COMMUNICATION REQUIREMENTS FOR PROJECTS

Seminar on project implementation

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

Use it as check-list!

Check for updated version!

Programme logo. Languages.

Available language versions

- Mixed
- Latvian
- Lithuanian

Programme logo. Size.

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

Programme logo. Colours.

Full color

The most desired version

Greyscale

For single colour reproductions

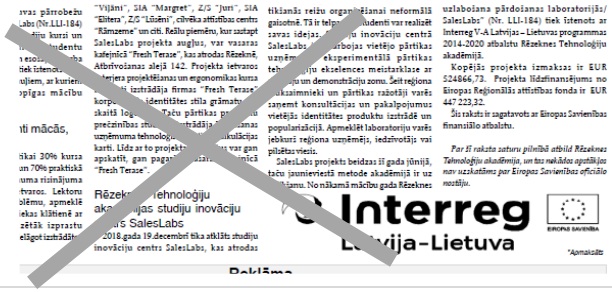
Black and white

When greyscale is not possible

Incorrect use of logo

Distorted logo

Minimised logo when there is enough of space



Distorted colors

Too bright / dark background

Inverted version

Gray / black&white version instead of full-color

Incorrect use of logo

Size of other organisations vs. size of EU emblem

My logo

Project communication elements required by the Programme

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. Marking of infrastructure objects
5. Marking of equipment, including specialized cars

