



Interreg

Latvija-Lietuva

European Regional Development Fund



EUROPEAN UNION

COMMUNICATION REQUIREMENTS FOR PROJECTS

Implementation and Reporting Seminar



Penalties

Type of mistake	Amount of correction
Publicity requirements have not been fulfilled, but the publicity elements can be added	0-10% or warning
Technical mistakes related to publicity requirements (mistakes with colours, size or similar)	10%
Elements of the publicity requirements missing	25%
No publicity requirements have been fulfilled, and no corrective measures are possible	100%

Five musts of project communication

-  1. Use the Programme logo and acknowledge EU support
-  2. Make photos and videos
-  3. Keep evidences
-  4. Inform JS about events two weeks in advance
-  5. Always check if your meet the project communication requirements

The main principles of the publicity requirements to the projects

Informing about the project

Displaying logo of the Programme

Providing information on the financial funding of the European Union and the Programme

Using a disclaimer that the EU is not responsible for the provided information.

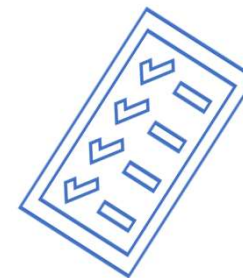
Communication guidelines



- Requirements for different communication activities
- Dictionary of main terms and phrases (EN-LV-LT)
- Guide on use of logo
- Guide how to manage project section on the Programme website
- Template of plaque and poster

Use it as check-list!

Check for updated version!



Mandatory elements of project communication

1. Informative posters at premises of each project partner
2. Information on websites of each project partner
3. Information in special section of the Programme website
4. At least two press releases (in Latvian and Lithuanian)
5. Marking of infrastructure objects
6. Marking of equipment

Requirements for the communication activities are in detail described in PM and Communication guidelines



Programme logo



Available language versions

- Mixed
- Latvian
- Lithuanian



Programme logo



Other logos can not be larger than EU emblem

Shall other logos be bigger than specified, an additional EU emblem should be Added.

The minimum withdraw of the programme logo is 60 mm

Mandatory: information about the project on websites of each of project partners.

No
scrolling
down
to see the
Programme logo!

#LATLIT
Use of social
media is
encouraged

Use plain
language

Mandatory: at least A3 size informative posters at premises of each project partner.

Use plain language to explain aim of the project and other information



Project title should be in the colour of the Programme priority

Colours of the Programme Priorities



Sustainable and
clean environment



Labour mobility and
employment



Social inclusion

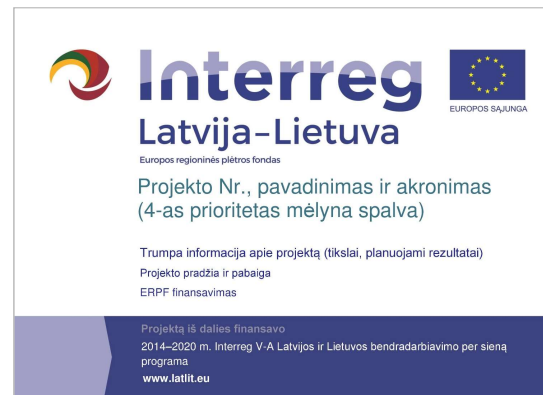


Efficient public
services

Mandatory for project with infrastructure works:

- temporary billboard latter replaced by a permanent billboard or plaque in case the total costs planned for the infrastructure or (re)construction within the project exceeds 500 000 EUR in one site

At least 5 years after the finalization of the project.



- In other locations of project investments (for example public spaces, buildings, equipped premises) each project must put up a permanent plaque or a billboard of significant size.
- General information plaques will be provided by JS

Mandatory: at least two press releases
- to media in **Latvia and Lithuania**

If reported as deliverable must contain:

1. Programme logo
2. Project title
3. A disclaimer
4. Information about financial support of the Programme.
5. Address of a website where more information is available

Copies of all press releases and articles must be sent to JS.

in Latvian **and** Lithuanian,
and/or in English **and** other languages

Distribution of information to
international media is encouraged

Mandatory: labeling of equipment and purchases

- Put stickers with the Programme logo.
- Put plaque in premises if items are not movable.



At least 5 years after the finalization of the project.

All event materials must contain

- 1) programme logo, and
 - 2) project title.
- use Programme template for list of participants

The EU flag and/or movable stands of the projects, containing the Programme logo have to be displayed at all events

Programme logo has to be placed in a clearly visible place

- photos showing placement of the logo must be provided with report

Not later than two weeks before event:

- enter event in the calendar on the Programme website
- inform JS via eMS

Save for reporting lists of participants, photos and all related materials