



EBSOMED communication & visibility manual

V3 September 2019



The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.

Introduction

Communication is a crucial process embedded into every stage of The EBSOMED Project's life cycle. From project start up, through implementation, until and even after closure of a project, communication plays a key role in that apply to the EBSOMED Project. Considering the diversity of contents communicated to heterogeneous target groups through multiple channels, the complex process of communication requires careful planning, a good methodology and efficient tools. Communication is complementary to a Project's overall management tasks, but it is also a management task in itself. It is not possible to identify a single process that could be applied to every communication activity every time. However, it is possible to draw up some standard principles that apply to the EBSOMED Project.

This manual intends to establish the communication and visibility rules for the EBSOMED project. The framework of this manual is based upon:

- The contract with the European Commission;
- The cooperation protocol between members of the EBSOMED consortium and various partnership agreements;
- The Communication and Visibility Guide in EU-financed external action

In case of any discrepancy between the hereby manual and the EU manual, the latter and any interpretation made of it by the European Commission must prevail.

Respecting the communication rules is mandatory to guarantee the eligibility of the operations and of the incurred expenses.

PS: As EU projects are not allowed to have logos, the EBSOMED symbol will be referred to as visual identity.

EBSOMED Communication Manual aim

This document aims at assisting partners and affiliated entities in setting up their communication operations according to the European Union requirements. It also aims at defining visibility project identity rules specific to the EBSOMED project and to assure the coherence and unity of the project communication messages and tools;

Electronic versions of the different templates and documents will be sent to partners and affiliates. They will also be available online on the partners section of the website.

This manual will be updated and revised during the program implementation period. Partners and affiliates are strongly advised to be in contact with the BUSINESSMED Communication team (promotion@businessmed-umce.org) for all issues that concern Information and promotion.

Objectives

Firstly, partners and affiliates are called upon to pay a special attention to the financial support provided by the European Union. According to this criterion, they must:

- raise awareness of general or specific public on the project's objectives as well as the results and impact achieved through the EU support;
- ensure the project's visibility;
- guarantee transparency of the EU funding;

In implementing the operations, partners and affiliates shall also pay attention to the following suggestions, which can increase the quality and the impact of communication:

- ✓ Clearly define the target groups from the beginning (for instance public administrations, national, regional and local authorities, decision makers, media, companies, civil society...);
- ✓ reach the identified target groups and therefore develop tailored messages for them;
- ✓ write short sentences;
- ✓ use few technical words and make it simpler the understanding of the operations or simplify the style;
- ✓ avoid too long texts;
- ✓ make most use of pictures and images;
- ✓ make sure that chosen pictures match with the content;
- ✓ do not neglect the images and photos' colors, in order to respect the Project's graphic line;
- ✓ make sure that your tools (booklets, flyers, newsletters, website, etc.) will draw beneficiaries and stakeholders' attention.

During Project implementation, **partners and affiliated are required to collect samples of all produced communication materials**, including media-related material. Copies must be sent to BUSINESSMED.

Requirements & recommendations

General conditions

Visibility and communication-related activities must comply with the requirements listed below. Some of these requirements have a general application while others depend on the type of communication tool and need to be adjusted on a case-by-case basis.

The EBSOMED visual identity and the EU logo (containing the expression “Project financed by the European Union”) must appear on all communication supports (brochure, flyers, letterheads, promotion materials, etc.).

The EU logo cannot be smaller than the other logos placed next to it (see chapter 4 of the [EU Communication rules manual](#)).

Special requirements

Mandatory Disclaimer

All publications shall include the following disclaimer:

English

This publication has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of BUSINESSMED and <name of the implementing Partner/name of the author/contractor> and can in no way be taken to reflect the view of the European Union.

French

Cette publication a été produite avec l'aide financière de l'Union Européenne. Le contenu de ce document est la seule responsabilité de BUSINESSMED et <Nom du partenaire> et ne peut en aucun cas être considéré comme reflétant la position de l'Union Européenne ou celles des structures de gestion du Programme.

General Statement about the European Union

Leaflets and Brochures shall incorporate the general statement about the European Union¹.

General statement in English

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

General statement in French

L'Union européenne est constituée de 28 États membres qui ont décidé de mettre graduellement en commun leur savoir-faire, leurs ressources et leur destin. Ensemble, durant une période d'élargissement de plus de 50 ans, ils ont construit une zone de stabilité, de démocratie et de développement durable tout en maintenant leur diversité culturelle, la tolérance et les libertés individuelles. L'Union européenne est déterminée à partager ses réalisations et ses valeurs avec les pays et les peuples au-delà de ses frontières.

EU Funding

Press releases, leaflets and brochures should mention the amount of EU funding in Euros.

An example in English is reported below:

"The EBSOMED project is financed, for an amount of EUR 6,25 million, by the European Union. The project is coordinated by BUSINESSMED within the EBSOMED consortium which is composed of 6 partners."

Besides, leaflets can provide basic information and contact details (website and e-mail address). Brochures can go into greater detail, highlighting the context, etc.

WARNING

Communication activities and materials not respecting the minimum requirements of the [EU Manual](#) are not considered eligible.

