



LATVIA-RUSSIA
CROSS-BORDER COOPERATION
PROGRAMME



Co-financed by the European Union,
the Republic of Latvia and
the Russian Federation

**COMMUNICATION AND VISIBILITY
GUIDELINES FOR PROJECT IMPLEMENTATION BY LEAD
BENEFICIARIES AND BENEFICIARIES**

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1. General Provisions

Communication and Visibility Guidelines for project implementation by lead beneficiaries and beneficiaries (hereinafter – Guidelines) contain compulsory requirements for Lead Beneficiaries and beneficiaries implementing projects, supported by the Latvia – Russia Cross-border Cooperation Programme 2014-2020 (hereinafter – Programme) in order to ensure visibility of project activities and results. These Guidelines are applicable to the Restricted Call projects, as well as to the projects of direct award procedure.

These Guidelines are based on the following documents:

- [Joint Operational Programme of Latvia - Russia Cross - border cooperation programme 2014-2020;](#)
- [Commission implementing regulation for the implementation of cross-border cooperation programmes financed under Regulation \(EU\) No 232/2014 establishing the ENI;](#)
- [Communication and Visibility Manual for EU External Actions by the European Commission, 2010;](#)
- [ENI CBC Communication Guide 2014 – 2020 by INTERACT ENPI;](#)
- Financing Agreement between the European Union, the Republic of Latvia and the Russian Federation ([link to be added](#)).

Main objectives of the communication and publicity activities in the projects supported by the Programme are following:

- To highlight in a dynamic way that the project is supported by the Programme and to promote cross-border cooperation and its results to target groups and wider public;
- To ensure transparency in the use of public funds assuring the wider public that Programme co-financing has been put to good use.

All Russian beneficiaries shall also (in addition to these Guidelines) follow the recommendations provided by the Ministry of Economic Development of the Russian Federation and the Ministry of Foreign Affairs of the Russian Federation:

- [Practical Recommendations for Project Participants on the Information Coverage of the Russian Federation Participation in Cross-Border Cooperation Programmes.](#)

For more information on the above mentioned recommendations, Joint Technical Secretariat (hereinafter – JTS) Branch offices in Pskov and St. Petersburg shall be consulted.

Communication and visibility activities within the project have to be implemented in accordance with Activity Package 2 – Information and Visibility, which is part of the Application Form (a document, which was filled in when a proposal for the project was submitted). The communication and visibility activities should:

- Ensure adequate visibility of the EU, Latvian and Russian contribution to the project;
- Follow the visibility requirements of the Programme;
- Respect the right of the Managing Authority, the National Authorities (hereinafter – NA) and the European Commission to publish information about the project and the beneficiaries;
- Inform the Managing Authority (hereinafter – MA), the NAs and the JTS about their major events well in advance;
- Include a section on communication into the progress and final reports.

Please note that:

If the publicity requirements are not observed or only partly observed, the related

costs are not eligible for Programme co-financing.

All originals of information and communication materials (including publications, promotional items, photographs, audio-visual production etc.) produced throughout the project shall be kept at the lead beneficiary/beneficiary institution(s) for control and audit purposes.

2. Programme Logo

The Programme logo is the main visual element of the Programme and has to be used in all communication activities performed by the lead beneficiaries and beneficiaries.



Horizontal and vertical versions of the logo are available. The preferred logo orientation is the vertical format. The horizontal orientation of the logo should be used only when size or space constraints compromise the legibility of the logo and the composition it is placed in.

The Programme logo shall always be used as one united graphic element. The Programme logo cannot be divided into separate parts. The minimum height allowed for the vertical version of the Programme logo is 48mm and the minimum width allowed for the horizontal version of the Programme logo is 70mm (Annex 1, Figures 1 and 3).

The only exception, when the Programme logo can be used in its simplified version, is in cases if it is printed on small items, such as pens, and if the printed logo version is smaller than 40x25 mm. However, the minimal size of the simplified logo version is 19mm for the vertical version of the Programme logo and 15mm for the horizontal version of the Programme logo (Annex 1, Figure 5 and 7).

