

EUNIC cluster fund

**communication
guidelines**

> why these guidelines?

Communication is key to the success of your Cluster Fund project. When done regularly, convincingly, and attractively, strong communication can help us showcase the power of international cultural relations and the value of our incredible network of clusters and projects.

This document is here to guide you in your communications for projects supported by the EUNIC Cluster Fund. Each project team should develop and implement a strategic and tailored approach to communications that reflects your project and goals.

In this document, we cover the requirements you need to follow as organisers of a Cluster Fund project. These guidelines also include some communication best practices from the 2023 Cluster Fund call you may want to consider to ensure you meet your project's objectives and reach your target audiences.



EUNIC Hong Kong, EU Street Art meets Hong Kong. Photo: Kyra Campbell.

> what's in these guidelines?



EUNIC Serbia, Belgrade Urban Oases. Photo: Aleksandar Gazibara.

communications requirements:

- * keep us updated
- * include the EUNIC logo
- * add a text about EUNIC
- * send us photos
- * share comms materials
- * complete final reporting

communications best practices:

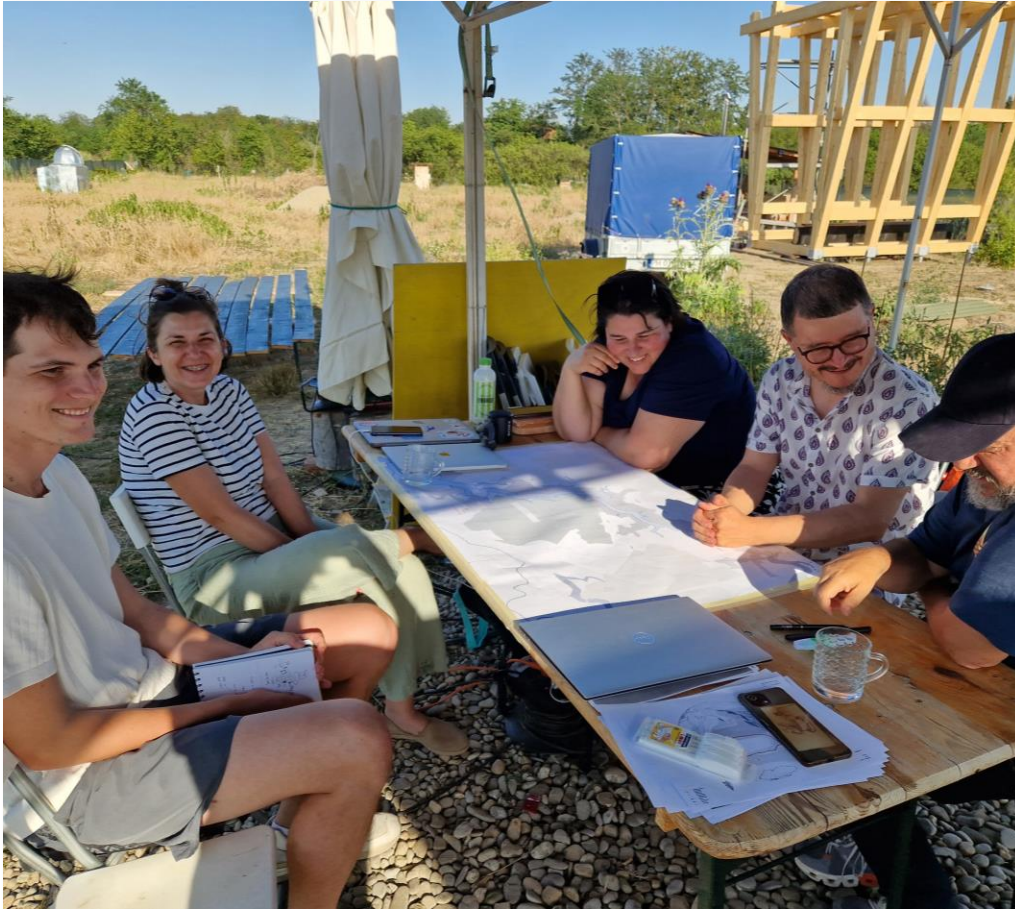
- * have a comms strategy
- * highlight the impact
- * focus on hope
- * embed sustainability
- * think about visual identity
- * take high-quality photos
- * get media coverage
- * engage on social media

how we tell your story

how to get in touch

what are the
communications
requirements?