¹ Annex 4.1 of the [EU Manual](#)

EBSOMED Brand identity

A brand identity is crucial to communicate a unified image and message for EBSOMED project because it ensures the recognition of the project and its materials (EBSOMED visual identity, fonts, pictograms, colors ...) connecting all of the project partners together and making the project more recognizable and understandable by the wider public. A proper use of the EBSOMED visual identity, pictogram's and color palette contributes to creating a familiar look for the project on all means of communication, reinforcing its quality image at the same time. This manual provides the partners with guidelines for using the EBSOMED's visual identity easily and accurately. The following pages explain more about our visual elements and how to use them consistently across all media and communications' tools.

The attention in following these guidelines is crucial for ensuring a good cohesion of the EBSOMED communication tools.

The "Communication tools pack" including the brand identity, its guidelines, iconography, key visuals as well as all office and design templates will be available at the EBSOMED website (partners section) to provide easy access and use for all partners and affiliates.

The EBSOMED visual identity

The visual symbol is the most important element of the visual identity. All project activities have to be branded with the given project symbol.

The following pages outline a few simple rules for using the EBSOMED visual identity. Please take time to understand how to apply these rules so that the visual identity always appears in a clear and consistent way.

A brand design is more than a symbol: it consists of characteristic elements such as colours, typefaces and a structure to help layout pages: Only the combination of all these elements will result in optimum brand recognition.

The EBSOMED visual identity is purple with a baseline written in grey. In some cases, a grey version of the visual identity can be used.

The use of the purple version is recommended in most cases.

Color visual identity



Long version



Short version

Grey visual identity



Long version



Short version

Use of the EBSOMED visual identity

The EBSOMED visual identity should preferably be printed on a white background. Multicolour backgrounds should be avoided, especially those involving a colour that clashes with the colours of the visual identity. Where a coloured background is unavoidable, a white border must be used.

- Picture background:

If placed on a photo the visual identity should always be placed in a white frame

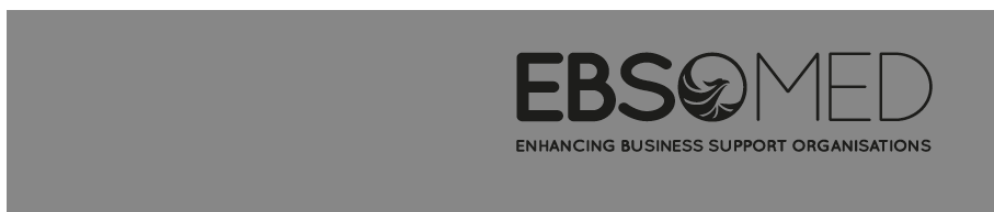


- All Black & All white visual identity:

The negative all white visual identity will only be used on dark background publications



It is also possible to use the entirely black visual identity if readability remains satisfactory



- Minimum clear space around the visual identity:

There must be a clear space around the visual identity equal to one third of the height of the entire visual identity at least.



Placement and size of the logos





All communication elements have to be branded with EBSOMED visual identity. It has to be placed either on the front and/or on the back cover of publications. As a general rule the project visual identity should be right aligned and the EU emblem left-aligned in office documents. On websites, online and smartphone applications, social media and other digital platforms, the visual identity has to be positioned in a place which is visible without scrolling or clicking. On other communication products such as conference bags, exhibition roll-ups or presentations, the EBSOMED visual identity/ EU logo has to be placed in a prominent place. The size of the visual identity should be reasonable and recognizable.

For very small spaces, with an available print area of less than 2 cm in height or 4 cm in width, and where due to the small size the visual identity would be too small to be readable, the short version of the project visual identity can be used.

ATTENTION

EBSOMED visual identity and the EU flag emblem will sometimes be combined with other logos. In such cases, the European Union flag emblem shall not be smaller than the size of the biggest logo displayed on a same page (or surface) measured either in height or width. For guidance, please consult the EBSOMED communication unit if in doubt about this.

Incorrect use of the visual identity

Do not distort, stretch, slant or modify the visual identity in any way.	
Do not cut the visual identity.	
Do not rotate the visual identity	
Do not use outlines around the visual identity	
Do not use the visual identity in any other color than the standard full color version or in greyscale on monochrome applications	
Do not use the visual identity in body text. Instead, in body text use just the word EBSOMED set in the font of the body text.	
Do not place the visual identity directly on a colored background or over a picture, it has to be within a white rectangle as stated before.	

EBSOMED COLOURS

Purple: the purple combines the calm stability of blue and the fierce energy of red. The purple colour is often associated with power, ambition, creativity, wisdom and dignity.

Grey: grey is a neutral and balanced color. The colour grey is an emotionless color that is typically associated with meanings of formal, corporate, and sophisticated.

Other complementary colors have been chosen to be associated with the two colors of the visual identity. Only the colours listed below will accompany the chart. Any other color palette must be validated by the BUSINESSMED communication Team.

The colours chosen were deemed suitable in order to create a harmonic system with EBSOMED visual identity colors that match each other and provide good cohesion to the general EBSOMED brand identity.

