

# The European Parliament's Consistent Communication Guidelines

**Communication creates engagement. And engagement creates participation.**

The democratic power and influence of the European Parliament rests on the mandate of its 375 million voters in the 28 countries of the European Union. Without their regular, continuing and active participation in its work on their behalf, it is nothing.

# CONTENTS

<b>Foreword</b>	<b>8</b>
<b>Being known, being trusted and being liked</b>	<b>10</b>
<b>Who we are, where we stand and what we stand for</b>	<b>12</b>
<b>How to create communication that creates community</b>	<b>18</b>
How to design it	22
Our logo	24
Our layout	26
Colours	30
Typeface	32
Photography	34
Illustration	58
How to write it	64
<b>A second opinion</b>	<b>70</b>
<b>Examples</b>	<b>72</b>
<b>Further reading</b>	<b>91</b>



*'THE SINGLE BIGGEST PROBLEM IN  
COMMUNICATION IS THE ILLUSION THAT  
IT HAS TAKEN PLACE.'*

George Bernard Shaw

# FOREWORD

**This booklet is about how best to achieve consistent and effective communication for the European Parliament.** It explores a series of simple principles and applies them to the Parliament's unique place in the lives of the people of the European Union. It describes the rules to be followed in all our communication with them - and with each other - in every channel.

This means that consistent communication relates to everything from how we greet our visitors to how we draft and present our research papers. It means that everything we do and everything we say must be grounded in who we are as an institution and expressed in accordance with the spirit of the principles described in this book. As the guardian of consistent communication, DG COMM will be at the forefront of this approach and provide support to other DG's in its application.

From Johannes Gutenberg to Mark Zuckerberg, channels of communication have never been any more or any less than communities where people connect with ideas. Creating, sharing and retrieving the sum of human knowledge, thoughts and feelings.



**Klaus Welle**  
*Secretary-General*

Effective communication requires that we are known, that we are trusted and that we are liked. But not all communication is content. And not all content is communication.

## BEING KNOWN

### **Being known to others requires first that we know ourselves.**

That we recognise who we are. Not who we were nor who we may hope to become.

Who we are is the sum of where we stand and what we stand for. It distinguishes us from others and defines what we offer to the world.

It gives status to what we choose to say and authority to how we choose to say it.

Effective communication demands that it is expressed clearly and consistently.

## BEING TRUSTED

### **Being trusted in turn requires that we are known.**

And that every single expression of who we are, where we stand and what we stand for is always whole and unequivocal. That it always displays integrity without omission or qualification.

Above all, it demands that no matter how closely it may be examined, or how fiercely it may be tested, it remains entirely consistent.

## BEING LIKED

### **Being liked is not always necessary or possible. But it helps.**

In communication, as in life, attraction works to encourage and to reward engagement.

The more likeable the expression of who we are, where we stand and what we stand for, the more engaging and therefore the more effective our communication.

It is no accident that friendship has become the natural content filter in the digital space. It is simply more reliable and more consistent than any algorithm yet written.

WHO WE ARE,  
WHERE WE STAND  
AND WHAT WE  
STAND FOR



To be known, to be trusted and to be liked, it is essential that all of our communication must always be true to who we are, where we stand and what we stand for. It must always support or be supported by one or more of these three pillars:

## We are the **PEOPLE** of Europe

The European Parliament speaks for us, the people of the European Union. It has no higher purpose than our service. It holds power to account in our name. It enacts laws for our protection. It speaks for us beyond our shores. Its authority rests only on the mandate that we choose to grant its members. In their discourse lies its strength. And in our values its power.

In our common values and our shared hopes we find the means to overcome our challenges. When our problems are shared, they are more easily solved. While our old still have dreams, then our young still have hopes.

## We stand in **YOUTH** and **OPENNESS**

The first recognisable institutions of democracy originated in Ancient Athens. It matured into what we know today as parliamentary government during the course of the 18th century.

The European Parliament, by comparison, is young. The Common Assembly Of The European Coal And Steel Community, the institution from which it is directly descended, met for the first time in September 1952. Its history is brief but it is one of constant evolution and of steadily increasing power. It is a journey and not a destination.

It is to the European Parliament that the President of the European Commission and its Commissioners must come to answer for their actions. It is here that world leaders come to speak with the people of Europe. Alone among the EU institutions, its doors are open and its discourse is public and on the record.

## We stand for democratic **POWER** and **INFLUENCE**

The 751 members of the European Parliament are elected by 375 million voters in the 28 countries of the EU.

The world's only directly elected transnational assembly, it elects the President of the European Commission, appoints its Commissioners and holds them to account in our name. It passes laws for our protection and budgets on our behalf. It represents us abroad and acts on our petitions.

The discourse of its members shapes our political and social agenda upholding the values enshrined in Article 2 of the Treaty of the European Union:

*'The Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. These values are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men prevail.'*

## A vibrant **PARLIAMENTARY DEMOCRACY**

These three pillars are unique to the European Parliament. They distinguish it from national parliaments and other European Union institutions. They are omnipresent in every aspect of the Parliament's day-to-day work either individually, in tandem or fully overlapping.



A person is holding a large, bright red megaphone. The megaphone is the central focus, with a person's mouth visible at the top opening. To the left, a white banner with large, bold, black letters is partially visible. The background shows a crowd of people and green foliage, suggesting an outdoor event or protest. The text "HOW TO CREATE COMMUNICATION THAT CREATES COMMUNITY" is overlaid in white, bold, sans-serif capital letters on the right side of the red megaphone.

HOW TO CREATE  
COMMUNICATION  
THAT CREATES  
COMMUNITY

Democratic power and influence is honest about its goals, modest about its achievements, clear about its purpose and determined in its pursuit. As the people of Europe we stand together as equals. Youth and openness demands that everything we say and do is always easily accessible to all.

All of our communication: visual and verbal, online and offline, in our environment, our behaviour and our actions must therefore always evidence these three essential principles at all times:

## SIMPLICITY

Try to encapsulate everything that needs to be said in one all-encompassing thought. Avoid ambiguity.

## CLARITY

Use only those elements that are absolutely necessary. Do not embellish or complicate.

## EQUALITY

We are the people of Europe. We are our audience and our audience is us. Do not condescend.

# How to **DESIGN** it

The European Parliament has one logo, one layout and one typeface family.

But do not mistake consistency for conformity.  
There are few of us who choose to rise each morning and to put on clothes identical in every respect to those we took off the night before.

Although our appearance may vary according to where, when and in whose company we find ourselves, we have only one identity.