The Programme logo can be used in 2 versions:

- colourful (Annex 1, Figures 1, 3, 5 and 7),
- greyscale (Annex 1, Figures 2, 4, 6 and 8).

The Programme logo preferably should be printed on a light background. The logo must be set in a white rectangle when placed on dark or colourful background.

If the Programme logo is used together with other logos or emblems, the Programme logo has to be at least the same size as the other logos or emblems being used.

The Programme logo is available for download at the Programme website: <http://latruscbc.eu/publications/programme-logo/>

Please note that:

Use of the Programme logo is compulsory on all the communication materials and tools (both hard copy and electronic), project documents and all outputs produced by the project.

The Programme logo shall be used on all produced materials also in case the project designs its own corporate identity, i.e. letterheads, business cards, presentations templates, etc.

The logos of the Lead Beneficiary and beneficiaries may also appear on any communication material produced, although the Programme logo should be displayed at least as prominently as the logos of all parties involved in the project.

Project documents are all documents that are related to the implementation of the project. The Programme logo should be used on all project documents, where it is physically possible to include the logo and it is not against internal rules of the organisation, for example, minutes of management meetings, protocols, lists of participants, seminar agendas, announcements of procurements and other documents. Project documents that are generated by accountancy systems or other permanent systems, for example, bills are not required to have the Programme logo on them.

3. Communication Tools

Communication activities can be implemented using different tools listed below, and if appropriate, other communication tools can be used as well. Tools should be aligned with target groups.

Before choosing what particular communication tool to use, it is important to think over what kind of activity it should be. Only after that, the means and channels of communication can be chosen so that they suit the character of the action and target group best. Communication activities should be attractive, creative and innovative, but also simple and cost-effective. It is recommended to use every opportunity to inform the relevant audience and/or the wider public about project's major activities and achievements.

For convenience of the beneficiaries, the electronic templates for various types of communication tools have been developed, and can be found in annexes to this document, as well as downloaded from the Programme website: www.latruscbc.eu.

3.1. Press releases, press conferences, press visits

Press release should incorporate the Programme logo, the Programme statement (Annex 2, point 2) and the text should mention that the funding was provided by the Programme and what is the amount of Programme co-financing in euro. If a specific project logo is designed, it can be used in the press release (see template in Annex 3) in addition to the Programme logo.

The press release should be prepared and sent to project's media list at least initiating and finalising the project, as well as prior any major activity, event, news, result of the project.

The press release should contain: an attractive heading, a strong leading paragraph summarising the essential facts, few quotes, some background information and contact details for further information. The press release should not be longer than one A4 page.

The project should inform the MA and JTS about planned press conferences one month in advance via email. Invitations to the press conferences and materials distributed to the journalists should bear the Programme logo and general statement about the Programme. The small Programme, Latvian, Russian and the EU flags should be displayed at the press conference and preliminary obtained from the JTS or ordered.

Group visits by journalists (press visits) to the project sites may offer additional visibility opportunities. Such visits should be well-timed and focus on tangible achievements.

The MA and JTS should be informed one month in advance about such planned visits and where appropriate, groups of visiting journalists may be accompanied by representatives of the MA and/or JTS.

3.2. Publications

Publications should always be adapted to the specific target group needs and interests. The publications should focus on the project results and benefits. Texts should be kept short and informative, and the visual tools used to illustrate the publications content should make it visually attractive.

Newsletters are characterised by their regularity, and can be issued to inform on the progress of an action. This is useful, for example, for infrastructure projects, training

programmes and so on, where the impact of an action can be appreciated over time. Newsletters are usually sent as specially designed emails or sometimes produced on paper.

Leaflets can provide basic factual information and reference to mailing address or website, where further information can be found. Leaflets are usually printed in colours on a folded A4 and are intended to introduce the reader on a topic.

Brochures as more informative documents can go into greater detail, highlighting the context, including interviews with stakeholders, beneficiaries, and so on.