CMYK:

A subtractive colour system, used in color printing. CMYK refers to the four inks used in colour printing: cyan, magenta, yellow and key (black). There are 100 colour gradations per reference colour. The CMYK colour system may be used for all printed material.

	impression (% CMJN)
	C 85% / M 90% / J 0% / N 0%
	C 0% / M 50% / J 70% / N 0%
	C 60% / M 0% / J 65% / N 0%
	C 50% / M 80% / J 0% / N 0%
	C 0% / M 20% / J 70% / N 0%
	C 0% / M 0% / J 0% / N 60%

RGB:

The RGB colour system is an additive colour model in which red, green and blue light are added together in various ways to reproduce a broad array of colors. There are 256 gradations per channel. This system is best used in designing websites and online applications.

couleur	RVB
	R 75 / V 53 / B 140
	R 243 / V 148 / B 79
	R 106 / V 186 / B 121
	R 149 / V 74 / B 150
	R 254 / V 208 / B 77
	R 135 / V 135 / B 134

Hex:

Colour system, similar to RGB. Colors are specified in hexadecimal format (a hex triplet) with gradations from "00" to "FF" (hexadecimal) per channel. This system is best used in website design.

couleur	Hexadécimal
	#333399
	#ff9966
	#66CC66
	#993399
	#ffcc66
	#999999

Typography

The official font of the EBSOMED project and the font used for the visual identity is QUICKSAND.

The QUICKSAND font is part of the linear and curvy family. It combines elegance, dynamism and modernity. It is used for all printed publications (brochures, documentation, etc.) as much as possible. Otherwise, the Arial font can be used.

Variante Dash de la police

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Variante Light de la police

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Variante Book de la police

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Variante Bold de la police

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

EU funding & partners banner

EU funding logos

The mention of European financing is compulsory for all project activities. The EU logo is available in 2 languages and 4 different versions. The appropriate logo must appear on all documents to be distributed to the public

EN



Project
funded by the
EUROPEAN UNION



Project funded by the
EUROPEAN UNION

FR



Projet
financé par
l'UNION EUROPÉENNE



Projet financé par
l'UNION EUROPÉENNE

The flag should preferably be printed on a white background. Multicolor backgrounds should be avoided, especially those involving a color that clashes with the blue. Where a colored background is unavoidable, a white border with a thickness equal to 1/25th of the height of the rectangle must be used.

Partner's banner

There are 2 versions of the partners banner. The version 1 is for all EBSOMED communication items (brochures, Roll-up, Folders, bags, etc....) the version 2 is smaller and should be used in the document files (templates, reports, programs, PPT presentation etc....)

All the publications should include at the bottom the following banner:

Version 1



Project funded by the
EUROPEAN UNION

The EBSOMED project is led by BUSINESSMED within a consortium of six partners.



Version 2



EBSOMED text font and identity element

The font generally used in all the EBSOMED documents and communication is **QUICKSAND** in size 12.

TITLE

Title

Subtitle

Text

Quicksand Bold, white, in green box

Level 1 titles are in
(Green RVB: 106, 186, 121), size 18.

Level 2 titles are in **Quicksand Bold, light purple, bold**
(Light purple RVB: 149, 74, 150), size 18.

Level 3 titles are in **Quicksand Bold, Green**
(Green RVB: 106, 186, 121), size 14.

In the cases where the quicksand font cannot be used, it will be replaced by **ARIAL** on letters and official mailing

ARIAL is also the font the will be used in all EXCEL templates.

EBSOMED communication tools

This chapter provides an overview of layouts for different communication tools in line with the already mentioned visual identity rules. The list of examples not being exhaustive, the project visual requirements apply to all communication materials produced at Project level in written, online, electronic or audio/ visual formats. The correct implementation of the guidelines will imply a consistent and coherent visual identity for the EBSOMED project.

Project pictograms

16 pictograms have been developed for the EBSOMED project.

- 4 pictograms for the action lines
- 12 pictograms for the instruments

Actions pictograms



MED BSOs Capacity Building



MED Link



MED Promotion



MED Cooperation

Instruments pictograms



BSOs' Management
Academies



Workshops on EU
Projects Development



Labelling Southern BSOs'
Services



Employers' Thematic
Committees



Exchange Programs for
BSOs' executives



Joint Activities with Donors
(banking and non-banking)



EU-Med Roadshows



Business Country Desk
Platform (BCD)



Business Matchmaking
Fora



Technical Assistance Missions
for Economic Development
Agencies



Cross sectorial strategies



Regional promotional
campaign



C: 41% M:100% J: 19% N: 11%
R: 153 V:0 B: 102
#990066

It is strongly advised to integrate the visuals of these pictograms in the different templates (word, brochure, social media post ...) when communicating about each instrument.

All the **draft documents** should not be sent or spread in a plain text format and must be sent to the EBSOMED Secretariat before applicants or affiliates publish the content on their platforms

EBSOMED communication models & templates

To facilitate communication within and outside the Partnership, models and templates have been developed for reporting, presenting or dissemination to external audiences: each template will be tailored with the specific information and context by different EBSOMED partners.