# WOMEN REFUGEES AND ASYLUM SEEKERS IN THE EU



INTERNATIONAL WOMEN'S DAY 2016

[europarl.europa.eu](http://europarl.europa.eu)  
#IWD2016



# Our logo

**Our logo validates our identity. It is our signature.**

It may be used in one, but only one, of 24 official language versions. In the case of multilingual communication, the language-neutral version (the mute logo) should be used.

No other logo may ever be used in any circumstances except in the case of EU interinstitutional communications (the Lux Film Prize or the EU Visitors' Programme, for example) or the House of European History.



European Parliament

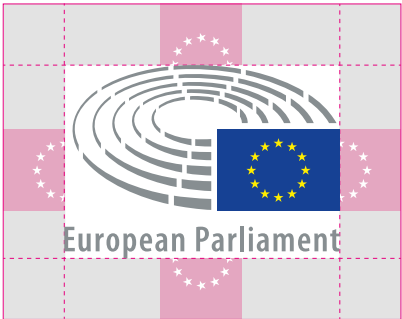
**STANDARD**  
This is the standard logo, used in all monolingual communications for print and screen.



**MUTE**  
The mute logo should be used when the standard logo cannot be used.

It must always be placed in an area of clear and otherwise unobstructed space of a size relative to the logo size. Particular care should be taken in online and mobile applications.

As the width of the logo varies by language version, its size must always be determined by reference to the EU flag.



CLEAR SPACE AREA  
The clear space area is based on half the width of the EU flag.

The minimum permitted width of the flag is 8 mm or 40 pixels. The maximum is 8 % of the shortest side of the layout. When working with formats other than ISO A, try to maintain the proportionality of the A format.

Document size	Flag size (mm)
A5/B5 and smaller	8
A4/B4	12
A3	16
A2	24
A1	38
> A1	max. 8 % of layout width

Always consider screen resolution carefully with the help of a UI/UX designer. In print formats smaller than A4, the minimum width logo should be used. Comprehensive guidelines can be found at: [europeanparliament.europa.eu/downloadcentre](https://europeanparliament.europa.eu/downloadcentre)

# Our layout

Our simple layout design is the structure that frames our creativity to focus it in the service of effective and clear communication. The eye sees framed objects as having power and influence and white space as having openness.

The elements of your communication (headline, visual, body text and logo) should be placed on a single colour (preferably white) space framed by two left and two right margins. The margins correspond to the width of the EU flag in our logo. All elements should always be placed in relation to them.

For posters, advertisements and publication covers, a maximum of four elements should be used:

- one visual
- one headline
- body text (and subhead, where necessary)
- one logo.

Fewer elements may, of course, be used. The only mandatory inclusion is the logo, though it need not necessarily be placed on the front cover of a publication.

The headline should be aligned to one of the two left margins and should overlap the visual. It may be of any size or weight and you may vary its transparency. Where no image is used, a headline alone or a headline and colour block is sufficient.

On the second and subsequent pages, where more than four elements may be used if necessary, the framed white space layout also applies.

As you work, keep asking yourself *'is this element necessary in this context?'* Edit your work brutally and repeatedly: be clear, be simple. Stick to your one clear thought.

headline

Align the headline to one of the two left margins and ensure it overlaps the visual. It may be of any size or weight and you may vary its transparency.

image

Use only one image. Where no image is used, a headline alone or a headline and colour block is sufficient.

body text

web address, hours, locations, contact details, etc.

