Communication and Visibility Guidelines for Project Beneficiaries

Approved by the Joint Monitoring Committee
on 6 January 2020

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1 Introduction

Communication and Visibility Guidelines for Project Beneficiaries (hereinafter – Guidelines) have been elaborated in order to provide recognition of projects implemented under Latvia-Russia Cross-Border Cooperation Programme 2014-2020 (hereinafter – the Programme) as well as to gain better understanding of usage of co-financing of the Programme for solving the challenges faced by communities living in cross-border area.

This document describes beneficiaries' legal obligations and the mandatory elements of the communication and visibility measures that must be implemented in all projects co-financed by the Programme. **If mandatory information and communication requirements are not fulfilled or are partly fulfilled, related project outputs (events, purchases, publications, etc.) may be considered as ineligible or partly ineligible and the respective co-financing may be reduced.** In this case, the Managing Authority will explore each case separately taking into account applicable regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018), Commission Implementing Regulation (EU) No 897/2014 of 18 August 2014 laying down specific provisions for the implementation of cross-border cooperation programmes financed under Regulation (EU) No 232/2014 of the European Parliament and the Council establishing a European Neighbourhood Instrument as well as requirements stipulated in Article 10.3 of the Grant Contract and Section 8.2 of the Practical Guidelines for project implementation.

In case a project beneficiary has launched procurement for communication and visibility before the date of these Guidelines approval, costs within the respective procurement may be deemed as eligible if supporting documents are provided clearly stating the date of procurement procedure/request for quote and all applicable eligibility rules are fulfilled.

The Managing Authority and Joint Technical Secretariat (hereinafter – JTS) maintain the right to use the author's property rights (economic rights of an author) created within the framework of the projects for the purposes of communication and visibility, to disseminate information on the project activities, results achieved, good practices implemented, sustainability, etc., without the permission of the beneficiary and the project partners.

These Guidelines are applicable during the project implementation (as described in Article 3.1 of the Practical Guidelines for Project Implementation), as well as for the obligations arising in relation to the project after its closure (as described in Article 11 of the Practical Guidelines for Project Implementation). In most cases, the latter means 5 years after the balance payment to the Programme[1].

When the project continues after the closure of the Programme co-financing phase, the Programme visual identity may not be included in any new communication and visibility materials and products accompanying the project once six months have passed after the project implementation period. The only exceptions are commemorative plaques (see Section 10.2.3 for more details).

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[1] The Managing Authority will inform the lead beneficiary about the date of receipt of balance payment to the Programme

Communication and visibility materials and products issued for the project after the six-month period after project implementation period has elapsed (including digital materials, websites and social media accounts) must include the following sentence *"An earlier phase of this project (<date 1 – date 2>) was financially supported by Latvia-Russia Cross-Border Cooperation Programme 2014-2020"*, where <date 1 – date 2> reflect the project implementation period.

If any doubts or questions arise the beneficiaries must contact the assigned project manager and information manager at the JTS of the Programme to receive necessary clarifications. The Managing Authority will inform the Lead Beneficiary on the assigned project manager and information manager whose contacts can be found at the official website of the Programme www.latruscbc.eu

1.1 How to use these Guidelines

Communication and visibility are an essential part of project implementation. Sufficient resources including time, finance, personnel and expertise need to be planned ahead for communication activities at every stage of project implementation. Communication does not mean only creating press releases or putting a logo on a seminar agenda. It is a crucial strategic tool to achieve the project results and indicators.

The communication activities are used to disseminate project results, to implement the project efficiently, and to provide positive visibility of the co-financiers of the project – the European Union, the Republic of Latvia and the Russian Federation – in equal manner in all project related activities.

Once the positive results of the projects are seen and recognized by the local communities, the cooperation itself becomes more attractive in the eyes of the general public. Therefore, the project's communication should focus on development and results rather than on administrative milestones. CBC projects are part of a larger context that aims to create sustainable development and cooperation in Europe and Russia and the communication activities should reflect that.

The guidelines are structured in a way that responsible project managers or other interested parties representing projects could use it as a hand-book.

Sections 2 and 3 include general information to be taken into account on planning and implementation of planned activities.

Sections 4 and 5 include mandatory information for projects regarding the usage of the Programme visual identity and requirements of visibility taking into account project content.

Sections 6 till 10 must be used to obtain more detailed information linked to respective communication and visibility channel (activity) which has been chosen by the project.

1.2 Legal framework

The legal obligation of the beneficiaries on publicizing the Programme co-financing is based on the following documents:

- Regulation No 236/2014 of the European Parliament and of the Council of 11 March 2014 laying down common rules and procedures for the implementation of the Union's instruments for financing external actions;
- Regulation No 232/2014 of the European Parliament and of the Council of 11 March 2014 establishing a European Neighbourhood Instrument (ENI Regulation);
- Commission Implementing Regulation No 897/2014 of 18 August 2014 laying down specific provisions for the implementation of cross-border cooperation programmes financed under Regulation (EU) No 232/2014 of the European Parliament and of the Council establishing a European Neighbourhood Instrument (hereinafter – Implementing Regulation);
- Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018;
- Agreement on Financing and Implementation of Cross Border Cooperation Programme "Latvia-Russia" 2014-2020 (hereinafter – Financing Agreement; entry into force on 1 December 2018);
- Latvia-Russia Cross Border Cooperation Programme 2014-2020 approved by the governments of the Republic of Latvia and the Russian Federation and adopted by the European Commission on 18 December 2015, EC decision No C (2015) 9181;
- Communication and Visibility in EU-financed External Actions. Requirements for implementing partners, 2018;
- Latvia-Russia Cross Border Cooperation Programme 2014-2020 Practical Guidelines for project implementation

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 on the territory of the Russian Federation:
- Practical Recommendations for Project Participants on the Information Coverage of the Russian Federation Participation in Cross-Border Cooperation Programmes.

1.3 Processing of personal data of natural persons, copyrights and disclaimers

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.

If any communication and visibility material or product produced by the project contains an opinion, using a disclaimer that the Programme, Programme participating countries Latvia and Russia and the European Union are not responsible for the provided information, is a must. For more information and exact wording see Section 3.2 "Disclaimer".