> keep us updated



EUNIC Romania, Flowing Streams. Photo: The Experimental Station.

Share your **project timeline** in advance and give us **regular updates** so we know when to check in with you and look out for project developments.

Keep us informed about related activities like open calls, conferences, workshops or residencies.

Early updates help us plan our communications in advance and thus support you better!

> include the EUNIC logo

Make sure the EUNIC logo, and all partner logos, are displayed:

- * In communication activities e.g. conferences, seminars etc.
- * On information materials, e.g. printed materials, leaflets, posters, agendas etc.
- * On digital assets, e.g. presentations and social media, etc.

Use high-resolution logos - feel free to choose the EUNIC logo that best suits your project's visual identity and colour scheme.

EUNIC logos and brand guidelines can be found [here](#).



> add a text about EUNIC

Include a paragraph about EUNIC on your website and on print materials. Here is an example text you can use:

“[Title] is a project by EUNIC [cluster location] and [other key partner(s)]. EUNIC – European Union National Institutes for Culture – is Europe’s network of national cultural institutes and organisations, with 39 members from all EU Member States and associate countries. [Add a sentence on your cluster’s vision here and – optionally – a list of the members of your cluster and the partners of this particular project.]”

If you need to present EUNIC, we have prepared a deck to help you give an overview of our organisation and network [here](#).

EUNIC Thailand, Creatives for Climate Action - Thailand, website.



> send us photos



EUNIC New Delhi, sã Ladakh - edition two. Photo: Black Sheep Media House.

We love to see **high-quality photos of your projects**. Send us your best shots via Google Drive or WeTransfer.

We don't need all your photos, just enough to showcase the main aspects of your project.

Make sure the photos have captions or a brief description of the activities and people they depict.

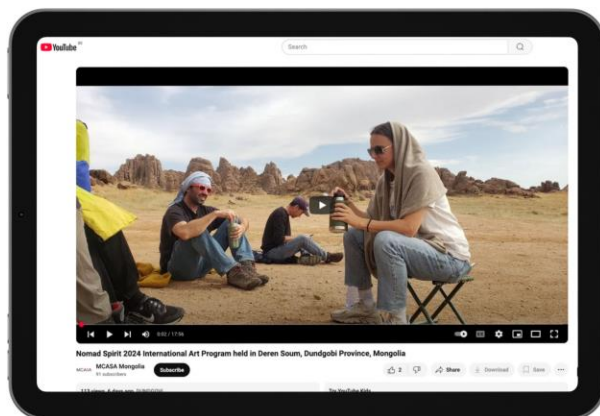
Don't forget the photo credits!

Include the photographer's name in the final report or in the photo file name directly.

> share comms materials

Make sure to send us any other relevant communications materials. If you produce artwork or publications, send us photos and add any web links in your final report.

Videos should be high-quality, well-edited, and easily downloadable. If your video is on YouTube, we can embed the video on our website and add it to our Cluster Fund YouTube playlist.



EUNIC Mongolia, Nomad Spirit, documentary trailer.



EUNIC Romania, Flowing Streams, print publication.



EUNIC Algeria, A Journey from Waste to Art, short-form video.

> complete final reporting

At the end of your project, you will need to send the final report, budget and communications assets to clusters@eunicglobal.eu. Only once these are submitted and approved will you receive the final 20% of the awarded funding.

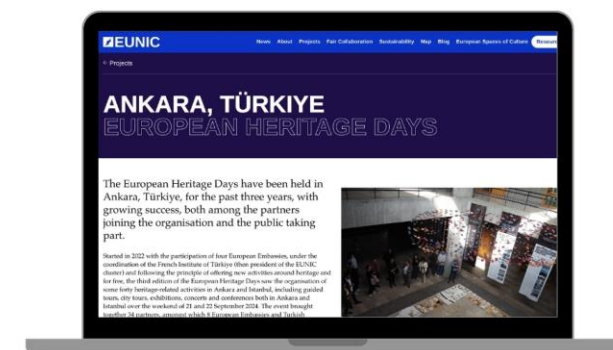
The templates for the final report and the budget form are available online [here](#).