logo

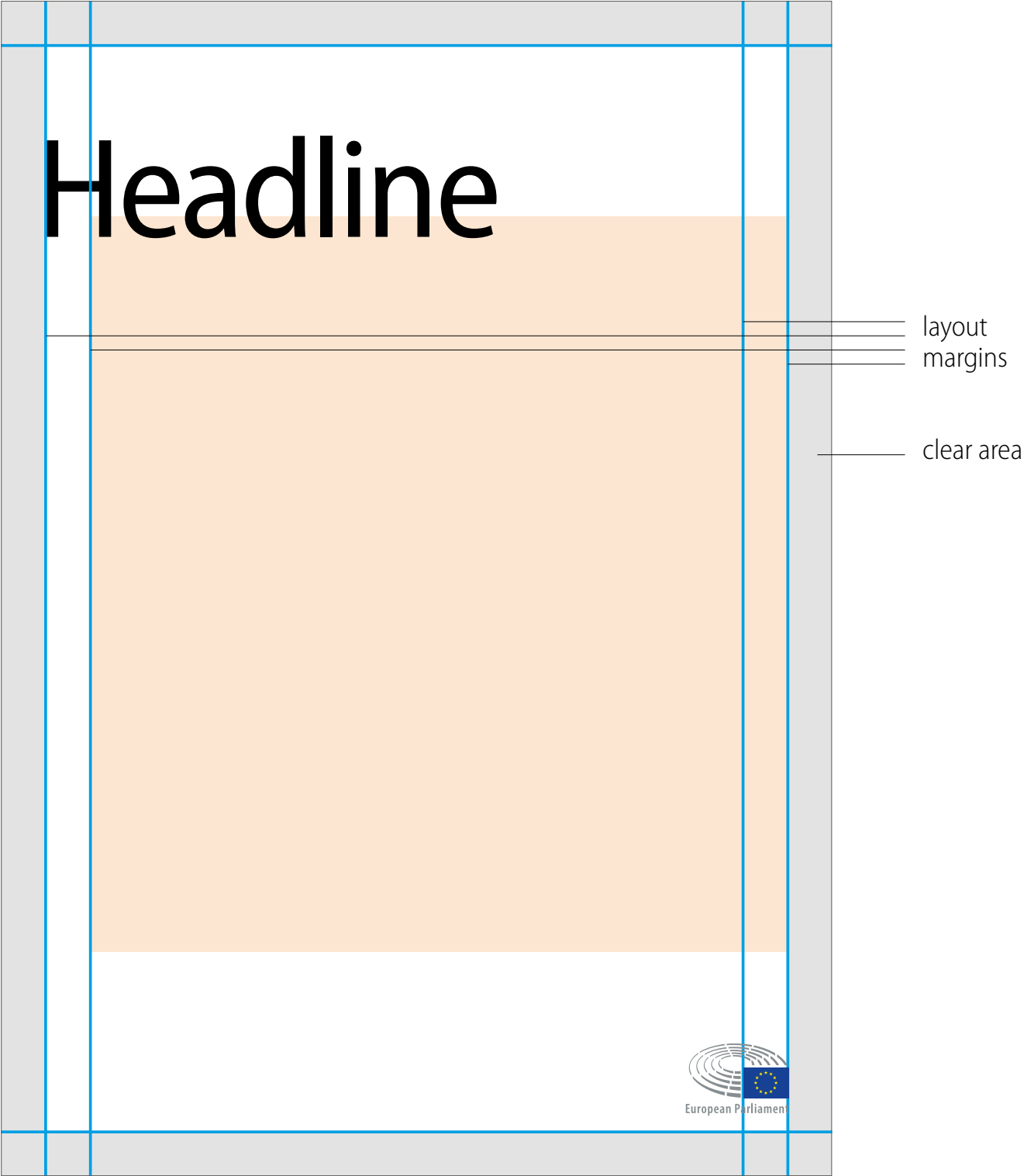
# WOMEN REFUGEES AND ASYLUM SEEKERS IN THE EU



INTERNATIONAL WOMEN'S DAY 2016

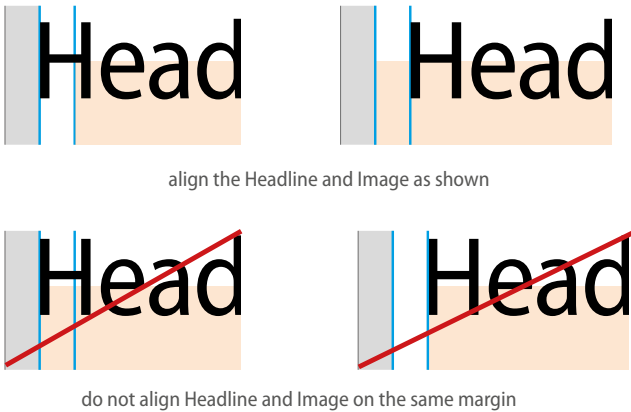
europarl.europa.eu  
#IWD2016





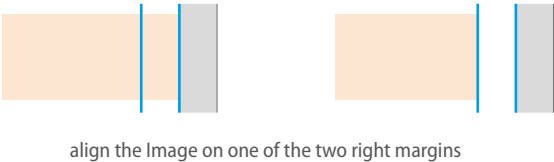
### Headline alignment

Your headline should be aligned to one of the two left margins. Do not align the headline and the image on the same margin. The headline can be placed freely on the y axis, making sure to respect the top/bottom margins of the layout.



### Image alignment

Ideally, your image should be aligned both to the left and the right margins. When this is not possible, you may align your image to the right margin only. The image can be placed freely on the y axis, making sure to respect the top/bottom margins of the layout.



### Logo alignment

Position the logo on the right margins only. Place it freely on the y axis, making sure to respect the top/bottom margins of the layout.



# Colours

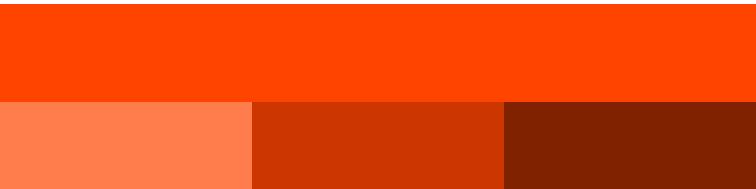
We stand in youth and openness. Our communication embraces diversity. We have no set colour palette. But please always bear in mind the context of your communication and the importance of clarity and simplicity at all times.

- No more than a total of four colours (excluding photos and illustrations) should be used.
- Colours must always be used in harmony: monochromatic, grayscale, square, analogous, complementary, split-complementary, triadic or tetradic.
- A colour generator is a good way of creating colour combinations that work well together.
- Do not use colour gradients.
- If an advertisement, poster or publication cover has no main visual element, then you may use any background colour or a colour block against white.

ANALOGOUS



MONOCHROMATIC



TRIAD



COMPLEMENTARY



SHADES



# Typeface

Myriad Pro is a versatile type family embracing the Latin, Greek and Cyrillic alphabets. It is comprised of 40 fonts in four widths and five weights each, with complementary italics. It is used in all of our internal and external communication.

Remember that typography exists to help us read and understand the text comfortably and enjoyably. Its basic rules are easily understood and simply applied:

- set the leading and tracking to avoid tight or loose lines and condensed or expanded spaces for your body text
- don't make lines too long, a comfortable read is around 60-80 characters per line
- different weights and colour of type help communicate emphasis and tone. Try to vary them within reason
- you may vary the fonts within a headline
- optical kerning is mandatory for headlines.

For email, Word documents and Powerpoint presentations, Arial and Arial Narrow are also used. While these may also be used in HTML, every effort should be made to use a rendered form of Myriad Pro wherever possible.

WHAT'S what's?  
OUR STORY? our story?

*What's our story?*

What's our **Story**? what's our story?

**What's our story?**

WHAT'S WHAT'S  
**OUR** OUR  
STORY? STORY?

what's our **STORY**?

# Photography

**We are the people of Europe. Our photography is human. It is the lines on our faces, not the lines on a map. It is the look in our eyes, not the view from a window.**

It is a portrait of the farmer, not a picture of a farm. Inside the Parliament itself, it is action not architecture.

It is real. It is raw. It is you and I. It is here and now.

Use photography to complement your text. Not to repeat it. Photography does not always need to be used literally. Juxtaposition also has its place.

Pay attention also to the technical quality of your photography. Are all the important parts of the image well exposed?

Have you thought about how cropping the image might make it stronger or alter its emphasis?



Show people in their everyday environment. Look for natural poses and honest depictions of life.



Photography should be real and subjects placed in context. Interesting framing can make the image more powerful.



Humanity need not be literal. Cups on a wall or a landscape of lights communicate humanity without people in view.





Don't shy away from humour.



## How to design it

Show people in their natural context.  
Not in posed shots.

DO

DON'T



Keep it real.

DO



DON'T



Do not stray into 'adland'.

DO

DON'T



## How to design it

Celebrate the 'vérité'. Never rely on cliché.

DO



DON'T



## How to design it

The European Parliament is about people. Not about architecture.

DON'T



DO



## How to design it

Look for the interesting and the unusual. But not for its own sake.

