



## Webinar on LAT-RUS CBC Programme communication requirements

28, 29 January 2020



**LATVIA-RUSSIA**

CROSS-BORDER COOPERATION PROGRAMME



CO-FUNDED BY THE EUROPEAN UNION, THE REPUBLIC OF LATVIA AND THE RUSSIAN FEDERATION

# new #latruscbc guidelines

The updated Communication Guidelines have been approved by the Joint Monitoring Committee of Latvia-Russia Cross-Border Cooperation Programme 2014-2020 on **06 January, 2020**.

- **expenditures incurred before 06 January 2020:** provided that they are in line with the Communication Guidelines in force at the moment of the expenditure, - eligible. All already purchased promo materials / handouts / display panels etc. can be used
- **procurement started before 06 January 2020:** may be deemed eligible, the beneficiary must provide supporting documents clearly stating the date of procurement procedure / request for quote, and must ensure compliance with all eligibility rules applicable either on the date of launching the procurement or on the date when the expenditure was incurred
- **procurement started and related expenditures incurred after 06 January 2020:** all activities must be in compliance with new Communication Guidelines

# Updates for beneficiaries from Russia

New visual identity is a **holistic combination of all mandatory elements**.

Guidelines, page 9:

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

If beneficiaries would like to add **a flag of the Russian Federation and the inscription “При финансовом участии Российской Федерации”**, when project activities are taking place in the territory of Russia, they must fulfil *Use of other elements in addition to the visual identity* (Guidelines, Section 4.3) requirements:

- all elements – the Programme logo, the EU emblem, national flags – must have at least the same size, measured in height or width, as additional elements

# #latruscbc visual identity rules

## KEY RULE

*to provide recognition of projects implemented under Latvia-Russia Cross-Border Cooperation Programme 2014-2020 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*

*Guidelines, p. 3*

## WHICH MEANS

if anything is happening within the project, any person who sees that must **clearly understand** that

- 1) this has been co-financed by #latruscbc => **Programme Visual Identity**
- 2) the contents of this is sole responsibility of the implementor, not #latruscbc => **Disclaimer**



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# #latruscbc visual identity

- ▶ option
- ▶ size
- ▶ background

# #latruscbc visual identity option

## Horizontal Extended

## Vertical Extended

## Reduced

**Colored**  
CMYK, Pantone,  
RGB



**Greyscale**



[www.latruscbc.eu](http://www.latruscbc.eu)



# #latruscbc visual identity size

## KEY RULE

- 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*

*Guidelines, p. 10*

## WHICH MEANS

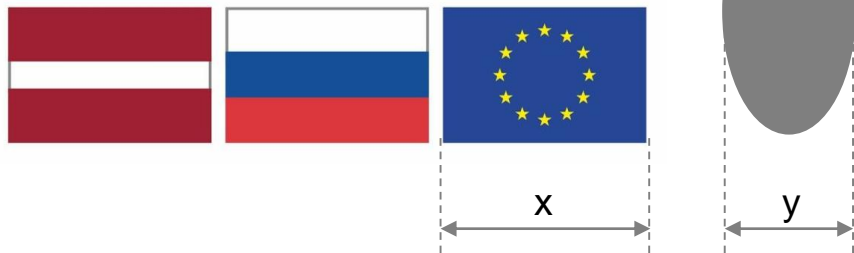
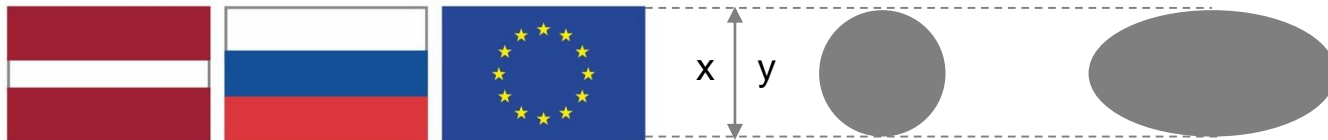
- **Min height:**