You must also submit a short project article which we publish on our website. The article should outline the main activities and outcomes of your project.

useful tips for writing project articles:

- ✳ Highlight partnerships, impact and sustainability.
- ✳ Aim for 500-1000 words.
- ✳ Write in English or provide a translated version.
- ✳ Use the third person – avoid using 'I' or 'we', 'our'.
- ✳ Add quotes from both participants and organisers.

The image shows two EUNIC reporting forms. The left form is titled 'CLUSTER FUND Reporting form' and contains sections for 'Name of the project', 'EUNIC cluster(s)', 'Contact details', and 'Participating members and partners'. The right form is titled 'Participating members and partners' and contains a table for listing participants, including columns for 'Type of activity', 'Number of participants', 'Date', and 'People reached'.



EUNIC Ankara, Türkiye, European Heritage Days, project article.

looking for some
communications
best practices?

> have a comms strategy

Your project is unique and your approach to communications should be too.

We recommend identifying someone to be in charge of your communications and having a communications strategy to guide you throughout the duration of your project.

Here are some things you may want to consider:

01. mission & purpose

What are you trying to achieve with your project? What is your purpose? Start here.

02. audiences

Who are we trying to reach? Be specific! Create different target groups that you want to reach.

03. messaging

What are you trying to say to your audiences? What stories do you want to tell?

04. channels

Where can you find these audiences? Through which channels can you reach them?

05. timeline

When do you plan to reach them? How often? What are the key milestones for your communications efforts?

06. measurement & feedback

How will you know if your communications are working? How can you measure your success or get feedback?

> highlight the impact

Your project should create a lasting impact.

This is central to the Cluster Fund programme and the principles of cultural relations.

Here are a few ways you can showcase the impact of your project.

01. focus on positive outcomes

Focus on what your project has achieved and celebrate the successes. Think about the transformative effects of your projects and how it is making a difference.

02. highlight shared values

Whether sustainability, inclusion or youth empowerment, focus on the values that unite your project partners. Name these values and create a sense of belonging with them.

03. show the opportunities created

Show clearly how your project creates new opportunities for dialogue, mutual listening and learning.

