



COMMUNICATION AND VISIBILITY

MANUAL FOR
CIVIL PROTECTION ACTIONS
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EUROPEAN COMMISSION

DIRECTORATE-GENERAL FOR EUROPEAN CIVIL PROTECTION
AND HUMANITARIAN AID OPERATIONS (DG ECHO)

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1. INTRODUCTION

Under the European Union's (EU) long-term budget 2021-2027, strategic communication and visibility are important parts of all EU programmes which implement the EU political priorities.

The guidance provided in this Manual by DG ECHO complements the [Corporate Requirements](#) provided by the European Commission's Directorate-General for Communication.

It is intended for civil protection authorities and partners receiving financial support from the EU within the EU Civil Protection Mechanism.

1.1 Legal Basis

[EU Decision 1313/2013](#) provides that civil protection organisations and stakeholders receiving EU financial or in-kind support for disaster management projects are required to mention the EU's contribution and display the EU emblem.

The 2021 revision of the EU Civil Protection Mechanism legislation, specifically [EU Regulation 2021/836](#), Article 20a, further reinforces these communication and visibility obligations for both recipients of Union funding ("EU grants") and the beneficiaries of the assistance provided.

1.2 Disclaimer

This Manual provides general guidance on the implementation of contractual visibility and communication obligations.

The specific application depends on and may be adapted to the circumstances of individual actions. Civil protection authorities and partners are invited to consult the European Commission in case of doubt or questions.

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2. EU VISIBILITY

Recipients of EU funding are obliged to acknowledge the source of their funding and ensure its visibility. This obligation supports transparency, provides accountability, and fosters public confidence in and support for EU initiatives.

This applies to recipients of EU funding for various civil protection actions, including activities related to prevention, preparedness, and response. These activities are implemented by countries participating in the EU Civil Protection Mechanism, as well as by civil protection stakeholders and international partners.

The visibility obligations apply equally, regardless of whether the actions concerned are implemented by the European Commission, through grants and procurement contracts, or other partners through indirect management.

Reference to recipients or (implementing) partners in this Manual refers to grant beneficiaries, contractors, organisations, entities or persons implementing civil protection actions, whether in direct or indirect management, which are partly or wholly funded by the EU.



2.1 EU emblem

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be created or used to highlight EU support, unless previously agreed with the European Commission.

All recipients of EU funding must therefore use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground, including during response to emergencies as well as prevention and preparedness activities.

Where the EU is the sole donor, the EU emblem must appear where it will be most prominently visible. Where there are multiple donors, the EU emblem must be at least as prominently displayed as those of the other financial partners, and the positioning of emblems must be determined in agreement with all the donors.

When the EU emblem is reproduced in any graphic representation, it must be used in its entirety, without any alterations or additions. The display or reproduction of the emblem may not incorporate any flag or symbol of another country, donor, agency, or organisation. The graphic representation of any such partners must be displayed separately.

The placement of the EU emblem should not give the impression that the third-party promoter is part of the EU institutions. Therefore, it is required to place the EU emblem well apart from the logo of the third-party organisation.

There is no specific technical guidance on the amount of space or precise graphic placement between the EU emblem (logo) and other logos. However, sufficient spacing should be ensured so that the logos do not give the impression of forming a “joint” logo.

The EU emblem and other visual elements can be found on the [DG ECHO Partners' Website](#).

Please consult [‘The use of the EU emblem in the context of EU programmes 2021-2027: Operational Guidelines for Recipients of EU funding’](#) for detailed guidelines on the use of the EU emblem.

2.1.1 Derogations

If using the EU flag and the funding statement ‘Funded by the European Union’ could create security risks – for example, during EU civil protection operations outside the EU – please contact DG ECHO’s Communication Unit.

Exemptions from these visibility requirements can be granted only for security reasons. DG ECHO’s Communication Unit will review such requests on a case-by-case basis.

2.2 Funding statement

The EU emblem should be accompanied by a funding statement mentioning the EU’s support. The funding statement ‘Funded by the European Union’ or ‘Co-funded by the European Union’ (as appropriate) shall always be spelled out in full in the operational language of the EU programme and relevant local language(s) and be placed next to the emblem.