It is very important that all partners and affiliates use these templates for a better message cohesion.

The templates are included on the communication pack and can be downloaded from the website through the partner/affiliates “private space”.

These documents need to be used for the preparation of the event and as well as for the narrative report to be sent together with the operations templates

The models can be divided into five categories:

- General document models
- A Letter & Press release models
- A PowerPoint model
- A brochure model
- A Roll-up model

General document models

- A general “Word model” has been designed, in both panel and landscape format, when other models cannot be used.
- The “Report model” has been designed for project reports, project deliverables, etc.
- The “Meeting Agenda model” has been designed for project meetings.



General “Word model”



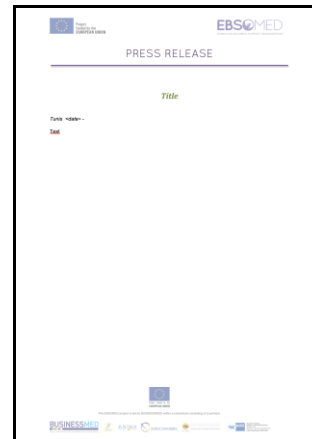
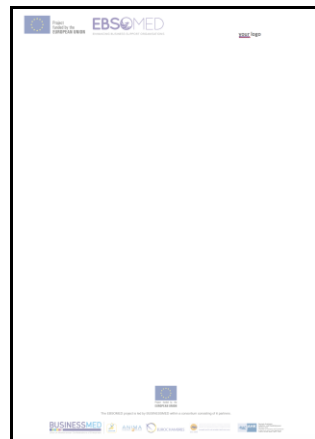
“Report model”



“Meeting Agenda model”

Letter & Press release models

The “Letter model” is to be used when a project partner provides an official letter on behalf of EBSOMED. This letter model can be combined with the respective partner’s logo if needed.



PowerPoint model

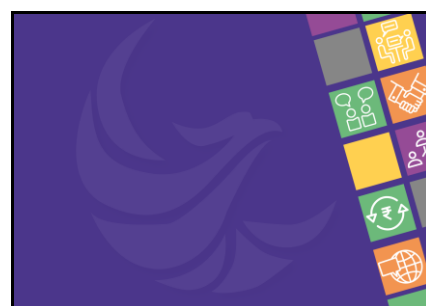
PowerPoint presentation model has been created with the project identity. The aim of this presentation model is to ensure a common identity for any presentation that partners or affiliates undertake for internal or external communications related to EBSOMED to ensure visual brand consistency.



“Cover slide model”



“Internal slide model”



“Transition slide model”

Brochure model

A 15cm x15 cm “Brochure model” has been developed for the EBSOMED project. This model can be used as a basis for the brochures and leaflets that will be produced as part of the project.

Any change in the brochure (colors, illustrations, coverage ...) should be communicated to the BUSINESSMED communication team



Roll-up Template

A 2m x 1m model has been created for the EBSOMED project. This roll up can be printed as it is to promote the project or be adapted for the communication on a specific activity within the framework of the EBSOMED project. In the case of an adaptation the partner or the affiliates must send the modified visual to BUSINESSMED communication team for validation.



Roll-up Template for instruments

12 roll-up templates with the format 2m x 1m has been created to promote each instrument of the project. You can see below some examples. The phoenix logo of the institutional Roll-up was replaced by the pictograms of the instruments.

The use of these visuals is not mandatory but is strongly recommended.



Procedures for EBSOMED operations and events

Pre-event actions

Sending “Save the date/invitation” emailing campaign

It is important to develop the invitation in good time to notify target audiences well before the event. A “save the date” message can be the first announcement, followed by more details of the event later on. It is better to keep everything simple and easy to understand (what, for whom, when and where?). Every “save the date” must comply with the visibility rules previously mentioned (EBSOMED and EU logos must be included). The partner broadcasts this email to its own network, and transmits it to the BUSINESSMED communication team which will send it to other partners to maximize its diffusion when it is needed.

The basic information should be published on the EBSOMED website at least two months before the event and updated when the plans proceed. The information can be relayed in the partners and associates' newsletters and websites.

Dedicated e-mails are the most efficient way to ensure Beneficiaries' mobilisation and reminder should also be sent few weeks after the first save the date.

Informing the media

Each event should involve the media at different levels depending on the importance of the event. Journalists, Media directors and heads of the editorial staff should be invited to attend the event.

A list of media contacts should be prepared before each event. This list should include representatives from the national & local press, radio & TV or their regional correspondents. In some big scale events the International press should also be involved.

It is always interesting to have a relevant actor (local institutions, public authority) participate in the event. This will reach media's attention and the event will be more likely to be published in newspapers and digital websites, among others.

The organizers should clearly define the objectives of the event and the message they wish to convey. Prior to the event, a press release and if possible, the programme have to be sent to the media.

The EBSOMED Press Release should provide the following information:

- Where and when the event will take place
- Who will attend
- Names of Speakers/VIP's/Dignitaries attending
- The specific objectives of the event
- Explain the project/event
- a reference to the Programme and to the EU Funds

Press releases should always include a contact name and mobile number of an individual assigned to assisting the media during and after the event.