DON'T



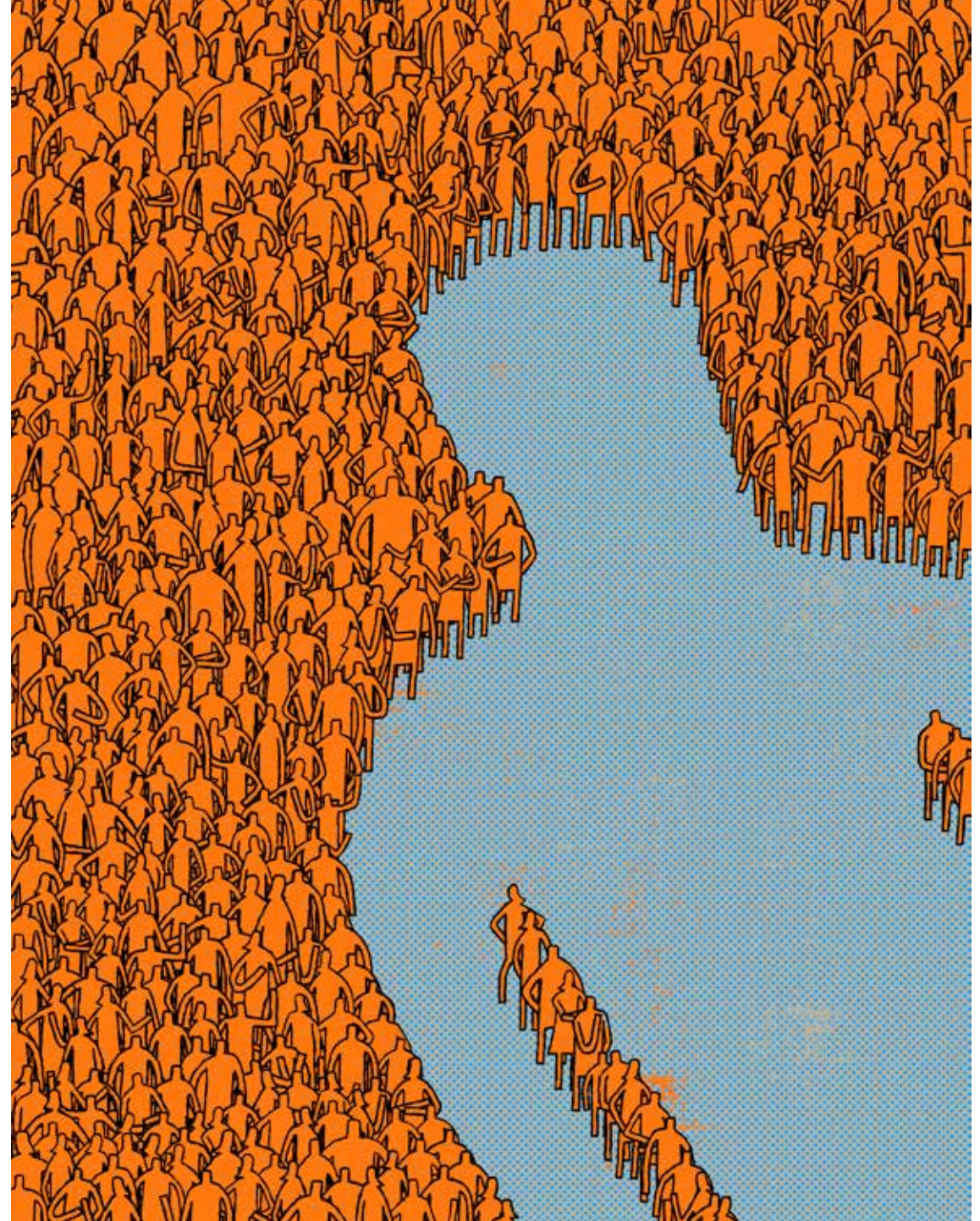
DO



# Illustration

**Illustration can offer a good alternative to photography and should not be overlooked.**

Hand-drawn illustrations (or those that achieve that effect) are preferred. Avoid standard iconography, clip art and obviously computer-generated illustrations at all costs.



Choose styles that look or feel hand-drawn. Avoid clipart and synthetic styles.