Extended Horizontal 20 mm  
Extended Vertical 56 mm  
Reduced 22 mm

- **Respect clear space**

- **Other logos** – size as compared to flags

# Use of additional logo/emblem



Each flag must have at least the **same size, measured in height or width**, as the biggest of other logos of organizations

$$X \geq Y$$



# #latruscbc visual identity background



YES



YES



NO



YES

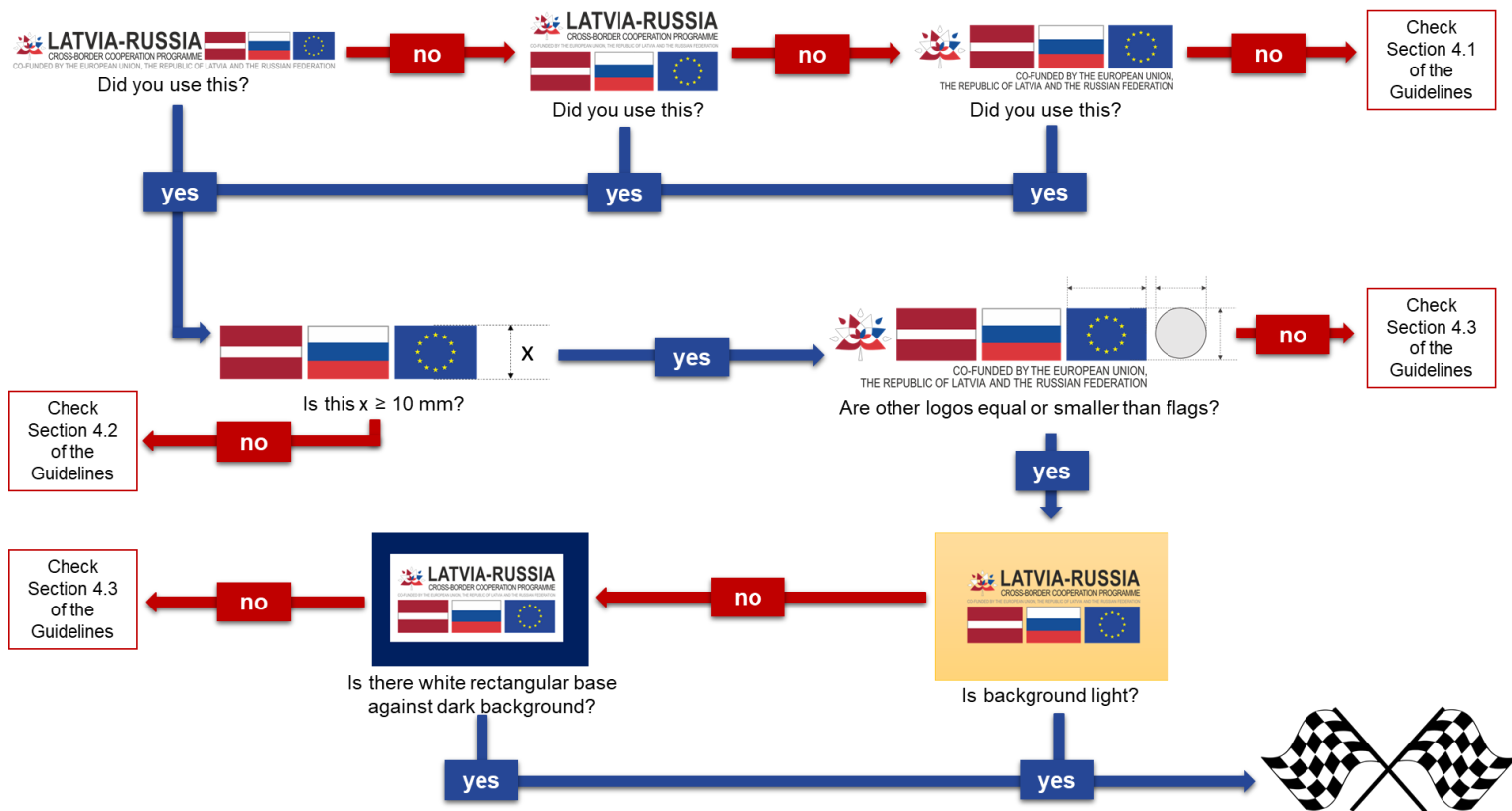


NO



YES



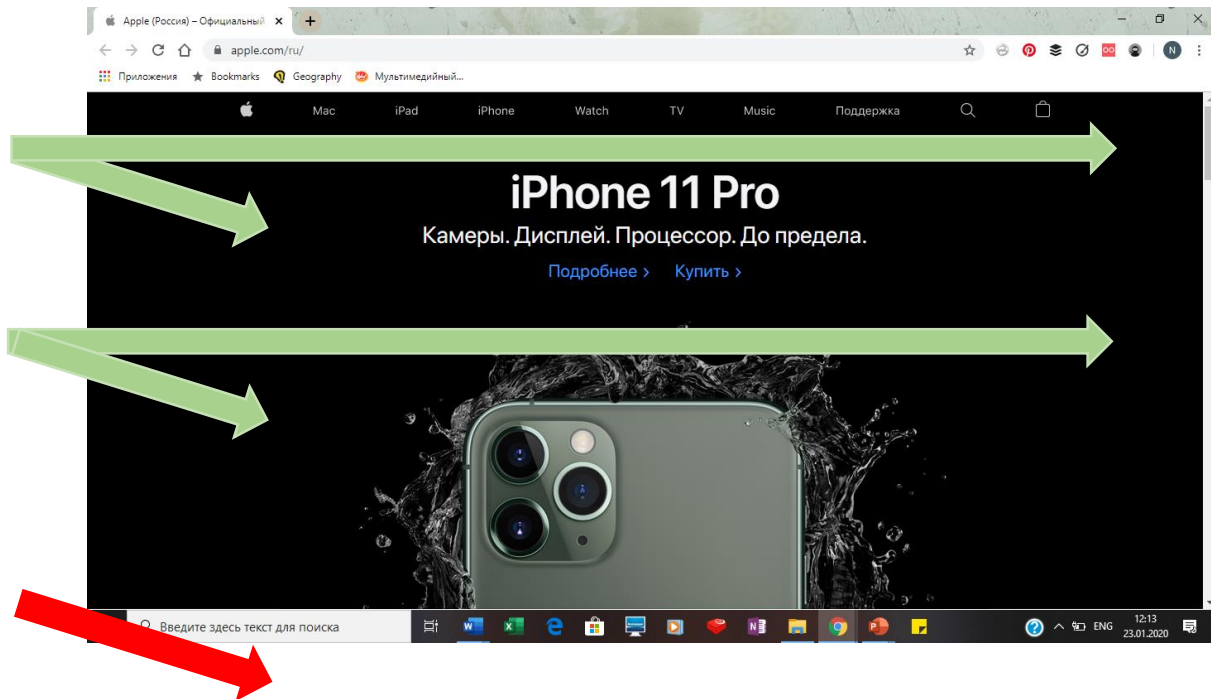


# Websites and webpages



[www.latruscbc.eu](http://www.latruscbc.eu)

