

Marketing Guidelines 2018

*Issued by the
Malta Council for the Voluntary Sector*



INDEX

Table of Contents		Page
1.	Introduction	2
2.	Scope of Guidelines	2
3.	Publicity, Property and Liability	3
4.	Marketing Concepts	6
5.	Branding Procedures	7
6.	Conclusion	8
Annex 1	Official Logos	9
Annex 2	Visual Examples	10

1. Introduction

This document is intended to guide beneficiaries of the various funding schemes managed by the Malta Council for the Voluntary Sector (MCVS). At present MCVS manages five specific funding schemes which are being listed in chronological order:

- **Civil Society Fund (CSF)**
- **Small Initiatives Support Scheme (SIS)**
- **Training Initiatives Scheme (TIS)**
- **Voluntary Organisations Project Scheme (VOPS)**
- **Youth Voluntary Work Scheme (YVWS)**

The CSF, SIS Scheme, the TIS and the YVWS are direct schemes falling under MCVS while the VOPS is a scheme which falls under the Parliamentary Secretary for Youth, Sports and Voluntary Organisations within the Ministry for Education and Employment (MEDE) and is managed on its behalf by the Malta Council for the Voluntary Sector.

The funding schemes are all designed to assist Voluntary Organisations and volunteers with support to undertake projects that can make a real difference to the local communities.

This document is intended to guide beneficiaries in their marketing strategy when utilizing the funds that fall under anyone of the funding schemes managed by MCVS and MEDE. The Guidelines constitutes an integral part of the agreements signed between MCVS/MEDE and the beneficiary.

2. Scope of the Guidelines

The main scope of the Guidelines structure the way in which beneficiaries acknowledge and promote the funding support provided by both MEDE and MCVS, depending on the particular scheme. This acknowledgement shall serve firstly to emphasize the support given to the voluntary sector by these two entities. Secondly it shall highlight the projects undertaken by the Voluntary Organisations through such funding, thus prompting the possible increase of such funding for the sector under these schemes.

3. Publicity, Property and Liability

Each funding scheme has its particular measures foreseen for the visibility of the particular project and for the dissemination and exploitation of its results. Since these funding schemes are coming from public funds, there is also an obligation of minimal publicity for each granted scheme in respect to the funding source. In all funding schemes the beneficiaries must clearly acknowledge the MCVS. In the case of VOPS one must also clearly acknowledge the MEDE. In all cases the beneficiary must also use the respective funding scheme logo (where applicable). This must be undertaken for all communications or publications, in whatever communication tools are used such as printed media, social media, web sites or organisations of activities for which the grants are used.

This must be done according to respective instructions hereunder:

3.1 Small Initiatives Support Scheme (SIS)

- a) Use of the MCVS and of SIS Scheme logos.
- b) Use of credits stating the following: *“This project has been funded by the Small Initiatives Support Scheme (SIS) managed by the Malta Council for the Voluntary Sector (MCVS)”*. The font Arial must be used when quoting this sentence¹.
- c) Use of disclaimer in printed and online publications stating the following: *“This project/publication reflects the views only of the author, and the MCVS cannot be held responsible for the content or any use which may be made of the information contained therein”*.

¹ The translated Maltese credits and disclaimer state the following:

“Dan il-proġett għe ffinanzjat permezz tal-iskema Small Initiatives Support amministrata mill-Kunsill Malti għas-Settur tal-Volontarjat. Din il-pubblikazzjoni/Dan il-proġett t/jirrifletti biss il-veduti u l-ħsiebijiet tal-pubblikaturi/awturi, u l-Kunsill Malti għas-Settur tal-Volontarjat ma jistax jinżamm responsabbli għall-kontenut jew għall-użu li jista jsir minn dan l-istess kontenut.”

3.2 Youth Voluntary Work Scheme (YVWS)

- a) Use of the MCVS and of YVWS logos.
- b) Use of credits stating the following: *“This project has been funded by the Youth Voluntary Work Scheme managed by the Malta Council for the Voluntary Sector”*.
- c) The font Arial must be used when quoting this sentence².

3.3 Voluntary Organisations Project Scheme (VOPS)

- a) Use of the Parliamentary Secretary for Youth, Sports and Voluntary Organisations, the MCVS and of VOPS logos.
- b) Use of credits stating the following: *“This project has been funded through the Voluntary Organisations Project Scheme managed by the Malta Council for the Voluntary Sector on behalf of Parliamentary Secretary for Youth, Sports and Voluntary Organisations within the Ministry for Education and Employment”*. Use of disclaimer in printed and online publications stating the following: *“This project/publication reflects the views only of the author, and the MEDE and the MCVS cannot be held responsible for the content or any use which may be made of the information contained therein”*.³
- c) The font Arial must be used when quoting this sentence.

3.4 Training Initiatives Scheme (TIS).

- a) Use of the MCVS and of TIS logos.
- b) Use of credits stating the following: *“This project has been funded by the Training Initiatives Scheme managed by the Malta Council for the Voluntary Sector”*.
- c) The font Arial must be used when quoting this sentence⁴.

² The translated Maltese credits state the following: *“Dan il-proġett ġie ffinanzjat permezz tal-iskema “Youth Voluntary Work” amministrata mill-Kunsill Malti għas-Settur tal-Volontarjat”*.