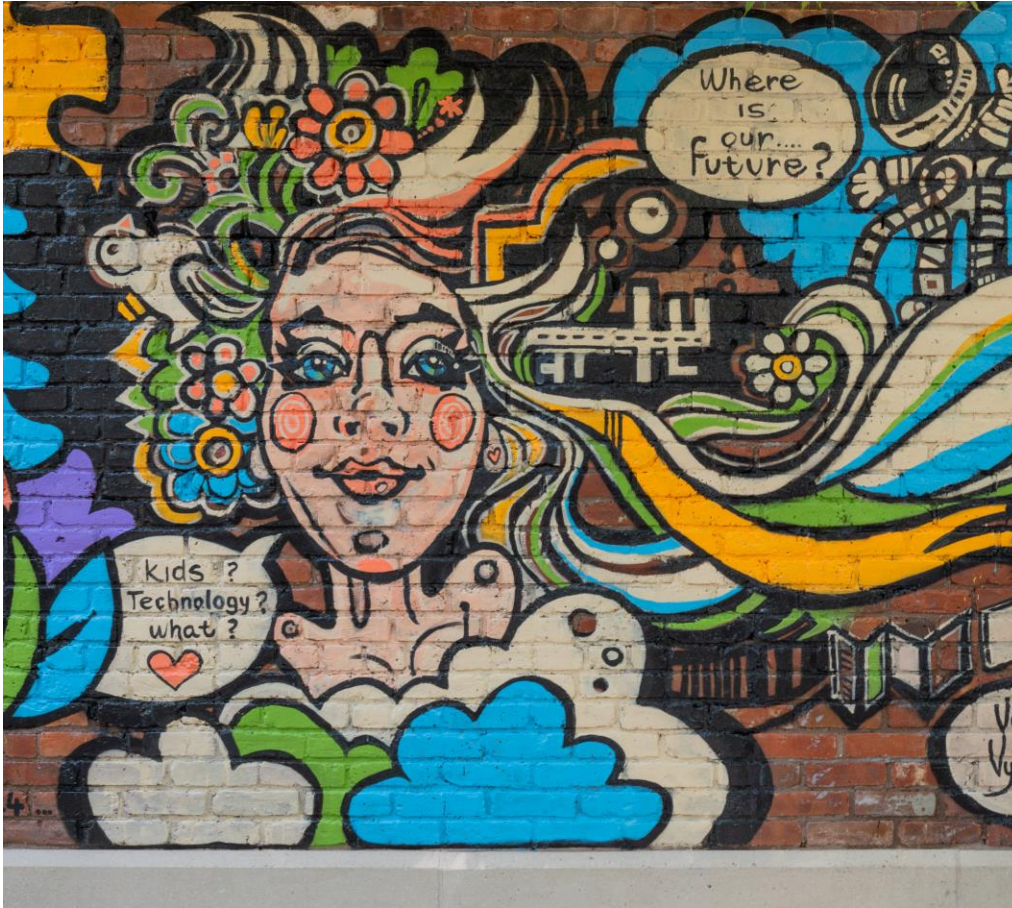
04. demonstrate equal partnerships

Reflect on the input of all project partners. Show how the project follows a people-to-people approach and engages local stakeholders.

05. spotlight the local context

Think about the long-term impact on the local context. Highlight the local needs and amplify local voices. Let your audience connect with the people involved in your project.

> focus on hope



EUNIC New York, Garden of Collective Futures. Photo: Bruce Bybee.

Hope-based communication is an approach and set of guiding principles designed specifically for communications around human rights issues. It centres around hope and sets out to inspire hope in others.

The goal is to communicate effectively by talking about what we stand for, not against, and to focus on building the world we want based on shared values.

Shift the narrative by reframing your communications in five key ways:

01. from fear to hope
02. from against to for
03. from problem to solution
04. from threat to opportunity
05. from victim to human

Take a look at the guide [here](#) to learn more about hope-based communications.

> embed sustainability

Sustainability is a key focus of the Cluster Fund. We encourage you to consider sustainability when planning your communications activities.

To help you, we invite you to check out the [EUNIC Sustainability Toolkit](#) which has a dedicated section on sustainable communications, 'A Dynamic Guide for Cultural Relations Practitioners to Crafting Compelling Narratives in Environmental Communication'.

In this toolkit, we have outlined a set of communication objectives that aim to inform, inspire, and mobilise our community towards collective climate action.



> think about visual identity

Having your own visual identity may be an important part of your communications strategy.

Think about the look and feel you want to convey with your visual assets, colour schemes, fonts, etc. Ensure that they are aligned with your project goals and the local context.



> take high-quality photos

We highly recommend planning a photographer/videographer to capture your project. High-quality assets are valuable for sharing your project on social media, in reporting, on websites and with media outlets.

Photos should be 4:3 and/or 16:9 size and JPEG format.

Videos should be produced in 16:9 size and MP4 or MOV format. An original unedited version should also be sent, with a resolution of at least 1280x720 pixels (720p).

The key is coordination and quality - the better the photos, the more compelling the communication materials!

useful tips:

- * When shooting, make sure your subject is not at the edge of the frame to avoid poor results when the video is edited.
- * If you plan to shoot on mobile devices, consider investing in equipment like tripods, microphones or editing apps. There is a lot you can do with smartphones!



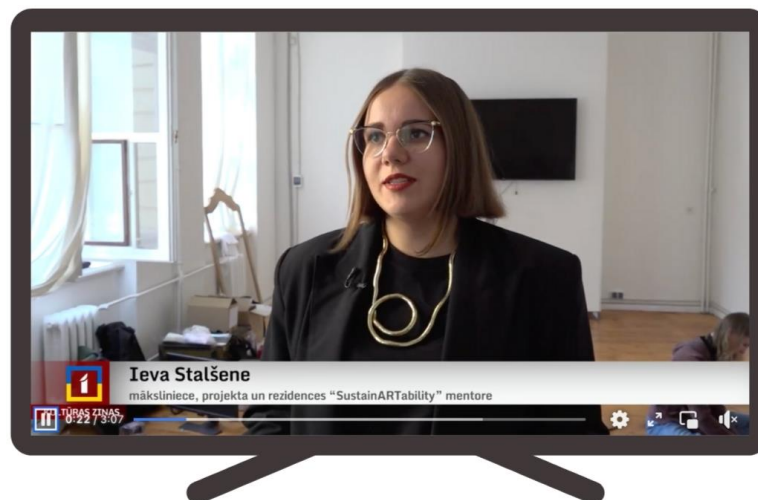
EUNIC Bulgaria, See it Say it Film It. Photo: Arte Urbana Collectif.