Both the EU emblem and the funding statement are essential to acknowledge EU support. As a rule, they always go hand in hand



**Funded by
the European Union**



**Co-funded by
the European Union**



**Funded by
the European Union**



**Co-funded by
the European Union**

2.3 Placement

There is no one-size-fits-all requirement for the exact placement of the EU emblem and funding statement, as this would be impractical given the variety of materials and formats available. However, they must be prominently displayed, clearly visible, and appropriately sized for the given format.

2.4 Examples of EU emblem and funding statement

2.4.1 Display panels

Display panels, if used, must identify the key deliverables and project management structures of the EU-funded actions to which they refer. They must be clearly visible so that passers-by are able to read them and understand the nature of the action and the role of the EU as a donor.

2.4.2 Vehicles, clothing, and equipment

All vehicles, supplies, equipment, clothing items, and stickers used in, or delivered under, EU-funded actions, including crisis response, training and exercises, must be clearly identified and visibly bear the EU emblem and the relevant funding statement, including on certified response capacities in the European Civil Protection Pool and rescEU assets.

EU-branded velcro badges can be temporarily affixed to clothing during civil protection deployments or exercises, and later removed when no longer needed.

2.4.3 Banners

For banners produced as a backdrop for events, such as press conferences, the EU emblem and relevant funding statement must appear on the banner where it will be most prominently visible.



2.4.4 Publications

The EU emblem and relevant funding statement must be included in reports, brochures, leaflets, flyers, posters, newsletters and other publications, printed or electronic, directly relating to EU-funded actions. Whenever possible, when a partner's own publication features an EU-funded initiative but is not exclusively related to it (e.g. annual reports, etc.), this fact should be acknowledged with the relevant statement as part of the visual or written reference to the initiative. An appropriate disclaimer should be used as set out in Section 4.6.

2.4.5 Digital assets

Digital assets are understood to be any product that is stored digitally and is uniquely identifiable that organisations can use to promote their actions. Examples of digital assets include webpages, visuals, infographics and videos. The EU emblem and relevant funding statement must be included in digital assets directly relating to EU-funded actions. Whenever possible, when a digital asset features an EU-funded action but is not exclusively related to it (e.g. general websites, etc.), this fact should be acknowledged with the relevant statement alongside the visual or written reference to the initiative.

2.4.6 Stationery, business cards, letterheads, etc.

Where the title of an EU-funded action is mentioned on stationery (for example, in letterheads, correspondence subject lines, business cards and email signatures) used by the partner, it must be accompanied by the relevant funding statement. Under no circumstances may the EU emblem be used on partners' business cards, stationery, or correspondence (either by post or email).



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2.5 Co-branding

When displayed in association with other emblem(s)/logo(s) - e.g., rescEU, European Civil Protection Pool, other donors or sponsors - the EU emblem must be displayed at least as prominently and visibly as the other emblem(s)/logo(s) and be at least the same size as the biggest of the other emblem(s)/logo(s).

The sole use of the civil protection triangle combined with the EU stars, often referred to as the EU Civil Protection logo, is not recommended. However, it can be displayed next to the EU emblem following the principles mentioned above.



European Civil Protection

3. COMMUNICATION

Strategic communication plays a key role in raising awareness of the EU's political priorities and showcasing its positive contributions, particularly through EU civil protection actions.

Member States, Participating States, and other civil protection partners are encouraged to recognise the value of EU solidarity and coordination in their communication activities. Highlighting the collective efforts and shared responsibility in responding to crises helps reinforce public understanding of the benefits of working together at the EU level.

By highlighting the EU's role in disaster prevention, preparedness and response, communication efforts position the EU as a trusted partner, demonstrating its impact and commitment to supporting all countries in times of crisis.

Even though EU civil protection partners are not required to submit strategic communication plans, the following chapters provide **general guidance and advice** to support both their short- and long-term communication objectives, especially in view of EU-funded actions.

3.1 Narrative

The narrative should focus not only on what the action is but also on why it is needed, emphasising shared values, interests, and impact. Effective messaging requires understanding how the target audience thinks and feels - and why. This involves identifying their needs, hopes, and fears.

