

SWISS-POLISH
Cooperation Programme



NCBR
National Centre for Research
and Development

Project promotion Call 2024 i Call 2025

Agnieszka Bulska



Basic documents

- **Communication and Information Manual. Second Swiss Contribution to selected EU Member States - version March 2024**
- **Guidelines on fulfilling information obligations for beneficiaries of programmes funded from the state budget or from state special-purpose funds – ONLY FOR POLISH ENTITIES**
- general rules for promotion and marking defined by the National Centre for Research and Development
- Regulations on the implementation of the second edition of the Swiss Contribution for selected EU Member States aimed at reducing economic and social disparities within the European Union



Communication plan

- communication objectives (measurable),
- target groups,
- communication tools and channels,
- timeline of activities,
- division of responsibilities between PCO and PCP,
- information Events.



Project website

- the title and a brief description of the project, including objectives, main activities, and target groups,
- information on the project value and amount of funding,
- information on project progress and results (photos, videos),
- indication of the funding source,
- links to the official programme website (programszwajcarski.gov.pl),
- information about project partners with contact details,
- other information required by applicable legal regulations, in accordance with the Telecommunications Law Act of 16 July 2004.



Marking and logo requirements

- information about support from Switzerland
- mandatory SPPW logo.
- mandatory NCBR logo,
- use of project-specific logos is not allowed
- Recommended formula for swiss PCPs:

”Supported by the Swiss Contribution to reducing economic and social disparities in the EU”.



The information presented above is a summary of the requirements and does not cover all applicable rules regarding promotion and communication within projects. We encourage you to review the referenced source documents in detail.

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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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Supported by the Swiss contribution to reducing
economic and social disparities in the EU

www.swiss-contribution.admin.ch