

**Webinars for project beneficiaries  
on Latvia-Russia CBC Programme communication requirements  
January 28 & 29**

**Frequently Asked Questions**

*The following questions and answers (hereinafter FAQs) are intended to be provided for general information in relation to the Latvia-Russia CBC Programme 2014-2020 Communication and Visibility Guidelines. These FAQs do not constitute or purport to constitute legal advice, and are not intended to be binding, in any manner. These FAQs are meant to serve merely as guidance and can also be subject to amendments. Moreover, we encourage you to contact MA/JTS on your issues or areas of interest.*

**Balance payment (section 1 Introduction):**

- 1. Will the JTS inform all projects when the Programme will receive the final payment?**

Answer: Yes, the Managing Authority will inform the lead beneficiary about the date of receipt of balance payment to the Programme.

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**Banner (section - 10.2.2. Banners):**

- 1. We produced a roll-up before 06 Jan 2020. Can we still use it?**

Answer: Provided that (a) the documents stating the date of the roll-up procurement before 06 Jan 2020 are available and (b) all communication and visibility requirements valid for that date are met, - yes, you can continue using such roll-up.

- 2. Can we use a banner in English for an event in Russia?**

Answer: The Programme communication and visibility requirements suggest no limitations in the use of languages for banners. However, in the territory of the Russian Federation all the Programme materials intended for a public distribution should be made in Russian. Since the Programme itself has an international character, a banner in English can be used - provided that all the same information is available to attendees in Russian.

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**Changes after 06 January 2020 (section 1 Introduction):**

- 1. Our equipment (or other items) was purchased before 06 Jan 2020 and already marked with stickers provided by the Programme. Do we have to replace them?**

Answer: Since these stickers must remain in place at least 5 years after the date of the balance payment to the Programme, we do recommend to replace the old stickers with the new durable ones.

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**Display panels and Commemorative plaques (section 10.2 Displays):**

- 1. Is it required for Beneficiaries from Russia to install 2 commemorative plaques?**

Answer: All beneficiaries must install commemorative plaques next to the (re)constructed and modernized permanent structures (buildings, roads, bridges, etc.) in line with programme Communication and Visibility Guidelines.

In addition to Programme Communication and Visibility Guidelines, all beneficiaries from Russia shall also follow the recommendations provided by the Ministry of Economic Development of the Russian Federation and the Ministry of Foreign Affairs of the Russian Federation in the territory of the Russian Federation. In line with these recommendations it is required to install a metal plate after the completion of the infrastructure facility. This plate must contain the picture of the flag of the Russian Federation and the inscription: "This project was implemented with the financial support of the Russian Federation" in Russian.

- 2. At the beginning of the project, Display panel were installed in all facilities, where project activities are taking place. Do we need to change those Display panels to the updated ones?**

Answer: All already purchased Display panels can be used to ensure Programme visibility. If no costs are required (printed A4/A3 paper poster) to produce the updated Display panel we recommend to replace already installed Display panels. All Display panel, procurement for which started and related expenditures incurred after the date of approval of updated Communication and Visibility Guidelines (Jan 6) must be in compliance with these updated Communication and Visibility Guidelines.

**3. Do JTS will provide the commemorative plaques for all beneficiaries? What size?**

Answer: Yes, JTS will provide A4 size durable commemorative plaques to beneficiaries upon request. These plaques will not be suitable for large infrastructure objects, such as parks, bridges, roads, etc. In such case Beneficiaries must ensure commemorative plaques of relevant size as it was planned in the Project Application Form.

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**Events (languages):**

**1. Concerning events taking place in Latvia with participation of the Russian beneficiaries: Art. 11 of the Law on State language stipulates that all events in Latvia should be made in national language, and if the organizer holds the event in international language there should be interpreting to Latvian. Are the services of interpreters eligible project expenditures?**

Answer: The services of interpreters are eligible if included in the approved project budget. In case they are not foreseen in the budget, the beneficiary(ies) should investigate and plan how to make reallocations in the budget, e.g. finding possible savings in the budget. It is strongly advised to discuss the details of each case with responsible project manager and information manager of the JTS prior to actual application of such changes.

In any case, the desired budget reallocations may not put the project award decision under question and/or modify the essence of the project.

The interpreting services may be planned in accordance with the 3E principle. For example, if the event takes place in Latvia and only few partners from Russia (or other country) participate, the event can be organized in Latvian with consecutive interpretation for those particular participants, which may be more cost effective than to organize the event-wide simultaneous translation with interpreters and equipment.

