

# EU PROGRAM "INNOVATION. MEDIA. MINDS.: SUPPORT TO PUBLIC SERVICE JOURNALISM IN THE WESTERN BALKANS"

## COMMUNICATIONS & VISIBILITY GUIDELINE



Funded by  
the European Union



GOETHE  
INSTITUT

Sprache. Kultur. Deutschland.





# Introduction:

The purpose of this guideline is to support all beneficiaries, grantees and in communicating the goals of this program and meeting European Union visibility requirements.

This document is developed in line with [Communicating and raising EU visibility: Guidance for external actions – 2022](#)

This guideline includes three sections:

1. About the IMM
2. IMM Program objectives
3. Visibility
4. Guidelines on how to communicate



# 1. About the IMM:

- EU Program "Innovation. Media. Minds.: Support to Public Service Journalism in the Western Balkans" is managed by the Goethe-Institut on behalf of the European Commission and in collaboration with its implementing partner DW Akademie.
- By fostering creativity, innovation and regional cooperation aimed at enhancing content and engaging audiences, IMM works to ensure that public service media remain at the forefront of quality journalism.
- Key beneficiaries: citizens, i.e. overall current and potential audiences, journalists, and policy makers.
- IMM provides grants for co-financing newly developed project ideas, that address specific needs and challenges faced by public service media and media professionals in the Western Balkans. Within the Program
- The Program is worth 3.3 million EUR and is taking place from September 2023 to August 2026

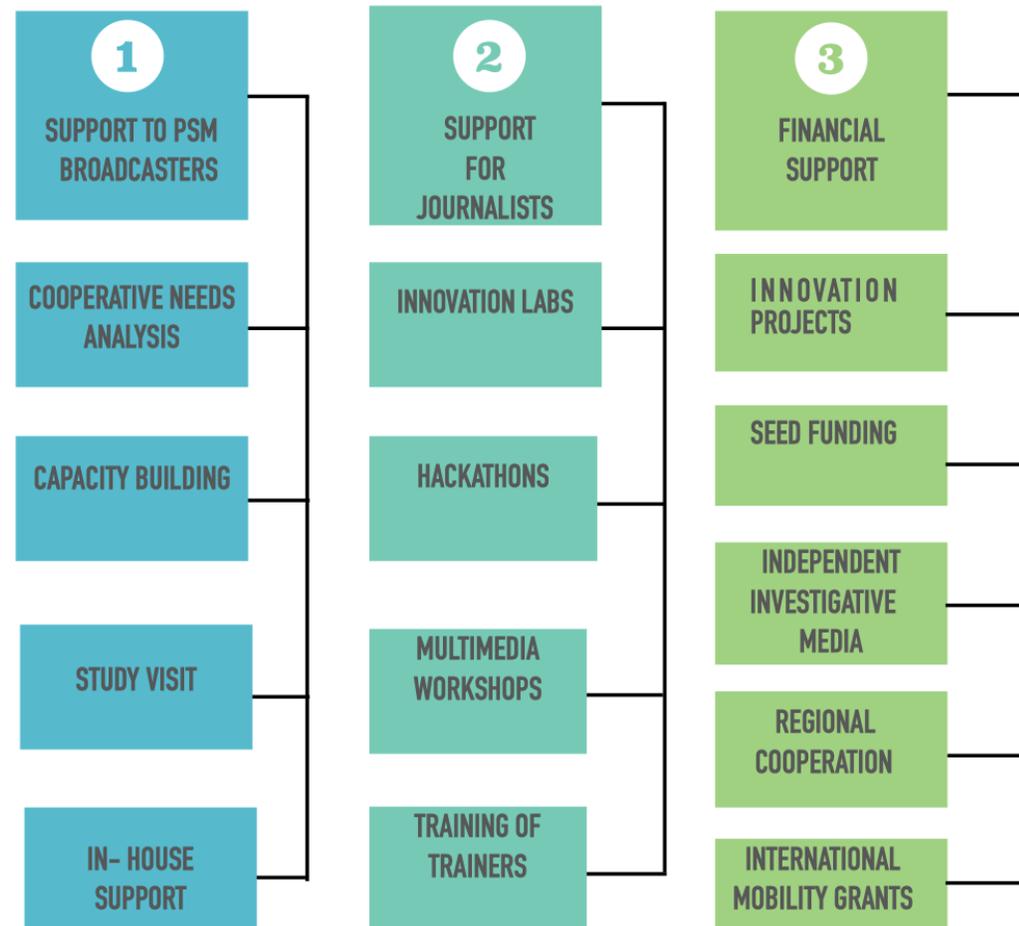


## 2. Specific Objectives

SO1: Improved internal governance and organisational performance of public interest journalism

SO2: Enhanced professional capacity of journalists, both women and men equally, in public broadcasters

SO3: Expanded cooperation and partnership between public service media in the Western Balkans





## 3. Visibility requirements

1. The EU emblem and the funding statement are essential in acknowledging EU support. As a rule, they always go hand in hand and must not be separated.
2. All materials, (letters, power point presentations, agendas, concept notes, reports, banners, roll ups, certificates, digital collateral, videos, all online material) should have a visible EU logo as provided in this visibility guideline.
3. The EU logo and the funding statement should be visibly and prominently displayed and/or printed on all materials, online and offline. This ensures that everyone receiving the materials, but also participants and attendees of online and in person events are aware of the EU's financial support.
4. The EU funding must be mentioned each time when communicating about the IMM Program.
5. **All materials produced as part of the IMM Program should include the three logos: by the European Union and the funding statement, Goethe Institut and DW Akademie, along with the disclaimer provided on page 8 of this document**
6. **Link to download all three logos:**
7. All visibility materials must be approved by the Goethe Institute.