Follow-up telephone calls to media contacts should be made 2-3 days prior to the event, to remind them about the event and to check if they will attend.

The main principles to be followed for a press release:

- **Focus on one message:** the press release should focus on one news at a time. Talking about 2 different event can be confusing.
- **A succinct text (1 page, A4 format), factual and clear:** the press release is informative. The tone is neutral (no point of view) and impersonal (third person singular / plural) The wording is simple (short sentences, no jargon ...). The text is divided into short paragraphs. Some information may be in bold.
- **Headline and summary :** they are essential because they will serve to catch the interest of the journalist (or even the public). The summary paragraph gives a quick synopsis of the contents of the press release. It comes after the headline and give a short description of the event and the information that is released.
- **Layout:** it must be clear, simple and easy to read : Logo and / or name of the issuer and its contact information / Mention "Press release", date, typography: Quicksand or Arial in body 12.
- **Support readable by all:** sending the press release under word (version 97-2004) or in pdf. The file weight must be less than 2MB (photos in 72dpi, weight less than 100Ko).
- **Illustrations:** photos may accompany the press release. They may be included in the media. If the illustration files weight is more than 1 mega , the files should be sent via wetransfer.

Involving EU Delegations

All the events must be promoted via the EU delegation in the national country, in order to ensure a better communication to relevant and targeted audiences. Once received, the press release, programme and visual material will be sent by BUSINESSMED to the EU Delegations at least 2 months before the event, along with the EBSOMED project brief. The information will be then transmitted by the Delegation to its own networks.

Choosing Speakers and Trainers

Interesting, knowledgeable and skilled speakers/trainers are one of the factors to the success of any event. When inviting speakers and trainers, it is important to provide them with clear information on the event and its objectives, normally in the form of a draft Programme, a briefing on the types of people attending the event (including other speakers/trainers) and detailed instructions on what they are expected to do and how their contribution links to the other parts of the event. It is also necessary to ask for permission to publish the presentation/ documents online after the event in the EBSOMED website.

Choosing Moderator(s)

When choosing a moderator, he/she should be someone who is able to manage the event, lead discussions and debates, keep schedules and make the event interesting and relevant to participants. While a moderator from “outside” can be a fresh element to the event and provide an interesting viewing angle to the topics, he/she needs to understand the nature of the event, know who the audience is and what the main aim of the event is. Discussing the event and all related expectations well before the event with the moderator is very important.

Registration for the event

Online registration is a good way to save time and manage participant in a more efficient way. Participants submit their information online through a link on the EBSOMED website. Upon sending confirmations to participants after registration, include some further practical information about the place where the event is taking place. Depending on the nature of the event, a list of participants can be sent to the registered participants beforehand or to be hand over during the event. This can help finding interesting people for other networking purposes.

During the event actions

Registration

It is important to have someone greet the participants and show them the registration desk. There should be enough Staff at the registration desks to avoid long lines and to answer possible questions the participants might have. It could help to make different lines according to the alphabetic order of the surnames (A-D, F-M, etc.) to get a faster registration process. The registration phase is a delicate period where the attendees and the media can have a general idea about the organisation quality of the event. Bad press could be starting from here.

Participant Packs

Information packs should be distributed to all attendees at the event. They should include presentation of the project (brochure) background information on the event (programme, framework note, documents...) copies of the speaker's presentations if possible, general information and logistic note with telephone number of the persons to deal with general enquiries from attendees. If copies of presentations are not available before the event, they should be available for download on the website of EBSOMED just after the event. All Information Packs should bear EBSOMED and EU logos.

Press kits

The press kit is given to journalists during an event, an interview. It compiles information on the subject (news to be processed) and the issuer (BSO, company, institution, association ...) in a more exhaustive way than the press release: context, key figures, history, detailed presentation of the project, presentation of the organization, the global strategy ...

Press kits both in English and in French should be available during the event and should include:

- All the elements of the participant pack
- An updated press release providing the following information:
 - - What is the action /event
 - Who benefits from the action
 - Who is responsible
 - Where is it taking place

Media

It is important to make sure that the media are well taken care of during the event. Make sure that there is someone responsible for introducing the journalist(s) to people to interview, explain the Project, and act as a contact point if they require any information. This should be complemented by additional information and event visuals delivered to the journalists after the event.

In the case of large scale event and when many journalist and media are invited, a press corner can be installed on site, where press packs, promotional documents will be available, and where journalists will be able to carry out interviews.

EBSOMED visibility elements

In each event organized within the framework of the ESOMED project, the organizer must clearly display the visual elements of the project. (Roll up, brochures, pen notepad etc ...); if the elements are not available or the communication budget is not enough, at least one institutional roll up of the project must be present at the venue of the event and the project brochures must be distributed to the participants.

The presentation of the project as well the official EBSOMED video must be included in the agenda of each activity.

Pictures and video resources

It is important to take the opportunity of events to produce audiovisual resources (pictures and videos). These resources will then be used to achieve EBSOMED communication goals and will then be published in publications, press articles/ releases, thank you letters, social media and/ or on the Project website; Photos should be diversified, and reflect the actions that must be highlighted: action shots, close-ups, general pictures of crowd, and pictures of speaker while they do their presentations.