By framing messages in a way that resonates with the audience's values, interests, and motivations, they are more likely to be

remembered and acted upon. Messages should be tested and refined as needed, to the extent possible.

Getting this right will highlight the added value of the action and ensure that awareness, understanding, and perception of the EU's civil protection efforts align with the scale, scope, and ambition of our joint engagement.



3.2 Objectives

Specific and measurable communication objectives - ambitious yet attainable - should be set and aligned with the overall purposes of the action. Whether short- or long-term, the timeframe for achieving each goal should be clearly specified.

3.3 Audience

Properly identifying and segmenting the target audience is key to successful communication. Each objective may have multiple target groups, so communication efforts should ensure that messages and tactics are tailored accordingly. Audience research is recommended to better understand their values and motivations, ensuring that messages are framed and communicated in a way that resonates with them.

Depending on the emergency, action, and geo-strategic context, strategic communication activities should primarily target two complementary audience types, with varying emphasis.

Wider audiences, comprising ordinary members of the public who are not involved in policy, advocacy or international relations, and who may not be aware of EU civil protection actions.

Specialised audiences, including key political



and opinion leaders, the wider civil protection community, think tanks, business community and private sector, activists, and other relevant multipliers.

The primary target audience of communication actions by civil protection partners and stakeholders should be the public, both in the EU and in third countries where EU-funded emergency assistance is carried out.

The [Union Civil Protection Knowledge Network Platform](#) (managed by ECHO B3) is the exception to this; it was set up specifically for the civil community and stakeholders to build networks, share knowledge for action and research that matters.

The goal is to give meaning to our joint actions by clearly explaining what we do, how we do it, and why, using simple language and avoiding acronyms and jargon. It should also emphasise the added value provided by the EU.

EU Reference

When addressing the primary target audience, “European Union” (or its acronym “EU”) is the preferred term for basic visibility activities and media communications.

The term “EU Civil Protection” or specific initiative names such as “rescEU” may also be used in communication materials, where relevant and appropriate. The stand-alone acronym “DG ECHO” should be avoided.

3.4 Approach

The communication approach to be adopted depends on the specific action and target audience.

- **Channels:** Which channel is best to reach your audience? This can vary widely depending on country, region, type of emergency, etc. Different audiences consume content via different channels and effective communication depends on knowing where the target audience will be. Examples of channels are written media, TV, social media, events, etc.
- **Content:** Just as different audiences are reached through different channels, the content must also vary to resonate effectively with each audience and platform. Understanding both the audience and the channel allows for tailored content. Examples of content include images, videos, and publications.
- **Networks and multipliers:** Identify key message amplifiers - such as media, civil society, and academia - that can enhance reach, credibility, and impact. Proactively share content with them, especially during ongoing emergencies when newsworthy material is in high demand. Additionally, ensure your content is shared with the Commission for further promotion.
- **Influencers:** Influencers are recognised voices who can not only amplify content reach but also connect with and engage the target audience. Influencers may include digital content creators, local or national celebrities, and champions. It is essential to thoroughly evaluate each influencer's profile to mitigate reputational risks.
- **EU-owned campaigns:** Whenever requested by the EU, the recipients of EU funding should support the EU's own communication actions (e.g. by providing content or supporting access, for EU campaigns or media actions).



3.5 Activities

Each emergency, prevention, and preparedness action may require different communication activities, and there is no one-size-fits-all model.

Communication activities must always be designed to align with the objectives and target audiences outlined above, based on the specific initiative. The key priority is to ensure that activities are discussed and agreed upon in advance with the European Commission, where possible, to maximise mutual benefit and impact.

Civil protection partners should make all key materials generated by the action (e.g. photos, videos) available to the EU in an appropriate format throughout the implementation of the action.

Initiative-specific communication channels - such as websites, social media accounts, and newsletters - are generally not recommended unless there is a specific and compelling justification for their creation or continuation. Any exceptions must be discussed with the Commission and decided on a case-by-case basis, according to demonstrated need and impact, and include the relevant disclaimer(s) (see Section 4.6).

3.5.1 Press and media engagement

3.5.1.1 Press releases

Press releases may be issued at the start or conclusion of a deployment or action to highlight its objectives and (expected) outcomes. They should clearly state that the action is funded or co-funded by the European Union and include concrete figures or examples of the (expected) impact of the assistance provided. Technical language must be avoided at all costs.