2 Planning of project communication and visibility

All communication and visibility measures, materials and products are recommended to be included in Activity package 2 "Information and visibility", to be built on sound analysis, proper sequencing and appropriate budget. This section covers the key elements and tools of the communication and visibility planning process.

2.1 Communication and visibility criteria

Communication and visibility measures accompanying projects co-financed by the Programme:
- must use accurate and factual information;
- must be properly planned and sequenced, but also capitalize on any appropriate opportunities that may arise;
- must be people-centered, adopting where appropriate a story-telling approach that emphasizes the impact of the project on individual lives, rather than administrative milestones or budgets;
- must allow for the local context, customs and practices, but without compromising the Programme fundamental values and principles;
- must use local language(s) wherever possible;
- must be appropriate to the channels used (e.g., social media) and the audience targeted (e.g., young people) in terms of style and register;
- must be proportionate to the scale of the project in terms of cost-benefit;
- must be leveraged where appropriate through partnerships with individuals and organizations with a potential multiplier effect;
- must be closely coordinated with the Programme.

2.2 Target audiences

Accurately identifying the correct target audience is key to successful communication. The main target audiences of communication and visibility measures accompanying projects co-financed by the Programme are the people of the core and adjoining areas, as well as major economic centers of the Programme area:

Latvia: Vidzeme, Latgale; adjoining area: Pieriga, Zemgale

Russia: Pskov region; adjoining area: Leningrad region,

to whom the outcome of the action will be most apparent and most immediately relevant.

Riga and St.Petersburg are considered as major economic centres of the Programme area.

As resources permit, project communication and visibility measures may also target opinion-formers, decision-makers and the general public, although not generally as the primary audience.

3 Implementing communication and visibility

The following sections contain instructions for the use of a range of communication and visibility channels, tools, activities and products. Since it is impossible to cover all eventualities, communication and visibility measures should as a general rule be designed in line with best practice and common sense, and in consultation with the JTS if in doubt.

3.1 Explaining the European Union and the Programme

When providing information about the Programme, beneficiaries must ensure that the information given is accurate and correct. Any of the following statements used by beneficiaries must be made in the relevant local language(s) and in the operational Programme language (English).

General statement in written communication about the European Union
Beneficiaries wishing to include a general statement about the EU in a written communication, must use the following standard general statement:
The Member States of the European Union have decided to link together their know-how, resources and destinies. Together, 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. The official website of the European Union is https://europa.eu.

Title of the Programme
Latvia-Russia Cross-Border Cooperation Programme 2014-2020

General statement about the Programme
Latvia-Russia Cross-Border Cooperation Programme 2014-2020 supports joint efforts for addressing cross-border development challenges and promotes sustainable use of existing potential of the area across border between Latvia and Russia.
The Programme website is www.latruscbc.eu

Statement of Programme financing
Latvia-Russia Cross-border Cooperation Programme 2014-2020 is co-financed by the European Union, the Republic of Latvia and the Russian Federation.

Also see the translation of key statements and texts into national languages in the Annex.

3.2 Disclaimer

If any communication and visibility material or product produced by the project contains an opinion, using a disclaimer that the Programme, Programme participating countries Latvia and Russia and the European Union are not responsible for the provided information, is a must.

The disclaimer shall always appear in the same page (paper or electronic) as the related text. It should be visible without requiring a user to scroll down the page.

For publications in print or electronic format:
This publication has been produced with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility

of *<beneficiary's name>* and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.

For websites and social media accounts created during the Programme co-financing phase of the project:
This <website/account> was created and maintained with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.

For websites and social media accounts created before the Programme co-financing phase of the project:
This <website/account> is maintained with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.

For websites and social media accounts remaining active after the Programme co-financing phase of the project:
This <website/account> was created and maintained with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.
An earlier phase of this project (<date 1 – date 2>) was financially supported by Latvia-Russia Cross-Border Cooperation Programme 2014-2020.

For videos and other audio-visual material:
This <video/film/programme/audio> was produced with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.

Also see the translation of key statements and texts into national languages in the Annex.

4 Programme visual identity
4.1 Programme visual identity elements

Combination of mandatory Programme communication and visibility elements is defined as "Programme visual identity".

The Programme visual identity consists of the following 3 mandatory elements:
- Programme Logo;
- EU emblem and national flags;
- Text acknowledging the financial contribution of the Programme participating parties: *"Co-funded by the European Union, the Republic of Latvia and the Russian Federation"*.

It is mandatory to use the Programme visual identity on all communication and visibility materials and products (both hard copy and electronic) of the project.

For convenience, all versions of the Programme logo combined with other mandatory elements (together referred to as "Programme visual identity") can be downloaded at the Programme web-site: http://latruscbc.eu/publications/programme-logo/

Therefore, it is also not necessary to provide the same information regarding any of the Programme visual identity mandatory elements additionally for Russian beneficiaries.

Programme logo:

The size of the Programme logo must be such that it is possible to read the text in the Programme logo.

The Programme logo is surrounded by a clear space area to leave the minimum distance to other elements. Always use the digital logo files which have the clear space included – as provided for download at the Programme website.

The Programme logo should always be used as one united graphic element and cannot be divided into separate parts.

EU Emblem and national flags

The Graphic guide to the European emblem is available here:
http://publications.europa.eu/code/en/en-5000100.htm

The EU emblem, flag of the Republic of Latvia and flag of the Russian Federation should be placed next to the Programme logo and be the same height as Programme logo (respecting minimum height requirements to the EU emblem and national flags as 1 cm height).

Text on financial contribution

Immediately below or beside the EU emblem and national flags the financial contribution of the Programme participating countries Latvia and Russia and the European Union must be acknowledged with the words: *"Co-funded by the European Union, the Republic of Latvia and the Russian Federation"*.

The text should not interfere with the Programme logo, EU emblem and national flags in any way.

The size of the text and the size of the Programme logo, EU emblem and national flags should be proportionate.

Depending on the background, the colour of the font may be black or white.

