

FACTSHEET

Eligible promotional materials

Version 1

Awareness-raising on the project is the most common reason for producing promotional materials. They can be used as giveaways at events, such as exhibitions and conferences, or in broader awareness campaigns. Promotional products are by definition produced in larger quantities and come custom printed with the project logo (combined with the programme logo).

Promotional items are usually relatively small and inexpensive. They can be important carriers of a project's main message. Projects should thus consider the relevance of any promotional material: Will they convey the project messages? How will they help to promote the project? Are the products useful for the ones that receive them?

Eligible promotional materials:

- Pens and pencils
- Notepads
- USB sticks
- Bags (e.g. cotton, linen, paper)
- Roll-ups
- Lanyards

All promotional materials shall be produced in an environmentally-friendly way.

Additional giveaways and promotional products are only allowed if sufficiently justified in the application form and approved by the MA/JS. They should be practical, relevant and have a creative angle to make them memorable. A good example are fluorescent bicycle clips produced and distributed by a project dealing with bicycle transport to raise awareness on safety issues.

Promotional materials that are badly done can harm a project's reputation. Projects should think about how promotional materials will correspond to their overall reputation: Are they 'green' enough in case you are an environment project? Will they actually work and continue to work throughout the project lifetime?