Electronic or printed publications such as leaflets, brochures, newsletters, studies, analyses, documents, articles, etc. must display the Programme logo and the Disclaimer (Annex 2 point 1) to be placed on the cover or title page. On digital information carriers the Programme logo has to be placed on the front page, and also on the packaging.

All publications should incorporate:

- the extended Programme logo (see Annex 1, Figure 1 and 3);
- the cover must carry the following disclaimer (see Annex 2 point 1):

"This document has been produced with the financial assistance of the Latvia – Russia Cross-border Cooperation Programme 2014-2020. The contents of this document are the sole responsibility of <Lead beneficiary's or beneficiary's name> and can under no circumstances be regarded as reflecting the position of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union."

- the general statement of the Programme (see Annex 2 point 2):

"Latvia – Russia Cross-Border Cooperation Programme 2014-2020 financially supports joint cross border development activities for the improvement of the region's competitiveness by utilising its potential and beneficial location on the crossroads between the EU and the Russian Federation. The Programme website is www.latruscbc.eu."

- the project details - name of the organisation, address, telephone, fax and e-mail info.

All materials produced in paper form should also be made available in electronic form, so that it can be sent by e-mail and posted on a website. For various publications produced, distribution capacity (inter alia, mailing lists) should be considered. It is recommended to produce electronic materials and use electronic tools of communication as much as possible in order to reach wider public and make the communication activities more cost-efficient.

One sample of all the paper and electronic publications should be made available to the JTS.

3.3. Website

The Project either may have its own website or publish its materials on the existing websites of the Lead Beneficiary and beneficiaries. It is recommended to establish an independent website only in case the project activities are designed to have a long life also after project completion, and will have significant material that could be communicated on a website.

The website or separate project section on existing website has to contain information about the project, its progress, contact data, project achievements and results.

The Programme logo and disclaimer (Annex 2 point 1) shall be published on the project website or on the section of existing website where project information is published.

As a minimum, links should be made to:

- the Programme website: www.latruscbc.eu
- the DG International Cooperation and Development webpage: http://ec.europa.eu/europeaid/index_en.htm.
- the website of the Ministry of Environmental Protection and Regional Development of the Republic of Latvia: www.varam.gov.lv
- the website of the Ministry of Economic Development of the Russian Federation: www.economy.gov.ru

If an article about the project is published on the website, the Programme logo and disclaimer (Annex 2 point 1) shall be published in the same page as the article.

At the end of the project, the content of the website should be copied onto a reliable solid-state electronic data carrier and sent to the JTS for possible use in its general communication activities and for archival purposes. The content of the website (project's, lead beneficiary's, beneficiary's) should be kept together with project documentation at the Lead Beneficiary's and beneficiaries' organisation at least five years after the date of payment of the balance for the Programme.

3.4. Social media

Social media has emerged as an efficient communication tool and allows to interact in real time with a potentially large audience and in doing so, give and receive real-time information. This can increase the amount of traffic to project websites and some messages or videos may spread very quickly or even become very popular.

The most popular channels are Facebook, Twitter, LinkedIn, YouTube, Vimeo, Flickr and Instagram. A decision on using only a few of these should be made by the project and adhered to. It is recommended not to use many channels, but rather choose a few and do them well.

Project accounts in social media shall make clear the financial support of the EU, Latvia, and Russia. Based on the space available, the description of the account shall highlight the Programme's financial support. For Facebook, where more space is available, it is recommended to use the Programme statement as follows (see Annex 2, point 2):

"Latvia – Russia Cross-Border Cooperation Programme 2014-2020 financially supports joint cross border development activities for the improvement of the region's competitiveness by utilising its potential and beneficial location on the crossroads between the EU and the Russian Federation. The Programme website is www.latruscbc.eu."

3.5. Photographs

Photographs showing the progress of all actions should be taken where appropriate to document the progress of the project and during events related to the project. Where appropriate, the Programme logo, flag, banner and other elements of visual identity has to appear in the photographs taken.

The project Lead Beneficiary and beneficiaries should ensure that photographs are in good quality (see below) and afterwards can be used in various communication materials and for reporting purposes. The photos should illustrate results and impact of the project, and should match any written information about the project. The photos should clearly evidence the Programme co-financing of recorded objects and events in compliance with information outlined in Annex 8.