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# The EU Logo

Horizontal



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Vertical



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On the further use of the EU logo please refer to:

[THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES  
2021-2027 Operational guidelines for recipients of EU funding](#)



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# Partner logos

Managing partner logo



Implementing partner logo



All three logos together



Download link: link to IMM Webpage



# Disclaimer

- **For publications in print or electronic format:**

"Funded by the European Union, the "Innovation. Media. Minds" Program, to support Public Service Journalism in the Western Balkans, is managed by the Goethe Institut on behalf of the European Commission and in collaboration with its implementing partner DW Akademie.

The contents of this publication are the sole responsibility of [<name of the author/partner>](#) and do not necessarily reflect the views of the European Union"

- **For website landing page and social media accounts:**

"Funded by the European Union, the "Innovation. Media. Minds" Program, to support Public Service Journalism in the Western Balkans, is managed by the Goethe Institut on behalf of the European Commission and in collaboration with its implementing partner DW Akademie.

The contents of this landing page are the sole responsibility of [<name of the author/partner>](#) and do not necessarily reflect the views of the European Union`

- **For videos and other audio-visual material:**

"Funded by the European Union, the "Innovation. Media. Minds" Program, to support Public Service Journalism in the Western Balkans, is managed by the Goethe Institut on behalf of the European Commission and in collaboration with its implementing partner DW Akademie.

`The contents of this video/film/project/recording are the sole responsibility of [<name of the author/partner>](#) and do not necessarily reflect the views of the European Union.'

- **Disclaimer and logos are available for download here:**



## Use Disclaimer to:

- Introduce the project in meetings and events
- On all print and digital collateral (audio, video, all online content)
- Emphasise the objectives and messages and how these should help the target groups and the beneficiaries
- Show and highlight how our activities are helping all involved
- If unclear check with the Goethe Institute

## Hashtag:

- Use the following hashtag in all your social media posts, your video and online content:  
**#EU4MediaMindsWB**



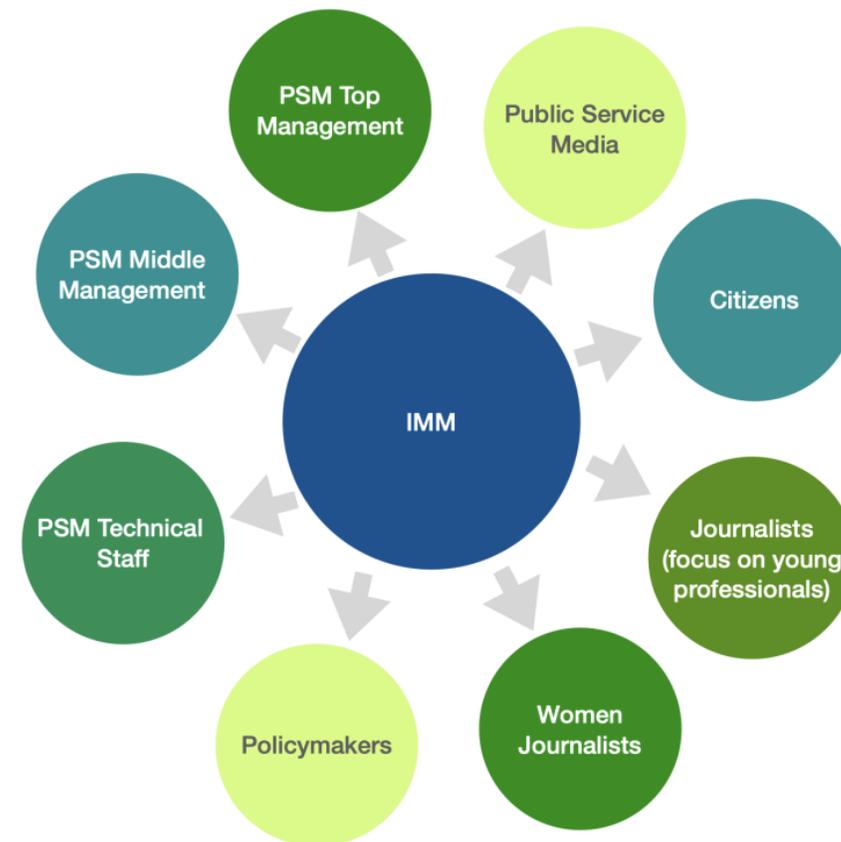
# 4. Communications guidelines

## Target groups:

- Nine Western Balkan Public Service Media
- Top management
- Middle management
- Journalists, with a focus on young professionals
- Technical staff

## Final beneficiaries:

- Audience
- Journalists
- Policymakers



IMM Target Audiences.



# Key Messages:

- **IMM is helping PSMs** improve their audience engagement and reach, by providing them with innovative skills and tools, supporting them in becoming more sustainable and resilient and helping them promote social cohesion.
- **IMM is a valuable source for policy makers** in strengthening PSMs, by helping them develop policies that support the enhancement of PSMs, as well as raise awareness on the importance of PSMs in the region.
- **IMM a valuable resource for media industry** in the region, with findings and recommendations that are helping media professionals improve their skills and knowledge. It provides a platform for dialogue between the media industry and the PSMs, as well as help them foster cooperation and collaboration between different sectors of the media industry.
- **IMM is valuable source for the general public** in the Western Balkans, as the research and findings are helping raise awareness on the importance of the PSMs. Events and activities that are part of the Program are promoting public dialogue about media issues and helping foster more informed and engaged citizens.



**Thank you!!!**

**Хвала!**

**Ви благодарам!**

**Vielen Dank!**

**Hvala!**

**Faleminderit!**

**Ευχαριστώ πολύ!**