4.2 Requirements to the Programme visual identity

The size of the Programme visual identity must be:
1) such that it is possible to read the text on financial contribution, and
2) the minimum height of the set of flags of the Programme participating parties must be 1 cm.

For the purpose of understanding the minimal size of the Programme visual identity, it is measured between the end points of the elements with the clear space – as provided for download at the Programme website.

Versions of the Programme visual identity:

The recommended version of the Programme visual identity is Coloured Extended Horizontal with the minimum height of 20 mm (see Figure 1a). It is also possible to use vertical version with the minimum height of 56 mm (see Figure 2a), as well as greyscale versions in justified cases (see Figures 1b, 2b).

In cases when the extended version of the Programme visual identity (Figures 1, 2) can not be used (for example due to technical limitations), it is recommended to use the reduced version with the minimal allowed height of 22 mm (Figure 3).

The beneficiaries are recommended to contact the JTS in advance to avoid any mistakes in visibility when Programme visual identity is used.

The minimal sizes for all versions of the Programme visual identity are provided in the figures below.

1a. Programme visual identity – Colored Extended Horizontal

1b. Programme visual identity – Greyscale Extended Horizontal
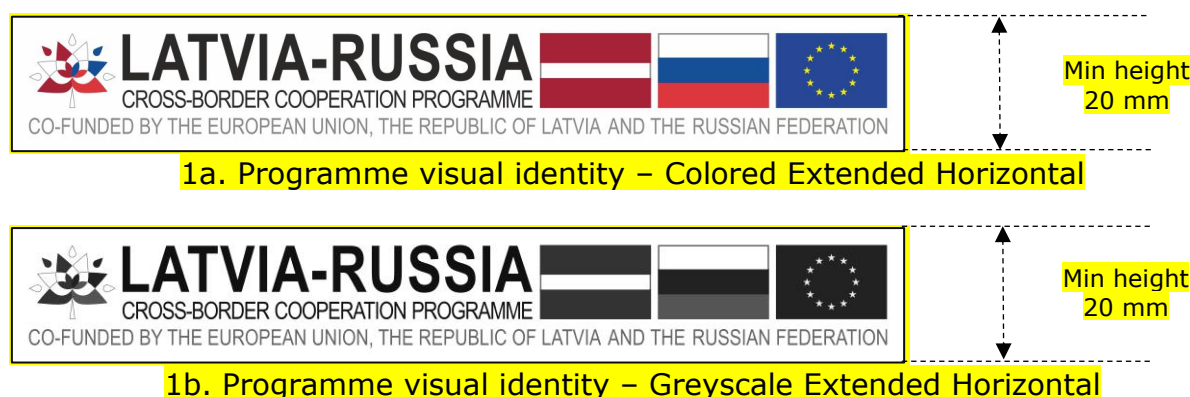
Figure 1. Programme visual identity – Extended Horizontal (recommended)

Min height
56 mm

Min height
56 mm

Figure 2. Programme visual identity – Extended Vertical

Figure 3. Programme visual identity – Reduced

4.3 Use of Programme visual identity

Background colour of visual identity

The visual identity preferably, should be printed on a light background. It must be set in a white rectangle when placed on dark or colourful background.

Use of visual identity in case of technical limitations

In exceptional and well-justified cases (for example due to technical limitations) the reduced versions (where possible) of all visual identity elements can be used. For extended and reduced versions see section 4.2.

Use of other elements in addition to the visual identity

It is possible to use other logos in addition to the Programme visual identity. In such cases all elements - the Programme logo, the EU emblem, national flags - must have at least the same size, measured in height or width, as the biggest of other logos of organizations.

Examples:

LATVIA-RUSSIA
CROSS-BORDER COOPERATION PROGRAMME
CO-FUNDED BY THE EUROPEAN UNION, THE REPUBLIC OF LATVIA AND THE RUSSIAN FEDERATION

Other logo

Incorrect use of visual identity

1. Do not rotate the elements of visual identity

WRONG

2. Do not distort the elements of visual identity

WRONG

3. Do not use any effects on the elements of visual identity

WRONG

5 Mandatory communication measures

Out of all communication and visibility measures, materials and results only one is **absolutely mandatory for all projects**, namely: **erection of at least one display panel identifying key deliverables and project management structures**.

The other requirements refer to specific communication and visibility measures, materials or results and have to be mandatorily observed in cases when specific measures are produced by the project.

The Managing Authority and JTS maintain the right to use the author's property rights (economic rights of an author) created within the framework of the projects for the purposes of communication and visibility, to disseminate information on the project activities, results achieved, good practices implemented, sustainability, etc., without the permission of the beneficiary and the project partners.

Each of the indicated minimal communication measures is described in the **Sections 6-10** of the Guidelines. The table below gives an overview of the minimal mandatory communication measures and their implementation timeline.

Summary of the minimal mandatory and recommended project communication measures

Visibility and communication requirement	Requirements level	When	More information
1. Websites and webpages - Programme visual identity - link to latruscbc.eu - disclaimer	Mandatory if exists	Project implementation period Conditions after project closure[2]	Section 6.1
2. Social media - Programme visual identity - link to latruscbc.eu - tag @latruscbc - disclaimer	Mandatory if exists	Project implementation period Conditions after project closure	Section 6.2
3. Events - prior information to JTS - display panel - Programme visual identity on materials	Mandatory if exists	Before and during the event	Section 7
4. Press release - prior consultation with JTS	Mandatory if exists	At project start and closure, as well as for major project events	Section 8.1
5. Press conferences and press visits - prior information to JTS	Mandatory if exists	Before the event	Sections 8.2, 8.3
6. Video and audio production - prior consultation with JTS - Programme visual identity - disclaimer	Mandatory if exists	Before circulation	Section 9.1
7. Photography - personal data protection	Mandatory if exists	Before circulation	Section 9.2
8. Printed materials - prior consultation with JTS - Programme visual identity - disclaimer	Mandatory if exists	Before printing	Section 10.1
9. Display panels - Programme visual identity - key deliverables and management structures	Mandatory <u>for each project</u>	From project start to project closure + 6 months	Section 10.2.1
10. Banners - Programme visual identity	Mandatory if exists	During the event	Section 10.2.2.
11. Commemorative plaques - Programme visual identity - text as described	Mandatory <u>for permanent structures</u>	Permanent after project closure (at least 5 years after the balance payment to the Programme)	Section 10.2.3
12. Vehicles, supplies and equipment - Programme visual identity - text as described	Mandatory if exists	Permanent after the object has been purchased (at least 5 years after the balance payment to the Programme)	Section 10.3

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[2] Project closure as described in Article 11 of the Practical Guidelines for Project Implementation

6 Online communication and visibility

Information about the projects co-financed by the Programme is disseminated through the official websites, web platforms and social media accounts of the beneficiaries, Programme bodies, Programme participating countries Latvia and Russia, and the European Union.