A press release must display the EU emblem alongside that of the national civil protection authority and/or other leading partners. Civil protection authorities are kindly requested to share a draft of the press release with the European Commission before publication.

A quote from a high-level European Commission representative, Head of the Commission Representation in a Member State, Head of an EU Delegation, or an EU Civil Protection representative - such as a field expert, team leader, or counterpart at the Brussels headquarters - may be included. All quotes from Commission representatives must be approved before publication.

Partners are also encouraged to include a description of the [EU Civil Protection Mechanism](#) and [other relevant EU civil protection programmes](#) at the end of their press releases. Additionally, press releases may include the contact details of a relevant EU Civil Protection representative for media inquiries, with prior approval from the Commission required for the contact person.

For further reference, press releases should include the URL address of the EU Civil Protection and Humanitarian Aid Operations [website](#).

If a press release is issued by the EU, partners must provide all necessary technical information and background upon request.

3.5.1.2 Press conferences

The European Commission may organise joint press conferences together with civil protection bodies, stakeholders, and the national government that requested assistance in the aftermath of a disaster or those involved in major EU-funded initiatives.

Press conferences held in connection with an EU-funded action in a third country must always be organised in cooperation with the relevant EU Delegation or EU Civil Protection and Humanitarian Aid Office on the ground. During these press conferences, the EU flag must be displayed whenever other flags or emblems are present.

Additionally, the Commission arranges dedicated media visits for journalists to showcase the practical results of EU Civil Protection actions. Both press conferences and media visits aim to enhance the visibility of EU assistance, with the number of positive press articles serving as an indicator of their success.

EU civil protection bodies and stakeholders are encouraged to actively contribute to the success of these press conferences and media visits, assisting with logistics, outreach to national media, and other necessary arrangements.

3.5.1.3 Media clearance

Civil protection partners do not require authorisation from the European Commission to speak to the media, provided they speak on behalf of their own organisation (e.g. a national civil protection authority) and focus on the technical aspects of the action.

When engaging with the media, partners should acknowledge the financial assistance of the EU and highlight the tangible results achieved thanks to EU support.



3.5.1.4 Journalist and digital content multipliers visits

Civil protection partners must inform the European Commission in advance of any media or digital content multiplier visits to EU-funded activities.

For all such visits organised within the framework of an EU-funded initiative, partners must ensure that the Commission is informed well ahead of time to allow for input and enable efficient and effective planning, including details about the date and likely focus.

After the visit, partners are encouraged to share relevant press and social media clippings with the Commission.

3.5.2 Digital communication

Information about EU-funded civil protection actions is shared through the official websites, web platforms, and social media accounts of the EU.

At the EU's request, implementing partners are required to provide appropriately formatted content and visuals for publication on relevant EU websites and social media accounts.

3.5.2.1 Web communication

Partners are encouraged to display information about ongoing EU-funded civil protection actions and initiatives on their websites. They may also be required to provide content for "ec.europa.eu" domain pages.

Initiative-specific web content should provide context and highlight results, demonstrating the added value of the action and the impact achieved, supported by facts and figures. It should be factual yet engaging, avoiding jargon. Human interest stories are one of the best ways to connect with people.

3.5.2.2 Social media

Social media communication is a high-impact tool for creating visibility among the public and specific target audiences. Partners should craft concise, engaging content that cuts through the noise to inspire action and interaction. Powerful, newsworthy visuals are among the most effective ways to communicate information and ensure messages are remembered.

Civil protection partners are encouraged to make full use of their own social media channels, especially during ongoing emergencies, where timely information is crucial.

The creation of initiative-specific social media accounts is not permitted or recommended, unless explicitly agreed in advance with the European Commission and provided that the necessary disclaimers are properly incorporated (see Section 4.6).

To maximise reach and impact, partners are encouraged to coordinate with the relevant EU counterparts for joint social media activities, such as collaborative posts on Instagram.