Testimonials and success stories

Collecting and sharing testimonials and success stories is a big part of the EBSOMED project. Templates has been developed for that , and all events must be used as opportunity to collect these testimonials/success stories through interviews (video and non video). Particular attention will be given to talented young and women entrepreneurs coming from the 10 southern Med countries beneficiaries of the actions

Evaluation forms

An evaluation form must be distributed to the participants before the end of the event in order to collect their opinions. If it is impossible to do this action on the day of the event, an online evaluation form must be sent to the participants in the days following the event. In a second step and when the EBSOMED mobile app will be available the evaluations can be done directly from the app.

Post-event actions

Follow-up

All relevant documents (presentations, photos etc.) must be sent to BUSINESSMED and will be published on the EBSOMED website. A copy of every material element created for the event must be transmitted to the BUSINESSMED communication team.

The organizer prepares a short brief about the event, with an illustration, and sends it to the BUSINESSMED communication team, to be put online on EBSOMED website.

Press Review

A monitoring of online and off line published articles must be set up. Then, they can be indexed in a monitoring file. The file must include the following information: date, media, title, link, relevant extract. The monitoring file must be sent to BUSINESSMED communication team to be added on the EBSOMED website.

Pictures

All the pictures that are made during the events must be sent to EBSOMED communication team for storage and to be used on EBSOMED website and social media pages.

Videos

Content visualisations and short videos are seeing massive growth these days as people prefer watching videos to simply reading texts. Video is a faster and easier way to digest and especially remember the information and therefore a very useful tool. Videos can be done with relatively low budgets today (camera/ phone). They require a good idea, should be short and evoke emotions because people often base their decision on an emotional response.

Partners and affiliates should film videos during each event that is organized (interviews, general footage from the event...) and send the elements with all the information to BUSINESSMED communication Team to do the editing. If there is no budget to have this action done by a professional, the organizer can use a simple camera or even a smart phone to make the videos.

If done by one of the partner, their affiliates or an external provider, every video production must include the EU-funding and the EBSOMED visual identity, in the opening sequence and the final credits. The final pack-shot should also include the banner of all the partners.

EBSOMED ON THE WEB

EBSOMED website

The website is the primary information and communication channel for the EBSOMED project as it ensures efficiency (in terms of time and human resources), and is easily updated with the latest information and accessible to those interested. The website is the first place for many target groups to find information from. The website is a source of information not only for Project stakeholders but also for affiliates, journalists and the general wider public.

A well designed (both in visual and navigation terms) Project website can be a key management tool, capable of raising the profile of the Project and improve dissemination of its results to a wide range of stakeholders.

The EBSOMED website's address (www.ebsomed.eu) must appear on every document produced in the framework on the programme.

The event leaders must send the available texts and visuals to BUSINESSMED before and after the event. BUSINESSMED is responsible for publishing headlines and articles on the EBSOMED website.

Nevertheless, the project partners and their affiliates will be granted access to the back office, through their "private space" which will enable them to insert news and events on the website. Contributions will be reviewed and published by BUSINESSMED.

A username and a password will be provided to each partner and affiliate so they can access to their "private space"

It is highly recommended for Partners and affiliates to add the logo of the project or at least a link to the EBSOMED website on their own websites. All the social media channels of the Partners should also increase the number of visitor of the website.

Very important: In any case, the partner or affiliate should create another website with the name EBSOMED on title. That could lead to the dissolution of the information.



Espace privé

Newsletter

Français



EBSOMED EBSOMED en action Actualités Ressources Média Opportunités

Projets et Services de BUSINESSMED



Activités à venir



Atelier BUSINESSMED "Fonds de l'EU au bénéfice de la coopération entre les OSE méditerranéennes"
Tunis, Tunisie



Forum ASCAME des Femmes Entrepreneurs Méditerranéennes
Amman, Jordanie



Roadshow BUSINESSMED "Digitalisation et Intelligence Artificielle"
Tunis, Tunisie

EBSOMED



Une courte vidéo présentant le projet EBSOMED, les objectifs, les partenaires et les résultats attendus du programme, cofinancé par l'Union Européenne.

Témoignage



Nous avons pour mission de redynamiser les Organisations de Soutien aux Entreprises, OSE; EBSOMED nous en donne les moyens grâce à des lignes directrices bien conçues et au fonds généreusement accordé par la Commission Européenne.



Mme Jihen BOUTIBA
Directrice Exécutive du projet EBSOMED
et Secrétaire Générale de BUSINESSMED

Actualités



L'Intelligence Artificielle au



Séminaire de lancement du



Premier Comité Exécutif du



Premier groupe du travail du

Social networking

Social media has strongly shaped the communication landscape in the past few years and it seems impossible to leave it out of any communication strategy today.

Higher awareness on a project and more traffic to the website can be achieved through social media. LinkedIn, Facebook, YouTube, Instagram or Twitter are free and easy-to-use tools that provide great platforms for the EBSOMED project to share photos, videos, updates and stories. The main reason why social media has emerged as an efficient communication tool lies on its interactivity.

