



Interreg

Latvija-Lietuva

European Regional Development Fund



EUROPEAN UNION

COMMUNICATION REQUIREMENTS FOR PROJECTS

Seminar on project communication



Visibility rules for projects

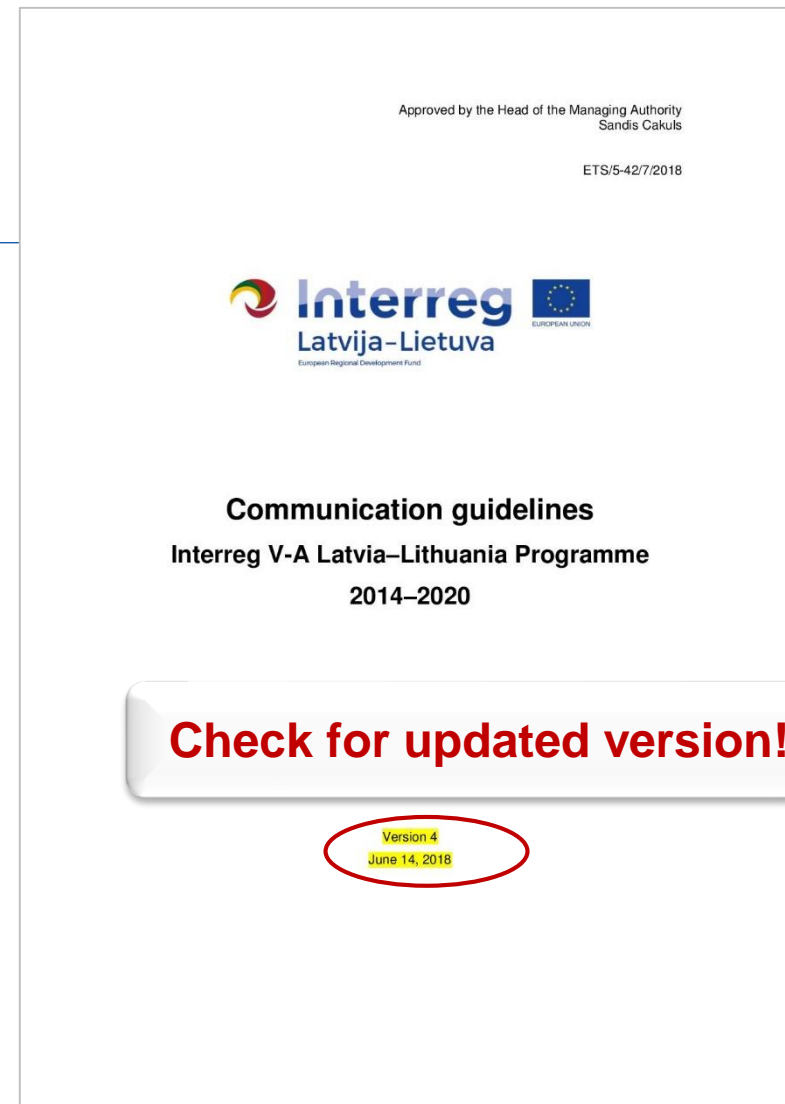
The main principles

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





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



| | |
|---|-----------------------|
| • 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

4 April 2018



Nature guides' training goes on!
The selected nature guides' training group continues its training. The guides met on 18-20 January in Dundaga to participate at the second training session and on 22-24 March in Liepāja to hold its third training session already.

READ MORE

15 November 2017



Launch training walking
Last week, event and walking training nature guides three-days

READ MORE

Mandatory

14 November 2017



Atklāj pastaigu taku Skrundā un uzsāk vides gidu apmācības

13 November 2017



Project
Thanks to safe environment, Lithuania in development for fostering, including this year in cooperation

region and Lithuania and three national and regional parks of Lithuania has commenced a project for the development of sustainable tourism in Kurzeme and the border regions of Lithuania to

monetized - 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: 5 April, 2017 - 2 February, 2019
ERDF financing: 500 936 EUR

SEARCH

News

Email +

SUBSCRIBE

Follow Us

Interreg Latvia - Lithuania Programme

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


19 October 2017



Notika projekta "Safety First" otrā projekta vadības sanāksme
Projekta "Safety First" ieviešanas 4. ceturksnī kļūst par obligātu notika projekta vadības sanāksme, kurā piedalījās pārstāvji no visām partnerorganizācijām.