To meet the visibility requirements, social media content should:

- Clearly mention and illustrate the EU's financial support to the deployment, action, or initiative.
- Do not refer to DG ECHO: Refer instead to the European Union, EU, or EU Civil Protection, whichever is clearer for the audience.
- Use no or only relevant hashtags, such as #EUCivilProtection, #rescEU, and specific event-related hashtags, such as #CPForum2026

Tag DG ECHO in posts using the following official handles:



Facebook: @EUinEmergencies



LinkedIn: EU in Emergencies



X: @eu_echo



Instagram: @eu_echo



Youtube: @EUCrisisresponse

DG ECHO's social media presence may evolve alongside changes in the social media landscape. The latest list of official accounts is available at the bottom on the [DG ECHO website](#).

Partners are expected to actively engage their audience by producing visually attractive content that highlights EU-funded assistance. Tagging relevant EU institutions or agencies in posts ensures increased visibility and engagement. By adhering to these guidelines, partners can effectively communicate their efforts while reinforcing the EU's role in supporting crisis response operations.

Sécurité Civile  @SecCivileFrance

Follow

Show translation

Flag icon L'hélicoptère bombardier d'eau mobilisé en renfort au #Portugal a réalisé plus de 60 largages hier pour appuyer les forces de secours de la @ProteccaoCivil.

Déployé dans le cadre du programme #RescEU, il participe à la solidarité européenne coordonnée par @eu_echo.

Ministère de l'Intérieur and 7 others

14:33 · 22 Aug 25 · 6,980 Views

3.5.2.3 Photos

Photography is a powerful storytelling tool. Whether through a single image or a series of photos, it can capture attention and evoke emotion. As part of their communication efforts, EU civil protection partners are encouraged to plan for the production and dissemination of high-quality, newsworthy photos that clearly acknowledge EU support.

Civil protection partners are also encouraged to capture and promote photos of EU-funded crisis response deployments and initiatives, ensuring clear acknowledgment of the EU's support. They are invited to share these photos with the European Commission as soon as possible – ideally during or shortly after deployment – via:

- ECHO-COMM-CP@ec.europa.eu
- ECHO-ERCC@ec.europa.eu
- ECHO-AUDIO-VISUAL@ec.europa.eu

Photos shared with the Commission for further dissemination should ideally be high resolution (72dpi for web, 300dpi for print) and accompanied by:

- Brief captions;
- An explanatory sheet with background details, including:
 - Date, country, city/region, action, copyright;
 - If applicable: The name and role of individuals in the photo, provided the necessary consent has been granted.
 - Whenever possible: ALT text.

For ongoing emergencies and EU-coordinated responses, lower-resolution photos with very short captions are also acceptable.

The EU reserves the right to edit photo captions to align with its editorial style for websites and social media accounts.

Additionally, the Commission may deploy professional photographers and audio-visual crews to document assistance provided under the EU Civil Protection Mechanism.

Partners must ensure full compliance with Intellectual Property Rights and General Data Protection Regulation (GDPR) requirements.

If needed, civil protection partners are welcome to make use of DG ECHO's photo collection available on [this Flickr page](#).

3.5.2.4 Videos

People are highly visual, and video continues to grow in importance as a key communication tool. Viewers retain more information from video than from text, making it a powerful medium for conveying both intention and impact.

Whether human-centred or information-driven, videos should lead with values and emotion to capture attention. For social media, the format, duration, and editing must align with current dissemination standards and best practices.

For ongoing emergencies and EU-coordinated responses, lower-quality videos and clips are acceptable.

Audio-visual products should highlight the tangible impact of EU civil protection assistance, provided in close cooperation with Member States and Participating States under the EU Civil Protection Mechanism. The EU's role can be emphasised by integrating it into the storyline, using visuals such as:

- Footage displaying the EU emblem (on items, stickers, uniforms, etc.);
- Statements and references to the EU's support, e.g., "Thanks to EU assistance/ financial support, [organisation] has helped [number] people affected by [event]."
- Interviews with the EU Commissioner, a senior EU official, or an EU technical expert, alongside beneficiaries receiving EU-funded civil protection assistance.

To maximise visibility, the EU emblem, accompanied by the relevant funding statement and/or EU branding, must appear within the first 10 seconds of the video - not just as a final slide - since most viewers do not watch videos until the very end.

