SAFE visibility and communication guidelines

(Version 2, 16/04/2025)

This document aimed at SAFE consortium and associated partners, as well as at host institutions and researchers that are selected for a SAFE fellowship, includes information on how to communicate on the SAFE project based on the EU visibility guidelines. It includes information on the use of project, EU and SAFE partners' logos, the obligation to indicate the source of funding and disclaimers, guidelines for social media posts, as well as security issues.

All project activities and related communication elements (banners, presentations, publications, digital assets, meetings, training sessions, conferences) must follow the indications presented below as a contractual obligation. In case of non-compliance, EU funding may be suspended or reduced.

For more information on the EU visibility guidelines, please refer to the following webpage.

1. Logos and visual identity

a. Use of EU logo

In all external communications, the consortium and associated partners, as well as host institutions and research fellows will acknowledge the origin and ensure the visibility of the EU funding received in line with the EU's visibility guidelines "Communicating and raising EU visibility: Guidance for external actions – 2022" available on this webpage.

The EU emblem should always be accompanied by the funding statement ('Funded by the European Union') mentioning the EU's support. The emblem and the funding statement must not be separated.

Funded by the European Union

Funded by the European Union

b. Use of the SAFE project logo

The SAFE logo should be placed at the top left-hand side of the page. Combined with the SAFE logo, the EU logo should be placed at the top right-hand side of the page. In this case, the EU emblem should be at least the same size as the other logos.

SAFE Supporting At-risk researchers with Fellowships in Europe

For more details, please refer to the SAFE graphic guidelines attached.

DAAD Deutscher Akademischer Austauschdienst German Academic Exchange Service

CAMPUS FRANCE

PAUSE

unimed

c. Use of partners' logos

Partners' logos should always be displayed at the bottom of the page, in the following order:

The four logos need to appear in equivalent size.

d. Font

The typeface Arial should be used in all external communications.

e. Language/translation of logo

The unique language of the project is English, therefore neither the EU nor the SAFE logo should be translated.

f. SAFE communication tools

In addition to the website (saferesearchers.eu) several communication tools on the SAFE project are available:

- Project flyer
- PowerPoint template
- Word templates
- Visuals for social media

2. Examples of use of the EU emblem with funding statement

a. Banners

In banners used as a backdrop for events, the EU emblem and the funding statement must appear prominently.

b. Publications

The EU emblem and the funding statement must appear in project publications (both printed and electronic) such as reports, brochures, leaflets, flyers, posters, newsletters. In case they are not exclusively related to the project (annual reports), the funding statement alongside the visual or written reference to the project should preferably be acknowledged.

c. Digital assets

Any digital tool promoting the project (incl. webpages, visuals, videos…) should be accompanied by the EU emblem and the funding statement. In case it is not exclusively related to the project (e.g. general websites), the funding statement alongside the visual or written reference to the project should preferably be acknowledged.

d. EU visibility after completion of EU-funded phase

When actions continue after completion of the EU-funded phase, the EU emblem should not be included in any new communication activities once six months have passed.

3. References to the SAFE project

a. In text documents

When referring to the SAFE project in text documents, the following wording should be used: "*SAFE – Supporting At-risk researchers with Fellowships in Europe – is a 12M.-€ project funded by the European Union and implemented by a consortium composed of DAAD (lead), Campus France, PAUSE (hosted by Collège de France) and UNIMED".*

b. On websites/in social media

References to the SAFE project on websites/social media (LinkedIn and X) should be made as follows:

- use the hashtags #saferesearchers, #EUresearch, and tag @European Research Executive Agency (REA) (LinkedIn) /REA research (X)
- Internet link: saferesearchers.eu

c. Communications by researchers

Researchers that are selected for a fellowship should indicate that they have received EU funding in all external communications.

4. Disclaimers

All communication materials should contain the standard EU disclaimer as follows:

a. For publications in print or electronic format:

'This project has received funding through the SAFE - Supporting At-Risk Researchers with Fellowships in Europe project, which is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union, the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them. '

This disclaimer should be used for all publications by supported researchers.

b. For websites and social media accounts:

'This <website/account> is funded by the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union.'

c. For videos and other audio-visual material:

'This <video/film/recording> was funded by the European Union. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the European Union.'

2. <u>Security and privacy aspects</u>

For the safety of researchers, external communication on the SAFE project by associated partners or host institutions should be coordinated and approved ex ante by the SAFE consortium, especially any request received from the press.

Care should be taken to guarantee the anonymity of researchers in all communications relating to SAFE.

The General Data Protection Regulation (GDPR) should be respected in all communications.