DON'T



DO



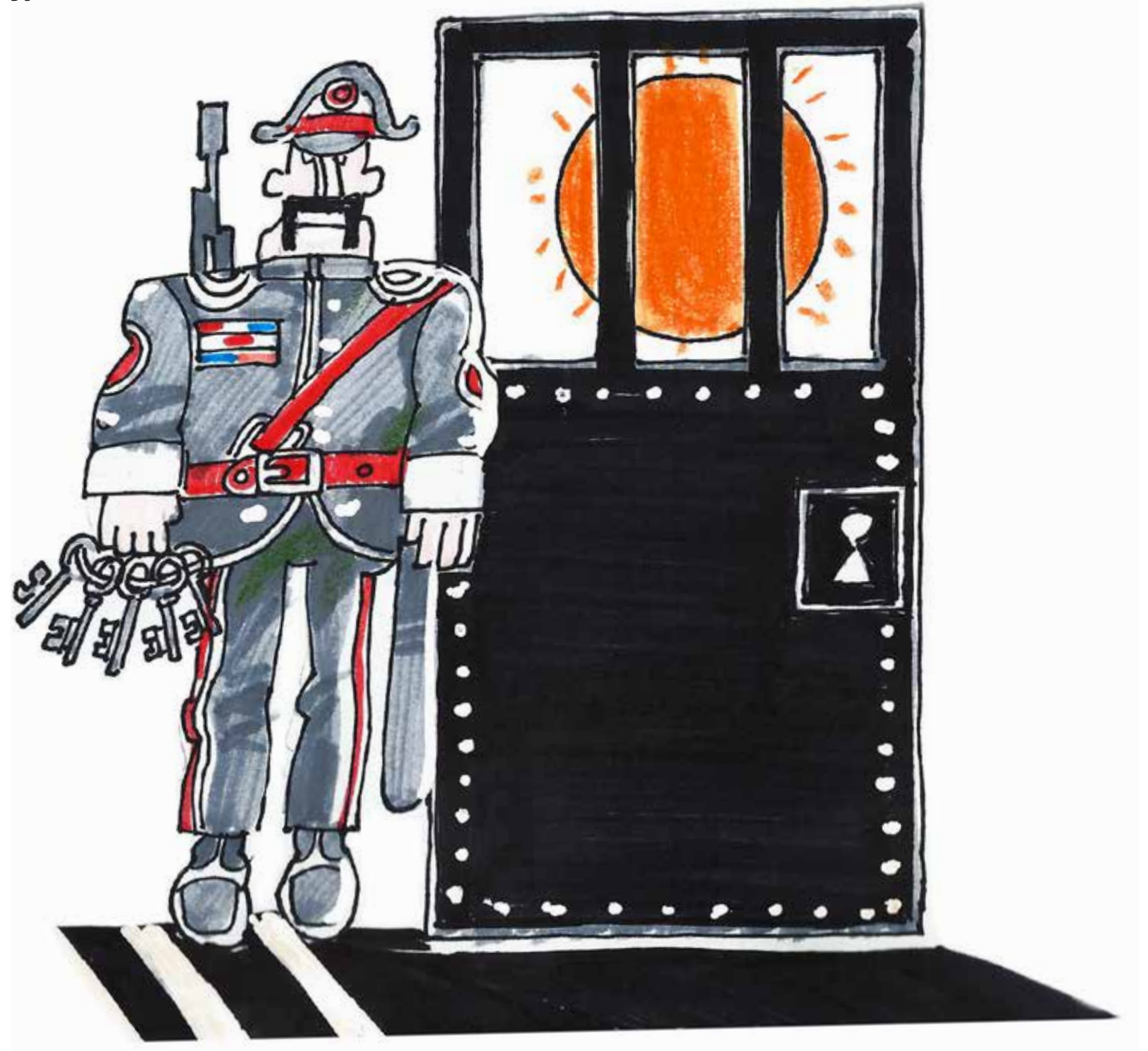
DO



DON'T



DO



# How to **WRITE** it

The European Parliament is proud of its past and hopeful for its future; honest about its goals and modest about its achievements; thoughtful about its purpose and determined in its pursuit.

Use words that are short, simple and familiar. Write in short sentences and brief paragraphs. Recognise that language lives with us in the real world in the present time but don't invent words.

Never use two words when one will do: we are 'unique' not 'quite unique'.

Resist the temptation to demonstrate your prowess as a writer. Don't get in the way of what needs to be said. Use images to complement your words. Not to repeat them.

70 words

Welcome text on the European Parliament's landing page.

repetition of the sentence  
above; redundant

condescending tone  
unnecessary

## **WELCOME TO THE EUROPEAN PARLIAMENT WEBSITE**

Thank you for visiting the official **website of the European Parliament**. The European Parliament is the only directly-elected body of the European Union.

The 751 Members of the European Parliament **are there to represent you, the citizen**. They are elected once every five years by voters **right** across the 28 Member States of the European Union on behalf of its 500 million citizens.

## **WELCOME TO THE EUROPEAN PARLIAMENT ONLINE**

The European Parliament is the European Union's only directly elected body. It represents the voice of its 500 million citizens.

The 751 Members of the European Parliament are elected every five years by voters across the 28 Member States of the European Union.

49 words

All the key ideas of the initial text are maintained but expressed more clearly and concisely.

TITLES SHOULD BE SHORT AND CLEAR  
Don't say everything. Say only what's needed.

What can be done  
to safeguard and  
promote  
democracy based  
on the founding  
principles of the  
Union?  
**The way forward.**

EP Former Members  
Association: **Annual seminar**



How to protect  
and promote  
democracy  
in the EU

EP Former Members  
Association: **Annual seminar**



## Knowledge, thoughts and feelings

What we feel trumps what we think and what we think trumps what we know. The higher on the ascending ladder from knowledge through thoughts to feelings that any communication stands, the more effective it is:

*'The meeting is at three o'clock'* shares knowledge. *'Can you make a three o'clock meeting?'* encourages thought. While *'There will be cake at the three o'clock meeting'* stimulates feelings.

### *'I am a very modest person'*

Most effective communication most often starts with a statement that stimulates a response. Choosing to start with the response instead is a common mistake. There is no surer way to create the illusion that communication has taken place. Imagine if, for example, you were to walk into a roomful of strangers and introduce yourself with the words: *'I am a very modest person'*.

## Write music

*'This sentence has five words. Here are five more words. Five word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones.*

*Now listen. I vary the sentence length, and the writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length.*

*Sometimes when I am certain that readers are rested, I can then engage them with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, a roll of the drums, a crash of the cymbals. Sounds that say listen to this, it is important.'*

Write with a combination of short, medium and long sentences. Create a sound that pleases the reader's ear. Try not to just write words. Try to write music.

## Language

Whichever language that you use, please make every effort to ensure that you conform to its accepted grammatical conventions: [publications.europa.eu/code](https://publications.europa.eu/code)

# A SECOND OPINION

It is always helpful to seek a second opinion as early as possible in the process of creating or commissioning any communication.

The DG Communication Information Campaigns team will always be pleased to offer advice:  
[consistent-comm@europarl.europa.eu](mailto:consistent-comm@europarl.europa.eu)



# EXAMPLES

In the following pages you will find some real and fictional examples of layouts that follow the principles outlined in this book.

