COMMUNICATION REQUIREMENTS FOR PROJECTS

Seminar on project communication

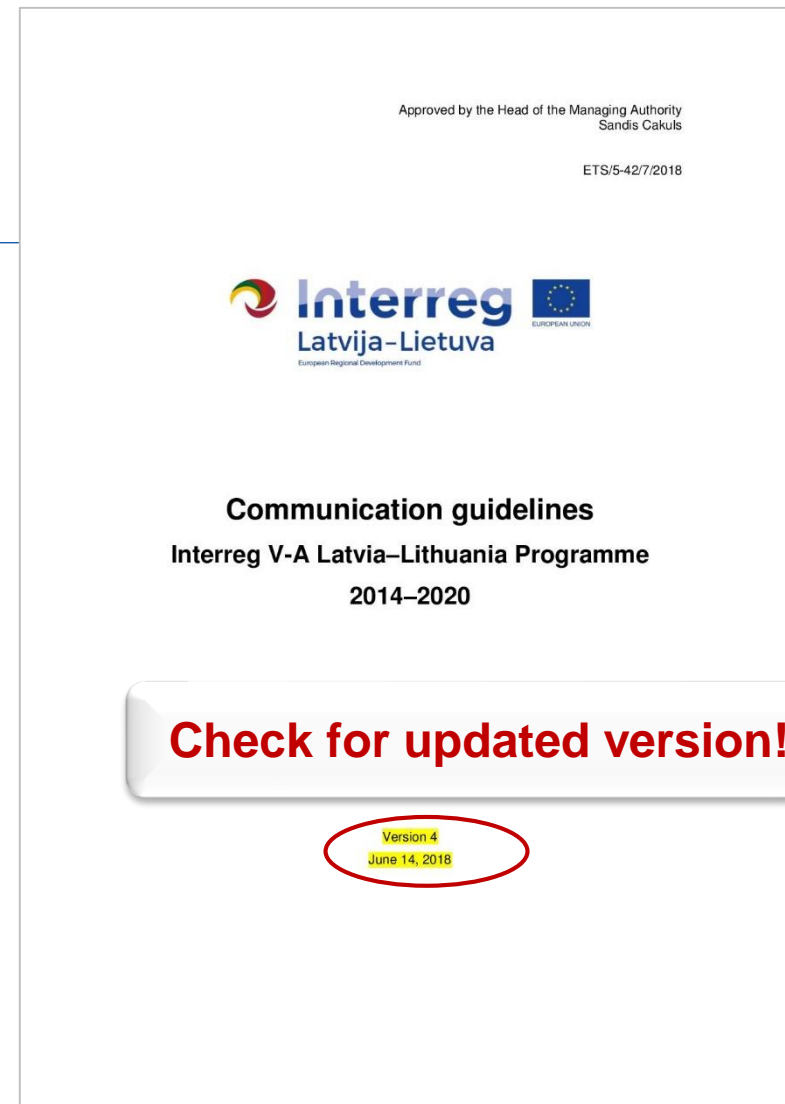# Visibility rules for projects

The main principles

Informing about the project

Displaying logo of the Programme

Acknowledging financial funding of the EU and the Programme

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

Communication guidelines
Interreg V-A Latvia–Lithuania Programme
2014–2020

Check for updated version!

Version 4
June 14, 2018

Programme logo. Languages.

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

Full color

The most desired version

Greyscale

For single colour reproductions

Black and white

When greyscale is not possible

Project communication elements required by the Programme

• Informative posters at premises of each project partner	Mandatory
• Information on websites of each project partner	Mandatory
• Information in special section of the Programme website	Mandatory
• Press releases	Recommended
• Marking of equipment	Recommended
• Marking of specialized cars	Mandatory if relevant
• Equipped room/ premises	Mandatory if relevant
• Marking of infrastructure objects	Mandatory if relevant

Informative posters

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

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

Common mistakes

Not visible for visitors

Project No, or acronym are not identified

Size of ERDF funding is not identified

Bad language, grammar mistakes

Not aesthetic layout

Project section on www.latlit.eu

Mandatory

- Use good language
- Describe existing situation and what the project will change
- Indicate project implementation period
- Indicate ERDF financing
- Active project news section
- Active social media feeds
- Active calendar

latlit.eu/coordination-development-and-capacity-building-of-rescuers-along-baltic-seashore-safety-first-no-lli-92/

Websites of project partners

Interreg Latvija–Lietuva
European Regional Development Fund

EUROPEAN UNION

Mandatory:
project information on website of each project partner

No scrolling to see logo of the programme

Accessible with 3-4 clicks

#LATLIT, @LatviaLithuaniaProgramme

Common mistakes

Other logos larger than EU emblem

Wrong colors of logo

Section is difficult to find

No project number or acronym

No other mandatory information

Not informative

Not updated

Bad language

Articles, press releases and other information in media

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

Press release

Recommended

- At least
  - At the beginning
  - At the end of the project
- To media in Latvia and Lithuania
- To international media is encouraged

Evidences for the report:
- Press release
- List of media to which it was sent-out
- Copies of publications

Photo by Florian Klauer on Unsplash

Marking of infrastructure objects

Mandatory for project with infrastructure works:

- temporary billboard at the start of works
  - if total costs for the infrastructure or (re)construction of 1 site within the project >500 000 EUR
- permanent plaque or a billboard in 3 months

Communication guidelines:
- Mandatory elements
- Sample template for plaques

General information plaques can be provided by JS

Significant size!

At least 5 years after the finalization of the project.

Labeling of equipment and equiped rooms

- Equipped room/premises – **mandatory** plaque
- Specialized cars – **mandatory labels**
- Other equipment - recommended

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

Events

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

Not latter than two weeks before event:
   - enter event in the calendar on the Programme website
   - inform JS via eMS

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

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

Other materials

- Follow visibility rules
  - Consult JS if in doubt

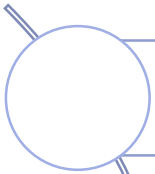| Type of mistake	Amount of correction
Publicity requirements have not been fulfilled, but the publicity elements can be added	0-10% or warning
Technical mistakes related to publicity requirements (mistakes with colours, size or similar)	10%
Elements of the publicity requirements missing	25%
No publicity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

Common mistakes

- Wrong name of the programme or ERDF
- No project number and acronym
- Distorted logo of the programme
- Size of EU emblems not respected
- Amount of ERDF funding is not indicated
- Bad language
- No disclaimer in case of expressed opinion

Timeline of communication activities

Measure		When & For how long
1. Informative posters at premises of each project partner	**Mandatory**	• Start of project • Till the end of the project
2. Information on websites of each project partner	**Mandatory**	• Start of project • Regularly, till the end of the project
3. Information in special section of the Programme website	**Mandatory**	• Start of project • Regularly, till the end of the project
4. Press releases	Recommended	• The first 3-4 months of project • At the end of project • When important events of the project can be highlighted
5. Marking of equipment	Recommended	• After purchase • Remain after the end of the project
6. Marking of specialized cars	**Mandatory**	• After purchase • For at least 5 years after the final payment
7. Equipped room/ premises	**Mandatory**	• After purchase • For at least 5 years after the final payment
8. Marking of infrastructure objects (investment works < 500 000 EUR in one site)	**Mandatory**	• No later than 3 months after end of works • For at least 5 years after the final payment
9. Marking of infrastructure objects (investment works > 500 000 EUR in one site)	**Mandatory**	• Temporary billboard – at the start of works • Permanent plaque – no later than 3 months after end of works • For at least 5 years after the final payment

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!