³ The translated Maltese credits and disclaimer state the following: *“Dan il-proġett ġie ffinanzjat permezz tal-Voluntary Organisations Project Scheme amministrat mill-Kunsill Malti għas-Settur tal-Volontarjat f’isem il-Ministeru għal-Edukazzjoni u l-Impjiegi. Din il-pubblikazzjoni/Dan il-proġett t/jirrifletti biss il-veduti u l-ħsiebijiet tal-pubblikaturi/awturi, u l-Ministeru għal-Edukazzjoni u l-Impjiegi kif ukoll il-Kunsill Malti għas-Settur tal-Volontarjat ma jistgħux jinżammu responsabbli għall-kontenut jew għall-użu li jista jsir minn dan l-istess kontenut.”*

⁴ The translated Maltese credits state the following: *“Dan il-proġett ġie ffinanzjat permezz tal-iskema “Training Initiatives” amministrata mill-Kunsill Malti għas-Settur tal-Volontarjat”*.

The Official logos of the Parliamentary Secretary for Youth, Sports and Voluntary Organisations within the Ministry for Education and Employment (MEDE), the Malta Council for the Voluntary Sector and the respective financial schemes are provided in Annex 1 of this document.

The beneficiary shall acknowledge the grant support received under the particular funding scheme in any document disseminated or published, in any product or material produced with the grant support, and in any statement or interviews given, in relation to the funded project/scheme. The acknowledgement shall be followed by a disclaimer stating that the content of any publication is the sole responsibility of the publisher and that neither the particular funding scheme, nor the MCVS or the MEDE (in the case of VOPS) are liable for any issue arising from the information.

The beneficiary shall have the ownership of: the title; the industrial and intellectual property rights resulting from the project; the reports; other documents and materials resulting from it. The beneficiary shall, however, grant the MCVS, and in the case of VOPS the MEDE, the right to use as they deem fit the results produced directly by or deriving from the project.

4. Marketing Concepts

It is imperative that the beneficiaries implement all the marketing outputs included in the respective application form, whilst also endorsing the branding concepts of the MCVS, the MEDE, and respective funding schemes. One should also include these concepts as part of the preparatory activities such as the procurement procedures.

The marketing outputs should be aimed in creating adequate visibility for the specific funding schemes within the national community. The target audience should vary from the general public, to the participants of the projects, always keeping in mind an inclusive approach for individuals with different abilities. The marketing actions should be designed to **engage** the target audience and the national community, **communicate** a simple message reflecting the salient content of the project and promote **participation** of individuals through an inclusive approach.

The marketing outputs should be disseminated through a variety of marketing tools such as local newspapers, television, e-newspapers, billboard, banners, Facebook, Twitter, organisation websites, you tube videos, project documents, signage and other marketing materials and merchandise.

A main marketing activity such as the launch or the closing of the project should be included in the overall marketing strategy in which officials of MCVS and MEDE are involved according to the specific scheme. When the participation of either representatives of MCVS and/or MEDE are required, which participation is encouraged, the respective fund official is to be involved at an early stage of the organisation of the event to engage the respective participation.

The reporting on the marketing actions should be composed of narrative description, photos (e.g. of billboards, bus-shelters, etc.), screen shots of digital material and also submission of the products produced throughout the project (e.g. T-shirts, books, flyers etc.).

5. Branding Procedures

Since the official logos of the MCVS and the logo of the Parliamentary Secretary for Youth, Sports and Voluntary Organisations and the Ministry for Education and Employment (MEDE) are being used it is important that marketing material is published according to established guidelines.

As a general rule the logos should be placed in the following order (where applicable):

- **Malta Council for the Voluntary Sector logo - Footer Far Right** (in the case of CSF, SIS, TIS and YVWS) and **Footer Far Left** (in the case of VOPS).
- **Funding Scheme logo - Footer Far Left** (in the case of CSF, SIS, TIS and YVWS) and **Middle** (in the case of VOPS).
- **Parliamentary Secretary for Youth, Sports and Voluntary Organisations or the Ministry for Education and Employment (MEDE) logo - Footer Far Right** (for VOPS ONLY). *This position is part of the Government branding procedures so it is important to place this logo always on the far right.*
- **Credits and Disclaimer text where applicable** - Bottom of the page.

It is being advised that since the official logos of the MCVS and the logo of the MEDE, are being used, the marketing material may be sent to the respective funding scheme official for endorsement prior to printing and/or dissemination. In this case it is important that a stipulated period of five working days is respected prior to expecting the receipt of feedback or approval of the branded products.

It is the responsibility of the beneficiary organisation to act according to these guidelines.

The logos in high resolution are provided by the respective scheme Officers. Translated version of the logos and the credits will also be provided and these standardised versions shall be used throughout the initiatives.

6. Conclusion

The marketing materials used in all funding schemes should assist in dissemination of the content of the project, recruitment of individuals and also engagement of the general public. Important to note that should the beneficiaries encounter any other issues that were not outlined in these guidelines, the Funding Officers of the specific Schemes will be able to assist accordingly.

Should any marketing material, printed or otherwise, not be compliant with the above specifications, such material may be considered as an **ineligible cost**, which means that the relative cost will be deducted from the overall grant given by the particular funding scheme. Also, should the event/publication etc. falling under the granted project not be given the necessary marketing coverage, MCVS/MEDE reserve the right to take the necessary financial corrections with regards to the project grant.

ANNEX 1

Official Logos:



PARLIAMENTARY SECRETARY FOR YOUTH,
SPORT AND VOLUNTARY ORGANISATIONS



MINISTRY FOR EDUCATION AND
EMPLOYMENT



Small Initiatives
Support Scheme



ANNEX 2

The following diagrams represent visual examples that can be used to produce marketing material.

