



SİVİL DÜŞÜN COMMUNICATION SUPPORT IMPLEMENTATION GUIDELINE

This guideline was prepared by Sivil Düşün Technical Assistance Team to help the applicants¹ who will benefit from Sivil Düşün EU Programme's **Communication Support** with the implementation process regarding their actions.

As the Technical Assistance Team we will go through the implementation process together with you. This guideline includes rules and clues regarding your implementation. We strongly request that you view this guideline and appendixes in detail before you start your work.

As the Technical Assistance Team we wish all the applicants an efficient action process.

¹ In-kind support demands made within the framework of Sivil Düşün will be referred as "application".

What's In This Guideline?

1. Points To Be Mindful Of Before The Implementation.....	3
2. Support Items.....	3
2.1 <i>Website design, software and management.....</i>	<i>3</i>
2.2 <i>The purchase and membership of digital tools.....</i>	<i>4</i>
2.3 <i>The design and management of social media tools.....</i>	<i>4</i>
2.4 <i>Field name and hosting.....</i>	<i>4</i>
2.5 <i>Advertisement and announcement.....</i>	<i>4</i>
2.6 <i>The designation, the reduction, the printing and the distribution of visibility materials.....</i>	<i>4</i>
2.7 <i>Video production and post-production.....</i>	<i>5</i>
2.8 <i>Renting of the equipment.....</i>	<i>5</i>
2.9 <i>Translation.....</i>	<i>5</i>
2.10 <i>Expert Support.....</i>	<i>5</i>
3. Purchase, Billing and Payments.....	6
3.1 <i>Purchase.....</i>	<i>6</i>
3.2 <i>Purchase approval and contract.....</i>	<i>7</i>
3.3 <i>Billing.....</i>	<i>7</i>
3.4 <i>Payments.....</i>	<i>8</i>
4. Final Report.....	8
5. Check List.....	8
6. Sivil Düşün Contact Information.....	9
7. Appendixes.....	10



1. Uygulama Öncesi Dikkat Edilmesi Gerekenler

- We will manage the entire process regarding your action together with you through Sivil Düşün Information System (which will be referred to as “Information System” from now on) (mis.sivildusun.net).
- Sivil Düşün is not a grant scheme program, it is an in-kind support program. Within this framework, all the payments are made **free of VAT against invoice directly to the suppliers**. Thus you should not go through any expenses within the scope of your action without informing the Communication Expert.
- Compliance check experts don't only give feedback regarding applications deemed unsuitable. They may also give feedback and recommendations for applications deemed suitable in order to improve their efficiency. During the compliance evaluation stage, please review the comments/recommendations (if any) made by the experts for them to be helpful during the implementation process.

There might be changes to the budget items and the budget amount you requested during your application's approval stage. You should check your approved budget items and the budget amount on the Information System since none of the expenses outside your approved budget will be compensated for.

- You should contact the Technical Assistance Team if there needs to be changes regarding the activity stated in your application and the approved budget items.
- Before you start your action, you shouldn't go through any expenses, you should fill the **Appendix1- Activity Plan** chart and send it through Information System in 2 weeks at the latest after your action has been approved.
- We would like to remind you that, if necessary preparations for the implementation aren't started without any justification and without informing the Technical Assistance Team within 20 business days after your action's approval, your in-kind support will be withdrawn. And your in-kind support will be transferred to the first compliant action in line.



- After your application's approval, your expert will send all the documents regarding the implementation to the contact person stated in your application. The implementation responsibility of the work belongs to the work owner.

2. Support Items

2.1 Website design, software and management

- The design and the content introduction of the websites should be completed within the timeline you stated in the **Appendix1-Activity Plan**.
- We suggest you view Appendix4-Sivil Düşün Visibility Guideline for Sivil Düşün Visibility Rules for websites.
- After the design of the website is finished, you need to forward the link of the site to the Technical Assistance Team before launching it and get an approval to move to the billing stage.
- For the billing and the payment procedure, please view the "Purchase, Billing and Payments" section.

2.2 The purchase and membership of digital tools

- This includes expenses such as database, storage, design and project management program.
- You need to inform the Technical Assistance Team before purchase.
- For the billing and the payment procedure, please view the "Purchase, Billing and Payments" section.