# LIVE LONGER **AND BETTER**



Study on active  
ageing in the EU

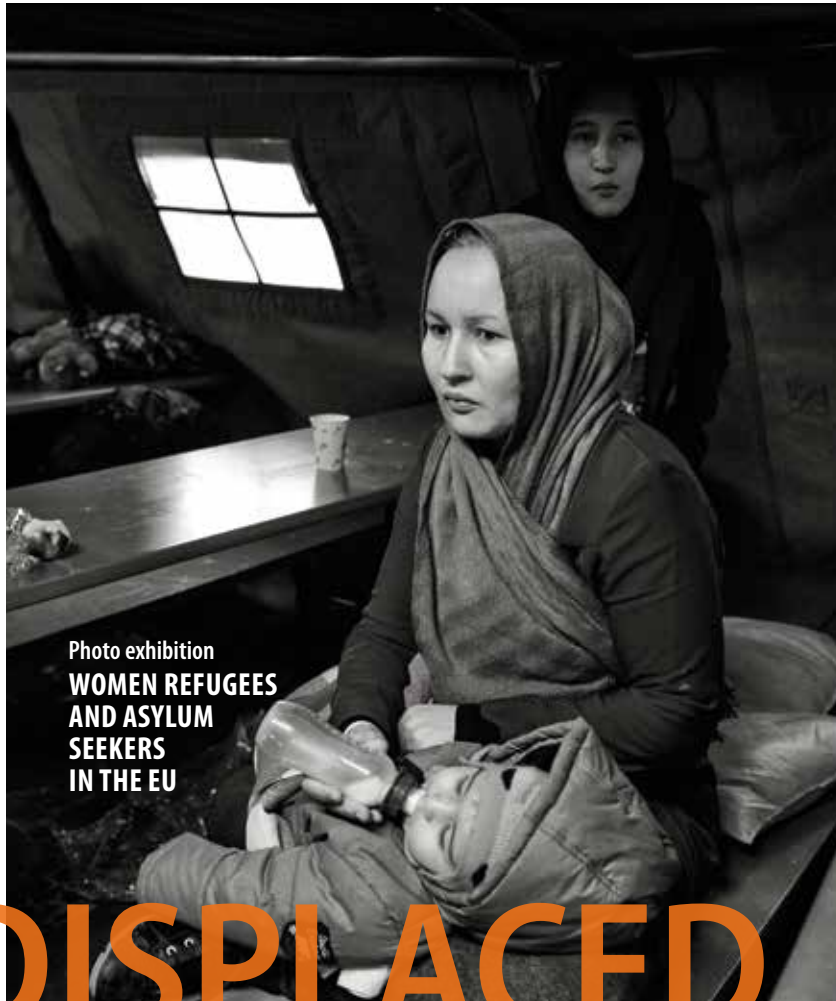


Photo exhibition  
**WOMEN REFUGEES  
AND ASYLUM  
SEEKERS  
IN THE EU**

# DISPLACED

3 March – 1 June 2016  
Parlamentarium, Brussels

## REGULAR LAYOUT DESIGNS

Body text can be placed over the visual. Headline and logo can be either top or bottom. Hash-tags and URLs are part of the body text.

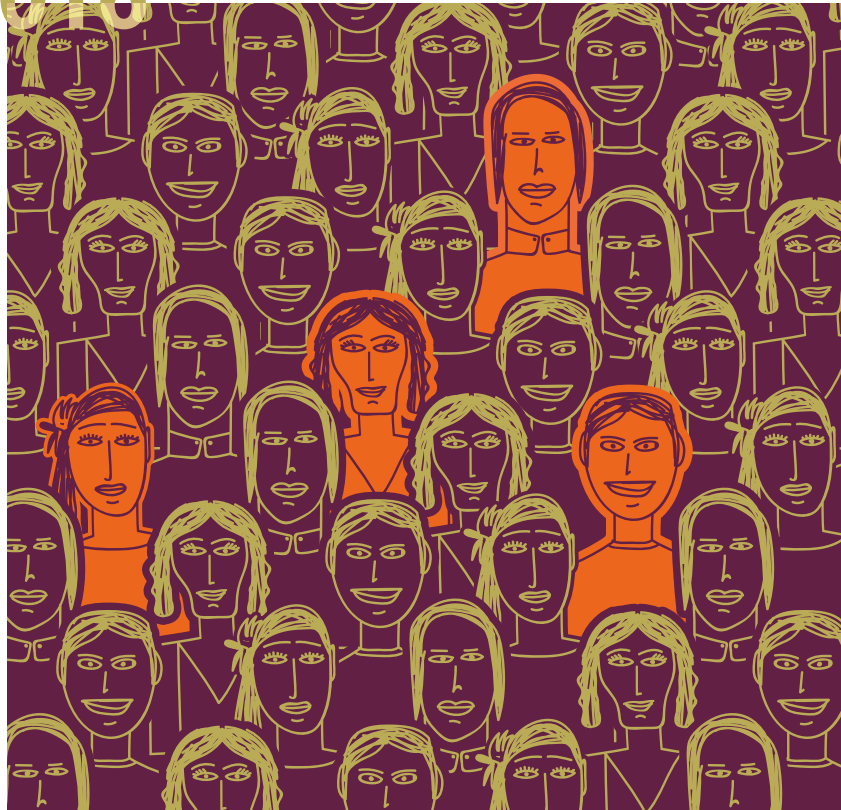


# The European *Youth* Event

**Carpe diem.**  
Strasbourg 2018

**#EYE2018**

# EUROPEAN CITIZEN'S PRIZE 2016



Honouring exceptional Europeans



## USE OF ILLUSTRATION

Illustration can serve as a powerful alternative to photography.

## IMAGE ALIGNMENT

Here the right margin is not observed. The rule has been broken because there is a compelling visual reason to do so. The composition and the child's gaze are more aesthetically pleasing when the right margin rule is not applied.

# EUROPEAN CITIZEN'S PRIZE 2017



HONOURING EXCEPTIONAL EUROPEANS



European Parliament

# LUX

## FILM PRIZE

2 0 0 7 – 2 0 1 6



### EXHIBITION

11 OCTOBER 2016 > 29 JANUARY 2017

PARLAMENTARIUM

RUE WIERTZ 60, 1047 BRUSSELS



#### LANDSCAPE FORMAT

Occasionally, the specificity of the format will influence the composition. Because of the landscape format, the image need not be aligned to the left margin. In this particular case, due to the nature of the photograph, the right margin rule is not respected either.

التعبير عن المعتقد الذي يتفق مع الفكر كما أنها هي الوقود الذي يشعل نار فكره، وعلى مر العصور لم تتقدم الأمم والمجتمعات إلا من خلال مفكرها،

بهم... الحضارة، الازدهار...

في حال... بأنه... تفكر...

من حقك ان تحب وان تحب من... ان تكون...

بشدة على حرية التعبير.

إذا كان ممن يحملون فكرا حرا على الالتفاف على النص...

لا سيما ما يطرح من فكر حر تنويري يعتبر...

حسب أدلة المجتبه العربية على ان كل فكر حر هو...

لا فكل الطرفين،... والمجتمع يتصرفان خارج...

أن يبوح بفكرته أو مسقطه عن الأمور بكل صراحة...

شينا من الخطأ أو تبجح وحيدة عكس التيار «العرف...

مقابل... وكل التيارات...

لأراء الآخرين كي يستطيع... تلك...

خلق... تقويم وتطور... لا...

بأنه يتفوق... ويرزق... نظام...

«رجال الكهنوت»...

منازل... المجتمعات فروض الولاء الديني للكهنة، حتى...

مطلقة بل ومقدسة، وما ان يأتي صاحب...

الفتاوى التي يتنافس الشيوخ في...

خوضه في غمار المقدس...

بحثا عن هواء نقي، هناك بعيدا عن...

سيوف السلطوية العنيفة.

