

**Fund for Bilateral Relations**  
**News about initiatives funded - EEA Grants website**  
**General Guidelines**

In accordance with the dissemination obligations outlined in the Regulation on the implementation of the EEA Grants 2014-2021 and in the Communication and Design Manual entities promoting initiatives funded by the Fund for Bilateral Relations must prepare two news articles for publication on the official EEA GRANTS [website](#), accompanied by one photograph for each article. The first article should be published at the start of the initiative or project, and the second at its conclusion, focusing on the results achieved.

This document provides guidelines to follow when preparing news for publication. It complements but does not replace the information provided in the [Communication and Design Manual EEA and Norway Grants 2014-2021](#).

- i) The news article must include a title and subtitle. The title should identify the subject and content of the article, while the subtitle should succinctly extend and complement the title
- ii) The text must be clear and concise, limited to one page, and written in both Portuguese and English.
- iii) The language should be accessible, simple, engaging, informative, and inclusive
- iv) The font used must be Arial
- v) The text must explicitly mention funding by the EEA Grants Fund for Bilateral Relations.
- vi) Specific information about the initiative must include objectives, timeline, activities, involved partners, results achieved (for the final news article), and other relevant details at the time of publication.
- vii) The initiative's social media accounts may be mentioned when relevant.
- viii) The photograph must be of high quality, in colour, and illustrate the initiative. It should be dynamic, *Note: Low-resolution photos (72dpi) may be suitable for online use, but for print purposes, such as brochures or posters, high-resolution photos (300dpi) are required. Always aim to take photos of superior quality. If editing on a computer, you may reduce their resolution when necessary (photos for the web should be inserted at 72dpi).*
- ix) The captured moments can include "before and after" comparisons to illustrate results. When applicable, meeting photos can be creative, avoiding a focus on computer screens.

When using images of people, compliance with the General Data Protection Regulation (GDPR), copyright laws, and authorization for image use must be ensured.

The files (news articles and photographs) for publication should be sent to [bilateralrelations@eeagrants.gov.pt](mailto:bilateralrelations@eeagrants.gov.pt).