

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.

In this document, we cover the requirements you need to follow as organisers of a Cluster Fund project.



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:

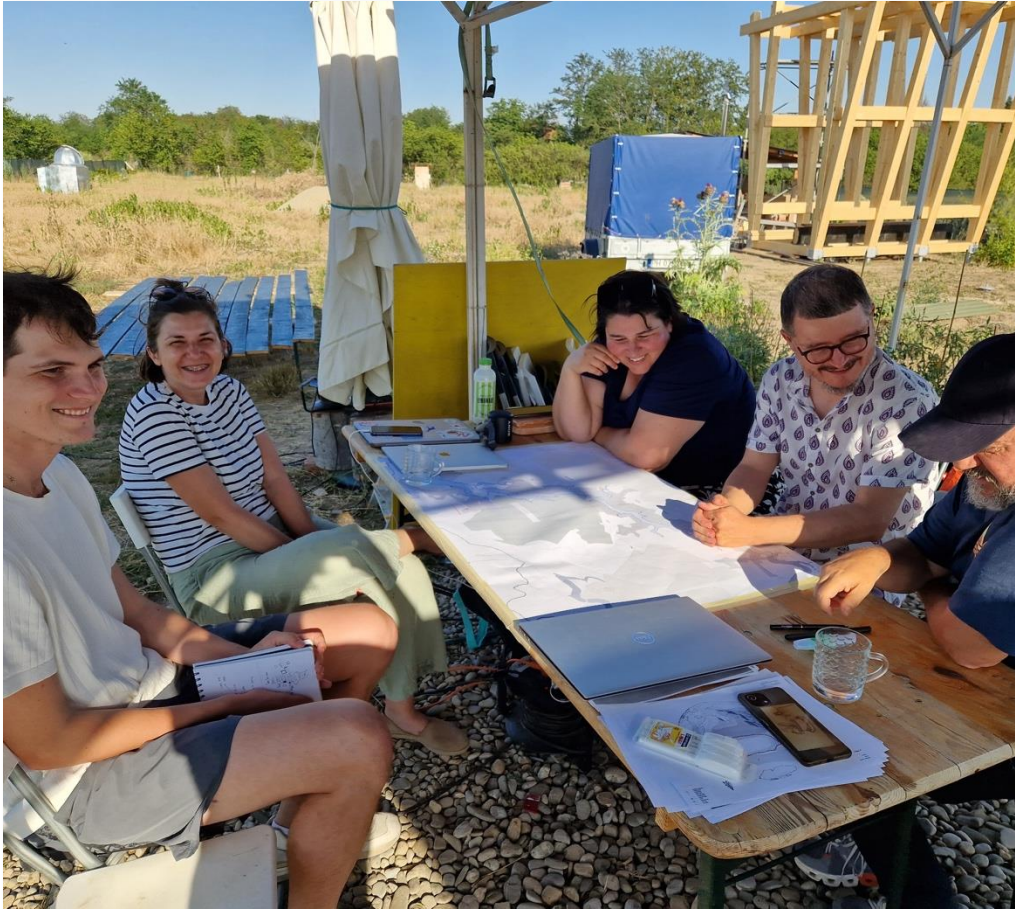
- * keep us updated
- * include the EUNIC logo
- * add a text about EUNIC
- * send us photos
- * share comms materials
- * complete final reporting

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, sā 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.

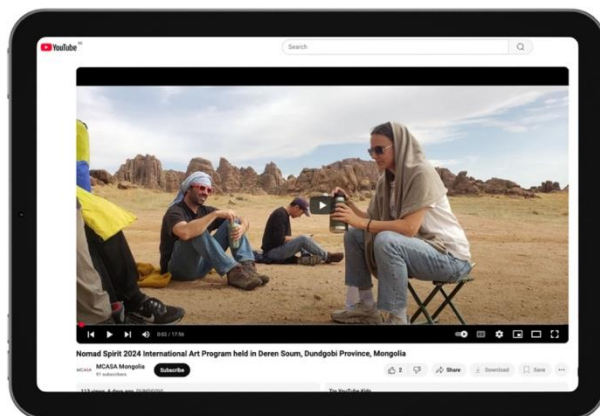
Don't forget the photo credits!