CODE OF CONDUCT

Always ensure the subject(s) fully understand(s) and freely consent(s) to being filmed/ photographed, including how their image(s) may be used.

Basic principles to follow are:

- Videos/photographs should always demonstrate respect, focusing on the dignity and agency of the subject(s).

"DG ECHO" should always be referred to as the European Union, EU, or EU Civil Protection, as appropriate. For more guidance, please refer to the table below.

In addition to ready-made videos, civil protection stakeholders are encouraged to share clear broadcast footage in a 16:9 aspect ratio that can be easily re-edited into a video. If interviews are conducted, transcripts in both the original language and English should also be provided when available.

Partners are encouraged to share available audio-visual material with the European Commission as soon as possible, especially during emergency response deployments. The link to download the material should be sent to:

- ECHO-COMM-CP@ec.europa.eu
- ECHO-ERCC@ec.europa.eu
- ECHO-AUDIO-VISUAL@ec.europa.eu

Partners must ensure full Intellectual Property Rights and General Data Protection Regulation (GDPR) compliance as required by law.

- Videos/photographs should not depict the subject(s) as passive or helpless victims.
- Videos/photographs should not stereotype, sensationalise or mislead.
- Be aware of intellectual property rights that can apply to buildings, artworks, etc.
- If there are children in the video/ photograph, the parents/guardian must grant their authorisation in writing.

Basic guidance on producing videos for social media:

- Produce the videos in square or vertical format when producing videos for Facebook, Instagram, X, or LinkedIn. It is best to film the videos with this format in mind.
- Produce social media videos to be watched with sound OFF. 85% of viewers watch without turning the sound on.
- When using text in the video, make the text big, bold, simple and as brief as possible.
- Try to give your video a cinematic look to grab attention.
- Always use subtitles when there is speech. Make the subtitles big and easy to read (and simplify what is said to make it easy to read).
- Make the video edit as short as possible - aim for one-minute productions maximum.
- Tell simple, engaging stories with attractive footage. Try to make them relatable. The video should give people a small idea of what we do, not explain it to them in detail. Never use any jargon or acronyms.
- You only have 2-3 seconds to catch people's attention on social media with your video. Use it well and start with the most exciting part of the story to acknowledge EU support.

3.6 Measuring impact

Monitoring is a continuous and systematic process of collecting data on an activity. Clearly defined key performance indicators (KPIs) are essential for measuring success in achieving set objectives, thereby enhancing transparency and accountability.

Key performance indicators can be quantitative or qualitative. In an effective monitoring system, both types of indicators should complement each other to provide a comprehensive assessment.

For EU-funded civil protection initiatives and operations, monitoring should also include communication actions and visibility requirements. This includes tracking the delivery of key activities such as:

- Submission of photos and/or videos that showcase how EU visual branding is applied to capacities funded or co-funded under EU Civil Protection.
- Press communication that includes appropriate references to EU Civil Protection.
- Social media communication that refers and links to EU Civil Protection.
- Events organised in the margins of an EU Civil Protection operation.
- Any other proactive communication about the Union's support to national media, stakeholders, and through their communication channels.
- Support to the EU's own communication efforts.

3.6.1 Minimum requirements

As a minimum requirement for all EU-funded operations, including during EU Civil Protection Mechanism emergency deployments, the European Commission expects funding recipients to apply EU visual branding throughout the delivery of the action. Additionally, funding recipients are asked to:

- Acknowledge the EU's assistance on their social media channel(s).
- Support the Commission's communication efforts if invited to do so.

Derogations to this can be allowed for safety reasons, as stated in Section 2.1.1.

3.6.2 Additional requirements

The EU encourages clear, consistent, and high-impact communication across all EU-funded civil protection actions and initiatives. To help achieve this, the following recommendations reflect good practices aligned with the scale of EU funding and the expected visibility results:

For grants up to €1 million, it is considered good practice to complement visual branding and social media communication with at least one of the following:

- Press communication;
- Submission of professional photos and/or videos;
- Other visibility actions, such as ceremonial events.

For grants above €1 million, recipients are strongly encouraged to deliver all the following, in addition to visual branding and social media communication:

- Press communication;
- Submission of professional photos and/or videos;
- Other visibility actions, such as ceremonial events (optional).