**2. If the Partnership Agreement foresees that project activities may be conveyed in Latvian, Russian or English, whether the Art. 11 of the Law on State language should be applied. Should the interpreting into Latvian be organized during all events including the working meetings of the project staff?**

Answer: The working language of the Programme is English. At the same time, the provisions of national legislation should be observed both in Latvia and Russia.

Organization of events on the territory of Latvia foresees special requirements for the state and local government institutions regarding the working language. JTS is not authorized to interpret the Law on State language, so beneficiaries (local government institutions) from Latvia should consult with the State Language Centre, that may exempt the organizer of an event from specific requirements (11.pants 2.daļa).

**3. The experience exchange trip (Russian partners travel to Latvia) is considered as major event. Which language to choose for documenting the event.**

Answer: One of the key objectives for documenting of project event is reporting it to the Programme and backing the related expenditures for expenditure verification purposes.

The official Programme language is English and as it is defined in the Partnership Agreement - any official documentation of the Project shall be drafted in English. Therefore, it is advisable – where possible – to keep records, reports and supporting documents related to implementation of the project in English. However, additional documents required while submitting the supporting documents for the reports can be submitted in the national languages of the beneficiaries.

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**Personal data protection (section 1.3 Processing of personal data of natural persons, copyrights and disclaimers):**

**1. Does the programme have a form for declaration of participants in events, that participants allow to take photos and videos and use personal data by the project staff and programme staff?**

Answer: In order to ensure data protection, it is required to inform all participants that event can be photographed/filmed and how these materials can be used. For participant list it may be the following phrase, that should be updated in line with the proposes of the event and communication activities planned:

- *For the purpose of publicity this event can be photographed and filmed, and the photos and video may be published on the official <beneficiary's name> website and on social networks or electronic and printed publications.*
- *Šis pasākums publicitātes nolūkiem var tikt fotografēts un filmēts, kā arī fotoattēli un video materiāli var tikt publicēti oficiālajā <finansējuma saņēmēja nosaukums> mājas lapā un sociālajos tīklos, vai elektroniskās un drukātās publikācijās.*
- *В целях освещения настоящего мероприятия на нем может проводиться фото- и видеосъемка, полученные фото- и видеоматериалы могут быть размещены на сайте <наименование бенефициара>, в социальных сетях, в электронных и печатных публикациях.*

The phase should be placed on each page of the Participants list. Text should be provided in the relevant language – event working language/national language. The informative poster with announcement may be placed in the visible place at the event facilities.

## 2. How to ensure relevant processing of personal data at the event?

Answer: Beneficiaries must always remember to ensure that processing of personal data during project implementation and in particular in relation to communication activities complies with the requirements set in the applicable data protection legislation. For example, General Data Protection Regulation. So, it is required to provide information about processing of personal data (for example: during registration and participation). The following information may be provided: how collected data will be used and stored, who is data processing controller and information about ethics and data protection, etc. In order to avoid irregularities, Beneficiaries should consult with relevant data protection specialists and/or lawyers.

### Press visits (section - 8.3 Press visits):

#### 1. What kind of support the JTS provides to the project in preparation and organization of press-visits?

Answer: The JTS, namely the information manager and the project manager, provides general guidance in preparation and organization of press-visits, including accompanying of journalists during press-visit (where appropriate).

#### 2. We are organizing a press-visit to our project. Who should be informed?

Answer: The Managing Authority and the JTS must be informed 4 weeks prior to the press visit and where appropriate, groups of visiting journalists must be accompanied by representatives of the Managing Authority and/or JTS.

### Programme visual identity in project documents:

#### 1. Which documents **MUST**, **MAY** or **PROHIBITED** to use Programme visual identity?

Answer:

**MUST:** Every document which is visible to attendees of project event or activity (i.e. to project target group) and hence works as a promotion tool must bear Programme visual identity and a disclaimer. These may include but not limited to: leaflets, fliers, event agendas, lists of participants, power point slides etc.

**MAY:** In certain cases, Programme visual identity may appear on the project's documents if such documents normally are prohibited to bear Programme visual identity but in this particular case clearly have promotional character. For example: usual written correspondence can't have Programme visual identity. But a letter of gratitude for the participation in a seminar delivered under the project may include Programme visual identity upon prior approval by the JTS.

