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## **GUIDELINES**

for the implementation of rules for visibility and communication of the support of the National Culture Fund for projects in the field of culture

In connection with the implementation of budget policies in the field of culture, the public should be informed about where and for what purposes public funds have been spent. Such information promotes democratic debate, contributes to citizen participation in decision-making, strengthens institutional control and oversight of spending, and contributes to increasing trust.

Communication should be specifically targeted and aimed at increasing the visibility of public spending on culture and the arts. These objectives should be achieved by publishing, preferably using modern means of communication, relevant information on all recipients of funds financed by the budget, taking into account the legitimate interests of those recipients in terms of confidentiality and security, and, when it comes to individuals, their right to privacy and personal data protection.

The public funding of Bulgarian culture by the National Culture Fund and the overall activities of the Fund's funding administration team should be properly publicized and their visibility maximized. The reason for this is that not only does the Fund effectively implement the relevant priorities, but its efforts in this respect should also be made known to the general public.

These Guidelines are issued to ensure effective and consistent communication. They are legally binding on the recipients of funding. Both the conditions of the competition programs and the financial support contracts include an obligation for the beneficiary to indicate the participation and support of the National Culture Fund in all its advertising materials, announcements and media appearances, accompanied by the official logo of the Fund. These Guidelines also provide freedom for approaches specific to each artistic activity in order not to disturb the artistic and aesthetic impact of the work.

In this regard, the following rules for visibility and communication of the support of the National Culture Fund for projects in the field of culture should be observed:

**1. Obligation to disclose the public funding.**

When communicating the supported projects, all beneficiaries have the obligation to indicate the origin and ensure the visibility of the received public funding through the National Culture Fund.

**2. Relation to the priorities of the relevant programme.** Each programme of the National Culture Fund is aimed at implementing strategic priorities, and therefore, it is important that the recipients of public funding give feedback to these priorities not only in their project actions, but also in their communication activities to show how their project contributes to their achievement.

**3. Participation in specific communication activities** (depending on the programme). These activities may vary depending on the respective programme and what is set out in a specific funded project. They may include for example (the list is not exhaustive):

- Preparing and following a detailed communication and dissemination plan;
- Rules for digital communication and communication materials;
- Organizing events;
- Media relations;
- Billboards, signs or other printed or electronic means of presentation;
- Publication of project results.

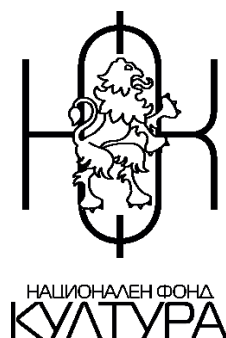
**4. Proper display of the logo of the National Culture Fund in a prominent place and display of a funding statement announcing the support from the National Culture Fund.** Using accurate information about the programme under which the project is supported.

A funding statement announcing support from the National Culture Fund should be displayed in all cases where the relevant media provides this opportunity. Where this is not applicable, the statement should be made by audio message or other appropriate means. The logo of the National Culture Fund is the most important visual sign that is used to indicate the origin and to ensure the visibility of the public funding allocated by the Fund. It should be displayed correctly (and in the official proportion) and in a prominent place. No other visual identity or logo may be used to indicate the support

in addition to the actual logo of the National Culture Fund. As a general rule, the logo of the National Culture Fund and the accompanying text about the funding should be displayed as follows:

#### 4.1 The logo.

- The logo of the National Culture Fund depicts a lion on an abbreviation (NCF). As a general rule, the logo of the National Culture Fund and the name of the Fund are displayed as follows:



- The inscription “National Culture Fund” is a mandatory part of the logo and can only be displayed in two ways:

- 4.1.1 Under the logo.
- 4.1.2 To the right of the logo.
- 4.2 Rules for using the logo of the National Culture Fund:
  - 4.1.2 All beneficiaries of the National Culture Fund are obliged to disclose the financial contribution of the Fund in the communication of their projects.
  - 4.2.2 The logo should be placed in all promotional materials (videos, visual and print advertisements, social networks, etc.) in a prominent place, without exception.
  - 4.2.3 The accompanying text “The project has been implemented with the financial support of the National Culture Fund” should appear in every article about the project, visual and print advertisements, social networks, etc. Where this is not applicable, the statement should be made by audio message or other appropriate means.
  - 4.2.4 The name of the program should not be added to the funding disclosure. The name of the programme may only be added where this is specifically provided for in the terms and conditions of the respective programme.
  - 4.2.5 The accompanying text about the funding may be displayed in two different languages. This is possible if it is appropriate in a given bilingual context. In such a case, the logo of the National Culture Fund and the name of the Fund should be displayed as follows:



The accompanying text should be:

**“Realised with the financial support of the National Culture Fund of Bulgaria.”**

If the addition of the name of the program under which the project was funded is expressly provided for in the terms and conditions of the relevant program, then the text should be:

**“Realised with the financial support of the National Culture Fund of Bulgaria under the *[name of the programme]*.”**

Names of some of the programmes of the National Culture Fund:

- Translation Grant /year/
- Programme for the Recovery and Development of Organisations in the Field of Amateur Arts /year/
- Programme for the Rehabilitation and Development of State, Regional and Municipal Cultural Institutions /year/
- Programme for the Rehabilitation and Development of Organisations in the Field of Traditional Circus /year/
- Programme for the Rehabilitation and Development of Private Cultural Organisations /year/
- Critical Studies /year/
- Mobility /year/
- Audiences /year/
- Socially Engaged Arts /year/
- Creative Development /year/
- Creative Europe /year/

4.2.6 It is recommended that all beneficiaries mention the name of the National Culture Fund in social media hashtags or in other communication materials.

4.2.7 If a beneficiary receives funding for more than one project, visibility of the National Culture Fund for each supported project should be ensured by properly displaying the Fund's logo and the text about the funding in a prominent place.

4.2.8 The accompanying text about the funding may not be altered substantively. The only permitted funding statement to denote the Fund's support is "Funded by the National Culture Fund" or "Co-funded by the National Culture Fund", unless the program's legal instrument provides otherwise, as in the case of the Recovery and Sustainability Plan.

4.2.9 The abbreviation "NCF" may not be used. "National Culture Fund" should always be spelled out in full.

### 4.3 Specific cases

4.3.1. As a rule, the logo of the National Culture Fund and the name always go together and should not be separated. Both are essential to indicate the support of the National Culture Fund.

Visualization of the logo is absolutely mandatory, but in case the text below or to the right of it is not in the style of the promotional materials and the author prefers not to use the text, the National Culture Fund allows the removal of the text as an exception, and only after prior approval by the National Culture Fund.

4.3.2. When the implementation of a given project is carried out with the financial support of the National Culture Fund and other partners, the provisions refer to the indication of the Fund's support by properly displaying the logo in a prominent place. Where there is financial support and participation from other partners, their logos may be displayed to highlight the respective support and participation. When displayed with other logos (e.g. of donors or sponsors), the National Culture Fund logo should be displayed at least as clearly and prominently as the other logos and be at least the size of the largest from the rest of the logos.

In case the support of the National Culture Fund is greater than that of the other (funding) partners, the logo of the Fund should be larger and more distinct than the logos of the other partners.

4.3.3. Recipients of funding from the National Culture Fund can download the Fund's logo at the following address:

<https://ncf.bg/bg/novini/aktualno-logo-na-nfk/236>

Visual materials related to publicity of project events should be agreed in advance with the National Culture Fund by e-mail for compliance with the above guidelines.