Beneficiaries must include information about their projects co-financed by the Programme on their home websites and social media accounts if such resources exist or are created during the project implementation.

6.1 Websites and webpages

All beneficiaries must publish information about the project on each beneficiary's website, if such website exists. It is recommended, that each beneficiary creates a separate website section or website page that is easy to find, with no more than 2-3 clicks from the main page of the website of the beneficiary.

General requirements to the project information on the beneficiary's project website
The project information section on the beneficiary's website or the project dedicated website must contain:
1) Programme visual identity (see Section 4);
2) link to the Programme website: www.latruscbc.eu;
3) disclaimer.
All mandatory elements must always appear in the same page as the related text. They should be visible without requiring a user to scroll down the page.

The project information section on the beneficiary's website or the project dedicated website may also contain:
1) project title and acronym;
2) short description of the project, its objectives, progress, results, cross-border benefits, contact data, information about financial support of the Programme (size of Programme co-financing);
3) project outputs and deliverables that are available in electronic format (e.g., publications, newsletters, etc.). If any text (e.g., an article) about the project is published on the website, the Programme visual identity and disclaimer shall be published in the same page as the text. They should be visible without requiring a user to scroll down the page;
4) links to the project's social media accounts, if any.

It is recommended that if the project has a dedicated website, the beneficiaries also provide the same mandatory information on their own websites with a link to the project website.

Beneficiaries must ensure that the information provided by their websites is up to date, and that all featured links function correctly.

The content of the website (project's, beneficiary's) should be kept together with project documentation at the beneficiary's organization at least five years after the date of the balance payment to the Programme.

6.2 Social media

Beneficiaries are recommended to use at least one social media account per project to disseminate information about the project provided that it guarantees equal access to the target audience on both sides of the border.

If, in addition to featuring information about projects co-financed by the Programme on their home social media accounts, beneficiaries wish to establish dedicated social media accounts for the project, such accounts must comply with best practice for the corresponding social media channel. Such accounts must recognizably belong, and be directly traceable to the project supported, and must prominently feature:
- the Programme visual identity (see Section 4);
- links to the Programme website and relevant Programme social media accounts;
- disclaimer (see Section 3.2).

All mandatory elements must always appear in the same page as the related text. They should be visible without requiring a user to scroll down the page.

Recommendations for project social media Facebook and Twitter accounts: All mandatory elements should be included in one publication, be posted and pinned to the top of the project social media page or profile, so the pinned post could be visible without requiring a user to scroll down the page.

Beneficiaries must ensure that the information provided by such accounts is up to date, and that all featured links function correctly.

Tips for social media accounts
- A decision on using only a few of social media channels should be made by the project and adhered to.
  Facebook is now the largest online community, comprising over 1,5 billion daily active users. It provides good visibility of posts, pictures and videos.
  Twitter is a real-time social media networking site, allowing information to be shared in 280-characters tweets, as well as photos and videos. Twitter has more than 150 million daily active users. It is a very active community used by many professionals and it is ideal to inform and get informed quickly.
  YouTube has 1,9 billion unique visitors per month and is the best known platform for publication of videos. If you plan to have many videos in your project, consider setting up a channel to share all of your videos on one list.
  Instagram is a platform for sharing visual images, mostly photos. The number of Instagram daily users amounts to 500 million. It is a place to reach young target audiences like students and young adults.
- if the project uses Facebook or Twitter accounts, always tag the Programme @latruscbc/#latruscbcb so that we can easily track and share the information;
- links to the project's social media accounts must be communicated to the JTS and must appear in the website project page of every beneficiary, if any.

6.3 Electronic newsletters, online articles, blogs, vlogs etc.

Beneficiaries producing and disseminating electronic newsletters, online articles, blog and vlog posts to inform target audiences about projects co-financed by the Programme must comply with best practice for the communication channel concerned.
Programme requirements applicable to the contents of the publications (see Section 10.1) apply for these online communication channels.

7 Information campaigns, events, visits, stakeholder meetings

Public events (such as conferences, workshops, seminars, training courses, fairs and exhibitions) which are co-financed by the Programme must follow these rules:

1) Information on the upcoming project events (both public and working) must be sent to the JTS not later than **2 weeks prior to the event**. And when organizing high-profile visits by senior officials, political leaders and other public figures to the sites of projects co-financed by the Programme, beneficiaries must inform the Managing Authority and the JTS at least **4 weeks prior to the event** and cooperate with the Managing Authority and the JTS to organize appropriate coverage through press releases, media events, online coverage and photo opportunities;

2) Beneficiaries must produce display panels when promoting projects at exhibitions or events. For display panel requirements see Section 10.2.1;

3) Programme visual identity must be prominently displayed on any materials visible to attendees, online, and at venues, to ensure that people attending such events are aware of the Programme's financial support;

4) Event promotional materials and documents (agendas, list of participants, handouts, presentations, etc.) may also contain project title and acronym.

5) A small Programme flag and, if possible, movable stands or roll-ups of the projects containing the Programme visual identity are recommended to be displayed at all project events;

6) Lists of participants, photos from events, all related materials (invitations, agendas, handouts, etc.) of the event must be presented for reporting purposes, and originals saved by the beneficiary for auditing and control purposes.

The projects are encouraged upon invitation by the Managing Authority / the JTS to participate in the Programme organized events (e.g. Programme Annual event, European Cooperation Day, etc.). The projects are also invited to plan and organize their own activities for the European Cooperation Day.

