



Interreg

Latvija-Lietuva

European Regional Development Fund



EUROPEAN UNION

COMMUNICATION REQUIREMENTS FOR PROJECTS

Implementation and Reporting Seminar



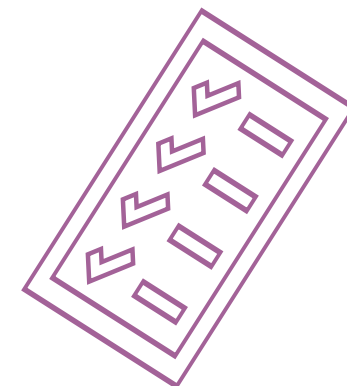
Type of mistake	Amount of correction
Publicity requirements have not been fulfilled, but the publicity elements can be added	0-10% or warning
Technical mistakes related to publicity requirements (mistakes with colours, size or similar)	10%
Elements of the publicity requirements missing	25%
No publicity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



- 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!



The main principles of the publicity requirements to the projects

Informing about the project

Displaying logo of the Programme

Acknowledging financial funding of the EU and the Programme

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

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



Available language versions

Mixed
Latvian
Lithuanian

It must be possible to read text in the 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 **recommended** minimum withdraw of the programme logo is 60 mm



Incorect use of logo




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



electronic monitoring system

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Interreg Latvia - Lithuania Programme
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monerized. 4 informational films will be created that provide basic advices for safe swimming and resting at the beach. Movies will be distributed in social media and websites of project partners and participating municipalities. There will be safety warning signs situated in beaches with basic recommendations on safe resting at the beach and how to handle emergency situations. Cross-border cooperation is very important in this project, because when it comes to the safety of the sea coast, both Latvian and Lithuanian rescuers are facing very similar problems. Institutions of both countries will be able to share experiences and participate in joint trainings.

Project implementation period: 3 April, 2017 – 2 February, 2019
ERDF financing: 500 936 EUR

Contacts | **Project news** | Social media feeds | Partners structure | Calendar


19 October 2017



Notika projekta "Safety First!" otrā projekta vadības sanāksme
Projekta "Safety First!" ietvaros 4. oktobrī Klaipēdā notika projekta vadības sanāksme, kurā piedalījās pārstāvji no visām partnerorganizācijām.

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27 September 2017




Liepājā notika starptautiskas teorētiskās apmācības Latvijas un Lietuvas ūdenslidājiem
14. septembrī, Liepājā norisinājās Valsts ugunsdzēsības un glābšanas dienesta (VUGD) rīkotās teorētiskās apmācības ūdenslidājiem projekta "Koordinācijas attīstība un kapacitātes palielināšana glābējiem Baltijas jūras piekrastē" ietvaros.


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< NOVEMBER 2017


M	T	W	T	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	1

[VIEW ALL EVENTS](#)





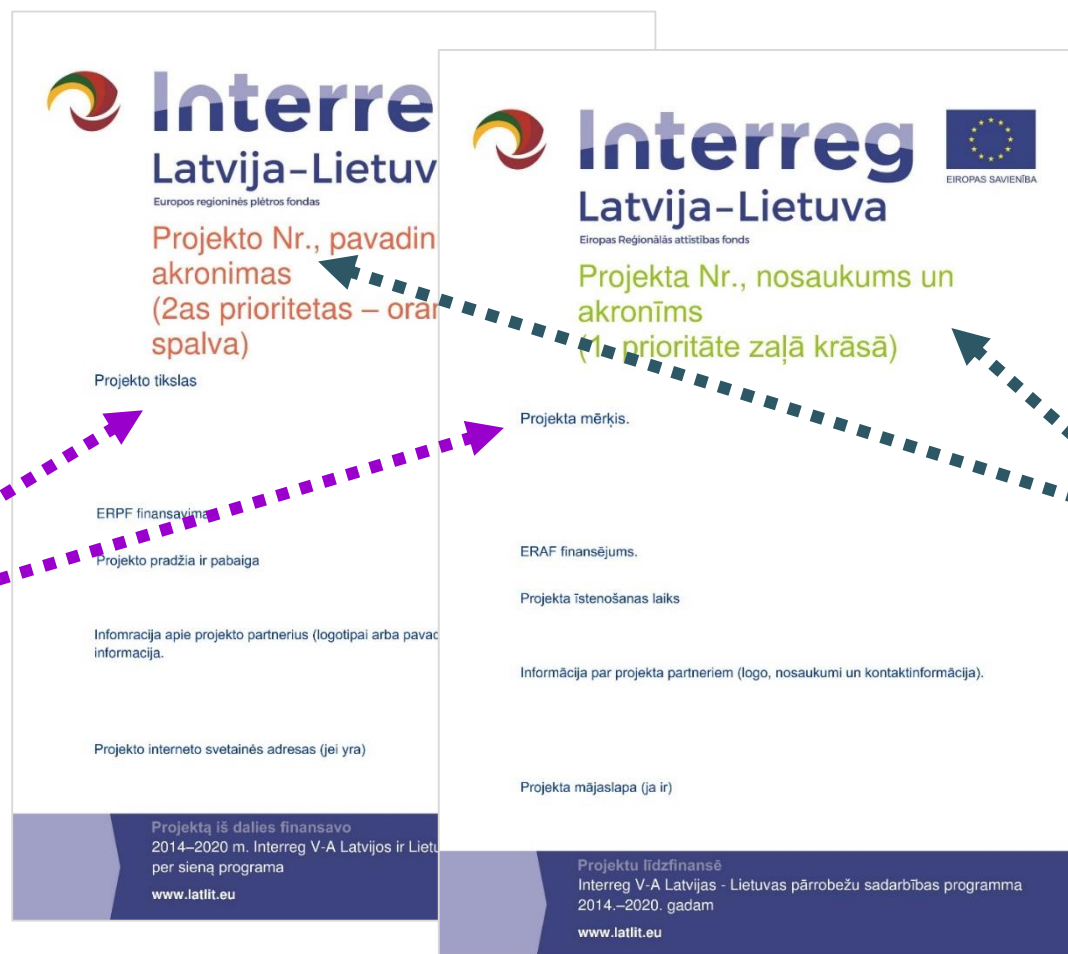




- Good and plain language
- Existing situation and what the project will change
- Project implementation period
- Indicate ERDF financing
- Active project news section
- Active social media feeds
- Active calendar

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

Marking of infrastructure objects

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 is recommended to 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.



LP should request stickers and plaques from
Janis.Vanags@varam.gov.lv

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

Good habits 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



Thank you!
Paldies!
Ačiū!