**RAIF BADAWI**

2015 SAKHAROV PRIZE LAUREATE  
EUROPARL.EUROPA.EU/SAKHAROV

**CENSORED.  
JAILED.  
FLOGGED.  
BUT NOT SILENCED.**

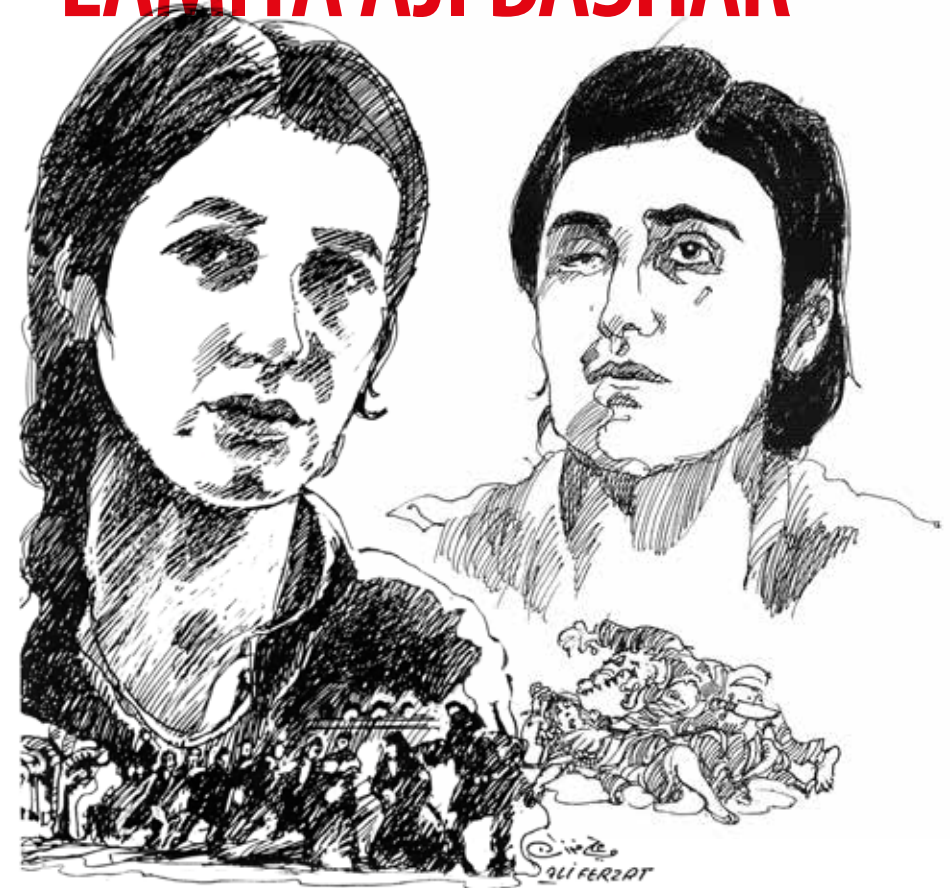
ALWAYS RESPECT THE CONTENT OF YOUR MESSAGE  
In this example the arabic text is one inviolable element.

LAYOUT RULES CAN BE ADAPTED

But there must be a compelling reason to do so. Here, the illustration was originally not framed. Creating a frame around it would disrupt the aesthetic and add no value.

2016 SAKHAROV PRIZE  
LAUREATES

**NADIA MURAD and  
LAMIYA AJI BASHAR**



The European Parliament supports human rights.  
europarl.eu #SakharovPrize



# HOUSE OF EUROPEAN HISTORY



**Learning  
and education**



A project of the European Parliament

## HOUSE OF EUROPEAN HISTORY

The House of European History is the only project of the EP to have its own logo and where the EP logo itself has additional text added to it ('A project of the...').

## COMMUNICATION PARTNERS

Where the logo of a communication partner is used alongside the EP logo, the framed white layout also applies. Third-party logos must be placed at the base of the layout and their size should not exceed the size of the EP logo.