European Cooperation Day
Since 2012, the European Cooperation Day communication campaign has been organized annually on 21 September throughout the EU and in neighbouring countries. The campaign is aimed specifically at showcasing what cooperation across borders can achieve in the local populations concerned. Programmes and projects organize local events that are as engaging, lively and participative as possible, in order to attract the attention of local citizens and the media. More information about the European Cooperation Day can be found on the website www.ecday.eu.

Other types of productions
For traditional and low-tech communication and visibility productions and actions produced using Programme funding (such as artistic products), the options for promoting Programme must be determined on a case-by-case basis in agreement with the JTS.

8 Press and media

8.1 Press releases

The beneficiaries may inform on the project results via press releases. Every project is recommended to provide for the publication of at least two press releases during the project implementation in the national, regional and/or local media in Latvia and Russia:

1) one – at the beginning of the project implementation informing about start of the project activities and planned achievements;

2) one – close to the end of the project summarizing achievements of the project.

Other press releases may highlight major activities of the project, events, results, cross-border benefits.

The beneficiaries are recommended to contact the JTS in advance to avoid any mistakes in visibility when producing press releases. If the press release is issued by the Programme, the beneficiary concerned must provide all the requisite technical information and background on request.

For Programme requirements to contents of the publications see Section 10.1.

Tips for preparing and sending-out a press release

- Create an attractive heading and put the most interesting and important information into the first paragraph;
- Use a few quotes and provide some background information;
- On average, a press release should contain 500 words (one A4 page);
- Provide contact details of person in charge;
- Put the press release text into the e-mail body and also attach it to your e-mail in an editable format;
- Attach a few photos and/or link to video. Make sure that you are sending out photos that meet personal data protection requirements and can be used by media for publishing.

8.2 Press conferences

Press conferences held by the projects must always be organized in cooperation with the Programme. The project must inform the Managing Authority and the JTS about planned press conferences **4 weeks prior to the event**.

8.3 Press visits

Media visits (press visits) to the project sites should be well-timed and focused on tangible achievements.

The Managing Authority and the JTS must be informed **4 weeks prior to the event** about such planned visits and where appropriate, groups of visiting journalists must be accompanied by representatives of the Managing Authority and/or the JTS.

9 Audio-visual material, photography and other productions

Audio-visual and photographic material must comply with generally recognized standards and best practice in the field concerned.

9.1 Video and audio

The beneficiaries are recommended to contact the JTS in advance to avoid any mistakes in visibility when producing videos and audios as projects outputs – before they are screened, broadcast or distributed.

They must feature the Programme visual identity (see Section 4) at the beginning and/or end of the audio-visual file accompanied by the following text: *"This video/audio has been produced with the financial assistance of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. The contents of this video/audio are the sole responsibility of <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"*.

Beneficiaries must ensure that all such video/audio productions are made available to the Managing Authority, together with all information relating to their broadcasting, distribution and reach, and the relevant descriptive metadata in English, including: title, summary, filming and production dates, production company, director and language version(s), plus script and subtitling files if available.

If possible, the website where more information is available should be mentioned.
It is recommended, that all audio and video materials or links to them would:
a) appear in the project website (if available) and/or project section of beneficiaries' websites, and
b) would be shared on social media channels by tagging the Programme @latruscbc on Facebook and with hashtag #latruscbc on Twitter.

Tips for producing video and audio content
• Keep the script short – between 3 and 4 minutes;
• Put your message in the first 30 seconds;
• Speak directly to your audience – the easiest way to do this is to use personal pronouns like "you" and "your";
• Find the right tone according to your target audience (for example, classroom style, light-hearted, bold, colourful);
• Pace the dialogue – between 125 to 150 words a minute.

9.2 Photography

The progress, results and impact of projects and related events must, where relevant and possible, be documented by photographs for subsequent use in communication actions and products. The beneficiaries should keep visual evidence to prove that visibility requirements were fulfilled.

General requirements to the photographs
1) photographs must be accompanied by the following information:
• project index and acronym;
• caption explaining what the picture is meant to illustrate;

- place of production (country and settlement – village, town or city);
- date of production;
- 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;

2) where appropriate, the Programme visual identity, flag, banner and other elements of visual identity has to appear;

3) photographs should be in good quality. 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.

10 Communication and visibility in print and electronic format

10.1 Newsletters, leaflets, brochures and other printed and/or electronic materials

The beneficiaries are recommended to contact the JTS in advance to avoid any mistakes in visibility when producing newsletters, leaflets, brochures and other printed materials (including newspaper articles) – before publication. They should be disseminated in electronic form through websites, social media, email, etc. Any paper versions must be produced with best environmental practice in mind.

Newsletters, leaflets, brochures and other printed materials must comply with generally recognized standards and best practice in the field concerned.

General requirements to the publications

All publications (printed and/or electronic versions of fliers, leaflets, brochures, books, monographies, articles, calendars, press-releases etc.) that will be reported as project deliverables, and especially if the project pays for publishing, must contain following elements:

1) Programme visual identity placed on the cover or title page. On digital information carriers the Programme visual identity has to be placed on the front page, and also on the packaging (see Section 4);
2) A disclaimer on the cover or the title page of the publication (see Section 3.2).

The publications may also contain:
1) General statement about the Programme (see Section 3.1);
2) Project title and acronym;
3) Information about financial support of the Programme (size of Programme co-financing);
4) Short information about the project that reflects main objectives and planned results. It is also highly recommended to indicate cross-border benefits of project achievements. Rather than formally copying project objectives and activities from the application reformulate project description into short and catchy text. Instead of listing project deliverables, administrative and financial information underline the most important outcomes and achievements, and cross-border benefits.
5) If possible, project's website address and contact information (name of the organization, address, telephone, and e-mail info).

It is highly recommended that all publications produced by the project would be also made available on the project websites and/or project sections and shared by social media.

10.2 Displays

10.2.1 Display panels

Use of display panels is mandatory to all projects.

Location of the display panels:

1) Display panels must be erected beside access routes to the site where the project is taking place;
2) Beneficiaries must also produce display panels when promoting projects at exhibitions or events and at the entrances to training centers, office receptions, etc.