Informative posters

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

Project title should be in the colour of the Programme priority

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

Colours of the Programme Priorities

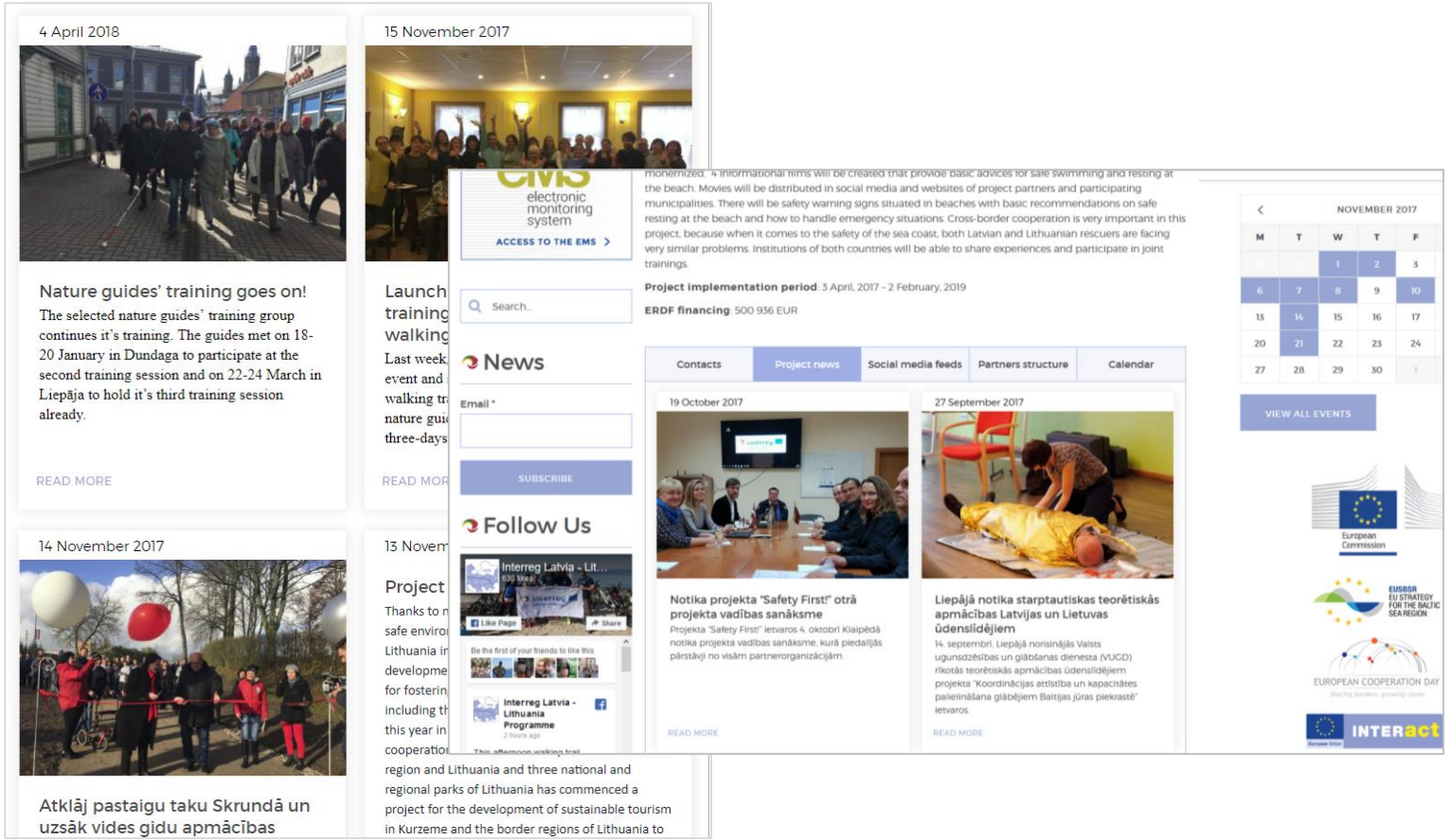
Sustainable and clean environment

Labour mobility and employment

Social inclusion

Efficient public services

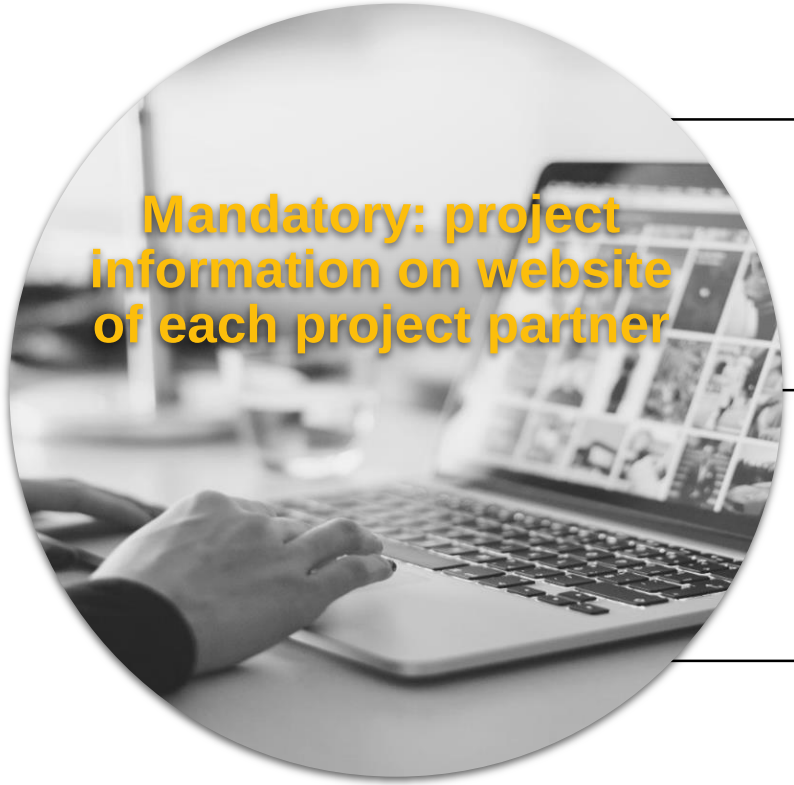
Project section on www.latlit.eu



- 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



- 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

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

✓ **prepared by the project**
✓ **distributed to media**

Photo by Florian Klauer on Unsplash

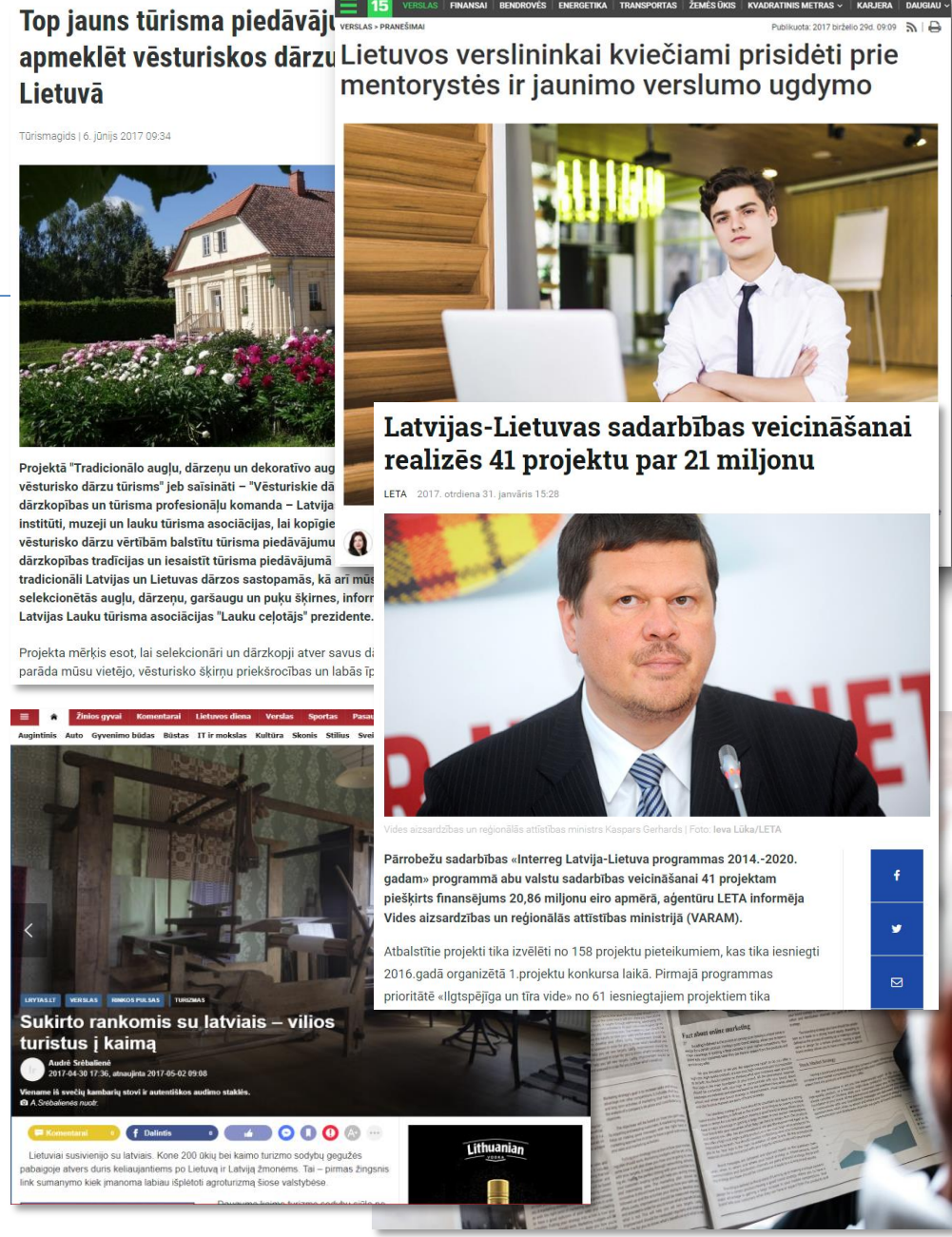
Interreg
Latvija–Lietuva
European Regional Development Fund

EUROPEAN UNION

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



Marking of infrastructure objects

Mandatory for project with infrastructure works:

- To put up a permanent plaque or a billboard of significant size.
- General information plaques will be provided by JS.

