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COMMUNICATION GUIDELINES FOR PROJECTS AND ACTIVITIES CARRIED OUT WITHIN THE «CULTURE HELPS SOLIDARITY / КУЛЬТУРА ДОПОМАГАЄ: СОЛІДАРНІСТЬ» PROGRAMME

We will be delighted to share information and updates about the progress of your projects, so we have prepared these guidelines for sharing updates on your « Culture Helps Solidarity / Культурадопомагає:Солідарність » project.

VERY IMPORTANT
The following disclaimer should be used in all public communications:

"Culture Helps Solidarity / Культурадопомагає:Солідарність is a project co-funded by the European Union and implemented by the European Cultural Foundation (Amsterdam), Insha Osvita (Kyiv), zusa (Berlin) and VETERANKA Movement (Kyiv)."

Please, whenever possible, include the standard disclaimer in all texts, event descriptions, and social media posts.

KEY REQUIREMENTS EU FUNDING

Acknowledge EU funding in all communication outputs and use the EU logo correctly;
The logo must be clearly visible and legible;
It must not be altered (no colour changes, distortion, or added elements);
It must be used in high resolution.
It should not be combined into a single graphic with other logos, placed in a prominent position, ensuring visibility and readability;

Placement:

- Websites: homepage or project page (header or footer)
- Publications: front cover, back cover, or inside first pages
- Presentations: title slide or closing slide /
- Events and materials: banners, posters, signage
- Social media visuals: included where feasible

When displayed alongside other logos:

- The EU emblem must be at least as prominent and visible as the other logos
- It should be placed in a position of equal importance (not isolated or hidden)
- Maintain adequate spacing around the emblem to preserve its visibility
- Do not group it into a combined logo block that reduces its clarity

Respect the original proportions—do not stretch or compress the logo.

This obligation applies to all materials related to your funded activities.

PUBLICATIONS / WEBSITES / AUDIOVISUAL CONTENT

In all reports, studies, catalogues, online project pages or their footers, in credits or descriptions, include:

"Funded by the European Union. Views and opinions expressed are, however, those of the authors) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them."

IMAGE MEDIA COMMUNICATION

On posters, event covers, and other visual materials used for project communication, logos should be positioned on the image in the following order:

1. Culture Helps Solidarity / Культура допомагає: Солідарність
2. Creative Europe
3. European Cultural Foundation
4. Insha Osvita
5. zusa
6. VETERANKA

SOCIAL MEDIA

We have created two dedicated social media channels to share communication about the programme, and allow funded projects to more easily remain updated on other funded projects. Please follow them so you can share its' content – and of course tag these when you post.

Instagram: https://www.instagram.com/culturehelpssolidarity/
LinkedIn: https://www.linkedin.com/showcase/culture-helps-solidarity

Please add these accounts as collaborator / co-author to your Instagram / LinkedIn posts so it gains more visibiity within the programme. Additionally, we ask you to always use the hashtag #culturehelpssolidarity when sharing updates.

Furthermore, we kindly ask you to tag European Cultural Foundation, Insha Osvita, VETERANKA Movement and zusa on social media so that we might promote your updates from these accounts too.

European Cultural Foundation
https://www.linkedin.com/company/european-cultural-foundation/
https://www.facebook.com/EuropeanCulturalFoundation/
https://www.instagram.com/europeanculturalfoundation/

Insha Osvita
https://www.linkedin.com/company/ngo-insha-osvita-/
https://www.facebook.com/inshaosvita/
https://www.instagram.com/insha_osvita_community/

VETERANKA Movement
https://www.linkedin.com/company/the-veteranka-movement/
https://www.facebook.com/VeterankaMovement
https://www.instagram.com/veteranka_/

zusa
https://www.linkedin.com/company/zusaculture
https://www.facebook.com/zusaculture
https://www.instagram.com/zusaculture/

INTAKE INTERVIEWS

The four project partners like portraying you in their communication channels, therefore we have created sets of standarised questions for intake interviews of Collaboration – and Project Grantees. Your answers will help the communciations teams to get to know you and prepare better for in-depth interviews. Please answer these questions on this TYPEFORM.

MEDIA

We plan to invite media representatives to certain events within your projects. We will notify you in advance. We will be grateful for your support in this: help with accommodation recommendations, give a comment for media material, contact the speakers, share photos/videos and more.

MAIL

Please send your news and updates to **chs@culturalfoundation.eu**