> get media coverage

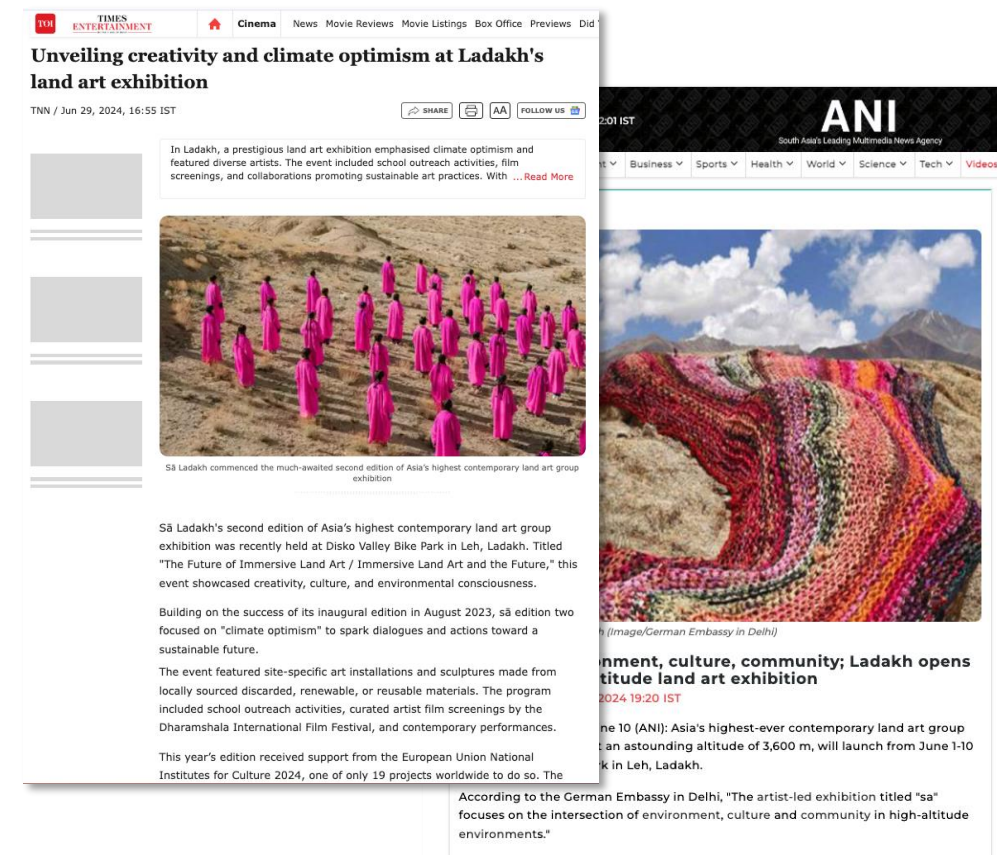
You can amplify the visibility of your project by reaching out to local press and media outlets.

The media outlets you engage with will depend on your local context and the audiences you are trying to reach.

This could be traditional media like TV, radio and newspaper or digital media like online news channels or web articles.



EUNIC Latvia, SustainARTability, interview for Latvian Television culture news.



EUNIC New Delhi, sā Ladakh - edition two, online news coverage.

> engage on social media

Consider your approach to social media - think carefully about the platforms you want to use (or not use).

There is no need to be active on every social platform, select a few channels based on where your target audiences are most likely to be found.

When posting updates on social media, you can mention us by tagging **@EUNICGlobal** and using the hashtag **#EunicClusterFund**.

useful tips:

- * If you create new social media accounts, make sure to leverage the existing accounts of your cluster or cluster members to amplify the reach of your content.
- * We recommend contacting us directly via DM or email if there is a specific moment or message you want to draw our attention to.

[EUNIC Indonesia, Museum Forward, Instagram collaborative post.](#)



how do we tell
your story?

