



The Terms and Conditions agreement of Research Call 5

In order to enhance visibility of your event and the *Maastricht, Working on Europe programme* (MWoE), we require several (administrative) actions in the light of co-branding.

Before the event:

1. Mention of the MWoE support in your event programme and communication:
 - a. [Logo]
 - b. [URL:] www.maastrichteuropa.nl
 - c. [Text:] Partly financed by Maastricht, Working on Europe / [If full financing applies:] Financed by Maastricht, Working on Europe
 - d. [Additional information:] The aim of Maastricht, Working on Europe is to position Maastricht as a meeting place for citizen dialogue and debate and establish a Centre of Excellence for research on Europe and European integration. In short: a workplace for a better Europe. For everyone.
2. Share event information and a short summary (120-200 words) with Studio Europa
3. Based on this information, Studio Europa will create a MWoE event on the website and/or on Facebook, which can be used to promote and share the event
4. Use of social media: tag Maastricht, Working on Europe on social media when posting on the event:
 - a. Facebook (@MaastrichtWorkingOnEurope), Twitter (@WorkingOnEurope), Instagram (@maastrichtworkingoneurope)

During the event:

1. Use of social media: tag Maastricht, Working on Europe on social media when posting on the event:
 - a. Facebook (@MaastrichtWorkingOnEurope), Twitter (@WorkingOnEurope), Instagram (@maastrichtworkingoneurope).
 - b. Coordinate with Studio Europa to use/create a hashtag for the event.
2. Positioning of one or two roll-up banners in the room/registration on the day of the event.

After the event:

1. Write a blog post of the event (200-600 words);
2. Provide details on the event (e.g. number and type of participants, results, follow-up actions, etc.);
2. Some high-quality photographs;
3. Acknowledge support in ensuing publication;
4. Budget plan; budgeted expenses vs. actual expenses (this includes a plan for re-allocation of surplus budget if applicable; such a re-allocation plan is subject to approval of the Academic Board).

Please inform the team of Studio Europa accordingly and, if desired, please do not hesitate to coordinate with the team of Studio Europa for further instructions and support: info@maastrichteuropa.nl