Contents of the display panels:
1) Display panels must contain the Programme visual identity, which should <mark>be prominent enough so that passers-by are able to read and understand the role of the Programme as donor</mark>;
2) Display panels must identify key deliverables and management structures of the project, i.e.:
- project title and acronym;
- project objective;
- key project deliverables;
- project duration;
- title and contact information of the lead beneficiary; if possible – also of the beneficiary in charge of this site <mark>(contact information must only include name of the beneficiary, full mailing address, phone number and email)</mark>;
- General statement about the Programme (see Section 3.1).
3) Display panels may also include the following information:
- information on the financial support of the Programme (size of Programme co-financing, total budget of the project).

Size and materials of the display panels:
Display panels must be clearly visible so that passers-by are able to read them and understand the nature of the project and the role of the Programme. The beneficiary in charge of the display panel must provide for its durability and compatibility with 'visible and readable' requirement for the whole period of display panel duration and renew the panel if needed.

Duration of the display panels:
Display panels must remain in place from the start of the project until six months after its closure.

10.2.2. Banners
For plastic or textile banners (for example, roll-ups) the minimal visibility requirements are the following elements:
1) Programme visual identity (see Section 4);
2) A disclaimer if the banner contains an opinion (see Section 3.2).
The beneficiaries are recommended to contact the JTS in advance to avoid any mistakes in visibility when producing banners.

For plastic or textile banners produced as a backdrop for special events and where the Programme is the sole donor supporting the action, the Programme visual identity must appear on the banner where it will be mostly prominently visible.
Where there are multiple donors, the Programme visual identity must be at least as prominent as those of other financial partners and the positioning of logos must be determined in agreement with all donors.

10.2.3. Commemorative plaques
The Programme contribution to the (re)construction and modernization of permanent structures such as buildings, roads and bridges must be acknowledged by permanent commemorative plaques.

Location of the commemorative plaques:
1) The commemorative plaques must be placed in the most visible part of the structure, such as the main entrance or in front of the building, for example during the opening ceremony. They must be clearly visible so that passers-by are able to read them;

2) In case a structure has more than one main entrance (like roads or bridges), the commemorative plaques must be located at every main entrance.

Contents of the commemorative plaques:
1) Commemorative plaques must contain the Programme visual identity which should be prominent enough so that passers-by are able to read and understand the role of the Programme as donor;
2) Commemorative plaque must be inscribed with the following phrase in English and in the official language of the respective participating country:
Financially supported by Latvia-Russia Cross-Border Cooperation Programme 2014-2020

Ar Latvijas-Krievijas pārrobežu sadarbības programmas 2014.-2020.gadam finansiālu atbalstu

При финансовой поддержке Программы приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов

Duration of the commemorative plaques:
Commemorative plaques must be put in place within six months after the project closure and remain in place at least 5 years after the date of the balance payment to the Programme.

10.3 Vehicles, supplies and equipment
1.3.1. Vehicles
Vehicles used in projects must be clearly identified, and visibly bear the following:
    1) Programme visual identity (see Section 4);
    2) phrase in English and in the official language of the respective participating country:
Provided with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020
Ar Latvijas-Krievijas pārrobežu sadarbības programmas 2014.-2020.gadam finansiālu atbalstu
При финансовой поддержке Программы приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов

1.3.2. Supplies and equipment
Supplies (any objects purchased by the project that are not equipment or stationary explicitly enumerated in Section 10.4) and equipment delivered under the project must be clearly identified and must bear the following:
    1) Programme visual identity (see Section 4);
    2) phrase in English and in the official language of the respective participating country:
Provided with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020
Ar Latvijas-Krievijas pārrobežu sadarbības programmas 2014.-2020.gadam finansiālu atbalstu
При финансовой поддержке Программы приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов

Such identification must remain in place at least 5 years after the date of the balance payment to the Programme.

10.4 Promotional materials and stationery, business cards, letterheads etc.

Promotional materials should be limited to mainly office and event materials. The promotional materials should be **clearly linked to awareness-raising of the project overall objective** and be marked as follows:

1) Programme visual identity placed depending on the nature of the item. For example: for books – on the cover or title page; for digital information carriers – on the front page, and also on the packaging etc. (see Section 4);
2) Disclaimer if the item contains opinion (see Section 3.2).

Where the title of the project is mentioned on project dedicated stationery (for example in letterheads, presentation templates, correspondence subject lines, fax cover sheets, business cards and email signatures) used by beneficiary, 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

Under no circumstances may the Programme visual identity be used on beneficiary organization's business cards, stationery, or correspondence (either by post or email).

In case of doubts please contact JTS before producing any promo items.

Annex
Terminological dictionary

English term (Abbreviation)	Termini latviešu valodā (saīsinājums)	Русский термин (сокращение)
Latvia-Russia Cross-Border Cooperation Programme 2014-2020	Latvijas-Krievijas pārrobežu sadarbības programma 2014.–2020. gadam	Программа приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов
Adjoining area	Piekļaujošā teritorija	Прилегающие территории
Cross-Border Cooperation Programme (CBC Programme)	Pārrobežu sadarbības programma	Программа приграничного сотрудничества (ППС)
Communication	Komunikācija	Информационное сопровождение
Control Contact Points (CCP)	Kontroles kontaktpunkts (KK)	Контрольный консультационный центр (ККЦ)
Core area	Pamatteritorija	Основная территория
Direct award project (DAP)	Tiešā piešķiruma procedūras projekts (TPP)	Проект прямого отбора (ППО)
European Commission (EC)	Eiropas Komisija (EK)	Европейская комиссия (ЕК)
European Neighbourhood Instrument (ENI)	Eiropas Kaimiņattiecību instruments (EKI)	Европейский инструмент соседства (ЕИС)
European Territorial Cooperation (ETC)	Eiropas teritoriālā sadarbība (ETS)	Европейское территориальное сотрудничество (ETC)
European Union (EU)	Eiropas Savienība (ES)	Европейский союз (ЕС)
International Federation of Accountants (IFAC)	Starptautiskā grāmatvežu federācija	Международная федерация бухгалтеров (МФБ)
International Standard on Related Services (ISRS)	Starptautiskais Radniecīgo pakalpojumu standarts (SRPS)	Международный стандарт на сопутствующие услуги (МССУ)
Joint Monitoring Committee (JMC)	Apvienotā uzraudzības komiteja (AUK)	Совместный мониторинговый комитет (СМК)
Joint Operational Programme (JOP)	Apvienotā darbības programma (APP)	Совместный программный документ (СПД)
Joint Technical Secretariat (JTS)	Apvienotais tehniskais sekretariāts (ATS)	Совместный технический секретариат (СТС)
Joint Technical Secretariat Programme Branch Office (BO)	Apvienotā tehniskā sekretariāta filiāle	Бранч-офис Совместного технического секретариата (БО)
Large infrastructure project (LIP)	Lielais infrastruktūras projekts (LIP)	Крупный инфраструктурный проект (КИП)
Managing Authority (MA)	Vadošā iestāde (VI)	Управляющий орган (УО)
Ministry of Environmental Protection and Regional Development of the Republic of Latvia (MEPRD)	Vides aizsardzības un reģionālās attīstības ministrija (VARAM)	Министерство защиты окружающей среды и регионального развития Республики Латвия
Ministry of Economic Development of the Russian Federation	Krievijas Federācijas Ekonomiskās attīstības ministrija (KF EAM)	Министерство экономического развития Российской Федерации (Минэкономразвития России)
National Authority (NA)	Nacionālā atbildīgā iestāde (NAI)	Национальный орган (НО)

