness or visual impairments).
- Note – consider how the graphic will appear when printed in a booklet – will it be easy to read? Will the text be too small?



## Examples:

- Graphic design materials/flyers



Photo credit: Ministry of Interior, Estonia

Example caption: *Publicity for a national app for crisis communication.*

- Charts

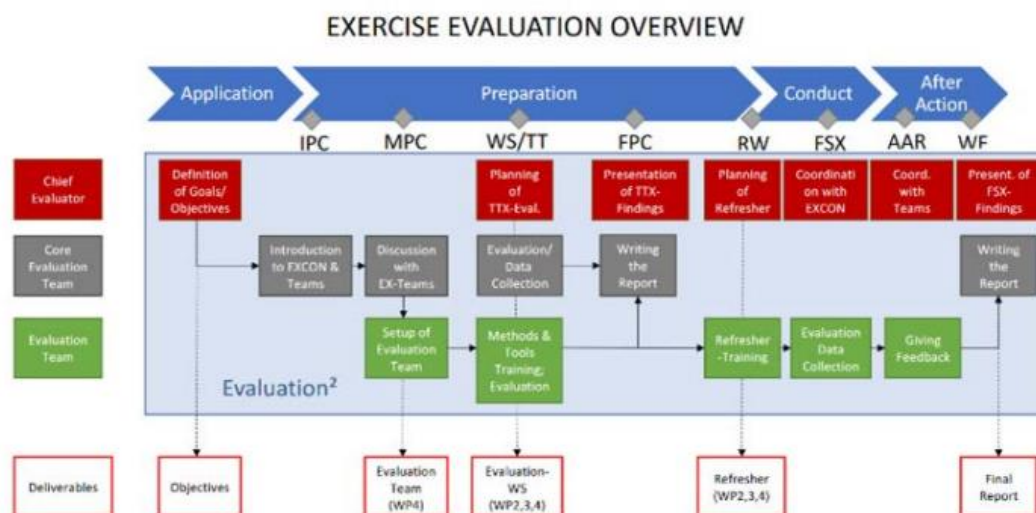


Photo credit: INEGMA-E2 Project

Example caption: *The project developed a versatile evaluation strategy for civil protection exercises, training concept and skillset for evaluators, review and development of existing data collection tools.*



- Diagrams

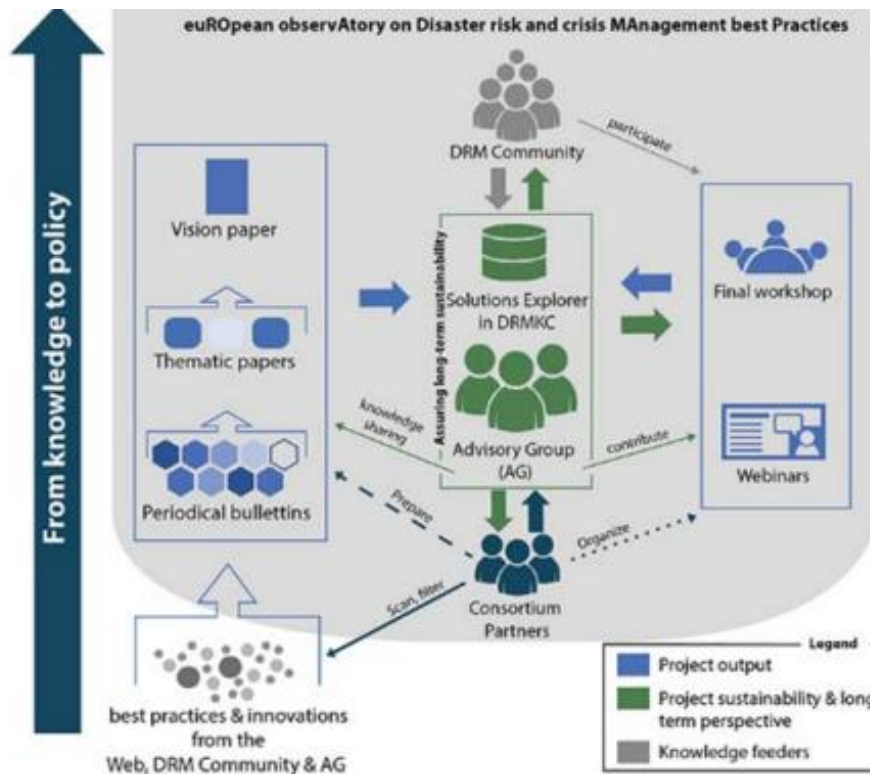


Photo credit: ROADMAP project

Example caption: *The project developed a European doctrine on disaster risk and crisis management and reviewed over 40 case studies and identified 59 good practices.*