> telling your story

on our website

Once we receive the final report and website article, all Cluster Fund projects are added to our website [here](#).

These project articles are based on the text you send us, as well as your photos and videos. We will send it to you once published for you to have a look at!

on our social media

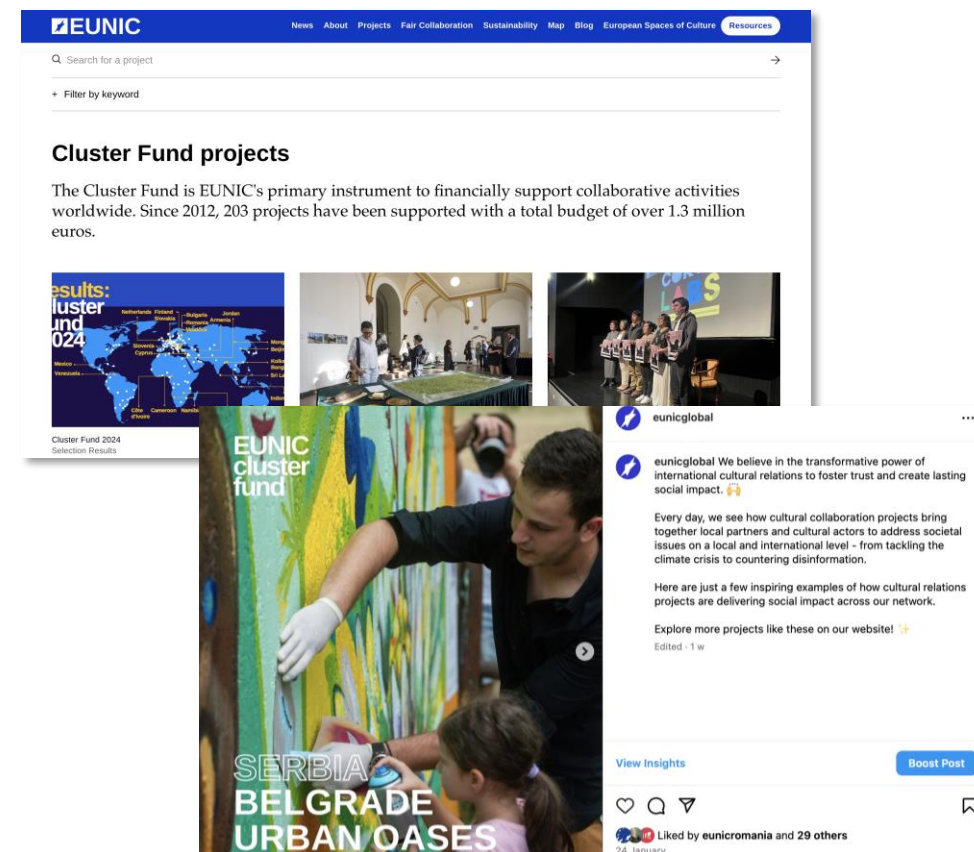
We use the EUNIC social media channels to give extra visibility to the Cluster Fund projects on a regular basis.

in our newsletter

The EUNIC newsletter features the latest news and projects from across our worldwide network. Each month, we dedicate a newsletter item to cluster projects.

The newsletter reaches a wide audience, both within the network and outside, including EU policymakers, partner organisations and actors from the global cultural field.

You can subscribe and read previous editions [here](#).



EUNIC Cluster Fund projects webpage and on EUNIC Global's instagram.

> telling your story

at our meetings and events

We regularly present your stories and projects – preferably together with you – at important events, such as our General Assemblies or Regional Cluster Seminars. It may also be during online meetings or webinars.

on special occasions

On occasions, such as the International Day of Diversity and Intercultural Dialogue or other worldwide or European thematic days, we often team up with the European Commission or other EU institutions for joint campaigns around certain topics. These international days offer great opportunities to provide additional visibility for EUNIC projects in wider contexts.

in our advocacy

EUNIC often brings the practitioners' perspective from Cluster Fund projects to cultural policy conversations at the EU and global levels on the value of culture in international relations.



EUNIC Regional Cluster Seminar, Warsaw 2024, panel discussion.

any questions?
get in touch!

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