English term (Abbreviation)	Termini latviešu valodā (saīsinājums)	Русский термин (сокращение)
Natural environment	Dabīgā vide	Природная среда
Non-governmental organization (NGO)	Nevalstiskā organizācija (NVO)	Неправительственная организация (НГО)
Major social, economic or cultural centre	Galvenais sociālo, ekonomisko vai kultūras jautājumu centrs	Крупный социально-экономический или культурный центр
Small and medium-sized enterprises (SME)	Mazie un vidējie uzņēmumi (MVU)	Средние и малые предприятия (СМП)
Waste management	Atkritumu apsaimniekošana	Переработка отходов
Thematic objective (TO)	Tematiskais mērķis	Приоритетные направления деятельности (ТО)
TO 1 Business and SME development	Tematiskais mērķis 1. Uzņēmējdarbības un mazo un vidējo uzņēmumu attīstība	ТО 1 Развитие предпринимательства, малого и среднего бизнеса
Priority 1.1. Promotion of and support to entrepreneurship	Prioritāte 1.1. Uzņēmējdarbības veicināšana un atbalsts	Приоритет 1.1. Содействие и поддержка предпринимательства
Priority 1.2. Development and promotion of new products and services based on local resources	Prioritāte 1.2. Jaunu produktu un pakalpojumu izstrāde un veicināšana, izmantojot vietējos resursus	Приоритет 1.2. Разработка и продвижение новых продуктов и услуг на основе местных ресурсов
TO 6 Environmental protection, climate change mitigation and adaptation	Tematiskais mērķis 6. Vides aizsardzība, klimata izmaiņu mazināšana un pielāgošanās	ТО 6 Защита окружающей среды, смягчение последствий и адаптация к изменению климата
Priority 2.1. Efficient management of nature objects	Prioritāte 2.1. Efektīva dabas objektu apsaimniekošana	Приоритет 2.1. Совместные действия по экологическому управлению
Priority 2.2. Joint actions in environmental management	Prioritāte 2.2. Kopīgas darbības videspārvaldībā	Приоритет 2.2. Эффективное управление природными объектами
Priority 2.3. Support to sustainable waste and waste water management systems	Prioritāte 2.3. Atbalsts ilgtspējīgām atkritumu un notekūdeņu pārvaldības sistēmām	Приоритет 2.3. Поддержка устойчивости систем переработки отходов и сточных вод
TO 10 Promotion of border management and border security, mobility and migration management	Tematiskais mērķis 10. Robežu pārvaldības un drošības, mobilitātes un migrācijas pārvaldības veicināšana	ТО 10 Улучшение управления границами и повышение безопасности границ, управление мобильностью и миграцией
Priority 3.1. Improvement of border crossing efficiency and security	Prioritāte 3.1. Robežšķērsošanas efektivitātes un drošības uzlabošana	Приоритет 3.1. Совершенствование эффективности пересечения границ и повышение безопасности

Useful phrases and texts

These are proposed phrases and texts, which you either must or may use in your communication upon need of your project.

Title of the Programme

EN	Latvia-Russia Cross-Border Cooperation Programme 2014-2020
LV	Latvijas-Krievijas pārrobežu sadarbības programma 2014.–2020. gadam
RU	Программа приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов

General statement about the Programme

EN	Latvia-Russia Cross-Border Cooperation Programme 2014-2020 supports joint efforts for addressing cross-border development challenges and promotes sustainable use of existing potential of the area across border between the European Union and Russian Federation. The Programme website is www.latruscbc.eu
LV	Latvijas-Krievijas pārrobežu sadarbības programma 2014.-2020.gadam finansiāli atbalsta vienotas pārrobežu attīstības aktivitātes ar mērķi uzlabot reģionu konkurētspēju, izmantojot to potenciālu un atrašanās priekšrocības krustcelēs starp Eiropas Savienību un Krievijas Federāciju. Programmas mājas lapa ir www.latruscbc.eu
RU	Программа приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов поддерживает совместные усилия, направленные на решение проблем развития приграничных территорий, и продвигает устойчивое использование существующего потенциала региона вокруг границы между Европейским союзом и Российской Федерацией. Вебсайт Программы: www.latruscbc.eu

Statement on Programme financing

EN	Latvia-Russia Cross-Border Cooperation Programme 2014-2020 is co-financed by the European Union, the Republic of Latvia and the Russian Federation
LV	Latvijas-Krievijas pārrobežu sadarbības programmu 2014.-2020.gadam līdzfinansē Eiropas Savienība, Latvijas Republika un Krievijas Federācija
RU	Программа приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов со-финансируется Европейским Союзом, Российской Федерацией и Латвийской Республикой

Statement on Project budget

EN	Total project budget is <amount> EUR. Co-financing of Latvia-Russia Cross-Border Cooperation Programme 2014-2020 is <amount> EUR.
LV	Kopējais projekta budžets ir <summa> EUR. Projekta līdzfinansējums no Latvijas-Krievijas pārrobežu sadarbības programmas 2014.–2020. gadam ir <summa> EUR.
RU	Общий бюджет проекта составляет <сумма> евро. Софинансирование Программы приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов составляет <сумма> евро.