# The European Charlemagne Youth Prize 2017



**JOIN ONE OF OUR EVENTS!**

**FROM THE 11 MARCH TO 30 APRIL 2017**

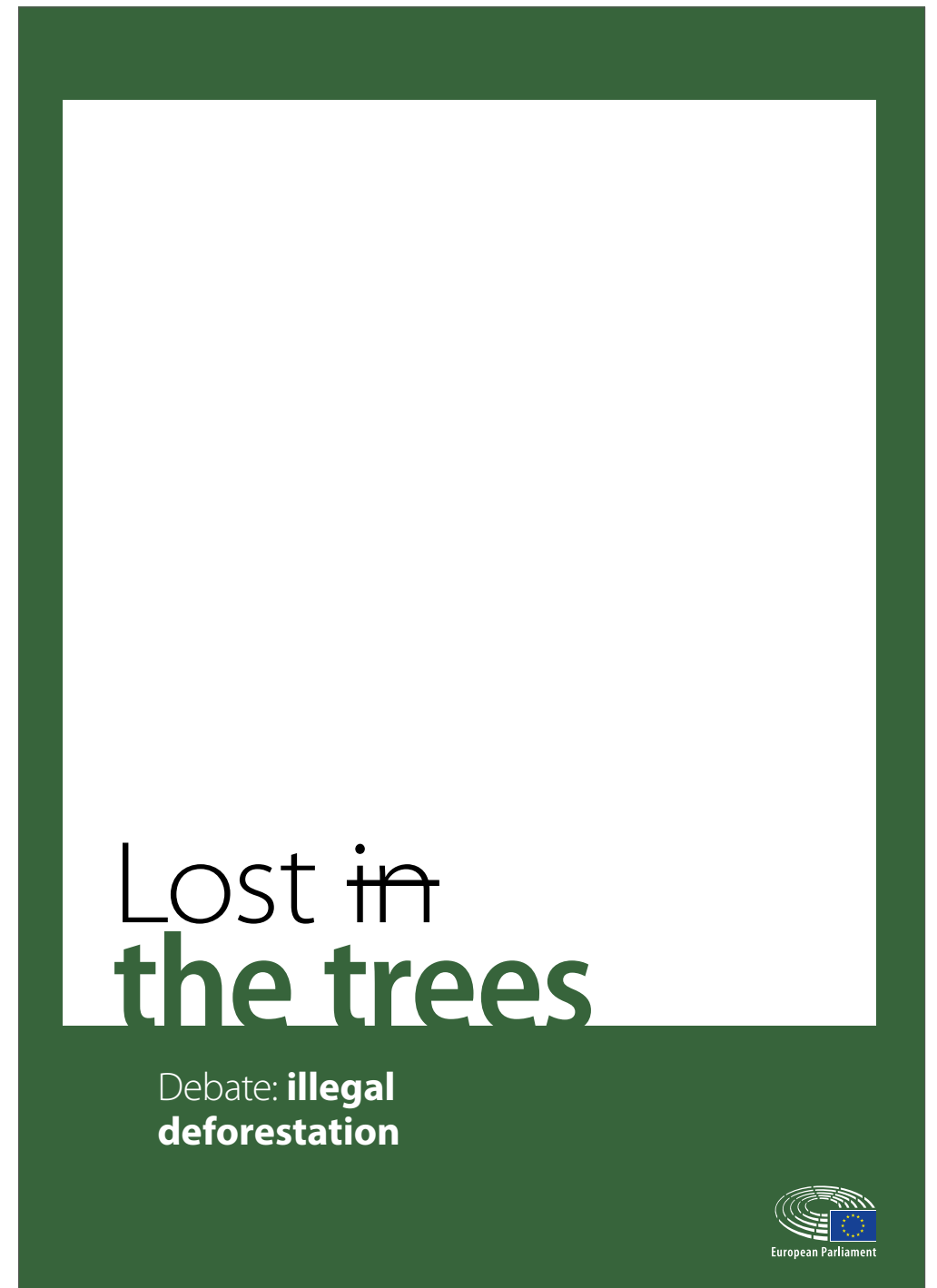
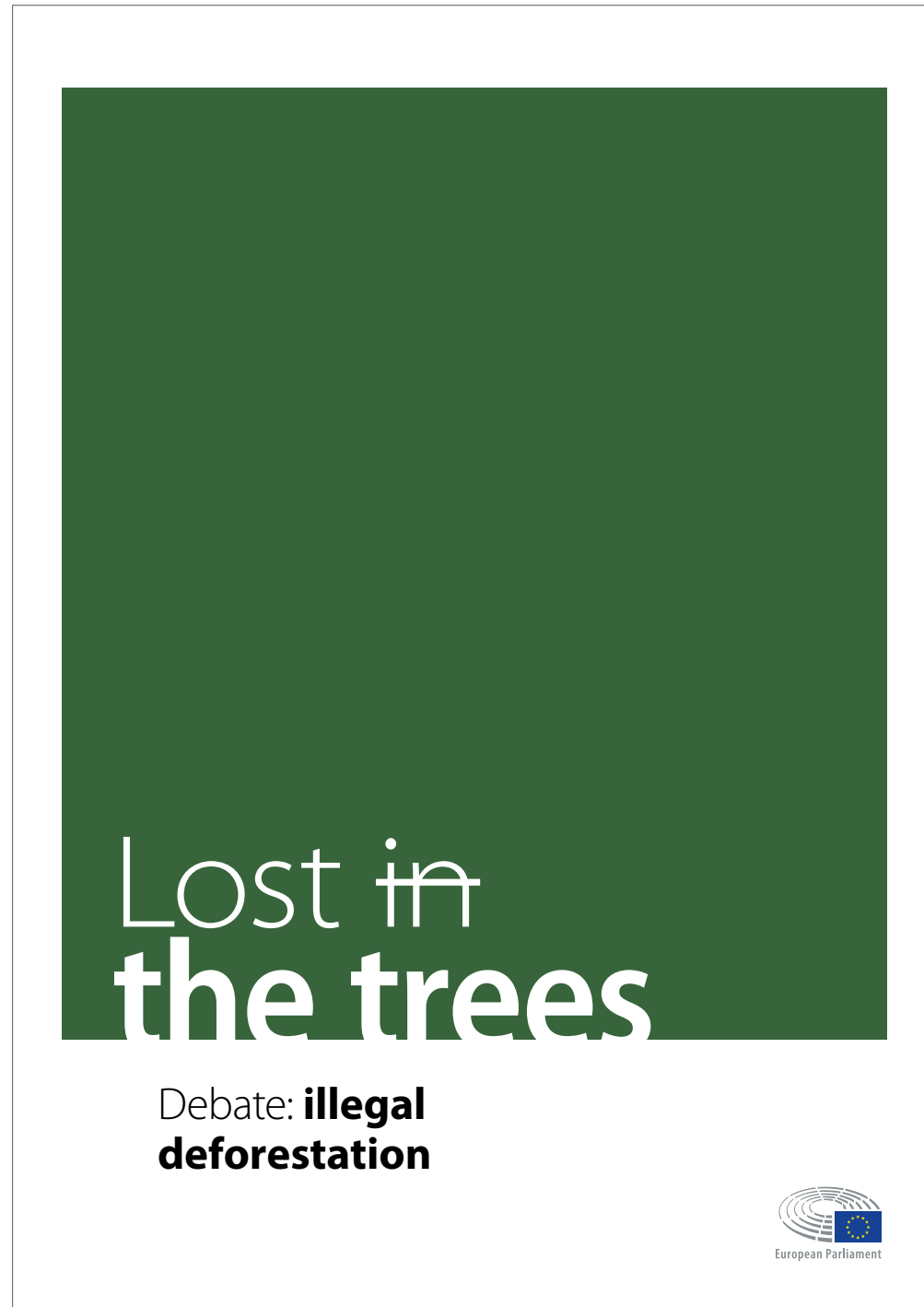
AMSTERDAM, BERLIN, BRUSSELS, LJUBLJANA,  
PARIS, STRASBOURG, TALLIN, VIENNA, VILNIUS.



European Parliament

## COLOUR BLOCKS

A colour block alone may also act as a visual.



## AND BACKGROUNDS

Or the block may be white and the background a colour.

# Dialogue Jean Monnet



## BACKGROUNDS

Where the image and background form one element, the headline must still respect the margins.

## AND GRADIENTS

Although colour gradients are not permitted, this rule may be broken if the concept depends upon it.

# Between °C and °F

Debate: **climate change –  
treaty change?**



#### SPECIFIC FORMATS

Although it may not always be possible to apply these rules to the letter all the time, strive to apply their spirit to whatever format you use.

#### SPECIFIC FORMATS

Always consider how the available format and space can best be used; in this case on a bookmark.

recto

**500 000 000 people.  
28 countries.  
751 members of Parliament.**

verso

**The European Parliament's visitors'  
experience is more than just figures.  
Come and be part of it.**

[europarl.eu](http://europarl.eu)



**UNTIL 22/11/16**  
**LUXPRIZE.EU/VOTE**

**WATCH  
& VOTE**



**MA VIE DE COURGETTE**  
Claude Barras

#### VOD

[luxprize.eu/veo](http://luxprize.eu/veo) (st. 24 lang.)

#### THEATRE

07-18 NOV Yehudi Menuhin - PHS 1<sup>st</sup> floor

#### AWARD CEREMONY

23 NOV Plenary - Strasbourg



# FURTHER READING

**Game Changers. The Evolution of Advertising.**

*Peter Russell & Senta Slingerland*

*Taschen 2013*

**Branding for the Public Sector:**

**Creating, Building and Managing Brands**

**People Will Value.**

*Paul Temporal*

*Wiley 2014*

**Don't Mention The Wars. A Journey through**

**European Stereotypes.**

*Tony Connelly*

*New Island Books 2014*

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