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# Social media



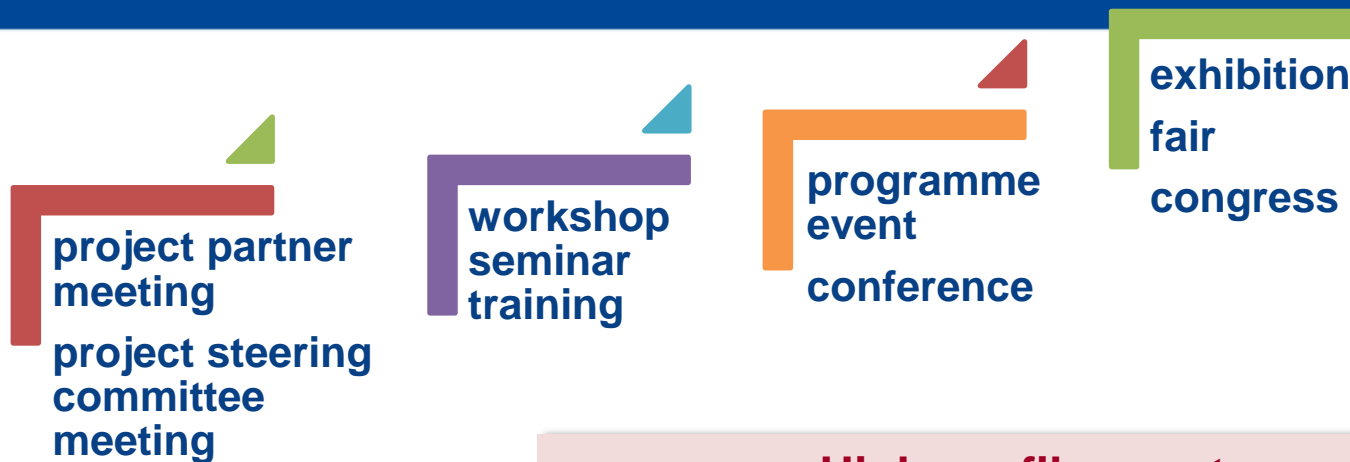
[www.latruscbc.eu](http://www.latruscbc.eu)

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[@latruscbc](https://twitter.com/latruscbc)



# Events: what are they?



**High-profile event –**  
involves senior officials,  
political leaders and/or other public figures



***Not sure about your event?***  
***Consult with JTS!***



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# Events: basic self-check

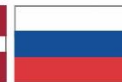
Before...

- ▶ **Inform JTS about event at least...**
  - ✓ 2 weeks ahead!
  - ✓ (*for high-profile events*) 4 weeks ahead!
- ▶ **Ensure to set the display panel in visible place.**
- ▶ **Think through:**
  - ✓ **information coverage** of event;
  - ✓ **Visibility settings** of event.
- ▶ **Prepare all event-related materials and documents** in advance.
- ▶ Take care about **reporting** already now!
- ▶ Invite the JTS/MA representative to your major events.



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# Events: relevant documents

Participant list

disclaimers

**Example:** For the purpose of publicity this event can be photographed and filmed, and the photos and video may be published on the official <beneficiary's name> website and on social networks or electronic and printed publications.

Information about processing of personal data

Agenda

Feedback forms

Note on photoshoot



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Title of the project  
Project acronym  
Project ID number  
Project beneficiary  
organizing event

LVRU-XX

**LIST OF PARTICIPANTS<sup>1</sup>**  
of the subject title of the event  
BENEFICIARY  
organizing event

| No | Name and Surname of Participant | Participant's Organization | Participant's Contacts (e-mail or phone) | Participant's Signature |
|----|---------------------------------|----------------------------|--|-------------------------|
| 1  |                                 |                            |  |                         |
| 2  |                                 |                            |  |                         |
| 3  |                                 |                            |  |                         |

<sup>1</sup> List of Participants with signatures has to be submitted for each day of the event

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| No | Name and Surname of Participant | Participant's Organization | Participant's Contacts (e-mail or phone) |
|----|---------------------------------|----------------------------|--|
| 4  |                                 |                            |  |
| 5  |                                 |                            |  |
| 6  |                                 |                            |  |
| 7  |                                 |                            |  |
| 8  |                                 |                            |  |
| 9  |                                 |                            |  |
| 10 |                                 |                            |  |
| 11 |                                 |                            |  |
| 12 |                                 |                            |  |

Total number of participants:

**Attachments:**

|   | YES / NO |
|---|----------|
| Agenda of the Event   |          |
| Presentation(s)<br>(pls. specify, e.g. name of the presenter)                     |          |
| Other supporting documents<br>(evaluation sheets, photos, handouts, pls. specify) |          |

Date, Signature of the Organizer (responsible project beneficiary)

Name and Position of the Signatory

# Events: basic self-check

After...