In case natural, recognisable persons are depicted in a photograph or film, the Lead Beneficiary shall, in the final report to the MA, submit a statement of these persons giving their permissions for the described use of their images. The above does not refer to photographs taken or films shot in public places or at public events where random members of the public are identifiable only hypothetically and to public persons acting in their public activities.

As a general rule, digital photography should be used in order to facilitate reproduction on web sites and other information material. Pictures provided should be:

- 15x15 cm with 300 dpi resolution – preferable, or
- 75x75 cm with 72 dpi resolution, or
- 5x5 cm with 1200 dpi resolution.

The photo shall be accompanied by the following information:

- the index and short name of the project to which the picture relates;
- a caption explaining what the picture is meant to illustrate;
- the place in which the photo was taken (name of the settlement – village, town, city – and country);
- an indication of the date it was taken;
- in case of copyright: the name of the person / organization that owns the copyright and a written authorization to reproduce the picture without payment of royalties.
- Pictures cannot be digitally altered except the edit functions of resizing and colour corrections.

Photographs also can serve as the proof of the activities carried out and have to be attached to the project reports submitted to the MA. Duplicates of the photographs should be integral part of the project reports.

Find more tips on taking photos relevant for project reporting in Annex 8.

3.6. Audio-visual productions

As with all other material, the audio-visual productions should acknowledge the Programme co-financing by featuring the Programme logo at the beginning and/or end of the audio-visual file. It is highly recommended to place any audio-visual material on Youtube or any other video sharing website.

Any audio-visual production produced by the project must be an integral part of the project reports.

4. Marking requirements to different objects and activities

4.1 Display panels and Information boards

If the total contribution of the Programme co-financing of infrastructure or construction work exceeds EUR 100,000 per infrastructure object, the display panel shall be installed in the location of the object.

The display panels shall be installed next to the access routes to the site where the works are taking place, be clearly visible and should remain in place from the start of the work and no longer than six months after its completion.

After the completion of the work, the display panel shall be replaced with a permanent information board to acknowledge the involvement of the Programme in the construction or planning of permanent structures such as institutions, training centres, roads, bridges, etc. In such cases, the co-financing statement should be written in past

tense.

Display panels and information boards should incorporate (see templates in Annexes 4.1; 4.2; 5.1; 5.2):

- the Programme logo, which shall cover at least 50% of the area of the display panel/information board;
- a phrase "This project is (was) co-financed by the Latvia – Russia Cross-border Cooperation Programme 2014-2020";
- Name of the lead beneficiary, title of the project;
- start/end time of the project.

The written information on the display panel and information board should be in official language of the respective participating country. The minimum size of the display panel shall be 1500 x 1000 mm, while the minimum size of the information board shall be 500 x 300 mm. For structures that are large in area they occupy in nature - roads, building complexes or reconstructed areas, the size of information board shall be 1000 x 700 mm and should be placed near the main entrance (-es) of the structure. In addition, information posters (Annexes 6.1, 6.2) should be installed at the main entrance of each building. As for reconstructed road sections, display panel shall be installed in the beginning and end of the reconstructed road sections. As part of the opening ceremony of permanent structures erected with support of Programme co-financing, the information board should be placed in the most visible part of the building or area.

The display panel and information board may also bear the logos of other institutions associated with completion and financing of the object, and other additional information about the object.

The information board installed shall be maintained at least five years after the date of payment of the balance for the Programme.

NB: if after reading this Section the Lead Beneficiary or beneficiaries are left in doubt, which tool to use and how best to use it, please, consult the Programme JTS.

4.2. Information Poster

In case premises are renovated or furnished with the support of the Programme co-financing, and placing a display panel or information board is not required, an information poster with the logo must be placed in a visible location in these buildings, rooms, facilities or in a place related to these. Similarly, the informational poster should be placed in the premises where many small items (like basketballs, various tools, sleeping bags, etc.) are purchased in the framework of the project and it's not possible to mark all the purchases. In case of the information poster (see templates in Annexes 6.1; 6.2), separate stickers do not have to be used to mark single objects.