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.

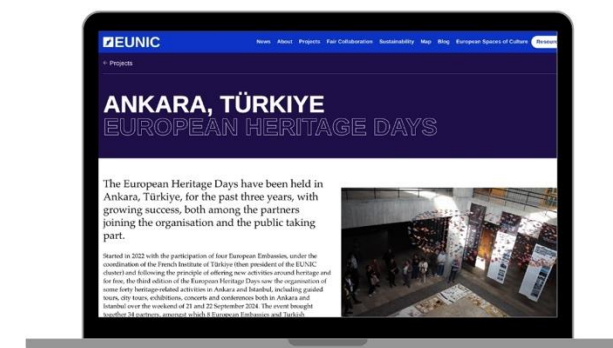
The templates for the final report and the budget form are available online [here](#).

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 includes 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 includes a table for 'Participating members and partners' and a section for 'Activities and results of the project'.



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

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

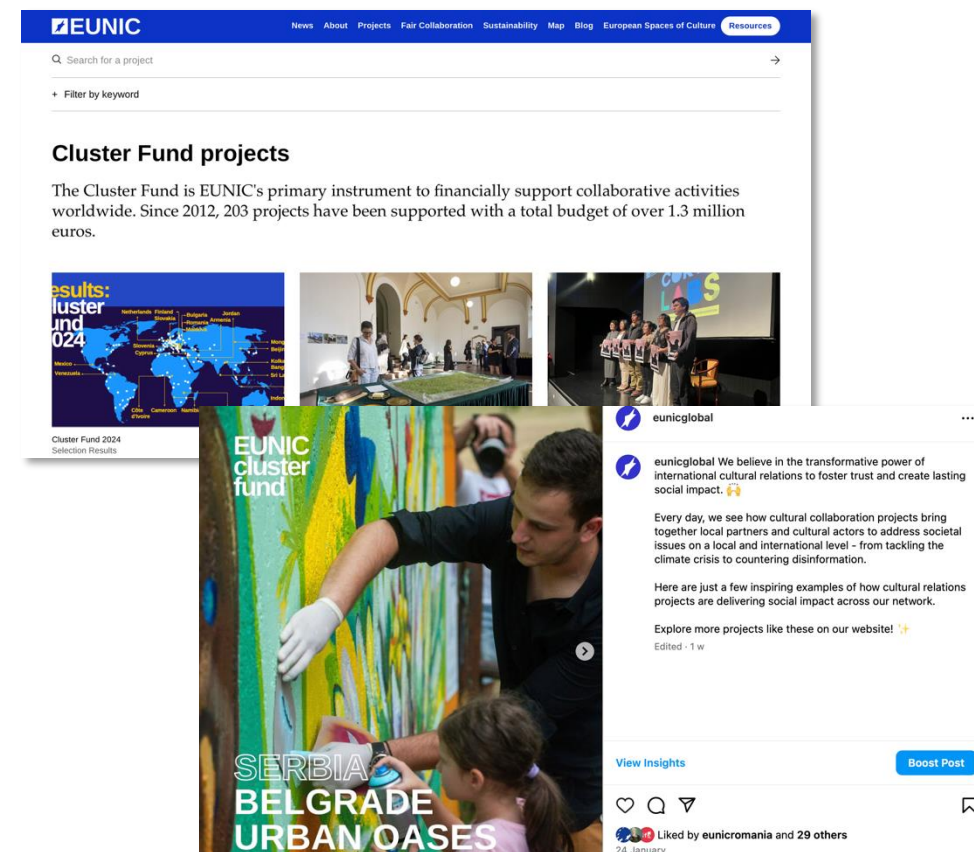
We use the EUNIC social media channels to give extra visibility to the Cluster Fund projects on a regular basis.

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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