2.3 The design and management of social media tools

- This includes the professional management of the social media accounts, and the creation of content and visuals.
- Please view Appendix2-Sivil Düşün Visibility Guideline for the content and the visuals you are going to post on social media.
- Before sharing them publicly, you need to send the addresses of your social media accounts along with your content and the visuals to the Technical Assistance Team and get an approval to move to the billing stage.
- For the billing and the payment procedure, please view the "Purchase, Billing and Payments" section.



2.4 Field name and hosting

- This includes the annual field name of the website and the hosting expenses.
- For the billing and the payment procedure, please view the “Purchase, Billing and Payments” section.

2.5 Advertisement and announcement

- This includes digital social media and printed publication expenses.
- You need to send the ads and/or announcements you will prepare to the Technical Assistance Team to have them analyzed within the framework of visibility rules and get an approval to move to the billing stage. Please view Appendix2-Sivil Düşün Visibility Guideline for Sivil Düşün Visibility Rules.
- For the billing and the payment procedure, please view the “Purchase, Billing and Payments” section.

2.6 The designation, the reduction, the printing and the distribution of visibility materials

- This includes the designation, the reduction, the printing and the distribution expenses of materials such as books, brochures, flyers, roll-ups, pennants, posters, etc.
- Please view **Appendix2-Sivil Düşün Visibility Guideline** during the preparation stage of the visibility materials.

Action print-outs (leaflets, posters, videos, event schedule, etc.) need to be transferred to the Sivil Düşün Technical Assistance Team to be approved regarding their compliance for visibility rules before they are sent to be printed or issued. Products printed or published without approval will not be financially supported.

- For the billing and the payment procedure, please view the “Purchase, Billing and Payments” section.

2.7 Video production and post-production

- This includes video production and post-production expenses such as sound, color enhancement, editing-cutting, etc.
- Before sharing them publicly, you need to send your videos to the Technical Assistance Team and get an approval to move to the billing stage. Please view Appendix2-Sivil Düşün Visibility Guideline for Sivil Düşün visibility rules.



- For the billing and the payment procedure, please view the “Purchase, Billing and Payments” section.

2.8 Renting of the equipment

- Don't forget to share printouts enabled by equipment rent support such as videos, documentaries, etc. with the Technical Assistance Team.
- For the billing and the payment procedure, please view the “Purchase, Billing and Payments” section.

Equipment purchase is not an applicable support item. It is a prerequisite that the total rental cost of the equipment is not higher than the equipment purchase cost.

2.9 Translation

- You need to share the documents to be translated with the Technical Assistance Team before sending them off for translation.
- After the translation is finished, you need to share the document with the Technical Assistance Team and get an approval to move to the billing stage.
- For the billing and the payment procedure, please view the “Purchase, Billing and Payments” section.

2.10 Expert support

- You can consult the Technical Assistance Team to get information about the expert support you demanded from Sivil Düşün Pool of Experts within the scope of your action.
- Sivil Düşün Pool of Experts will be scanned based on the field you need an expert for and a list of experienced experts will be shared with you. Depending on the expert's schedule's convenience, your choice will be taken into consideration. Communication between the expert and the applicant will be handled by the Technical Assistance Team.
- For expert demands made within the scope of compliant actions, experts will be chosen solely from Sivil Düşün Pool of Experts, with regard to the transparency and the accountability of the process.
- Within the framework of your support demand, your suggestions of experts for more specific fields absent in the pool of experts will be evaluated by the Technical Assistance Team and the Delegation of the European Union to Turkey.



- The approval of the experts appointed from the pool of experts to support your action may take some time; since the process requires for their job definition's compliance check as well.
- The expert(s) deemed suitable for the action, will sign a consultancy agreement with Sivil Düşün and their payment will be directly made by Technical Assistance Team. Action owners don't have any responsibilities regarding the issue.