The informational poster (see templates in Annexes 6.1; 6.2) shall incorporate:

- the Programme logo;
- name or short description of the object financed by the Programme co-financing;
- the period of the project or the completion date.

The written information on the poster should be in official language of the respective participating country.

Installed information poster in case of equipping rooms, houses must remain legible and correct for at least five years after the date of payment of the balance for the Programme.

4.3. Banners

Plastic or textile banners incorporating the Programme logo and phrase "Project is co-financed by the Latvia – Russia Cross-border Cooperation Programme 2014-2020" should be produced when specified in the communication and publicity activities. They are intended to serve as a backdrop for various public events.

Lead Beneficiaries and beneficiaries should also produce and use a banner to promote their Programme co-financed project at an exhibition or any similar event, or at the entrance of a training centre or office reception for the duration of the event taking place at this location. The design, size and dimensions of banners will be provided by the JTS.

A banner is also an image shown on a webpage for advertising purposes. Banner can be included as an additional visual element into the project's website, it can be also placed on other websites to promote projects and the Programme.

4.4. Vehicles, supplies and equipment

Any Programme co-financed vehicles, supplies and equipment used in the project has to be clearly identified, and visibly carry:

- the Programme logo;
- the phrase "Provided with the support of the Latvia – Russia Cross-border Cooperation Programme 2014-2020" in English and in the official language of the respective participating country.

If the cost of vehicles, supplies and equipment that have been co-financed by the Programme does not exceed 5000 EUR, the stickers shall be placed on the items. The JTS will provide Lead Beneficiaries with the Programme stickers. The Lead Beneficiaries will be in charge of distributing the Programme stickers to all relevant beneficiaries. The Programme stickers will be available in two different sizes:

- small stickers – for smaller objects (office equipment, furniture items, smaller work tools, etc.);
- large stickers – for larger objects (equipment, vehicle, etc.).

Stickers will be distributed free of charge by the JTS accordingly to the proven needs of the project.

If the cost of vehicles, supplies and equipment that have been co-financed by the Programme does exceed 5000 EUR or is placed outdoors where the item is exposed to various weather conditions or other risks that may damage the paper sticker, a metal or plastic label shall be placed on the item. The metal labels will not be provided by the JTS. The need of metal labels, as well as size shall be discussed with the JTS before purchasing them.

The objects made of fabric, which do not allow printing on the logo during production - for example, national costumes, shall be marked with fabric labels. These labels should be sewn on the fabric. Like stickers, the fabric labels will also be provided by the JTS and distributed to beneficiaries by the Lead Beneficiary.

Labels and stickers must remain legible and correct for at least five years after the date of payment of the balance for the Programme. In case the labels are damaged or worn out the beneficiary should replace them.

4.5. Promotional items

The promotional items produced (such as T-shirts, caps, pens, etc.) should be clearly identified with the Programme logo and, if possible, carry the words "Provided with the support of the Latvia – Russia Cross-border Cooperation Programme 2014-2020".

Should the project choose to design its own corporate identity (letterheads, business cards, presentation templates etc.) at least the Programme logo must be included in these materials.

On certain small promotional items (e.g. pens, USB sticks, etc.) where it is not possible to include the extended Programme logo and the key messages entirely, at least the smallest version of the Programme logo should appear (Annex 1, Figure 3 and 4).

While designing all the project promotional and corporate identity items the Lead Beneficiary or beneficiaries should consult with the Programme JTS to ensure that all visibility requirements (use of logo, inclusion of correct phrases and the slogan) are fully and prominently observed.

Photos of the promotional items and corporate identity should be made available to the JTS.

4.6. Public events and visits

Organising public events such as conferences, workshops, seminars, fairs, exhibitions and others may offer excellent opportunities for generating interest in the project particular achievements.

Persons attending the Programme co-financed public events should be made aware that the Programme is co-financing the event. The Programme logo should appear on all the materials.

Depending on the circumstances, the opportunity should be taken to display the EU flag, Programme stand (can be obtained at JTS) and/or banners with the Programme logo in the meeting rooms.