Using social media enables partners and affiliates to share information in bits and pieces with people who are not regular visitors to the website and provides a valuable 'multiplier effect'.

Creating a social media communication strategy for EBSOMED is crucial to increase the project visibility, and to assure a better dissemination of the information via the different social networks. The aim of that strategy is to assure these actions:

- Providing information about EBSOMED
- Disseminating results, materials, videos and information.
- Sharing and advertising EBSOMED's events,
- Sharing and advertising news , information and events that can be interesting for the different communities involved in EBSOMED (partners, affiliates, BSO's, SMS's)
- Leading to more visits to the EBSOMED website where all the information about the project is the most complete

Facebook

A Facebook EBSOMED page was created (@**ebomed**) . All the actors involved in the project are encouraged to “like” the page and to mention, share and tag the page when they post news about their actions on the pages of their organisms. If visual will be published on Facebook in the framework of the project, they should have both the visual identity of the project and the EIU emblem.

Tips for communication about EBSOMED on Facebook

- Keep the audience engaged, post regularly but do not overload (“spam”) them with unrelated information.
- Make the connection of the content of the posts and the activities of the project clear to the followers
- Include pictures in all the posts. It will make your information more attractive. Posts with images get more interaction.
- Do not post the same info to all the social media platforms. Play to the strengths of each social channel. Define what types of posts are published on what platform.
- Avoid complex terminology on Facebook posts. If it must be used always try to explain the words.

In any case the partner or affiliate should create a side page with the name EBSOMED on title. That could lead to the dissolution of the information.

Twitter

Twitter has more than 300 million active users per month. The instantaneity of the exchanges offered by this social network allow the project to keep the communities informed of the different news, to create the interest but also to respond as quickly as possible to the questions of the followers. Although the number of subscribers has stagnated for years, this platform is a boon to create close links with its various targets, generate leads or increase its reputation.

Unlike other major platforms such as Facebook or LinkedIn, Twitter is a bit of a hybrid: it can suit both the broad audience and the specific audience

The three most important elements when it comes to content production are: consistency, relevance and regularity.

A Twitter account was created (@**EBSOMED**). All the beneficiaries involved in the project are encouraged to “follow” and to share the

tweets that are made through it.

In order to optimize the project communication cohesion, all tweets linked to the EBSOMED operations and events should use the hashtags #EBSOMED and #EBSOMEDProject

Two other hashtags have been created to be used during big scaled events such as Roadshows (#EBSOMEDRoadshow) and Academies (#EBSOMEDAcademy). It is more then recommended to share the hashtag with the attendees so they can use it for their own tweets.

In some occasions special hashtag can be created for a special events (#EBSOMEDKickoff)

Hashtags should be mentioned in the final save the date mailing and in participant packs.

In any case the partner or affiliate should create a side account with the name EBSOMED on title. That could lead to the dissolution of the information.

Linkedin

A linkedin EBSOMED page was created . The number of followers is growing up through the different activities this media will have a special development during the second year of the project with the launch of the BDC platform.

Youtube

A YouTube EBSOMED page was created. All users involved in the project are encouraged to “register” the page and to share the videos that will be uploaded during the different phases of the project.

All the video materials that partners and affiliates will produce during their EBSOMED activities will be used to feed the page with new videos.

Social Medias and websites linked to the events

For some big events, and when a partner wants to launch a website related to a specific activity (for a registration procedure, an evaluation form, etc ...) this is only possible in the case where the name of the site does not contain the name EBSOMED. In all cases, before the publication of the website, the partner must send the model of the site to the secretariat EBSOMED for verification. if a partner wants to create an “Event” page on social networks, the administrator of the EBSOMED page, creates the event and names the partner as moderator to manage the event.

Newsletters

A regular newsletter is a key tool to inform the relevant target audiences about the evolution of the Project implemented in the framework of EBSOMED.

A newsletter will be produced every 3 months. By the end of the project 16 newsletters will be produced. Each newsletter will provide regular updates on the major steps of the project, main achievements and progress made in EBSOMED. It will include a range of elements like Interviews with project partners, agenda, news media events, videos and success stories, and will be mailed in electronic format and also published on the website. We will avoid July and December as sending months in order to reach a wider audience.

In addition and depending on the event, save the date mailings, invitation mailing and others can also be produced to announce future actions and to reach larger targets. The cover page of each newsletter must clearly identify the action/invitation in part of EBSOMED project and must follow its visual guidelines.

These publications should always include in EU emblem and the EBSOMED visual identity on top and the partners banner on the bottom of the mailing.

The regular EBSOMED newsletter template will be developed by BUSINESSMED communication team over the information news, pictures and video that will be collected from all the activities of the partners and affiliates; the tool Sarbacane, will be used for both the creation and dissemination of the newsletter.

A box check will be added to the EBSOMED Newsletters and eventually in other promotional items to comply with **personal data and privacy protection rules**.

. General Newsletter Structure and content section:

1. The main Events of the past 3 months (i.e. EBSOMED meetings and specific activities, participation in conferences and events...)
2. News (multiple blocs)
3. Interview/Success stories
4. Agenda
5. Videos...