3.7 Non-compliance

In cases where operational or communication colleagues detect, at the stage of the Final Report, that a beneficiary or partner has not adequately fulfilled their visibility and/or communication obligations and no alternative arrangements have been agreed, DG ECHO may launch proceedings for a reduction of its contribution.

Where justified, a substantial breach of communication and visibility obligations may also lead to other consequences of non-compliance described in the contractual framework, e.g. cost rejection (i.e. cost disallowance) and/or suspension or termination of the Agreement or participant(s).

4. INTELLECTUAL PROPERTY RIGHTS

The European Commission has the right to use communication and visibility material produced and owned by the recipients of EU funding, including EU funding for civil protection actions and initiatives.

4.1 Copyright

The ownership of the material remains with the recipients of EU funding, unless otherwise specified in the contractual agreement.

4.2 The EU's right to use communication material

The granting authority has the right to exploit non-sensitive results of the action for information, communication, dissemination and publicity purposes, using any of the following modes:

- a. use for its own purposes: in particular, making them available to persons working for the granting authority or any other EU service (including institutions, bodies, offices, agencies, etc.) or EU Member State institution or body; copying or reproducing them in whole or in part, in unlimited numbers; and communication through press information services;
- b. distribution to the public in hard copies, in electronic or digital format, on the internet including social networks, as a downloadable or non-downloadable file;
- c. editing or redrafting: including shortening, summarising, changing, correcting, cutting, inserting elements (e.g. meta-data, legends or other graphic, visual, audio or text elements), extracting parts (e.g. audio or video files), dividing into parts or use in a compilation;
- d. translation: including inserting subtitles/ dubbing, in all official languages of EU;
- e. storage in paper, electronic or other form;
- f. archiving in line with applicable document-management rules;
- g. the right to authorise third parties to act on its behalf or sub-license to third parties, including if there is licensed background, any of the rights or modes of exploitation set out in this provision;
- h. processing, analysing, aggregating the results and producing derivative works;
- i. disseminating the results in widely accessible databases or indexes (such as through 'open access' or 'open data' portals or similar repositories, whether free of charge or not).

Partners must ensure these rights of use for the whole duration they are protected by industrial or intellectual property rights.

4.3 Moral rights or third-party rights

If results are subject to moral rights or third-party rights (including intellectual property rights or rights of natural persons on their image and voice), partners must ensure that they comply with their obligations under their contractual agreement (in particular, by obtaining the necessary licences and authorisations from the rights holders concerned).

4.4 Copyright notice

Where applicable, the granting authority will insert the following information: "© – [year] – [name of the copyright owner]. All rights reserved. Licensed to the [name of granting authority] under conditions."

4.5 Templates

All official EU templates for licencing and image rights, including the model release forms, can be found on the EC [Audiovisual Library](#) website.

4.6 Disclaimers

The EU is not responsible for the contents of communication materials related to EU-funded or co-funded actions prepared by implementing partners, all of which must include a standard disclaimer, translated into (the) local language(s) where appropriate.

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5. USEFUL LINKS AND CONTACT POINTS

5.1 Contact for questions

- DG ECHO Communication Team: ECHO-COMM-CP@ec.europa.eu
- EU Emergency Response Coordination Centre: ECHO-ERCC@ec.europa.eu
- Knowledge Network Platform: ECHO-CP-KNOWLEDGE-NETWORK-PLATFORM@ec.europa.eu

5.2 Visibility guidelines and resources

- [Download visual elements](#)
- [EC visibility guidelines](#)
- [Use of the EU emblem in the context of EU programmes 2021-2027](#)
- [EU emblem graphic guide](#)
- [DG ECHO's photo collection on Flickr](#)
- [See this Manual online](#)

5.3 Intellectual Property Rights

- [EC Audiovisual Library IPR Guidelines](#)
- [Guidelines for the deposit of audiovisual material at the EC Audiovisual Library](#)

5.4 Regulations and Decision

- [Decision No 1313/2013/EU of the European Parliament and of the Council of 17 December 2013 on a Union Civil Protection Mechanism](#)
- [2011/833/EU: Commission Decision of 12 December 2011 on the reuse of Commission documents](#)

5.5 Copyright used in this Manual

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