

Co-Branding Rules for activities funded through ESAA funding tools in 2017

If your activity has been selected for funding under an ESAA funding scheme, here is a list of co-branding guidelines to help you comply with the requirements for reimbursement:

1. Co-Branding

ESAA is the umbrella organisation for

- Erasmus Mundus Student and Alumni Association (EMA)
- Erasmus Student Network (ESN)
- garagErasmus (gE) and
- OCEANS Network

You may co-brand the event with your individual organisation's branding, however be aware that co-branding should be balanced between the ESAA brand and your organisation's brand.

For the Photos and News Letter, the ESAA brand needs to be prominent, as they will be promoted through ESAA communication channels.

2. Promotional Material

ICU.net, the ESAA service provider will provide you with ESAA promotional material for the event. After you get selected, you will receive printable version of ESAA logo too.

The following physical promotion materials exist and can potentially be made available to you. It will be up to ICU.net to decide what material to provide you with:

(i) ESAA Banner / Flag that you will receive in addition to ESAA gadgets). The banner / flag should be made visible to all participants at all times possible (e.g. in plenary it should be placed visibly on the stage). You do **not** have to return the flag/banner after the event to the ICU.net.AG.

(ii) ESAA Gadgets for any type of activity (e.g. umbrellas, notebooks, pens and bags). The gadgets need to be distributed to all participants. This can happen by e.g. handing out a welcome bag at the beginning of the event.

(iii) Erasmus+ info material if your activity is about the promotion of Erasmus+. The info material ought to be distributed to all participants that are interested in Erasmus+. One of ESAA's core aims is to promote opportunities offered by the EU's Erasmus+ programme. As not every activity falls under the scope of promoting E+, this promotion is optional but highly encouraged given that it is a great added value to most activities.

The exact composition of the material you will receive from the ESAA service provider will be either decided by the ESAA contact person or jointly with you prior to the event. Do not hesitate to get in touch with us in case you have any special needs, and we will see what we can do.

To be able to provide you with the right amount of material, it is important that the amount of participants is defined as precisely as possible in your activity application. If you expect a deviation from what was initially stated in your application, please be in touch with your ESAA contact person.

3. Presentation of ESAA:

It is important that ESAA is acknowledged and well-presented during the event. It is obligatory to ensure this in one of the following ways:

- After you get selected you will receive a general presentation (powerpoint) about Erasmus programme and about ESAA, introducing ESAA and all participating organisations.
- ESAA Board members and Erasmus+ trainers can be contacted to deliver the presentation during a webinar.
- If no projection is possible throughout the event, the presentation should be made available (e.g. by sending it via e-mail) to all participants.
- In case of international events, where the main focus of given presentation is Erasmus+ programme and its opportunities, it is allowed to use the shorter version of ESAA presentation.

4. Photos:

You should provide your contact person with at least **three high quality photos of the event**. At least one of the photos should be with all participants and the ESAA Banner / Flag (visibly in the foreground). **The photos sent for the news item can not include watermarks of other organisations than ESAA**, as they will be used for the promotion through ESAA communication channels.

5. News item:

After the event is finished, you need to prepare a News Letter for the ESAA Communication channels. Make sure that the news item clearly states that the event is an ESAA (co-)financed event.

NOTA BENE.

ESAA reserves its right to reduce or cancel any form of reimbursement in case the guidelines are not followed. If any of the guidelines cannot be applied during your activity, please be in contact with your ESAA contact person.