The small Programme flag shall be used in all the public events organised by the beneficiary and partners. The small Programme flags can be obtained from the JTS free of charge.

The MA and JTS have to be timely informed about the major events (at least one month in advance) organised within the project in order to ensure their possible participation and contacts with media.

5. Capitalisation

The projects are recommended to carry out joint capitalisation of projects results. The capitalisation can be put in practice through several communication activities building on the experience of the project.

Capitalisation is a process of collecting, analysing, transferring and disseminating results produced by the diverse actions that have been implemented throughout the project.

Capitalisation aims at making project achievements visible and putting results into a context. It is a process that will allow ensuring a long-term, deep and actual impact of the project activities and results on public policies at local, regional, national and European level.

Capitalisation facilitates further sharing of knowledge and experience and future collaboration between stakeholders.

The process of capitalisation includes such steps as:

- 1) Identification of the experience to be capitalised on
- 2) Organisation of a system (for collection of data)
- 3) Capture of the experience to be reused (analysis)
- 4) Valorisation of the experience by transforming into usable information (documenting)
- 5) Use/dissemination of experience gained

Projects are encouraged to use a mix of various capitalization activities to achieve the best results. Please note this list is not exhaustive and only includes some of the most common activities.

Disseminating knowledge on the added value of the project in key sectors across the Programme area to policy-makers and decision makers at regional, national and European level.

Possible actions:

- Showcasing project results through interactive website, social media, publications, reports, seminars, events, round tables etc.
- Drafting information briefings for public officials at European, national, and regional level on the added value of projects, feedback on the project achievements and recommendations for shaping future strategic policy framework for the programme area

Possible target groups:

- Programme bodies (JMC, JMA, JTS, BOs etc.)
- Local, regional, national authorities

Informing relevant stakeholders and the expert community about project outcomes and mobilise them in the further uptake of results.

Possible actions:

- Showcasing the project's results in various fields through information products and dissemination events
- Publications on results, further implementation, recommendations and future policy strategies

Possible target groups:

- Stakeholders in Programme area and beyond, e.g. public authorities, SMEs, NGOs, civil society, etc.

Raise Partner Country citizens' awareness and appreciation of the benefits brought by the project in their daily lives.

Possible actions:

- Organising exhibitions showcasing project results
- Creating content with photos/videos attracting the attention of citizens on the daily impact of the project on their lives

Possible target groups:

- End-users: certain groups of population, citizens (directly and indirectly affected by the projects)

Raise awareness of the media on the results of the project that are benefiting a wide range of target groups.

Possible actions:

- Organising media campaigns and press conferences to highlight the results of the project and the impact of results on the future of the programme area









- Disseminating press releases on specific topics of particular relevance for capitalisation purposes

Possible target groups:

- Multipliers: journalists, experts, spokespeople, opinion leaders

ANNEX 1. Use of the Programme Logo

All versions of the Programme logos you can download at the Programme web-site:
<http://latruscbc.eu/publications/programme-logo/>

Colour version	Greyscale version
<p style="text-align: center;">Figure 1 Extended Programme logo – vertical</p>  <p style="text-align: center;">Minimum height 48mm</p>	<p style="text-align: center;">Figure 2 Extended Programme logo – vertical</p>  <p style="text-align: center;">Minimum height 48mm</p>
<p style="text-align: center;">Figure 3 Extended Programme logo – horizontal</p>  <p style="text-align: center;">Minimum width 70mm</p>	<p style="text-align: center;">Figure 4 Extended Programme logo – horizontal</p>  <p style="text-align: center;">Minimum width 70mm</p>
<p style="text-align: center;">Figure 5 Reduced Programme logo – vertical <i>(in case of limited space)</i></p>  <p style="text-align: center;">Minimum height 19mm</p>	<p style="text-align: center;">Figure 6 Reduced Programme logo – vertical <i>(in case of limited space)</i></p>  <p style="text-align: center;">Minimum height 19mm</p>
<p style="text-align: center;">Figure 7 Reduced Programme logo – horizontal <i>(in case of limited space)</i></p>  <p style="text-align: center;">Minimum width 15mm</p>	<p style="text-align: center;">Figure 8 Reduced Programme logo – horizontal <i>(in case of limited space)</i></p>  <p style="text-align: center;">Minimum width 15mm</p>