NEWS

Séminaire de lancement du projet EBSOMED

Le séminaire de lancement du projet régional EBSOMED organisé par BUSINESSMED a eu lieu au Leica Hotel Tunis, Tunisie le 25 juin 2018...

[Lire la suite »](#)




Agenda



Amman, Jordanie
2 et 3 octobre, 2018

ASCAME Roadshow "Incorporation of Women Entrepreneurs in the Digital Economy"

[Lire Plus »](#)

Tunis, Tunisie
10 octobre, 2018

Atelier BUSINESSMED "Fonds de l'UE au bénéfice de la coopération entre les CSE méditerranéennes"

[Lire Plus »](#)

Tunis, Tunisie
Décembre 3, 2018

BUSINESSMED Roadshow "Digitalization and Artificial Intelligence"

[Lire Plus »](#)

Témoignages



S.E. Neziha LABIDI
Ministre de la Femme, Familiale, de l'Enfance et des Personnes Vulnérables



[Voir la vidéo »](#)

M. Adnan ABU RAGHEB
Président UIC (Jordanie)



[Voir la vidéo »](#)

Mm. Soukaina Bouraoui
Directrice exécutive CAW 100 (Tunisie)



[Voir la vidéo »](#)

NEWS

1 BUSINESSMED et EMEA signent un protocole d'accord

Le 27 juillet 2018 et dans le cadre du projet EBSOMED - Renforcer les Capacités des Organismes de Support aux Entreprises et des Réseaux d'Affaires dans les Pays du Voisinage Sud de la Méditerranée...

[Lire la suite »](#)



2 1er EU Med Roadshow d'EBSOMED

Le 27 juillet 2018 et dans le cadre du projet EBSOMED - Renforcer les Capacités des Organismes de Support aux Entreprises et des Réseaux d'Affaires dans les Pays du Voisinage Sud de la Méditerranée...

[Lire la suite »](#)



3 Premier Comité Exécutif du projet EBSOMED

Le premier Comité Exécutif du projet EBSOMED - Renforcer les Capacités des Organismes de Support aux Entreprises et des Réseaux d'Affaires dans les Pays du Voisinage Sud de la Méditerranée...

[Lire la suite »](#)



E-Alerts

Starting from the second year, E-alerts will be developed and sent to the followers of the project. E-Alerts are light versions of a Newsletter and will be focusing on "Access to finance" with the possibility to tackle other subject if needed. Without a specific regular calendar, the E-alerts will provided subscribers with a concise summary of one special theme.



Project funded by the
EUROPEAN UNION



ENHANCING BUSINESS SUPPORT ORGANISATIONS












E-ALERT

Finance

NEWS

- CAWTAR Roadshow - Scaling Up Finance for Inclusive Development**
 In the framework of the EBSOMED project, CAWTAR organized its first EU Med Roadshow "Scaling Up Finance for Inclusive Development in the Southern Neighbourhood". The event took place on June 18th and 19th, 2019 in Tunis.
[Lire plus »](#)

- GACIC Workshop "Donor Funding, Banking and Novel Financial Instruments"**
 In the framework of the EBSOMED project, the "MEDAFinance 2019 - Donors, Banking Operations and New Financial Instruments" Workshop was organized by the German Arab Chamber of Industry and Commerce...
[Lire plus »](#)

- Publication of the MEDA Finance Survey 2019**
 The MEDA finance survey 2019 presents an exhaustive survey of grants, technical assistance and lines of credit offered by several aid institutions working within different economic support programmes in Algeria...
[Lire plus »](#)


INTERVIEW

Interview with Dr.Ala EZZ, Chairman of the EBSOMED executive committee



[WATCH THE VIDEO](#)

DOCUMENTS

MEDA Finance Survey 2019



[DOWNLOAD](#)



Project funded by the
EUROPEAN UNION

The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.

Roles and responsibilities of all partners

In order to carry out dissemination and communication following best practice criteria, the input from all partners is needed. This is of particular importance within EBSOMED, where the partners are either often part of, or very closely connected, to some of the target audiences.

The full input, contributions, and regular dissemination by EBSOMED Partners is essential to ensure that dissemination activities realise its full potential. Partners are expected to notify the BUSINESSMED communication team of completed deliverables, publications, and any promotional events.

Partners also are asked to disseminate the information and news of on the activities of other partners, through their communication channels (contact databases, Twitter, LinkedIn, Facebook, national press, partners, affiliates and stakeholders) in order to ensure that existing resources, relationships, and networks are taken advantage of, and that the contact to the target groups is strengthened.

An adequate internal communication facilitates good coordination of activities to be undertaken within the EBSOMED project. It also benefits those activities linked to networking, external communication and dissemination.

- To assure the cohesion of the communication element, it is important to send, before publishing and disseminating, all the communication material to BUSINESSMED communication team (promotion@businessmed-umce.org).
- After approval from BUSINESSMED, communication material must be sent to the local EU delegation for their information
- For any question, you can contact the BUSINESSMED communication team:
promotion@businessmed-umce.org