READ MORE

27 September 2017




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


READ MORE

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



- 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



Mandatory:
project information on
website of each project
partner

No
scrolling to
see logo of
the
programme

Accessible
with 3-4
clicks

#LATLIT,
@LatviaLithua
niaProgramme

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

Top jaunais piedāvājums apmeklēt vēsturiskos dārzus Lietuvā

Tūrismagids | 6. jūnijs 2017 09:34




Projektā "Tradicionālo augļu, dārzeņu un dekoratīvo augu vēsturisko dārzu tūrisms" jeb saīsināti – "Vēsturiskie dārzeņkopības un tūrisma profesionāļu komanda – Latvija institūti, muzeji un lauku tūrisma asociācijas, lai kopīgi vēsturisko dārzu vērtībām balstītu tūrisma piedāvājumu dārzeņkopības tradīcijas un iesaistīt tūrisma piedāvājumā tradicionāli Latvijas un Lietuvas dārzos sastopamās, kā arī mūsdienu selekcionētās augļu, dārzeņu, garšaugu un puķu šķirnes, infor Latvijas Lauku tūrisma asociācijas "Lauku ceļotājs" prezidente.

Projekta mērķis esot, lai selekcionāri un dārzeņkopji atver savus dārzus parāda mūsu vietējo, vēsturisko šķirņu priekšrocības un labās īpašības.

Latvijas-Lietuvas sadarbības veicināšanai realizēs 41 projektu par 21 miljonu

LETA 2017. gada 31. janvāris 15:28



Vides aizsardzības un reģionālās attīstības ministrs Kaspars Gerhards | Foto: Ieva Lūka/LETA

Pārrobežu sadarbības «Interreg Latvija-Lietuva programmas 2014.-2020. gadam» programmā abu valstu sadarbības veicināšanai 41 projektam piešķirts finansējums 20,86 miljonu eiro apmērā, aģentūru LETA informēja Vides aizsardzības un reģionālās attīstības ministrijā (VARAM).


Atbalstītie projekti tika izvēlēti no 158 projektu pieteikumiem, kas tika iesniegti 2016.gadā organizētā 1.pjektu konkursa laikā. Pirmajā programmas prioritātē «Ilgspējīga un tīra vide» no 61 iesniegtajiem projektiem tika

Sukirto rankomis su latviais – vilios turistus j kaimā

Audrē Srebalienē
2017-04-30 17:36, atnaujinta 2017-05-02 09:08

Vienamē šis sveču kambaris stāv ir autentiskos audino stāstis.
@ A.Srebalienē nuot:

Lietuviai susienijo su latviais. Kono 200 okū be kaimo turizmo sodybu gegužes pabaigje atvers duris kelaujanliems po Lietuvā ir Latvijā žmoniems. Tai – pirmas žingsnis link sumanyms kiek jmanoma labiau išpletoji agrolturizmā šiose valstybese



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

- ✓ prepared by the project
- ✓ distributed to media



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 equipped 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



Materials must contain

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

Not later 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% |

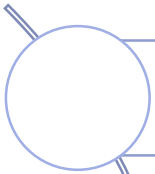
Common mistakes

- 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 | <ul style="list-style-type: none"> Start of project Till the end of the project |
| 2. Information on websites of each project partner | Mandatory | <ul style="list-style-type: none"> Start of project Regularly, till the end of the project |
| 3. Information in special section of the Programme website | Mandatory | <ul style="list-style-type: none"> Start of project Regularly, till the end of the project |
| 4. Press releases | Recommended | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> After purchase Remain after the end of the project |
| 6. Marking of specialized cars | Mandatory | <ul style="list-style-type: none"> After purchase For at least 5 years after the final payment |
| 7. Equipped room/ premises | Mandatory | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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 |

Five things to remember



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!