3. Purchase, Billing and Payments

3.1 Purchase:

- Sivil Düşün purchasing principle is to get “the best cash cover” **by working with suppliers respectful to human rights, to labour rights, to animal rights and to the environment.**
- “Getting the best cash cover” means to choose the most fitting product/service meeting the program's needs. “Best cash cover” isn't equivalent to the lowest price.
- To get the best cash cover, one needs to do a proper market research and to get tenders by determining the appropriate suppliers. There is no need to get tenders for prices available online, however dated printouts of the related pages to prove that research has been conducted should be kept. You can ask for help from the Technical Assistance Team regarding the tender procedures any time. Technical Assistance Team should be notified with the reason, and priorities mentioned in items 1 and 2, if there is a supplier that the applicant wants to work with directly.
- Since Sivil Düşün is a European Union program, purchases made within our program are exempt from VAT based on European Union-Turkey Framework Agreement. Therefore suppliers should be notified about this during the negotiations.
- Things mentioned below should be paid attention to during the tendering and the supplier selection process:
 - Avoiding conflict of interests
 - Maintaining a fair, egalitarian and a transparent approach
 - Keeping the competition at a maximum
 - Making sure that demanded tenders are evaluated in an objective and an extensive manner
 - Making sure that the tender which is the most realistic and which will best compensate the needs, the specification, the job description and the reference conditions is chosen.



As the Technical Assistance Team, we expect the applicants to prove that they have reached the best price. In any case of irregularity, Technical Assistance Team may refuse to make the payment even if the purchase had been approved before.

3.2 Purchase approval and contract:

- Don't forget that your supplier choice regarding the purchase needs to be approved by our Technical Assistance Team. Hence you shouldn't make any purchases before getting an approval.
- Make sure you specify the details regarding the billing and the payment while making a deal with your supplier. For payments higher than 3500 TL, a Supply Contract based on the related regulations must be signed between your supplier and EU Program Contractor Company (International Consulting Expertise-ICE).
- In the Supply Contract, work's subject, delivery and payment conditions should be stated. You can find the VAT Exemption Certificate and the Supplier Contract in the **Appendix3** and **Appendix4**.

3.3 Billing:

- You can move to the billing stage by informing the Technical Assistance Team after your approved action is completed.
- You can share your VAT exemption certificate and the billing information with the supplier firm after the Technical Assistance Team's approval.
- Please check that your approved budget and order are appropriate by definition and amount, and free of arithmetical mistakes. Pay attention to the accuracy of the company name, address, Sivil Düşün application number and VAT exemption info. If the bank account number isn't included on the bill, make sure you attach it to the bill.

Invoice information:

Company name and adress:

International Consulting Expertise

Chaussee De La Hulpe 150

B-1170

BRUSSELS – BELGIUM

Tax office and number: ICE VAT BE 0835.265.119

The explanation below should be written on the bill:

Güniz Sokak 32/9, 06700 Çankaya/Ankara

Tel: +90 312 428 05 61 / 62

Faks: +90 312 428 05 63

info@sivildusun.eu

www.sivildusun.net



WITHIN THE CONTEXT OF NO: EUROPEAID/136900/DH/SER/TR PROJECT, 21.12.2017
IPA/2017/387-625 VAT EXCEPTION CERTIFICATE IT'S EXEMPT FROM VAT.

Sivil Düşün EU Program is supported by the*numbered work.

*Please write your action number to the highlighted section.

- Suitable invoice sample can be found in Appendix4-Invoice Sample.

The invoice should be made out to International Consulting Expertise which acts as an executive of Sivil Düşün, instead of you or your Civil Society Organisation.

- In cases where self-employed invoice will be made out, payments will be made exempt from VAT, with stoppage included. The stoppage amount should be stated on the invoice. The responsibility to pay the stoppage belongs to the invoice owner.
- For purchases more than 3500 TL, don't forget to prepare a **Supply Contract** and send the signed copy of the **Supply Contract** along with the original invoice to the Sivil Düşün team by cargo.
- Since wrongly prepared bills will be returned to the supplier firm, payments may be delayed. Thus you can get an approval by sharing the scanned version of the invoice with the Technical Assistance Team before sending it.
- After you get a written approval for the scanned invoice and the **Supplier Contract**, you can send the original documents to our office address by cargo.