ANNEX 2. Disclaimer, General Statements and Programme Title

1. DISCLAIMER

Latvia – Russia Cross-border Cooperation Programme 2014-2020 and Programme participating countries Latvia and Russia, alongside with the European Union are not responsible for the contents of communication material prepared by contractors or implementing partners. These must therefore include the following disclaimer in any of the project publications:

“This document has been produced with the financial assistance of the Latvia – Russia Cross-border Cooperation Programme 2014-2020. The contents of this document are the sole responsibility of <Lead Beneficiary’s or beneficiary’s name> and can under no circumstances be regarded as reflecting the position of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.”

2. GENERAL STATEMENT ABOUT THE PROGRAMME

“Latvia – Russia Cross-Border Cooperation Programme 2014-2020 financially supports joint cross border development activities for the improvement of the region’s competitiveness by utilising its potential and beneficial location on the crossroads between the EU and Russian Federation.
The Programme website is www.latruscbc.eu.”

3. GENERAL STATEMENT ABOUT THE EUROPEAN UNION

“The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.”

4. TITLE OF THE PROGRAMME

“Latvia – Russia Cross-border Cooperation Programme 2014-2020 (hereinafter – the Programme) is co-financed by the European Union (hereinafter – the EU), the European Regional Development Fund (hereinafter – the ERDF) and by the Russian Federation (hereinafter – Russia) and the Republic of Latvia.”

ANNEX 3. Press release template

LEAD BENEFICIARY'S / BENEFICIARY'S REGULAR LETTERHEAD

LOGO OR TITLE OF THE PROJECT



IMPLEMENTED BY THE
"Lead Beneficiary /
beneficiary"



Latvia – Russia Cross-border Cooperation Programme 2014-2020 financially supports joint cross-border development activities for the improvement of the region's competitiveness by utilising its potential and beneficial location on the crossroads between the EU and Russian Federation.

The Programme website is www.latruscbc.eu.

ANNEX 4.1. Display panel template for Latvia

<p>[PROJEKTA LOGO un/vai FINANSĒJUMA SAŅĒMĒJA UN PROJEKTA PARTNERU LOGO]</p>	 <p>LATVIA-RUSSIA CROSS-BORDER COOPERATION PROGRAMME</p> <p>   Co-financed by the European Union, the Republic of Latvia and the Russian Federation</p>
<p>Projekts līdzfinansēts no Latvijas – Krievijas Pārrobežu sadarbības programmas 2014. – 2020. gadam</p> <p>Finansējuma saņēmēja un projekta nosaukums Projekts tiek realizēts no xx.xx.xxxx līdz xx.xx.xxxx</p>	

ANNEX 4.2. Display panel template for Russia

<p>[ЛОГОТИП ПРОЕКТА И/ИЛИ ЛОГОТИПЫ ВЕДУЩИХ БЕНЕФИЦИАРОВ И БЕНЕФИЦИАРОВ]</p>	 <p>LATVIA-RUSSIA CROSS-BORDER COOPERATION PROGRAMME</p> <p>   Co-financed by the European Union, the Republic of Latvia and the Russian Federation</p>
<p>Этот проект софинансируется Программой Приграничного Сотрудничества «Россия – Латвия» на период 2014-2020 годов Бенефициар и название проекта Проект реализуется с xx.xx.xxxx по xx.xx.xxxx</p>	

ANNEX 5.1. Information board template for Latvia



LATVIA-RUSSIA

CROSS-BORDER
COOPERATION PROGRAMME



Co-financed by the European Union,
the Republic of Latvia and
the Russian Federation

**[Objekta nosaukums] līdzfinansēts no Latvijas – Krievijas Pārrobežu
sadarbības programmas
2014. – 2020. gadam**

Projekta ieviešana pabeigta xx.xx.xxxx

PROJEKTA LOGO un/vai FINANSĒJUMA SAŅĒMĒJA UN PROJEKTA PARTNERU LOGO
(pēc izvēles)