- Maps

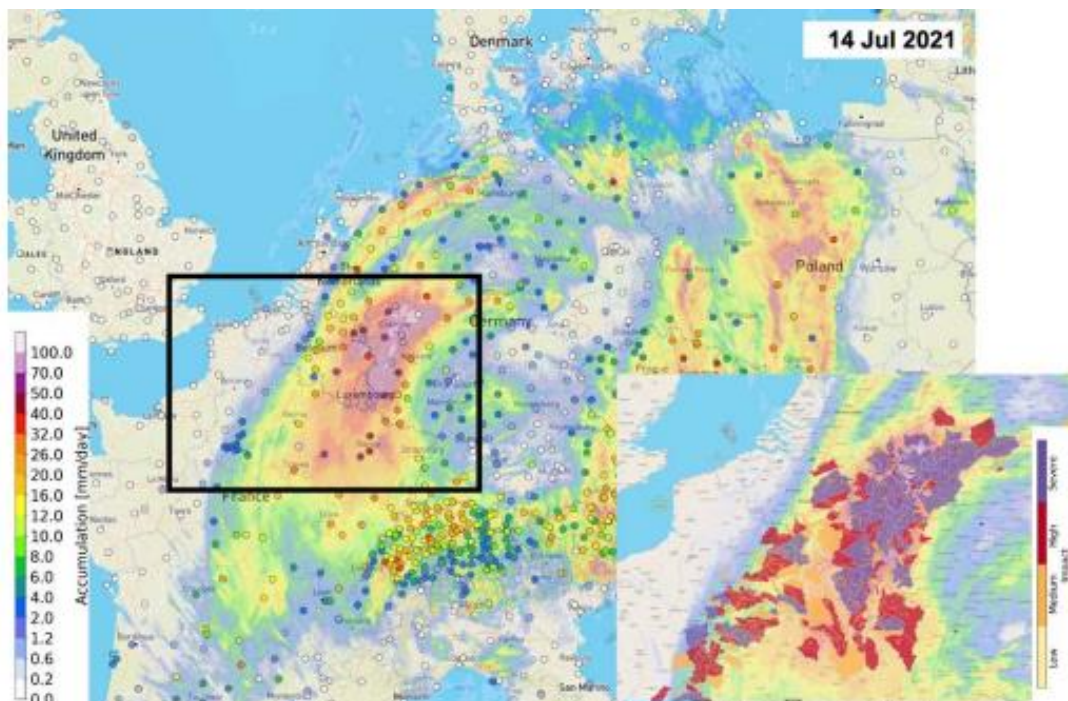


Photo credit: TAMIR project

Example caption: *The project created multi-hazard nowcasts for convective storms on a regional level.*

### 1.3. Videos

#### Resolution and dimensions:

- Standard: 1920x1080 pixels (1080p) at 30 fps.
- High resolution: 3840x2160 pixels (4K) at 30 or 60 fps.
- Web resolution: 1280x720 pixels (720p) at 30 fps.
- Aspect ratio: 16:9 for most content. 1:1 or 9:16 for social media platforms like Instagram.

#### Composition:

- Animation videos and short interviews can be provided. They should be clear, concise, straight to the point, and have subtitles in English. Subtitles should be submitted in `.srt` or `.vtt` format.
- Recorded webinars or activities can also be included. They can be recorded from Teams, Zoom, or Webex, or activities filmed in the field.
- If a video contains clearly visible faces, obtain consent from the individuals shown.

#### Examples:

- Animation videos



*EUROWA project: What happens during an oil spill?*



*EUROWA project: What should authorities do to get prepared for an oil spill?*

- Short interviews

Animations and videos - EUROWA: Bow Jubail Spill (Netherlands, 2018)

- Recorded webinars or activities



*EUROWA project: Oiled wildlife response training*

Videos explaining a project, possibly with interaction with end users or residents:

- [TAMIR project - Managing impacts and risks induced by hazardous weather in Europe](#)
- [TAMIR project - Advanced tools for proactive management of impacts and risks of hazardous weather in Europe](#)
- [SaveMedCoasts project](#)
- [Savemedcoasts-2 project - Sea Level Rise Scenarios Along the Mediterranean Coasts](#)
- [Savemedcoasts-2 project - Simulations of sea level rise along the Mediterranean coasts](#)
- [SaveMedCoasts project: WebGIS](#)

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### *Snapshot of the project's results*

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The snapshot is intended to show the project results, uploaded by the consortium on the Union Civil Protection Knowledge Network platform, as well as other project dissemination.

- The snapshot should include an overview of the project outputs, awareness-raising and promotional material, articles and any other material produced in the framework of the project. Please see first example below.
- If your project has produced promotional material and gadgets, please include a photo of these products – please see second example below.
- The snapshot should be provided in the form of a simple document with images (and possible hyperlinks) of the outputs and material produced in the framework of the project.

#### Examples:



Photo credit: Rescue and Protection Directorate, Montenegro

*Photo of the national risk assessment of Montenegro produced within a project with the same title.*



Photo credit: SEE ME project

*Photo of promotional material produced by the SEE ME project.*



**Layman report (publishable summary)** summarising the work of the project for a general audience:

- A report that clearly and concisely outlines the achievements of the project and its long-term benefits, thereby being more likely to attract the interest of journalists and policymakers, along with those experts and stakeholders focusing on similar issues to those addressed by the project.
- It is prepared at the end of the project, as a report of 5-10 pages, and it is recommended to produce one even if your grant agreement does not require one as such.
- The report should be written in English and another relevant official language of the beneficiary.
- The report should be written for a general audience in easily accessible language (for non-experts), avoiding abbreviations, jargon and complicated sentences.
- The report should include all relevant information: name and project number, duration, total cost, EU contribution and contact details. Powerful images and different voices (i.e. quotes from various stakeholders, partners or volunteers) help to visualise and maximise the impact of the report. Please consider including also some figures such as the number of final beneficiaries of the action, number of trained persons or other relevant result.
- The report must be published on the project page on the Knowledge Network platform.