General statement about the European Union

EN	The Member States of the European Union have decided to link together their know-how, resources and destinies. Together, 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
LV	Eiropas Savienības dalībvalstis ir nolēmušas apvienot zināšanas, resursus un likteņus. Kopā tās ir uzbūvējušas stabilitātes, demokrātijas un ilgtspējīgas attīstības zonu, vienlaikus saglabājot kulturālo dažādību, iecietību un individuālās brīvības. Eiropas Savienība ir apņēmusies dalīties ar tās sasniegumiem un vērtībām ar valstīm un cilvēkiem ārpus ES robežām.
RU	Страны-члены Европейского союза приняли решение об объединении опыта, ресурсов и предназначения. Вместе они построили зону стабильности, демократии и устойчивого развития, сохранив культурное разнообразие, толерантность и индивидуальные свободы. Европейский Союз заинтересован в том, чтобы поделиться своими достижениями и ценностями со странами и людьми за границей Европы

Disclaimer – Printed and electronic publications

EN	This publication has been produced with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.
LV	Šī publikācija ir sagatavota ar Latvijas-Krievijas pārrobežu sadarbības programmas 2014.-2020.gadam finansiālu atbalstu. Par tās saturu pilnībā atbild <finansējuma saņēmēja nosaukums> un tā var neatspoguļot Programmas, Programmas dalībvalstu Latvijas un Krievijas, kā arī Eiropas Savienības viedokli.
RU	Настоящая публикация осуществлена при финансовой поддержке Программы приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов. Полную ответственность за ее содержание несет <наименование бенефициара>. Публикация может не отражать мнение Программы, стран-участниц Программы – России и Латвии, а также Европейского Союза.

Disclaimer – Websites and social media <u>accounts created during the Programme co-financing phase of the project</u>

EN	This <website/account> was created and maintained with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.
LV	Šī <mājaslapa> ir radīta un uzturēta ar Latvijas-Krievijas pārrobežu sadarbības programmas 2014.-2020.gadam finansiālu atbalstu. Par tās saturu pilnībā atbild <finansējuma saņēmēja nosaukums> un tā var neatspoguļot Programmas, Programmas dalībvalstu Latvijas un Krievijas, kā arī Eiropas Savienības viedokli.
RU	Настоящий <вебсайт/аккаунт> был создан и поддерживается при финансовой поддержке Программы приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов. Полную ответственность за его содержание несет <наименование бенефициара>. <Вебсайт/аккаунт> может не отражать мнение Программы, стран-участниц Программы – России и Латвии, а также Европейского Союза.

Disclaimer – Websites and social media <u>accounts created before the Programme co-financing phase of the project</u>

EN	This <website/account> is maintained with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.
LV	Šī <mājaslapa> ir uzturēta ar Latvijas-Krievijas pārrobežu sadarbības programmas 2014.-2020.gadam finansiālu atbalstu. Par tās saturu pilnībā atbild <finansējuma saņēmēja nosaukums> un tā var neatspoguļot Programmas, Programmas dalībvalstu Latvijas un Krievijas, kā arī Eiropas Savienības viedokli.
RU	Настоящий <вебсайт/аккаунт> поддерживается при финансовой поддержке Программы приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов. Полную ответственность за его содержание несет <наименование бенефициара>. <Вебсайт/аккаунт> может не отражать мнение Программы, стран-участниц Программы – России и Латвии, а также Европейского Союза.

Disclaimer – Websites and social media <u>accounts remaining active after the Programme co-financing phase of the project</u>

EN	This <website/account> was created and maintained with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union. An earlier phase of this project (<date 1 – date 2>) was financially supported by Latvia-Russia Cross-Border Cooperation Programme 2014-2020
LV	Šī <mājaslapa> ir radīta un uzturēta ar Latvijas-Krievijas pārrobežu sadarbības programmas 2014.-2020.gadam finansiālu atbalstu. Par tās saturu pilnībā atbild <finansējuma saņēmēja nosaukums> un tā var neatspoguļot Programmas, Programmas dalībvalstu Latvijas un Krievijas, kā arī Eiropas Savienības viedokli. Šī projekta iepriekšējo posmu (<datums 1 – datums 2>) finansiāli atbalstīja Latvijas-Krievijas pārrobežu sadarbības programma 2014. – 2020.gadam.
RU	Настоящий <вебсайт/аккаунт> был создан и поддерживается при финансовой поддержке Программы приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов. Полную ответственность за его содержание несет <наименование бенефициара>. <Вебсайт/аккаунт> может не отражать мнение Программы, стран-участниц Программы – России и Латвии, а также Европейского Союза. Предыдущий этап этого проекта (<дата 1 – дата 2>) получил финансовую поддержку Программы приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов

Disclaimer – videos and other audio-visual material

EN	This <video/film/programme/audio> was produced with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.
LV	Šis <videoieraksts/filma/programma/audioieraksts> ir radīts ar Latvijas-Krievijas pārrobežu sadarbības programmas 2014.-2020.gadam finansiālu atbalstu. Par tā saturu pilnībā atbild <finansējuma saņēmēja nosaukums> un tas var neatspoguļot Programmas, Programmas dalībvalstu Latvijas un Krievijas, kā arī Eiropas Savienības viedokli.
RU	Настоящий <видеоролик/фильм/программа/аудио> был создан при финансовой поддержке Программы приграничного сотрудничества "Россия-Латвия" на период 2014-2020 годов. Полную ответственность за его содержание несет <наименование бенефициара>. <Видеоролик/фильм/программа/аудио> может не отражать мнение Программы, стран-участниц Программы – России и Латвии, а также Европейского Союза.