**PROHIBITED:** Internal documents of the organization – visible only to people professionally involved in the communication – are prohibited to bear Programme visual identity so that in no case the receiver of this document would understand it as coming from the Programme. These documents may include but not limited to: business cards, printed or email correspondence (including letterheads, signatures), power point slide templates, procurement documents (including requests for quote, contracts, invoices, acts of acceptance and similar documents) etc.

However, if the project title is mentioned in the internal documents, it must be accompanied by the following phrase in English and/or national language:

- This project is co-financed by Latvia-Russia Cross-Border Cooperation Programme 2014-2020
  - Projektu līdzfinansē Latvijas-Krievijas pārrobežu sadarbības programma 2014.-2020.gadam
  - Этот проект софинансируется Программой приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов
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#### **Publications in media (section - 10.1 Newsletters, leaflets, brochures and other printed and/or electronic materials):**

**1. If the information on project implementation is published on the third-party's website or in Mass Media and not paid by the project, can we report those publications if they do not include the visual identity and disclaimer?**

Answer: It is possible to use such publications for reporting purposes unless they provide incorrect, false or distorted information about the project and the Programme.

At the same time, if the third-party publications are not paid by the project they cannot be reported as the project outcome/product. Yet, they can be reported as the part of the project communication plan, which, for example, foresees increase of recognition of the project in the Programme area.

**2. What if media publication, which was paid by the project, was released without visual identity of the Programme?**

Answer: If the third-party publications are paid from the project budget, Programme mandatory communication requirements must be fulfilled to ensure eligibility of costs.

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#### **Stationery & promo items (section - 10.4 Promotional materials and stationery, business cards, letterheads etc.):**

**1. Some items (pens, USB sticks) are too small for Programme stickers**

Answer: You can purchase small items (pens, USB sticks etc.) with different goals:

(a) for project staff needs as 'stationery':

**option 1:** if item size permits, type your project name and the following phrase in English and/or national language: ***This project is co-financed by Latvia-Russia Cross-Border Cooperation Programme 2014-2020***

**option 2:** if there's no space, leave the item as purchased without any marking

(b) for project promotion as 'promo':

**option 3:** any promo item must bear Programme visual identity which can be located either on the item itself or on its package.

**2. What is the minimal size of Programme visual identity for promo items?**

Answer: The size of Programme visual identity is described in Section 4.2 of the Communication and Visibility Guidelines:

- horizontal extended – 20 mm
- vertical extended – 56 mm
- reduced – 22 mm

In any case, the text in the Programme visual identity must be readable and the height of any flag in Programme visual identity must be at least 10 mm.

**3. Can we add other logos on promo items?**

Answer: Yes, partner logos can be added on promo items along with Programme visual identity provided that any other logo is not bigger than any flag in the Programme visual identity (measured in height or width).

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#### **Video, audio (section - 9.1 Video and audio):**

**1. Can the requirements to video be fulfilled only in the end of the video?**

Answer: The Communication and Visibility Guidelines do not prohibit placing the Programme visual identity together with relevant disclaimer only at the end of the video (see Section 9.1, page 20, Programme Communication and Visibility Guidelines). Yet, it is advisable to put the obligatory

elements – Programme visual identity and disclaimer – both at the beginning and in the end of the video.

**2. What does it mean to make the video available to the Managing Authority? How? Where to describe the recording? In report?**

Answer: Making the video/audio product available to the Managing Authority means sending the following pack to responsible information manager and/or project manager of the JTS by e-mail:

- video/audio record itself;
- information related to broadcasting, distribution and reach of the video/audio;
- relevant descriptive metadata in English (title, summary, filming and production dates, production company, director, language version(s), script and subtitling files if available).

Format of information mentioned in points 2 and 3 can be chosen upon convenience of beneficiary, e.g. MSWord document, Excel spreadsheet, PDF.

There is no need to put this technical information into interim/final report.

**3. What is meant by "video"? Is it a TV broadcast or an amateur video made by beneficiaries and uploaded to YouTube for example?**

Answer: The video produced by the project beneficiary(ies) can vary from the amateur to professional. It can be disseminated through the appropriate communication channels meeting the purposes of the project.

Important! Any video produced by the project and paid from the project budget must include the Programme visual identity and relevant disclaimer at the beginning and/or end of the record.

Additionally, the product must comply with generally recognized standards and best practice in the field concerned.

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Any questions on communication and visibility?  
Please ask your information manager!

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