The address the invoices will be sent to:

European Union Sivil Düşün Program's Office

Barbaros Mah. Güniz Sokak 32/9

06700 Çankaya/Ankara

Tel: 0(312) 428 05 61-62

3.4 Payments

- When the originals of the invoice and the **Supplier Contract** (if any) reach the Technical Assistance Team, they will be checked by the related experts.
- Payments will be made to the supplier company's account via bank transfer within the 15 days after the complete and accurate invoice is received.
- Sharing the tracking number of your invoice and **Supplier Contract** with the Technical Assistance Team will enable us to track your delivery.

Güniz Sokak 32/9, 06700 Çankaya/Ankara

Tel: +90 312 428 05 61 / 62

Faks: +90 312 428 05 63

info@sivildusun.eu

www.sivildusun.net



4. Final Report

- **At Appendix6** you can find the final report you need to fill to enable the enclosure of your application when all your activities regarding your action have been completed.
- The filling-in of the final report will help us improve the program based on your recommendations. Hence we would like to remind you that we expect you to mail us the final report within 1 month at the latest after your action is completed.

5. Check List

We have prepared this check list below to remind you the steps you should not skip regarding the implementation process of your action.

1. I have forwarded the **Appendix1-Activity Plan** to the Technical Assistance Team within 2 weeks after the approval of my action.
2. I have viewed and applied **Appendix2-Sivil Düşün Visibility Guideline**.
3. I have added program logo, EU flag and “support info-disclaimer” text to all the imprinted/digital materials (websites, visibility materials, etc.) supported by Sivil Düşün and sent them to the Technical Assistance Team for compliance check.
4. I have forwarded the documents to be translated (*if translation budget is included in your action*) to the Technical Assistance Team before sending them off for translation.
5. I had the action print-outs (leaflets, posters, videos, event schedule, etc.) sent to the Sivil Düşün Technical Assistance Team to be approved regarding their compliance for visibility rules prepress/pre-distribution.
6. I have sent 5 samples of the printed materials for Sivil Düşün archive.
7. I have informed the Technical Assistance Team in the case of a change with the **Appendix1-Activity Plan** I had initially reported.
8. I have forwarded the scanned versions of the bills to the Technical Assistance Team.
9. I have forwarded the originals of the invoices to the Technical Assistance Team after getting an approval for their compliance check.
10. I have forwarded the bank account info of the supplier firm/firms to the Technical Assistance Team.
11. I have forwarded the Supplier Contract needed for purchases higher than 3500 TL to the Technical Assistance Team.
12. I have forwarded the Final Report to the Technical Assistance Team.



6. Sivil Düşün Contact Information

You can reach us via:

- Sivil Düşün Information System (MIS): <http://mis.sivildusun.net>
- Telephone number: 0312 428 05 61-62
- E-mail address: destek@sivildusun.eu
- For one-on-one meetings/office meetings, you need to get an appointment by e-mail or by telephone. Address: Barbaros Mah. Güniz Sokak No:32/9 Çankaya/Ankara
- For your messages via Information System, you need to choose your action number after entering the “Messages” section.

You can watch the “how-to” videos regarding the Information System on the Sivil Düşün YouTube channel. <http://bit.ly/sd-basvuru-videolari>

- We request that you add your action number (e.g. 5999) to the e-mail’s subject section in order to prevent confusion when you get in touch with us through e-mail.
- As the Sivil Düşün Technical Assistance Team we get in touch with the applicants’ contact person throughout the implementation process. The implementation responsibility of the action belongs to the action owner. Therefore keep in mind that the action owners should get in touch with the suppliers, not the Technical Assistance Team.

In case the contact person changes in your application, you can get in touch with the Technical Assistance Team and update his/her information.

- Technical Assistance Team responds to the questions they receive within 5 work days at the latest. Depending on the program’s implementation intensity, in case you don’t hear from us within the stated period of time, you can reach the Technical Assistance Team through the related phone number.

7. Appendixes

Appendix1- Activity Plan

Appendix2- Sivil Düşün Visibility Guideline

Appendix3- VAT Exemption Certificate

Appendix4- Supplier Contract

Appendix5- Invoice Sample

Appendix6- Final Report

Güniz Sokak 32/9, 06700 Çankaya/Ankara

Tel: +90 312 428 05 61 / 62

Faks: +90 312 428 05 63

info@sivildusun.eu

www.sivildusun.net