In case in one site the total costs planned for the infrastructure or (re)construction within the project exceed EUR 500 000, to put up a temporary billboard of significant size at the start of works.

Communication guidelines:
- Mandatory elements
- Sample template for plaques

At least 5 years after the finalization of the project.

Labeling of equipment

- Stickers with the Programme logo &
- plaques in equipped premises
  - Highly recommended
  - After purchase, and after project
- Labeling of specialised cars is mandatory

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

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
   - will not be mandatory in new PM

Not latter 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

Other materials

- Follow visibility rules
  - Consult JS if in doubt

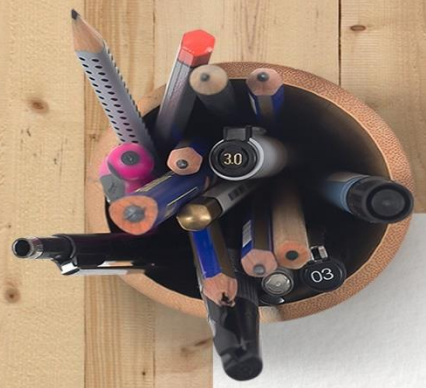
Gadgets: lesser, but better

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%

Common mistakes

- Wrong name of the programme, 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



Where do I start?

What do I want to communicate?

For what reason?

What is the best way to do it?

