

GUIDELINES: PROMOTIONAL MATERIALS, PRINTING & SHIPPING

Promotional materials

Working materials

Notebooks, pens, lanyards, folders, bags and USB keys are available in limited quantities for ETF events. Please send your request in advance to Massimo.Zennaro@etf.europa.eu.

Special gadgets

With the exception of special occasions, the ETF no longer produces special items for events, whether financed by COMM or from the relevant event or project budget.

Gifts

There may sometimes be the need to make a small gesture of thanks to certain participants who have made a particular contribution to an event. For this, Moleskine notebooks and special pens are available in small quantities with the authorisation of COMM management. Kindly send your request in advance to ETF.Comm@etf.europa.eu.

The Directorate has a small quantity of high-quality pens for VIP guests (Ministers, EU Commissioners, etc.) for special occasions. Please contact Samuel.Cavanagh@etf.europa.eu or Debora.Mattiuzzo@etf.europa.eu directly.

NB. As a publicly-funded EU body, our reputation for sound financial management can be compromised if we are seen to be distributing large quantities of promotional materials at our events. The quantities of these items should therefore be kept to a strict minimum useful or necessary for the occasion itself.

Printing

We have in-house facilities to produce limited amounts of digital colour prints. If you need documents/publications to be printed, please contact Massimo.Zennaro@etf.europa.eu, after considering the points below.

1. To print or not to print? To avoid over-printing, always ask yourself if it is really necessary to distribute printed documents – e.g. for events, could participants download the documents from the ETF website? Could the presentations be made available on the event webpage?

2. Timeline: Please make your request **well in advance** to allow sufficient time for printing (and shipping where required). Remember that your request may conflict with others, that the printer may be out or order/under maintenance.

3. Format of documents: The documents sent to Massimo for printing should:

- be in PDF format (if possible);
- be formatted in line with ETF corporate identity (based on ETF Word templates);
- if ETF publications, be submitted as links to the publication webpage;
- have less than 190 pages (maximum capacity of our stapling device).

4. Print run: quantities are limited as our in-house printing facilities cover only up to 500,000 pages/year distributed among all departments. For events we recommend the following quantities:

- key documents (e.g. agenda, concept/briefing notes): 1 copy/participant + 1 copy/interpreter + some additional copies (quantity to be defined case by case depending on total number of participants);
- PowerPoint presentations: should not be printed but should be made available to participants after the event (via the event webpage);
- other documents relevant to the topic: quantities equal to 20–30% of total number of participants;
- any document deemed interesting to participants, for display: amount of up to 5% of total number of participants.

In addition,

- Producing large print runs (>300–400 copies), long documents (>190 pages) and/or higher quality prints needs to be outsourced. Funding must come from the project budget and please send a request for quote to COMM.quotes@etf.europa.eu.
- Printing non-ETF publications requires prior authorisation from COMM management. Please send your request in advance to ETF.Comm@etf.europa.eu.

Shipping

1. To ship or not to ship?

First consult Massimo Zennaro (COMM) and/or Renata Vallome (Resources and Services) for advice as to what you can ship where, general rules and budget constraints. Please note that the shipping of large amounts is subject to prior authorisation, please contact Renata.Vallome@etf.europa.eu.

2. Where?

- **To EU countries:** no particular issues for shipments
- **Outside the EU:**
 - You can send **paper materials only** (items such as pens, bags, USB keys, flags are subject to customs clearance, which may delay/hamper the delivery). For emergencies, always contact Renata Vallome.
 - Always provide a local contact person (name, phone) able to solve issues on site and anticipate any customs costs.
 - It is important to ship materials well in advance to leave time for customs clearance problems.
 - Always prepare a detailed list of the materials in each box (titles, quantities). For Maghreb countries, it is advised to provide this list in French.
 - **The ETF will not cover the costs for shipping unused materials back to the ETF.**

3. How?

- Envelopes (< 2 kg): shipment prepared by individual staff directly; the envelope should be delivered to the reception together with the shipment label (recipient name, address, telephone number).
- Boxes (> 2 kg): always provide Massimo Zennaro (COMM) with:
 - *for events*, event title and date;
 - list of documents/materials to be shipped;
 - name, address and telephone number of local contact person responsible for receiving the shipment;
 - when boxes are ready (ideally prepared jointly with Massimo), send the list of contents of each box to Massimo.Zennaro@etf.europa.eu + Receptionist@etf.europa.eu.

In addition, send the DHL tracking number and related shipment document (scanned by receptionist) to your local contact person, and track your shipment to avoid any critical situation.



Wise words from Massimo!

- Remember that printing and shipping is expensive and managing large amounts of materials takes time, space and human resources and impacts on our environment.
- Do not bury event participants in paper. Few people appreciate receiving hundreds of pages to read (or bring back in their hand luggage).
- Upon request, hard copies of documents can be printed and sent to participants interested after the event.
- Preparing agenda 'booklets' with some blank pages for notes will limit the need for notebooks.