ANNEX 5.2. Information board template for Russia



Объект [название строения] софинансировался Программой Приграничного Сотрудничества «Россия – Латвия» на период 2014-2020 годов

Проект завершен xx.xx.xxxx

ЛОГОТИП ПРОЕКТА И/ИЛИ ЛОГОТИПЫ ВЕДУЩЕГО БЕНЕФИЦИАРА И БЕНЕФИЦИАРОВ ПРОЕКТА (на выбор)

ANNEX 6.1. Informational poster template for Latvia



LATVIA-RUSSIA

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Programmas līdzfinansējuma saņēmumā objekta
nosaukums vai īss apraksts

Projekta periods vai beigu datums

ANNEX 6.2. Informational poster template for Russia



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Название или короткое описание объекта,
софинансируемого Программой

Период реализации или дата завершения проекта

ANNEX 7. Marking requirements in case of different objects and activities

Activity description supported by the Programme funds	During the activity or object production	After completing the activity / production	Compulsory until
Infrastructure or construction object with the total contribution of the Programme more than EUR 100,000	Display panel	Display panel (no longer than six months)	From the start of the work and no longer than six months after its completion
		Information board (within six months of the completion of the work)	At least five years after the date of payment of the balance for the Programme
Infrastructure or construction object with the total contribution of the Programme less than EUR 100,000		Information poster	At least five years after the date of payment of the balance for the Programme
Equipping rooms, houses		Information poster	At least five years after the date of payment of the balance for the Programme
Purchase of an object with the total contribution of the Programme larger than EUR 5000 or an object that is placed outdoors where the item is exposed to various weather conditions or other risks		Metal/plastic label	At least five years after the date of payment of the balance for the Programme
Purchase of a large-scale object with the total contribution of the Programme more than EUR 5000		Large sticker	At least five years after the date of payment of the balance for the Programme
Purchase of a small-scale object with the total contribution of the Programme below EUR 5000		Small sticker	At least five years after the date of payment of the balance for the Programme
Fabric materials, like special costumes		Fabric label with logo (unless put during production)	
Production of specific and non-standard objects		Marking with logo to be discussed with JTS	
Public events and visits	Banner and/or flags		End of the event
Electronic or printed publications such as leaflets, brochures, newsletters, studies, analyses, documents, articles and any promotion materials	Logo, disclaimer, statement		
Audio-visual production	Logo at the beginning and/or end of the audio-visual file		
Websites of project partners and websites financed by the Programme funds	Logo and disclaimer	Logo and disclaimer	At least five years after the date of payment of the balance for the Programme
Social media	Programme statement		

ANNEX 8. Tips on taking photos relevant for project reporting

Below is a list of elements to be taken into account when taking pictures of your project.

EU & Programme visibility

The picture should include at least one of these elements:

- Flags;
- Logos;
- Information boards / display panels (on construction works or equipment);
- Signs (on the road);
- Materials produced (books, certificates, diplomas, posters, etc.);
- Give-aways produced (T-shirts, caps, etc.).

People

It is recommended to always have people in the photos. Be sure that in the photo there is at least the representative, if possible, of:

- Managing Authority, Joint Technical Secretariat;
- Lead beneficiary or beneficiary;
- National / local authorities;
- Final beneficiaries.

Photo background

When taking pictures it is recommended to use relevant background that will support the idea of the photo.

Outdoor elements:

- Landscapes wherever actions are performed and project-related elements like: roads and vehicles – if about transport; sea, water or lake – if about water environment; people using computer equipment – if about technology; ruins – if about archaeology etc.

Indoor elements:

Meetings and presentations:

- Speaker with Power point presentation background;
- Interaction with / among listeners;
- People taking notes.

Workplace:

- People using computers;
- People showing things on a map;
- People going through folders, files etc.;
- If equipment is pictured, people should operate it if applicable.

Contacts

Joint Technical Secretariat

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