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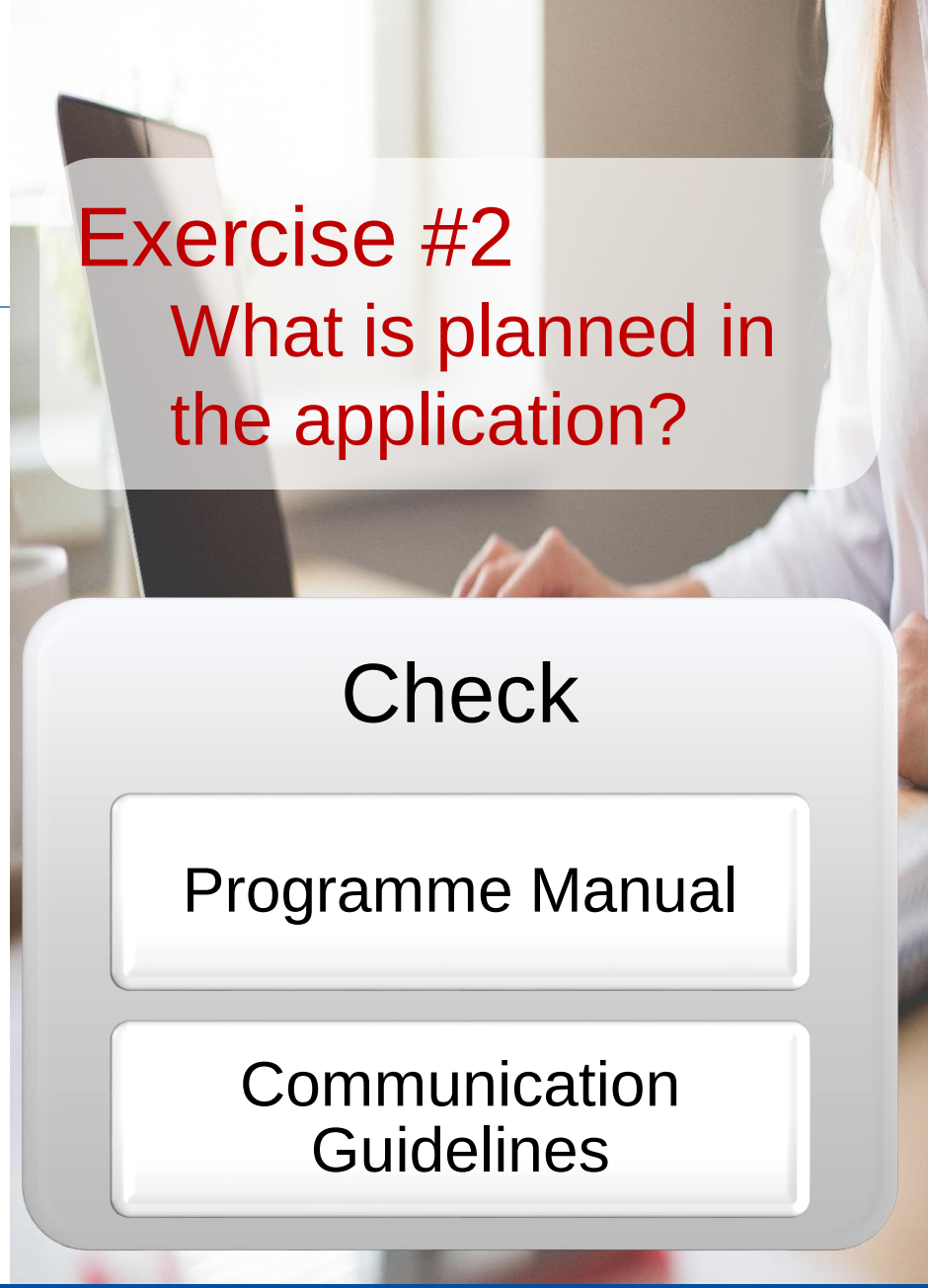

Exercise #2
What is planned in the application?

Are all needed activities included?

Are all mandatory activities included?

Check

Programme Manual

Communication Guidelines

Exersise #3

Explain your project to your children and parents

Translate project title and objective

Prepare 3-5 project communication messages

Timeline of communication activities

	Activity	When
1.	Information in special section of the Programme website	• Created – before signing of the contract • Maintained – regularly
2.	Informative posters at premises of each project partner	• ASAP at the start of the project
3.	Information on websites of each project partner	• Created ASAP at the start of the project • Maintained – regularly
4.	Press releases	• Within first 3-4 months at the start of the project • When important events of the project can be highlighted • At the end of the project
5.	Marking of equipment	• ASAP after purchase • Remain marked after the end of the project
6.	Marking of infrastructure objects	• Temporary – at the start of the works • Permanent – within 3 months after end of works

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!