- ▶ **Develop information note and video/audio follow-up** as soon as possible after event;
- ▶ Collect all the photo materials;
- ▶ Analyze the feedback forms (if relevant);
- ▶ Follow-up external publications (media).



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# Events: be a part of the ECDay family

- ▶ Opportunity to tell about your project to a larger audience
- ▶ Showcase...
  - ✓ achievement of your project;
  - ✓ how your project contribute to CBC development and benefit your area.



AND  
OR

Join the  
Programme  
events!



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# Press-release: theory

## Press release

informs the wider audience about the project!

## Recommendation

produce **at least 2 press-releases** during the project lifetime

✓ at project start

✓ at project end

✓ other – optional, but preferable  
(to highlight major events  
results, added value, etc.)

Send your  
press-release  
before  
publishing

Provide info to  
feature in  
Programme  
publications

JTS!



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# Press-release: practice

Background info  
(short and focused)

500 words on average

Bright quotes (2-3)

Contact info

must

Programme  
visual identity

Attractive  
heading

Key info in 1<sup>st</sup>  
paragraph

Links, photos,  
infographics

DISCLAIMER!

must

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## PRESS-RELEASE

### The project “New horizons for green thinking” (GreenHorizons) sets up the network of worm farms

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut sit amet sapien magna. Pellentesque ligula orci, porta vel scelerisque quis, laoreet eget purus. Nullam blandit mi erat, eu pellentesque velit. Praesent dui tellus, lobortis eget aliquet ac, gravida non elit. Cras vitae odio ac lacus bibendum fringilla sed sed orci. Suspendisse ornare lacus tempus elit venenatis volutpat. Donec ac augue eget nisl consequat tempor. Nunc hendrerit imperdiet bibendum. Vestibulum ac nulla in velit rhoncus auctor. Duis nec dictum lectus. Phasellus lorem ligula, sollicitudin molestie vestibulum id, tempor vitae velit.



Infographics

photo

Aliquam eget nibh sit amet purus tincidunt pretium. Praesent ultrices varius convallis. Pellentesque bibendum sollicitudin dui, nec porttitor mi mollis sit amet. Integer laoreet, lacus eget luctus imperdiet, velit lectus condimentum urna, ac scelerisque ligula enim sit amet ligula. Nunc leo dolor, pulvinar sed vehicula non, tincidunt eget neque. Etiam et massa justo, id vehicula sem. Curabitur ultrices tristique commodo. Vivamus dignissim tellus id orci tincidunt dignissim. Quisque dolor turpis, luctus sed congue id, lobortis non lorem. Nunc mattis molestie arcu nec adipiscing. Fusce dapibus luctus lacus vel dictum. Nullam lorem dolor, adipiscing at facilisis sed, viverra eget diam. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras cursus tincidunt dignissim. Morbi nulla eros, pharetra et pretium vel, pulvinar vel ligula. Donec sollicitudin est sed diam ornare non cursus elit pharetra. Aliquam pellentesque gravida neque, id rutrum felis commodo ut. Curabitur laoreet est mattis tellus malesuada vulputate. Duis a elit nibh.



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# Press conferences and press visits

|                          | Press conference  | Press visit  |
|--------------------------|---|--|
| Time                     | <b>MUST!</b> Inform the JTS/MA 4 weeks prior to event   |  |
| Involvement of Programme | <b>Only</b> in cooperation with MA/JTS  | Both MA and JTS  |
| Features                 | <ul style="list-style-type: none"> <li>Define topic clearly</li> <li>Keep the focus on chosen topic</li> </ul>                            | <ul style="list-style-type: none"> <li>Chose proper time</li> <li>Showcase clear and tangible achievements</li> <li><b>MUST!</b> Ensure JTS/MA accompanies the journalists during the visit</li> </ul> |
| Follow-up                | <ul style="list-style-type: none"> <li>Cross-check the end product before it is circulated</li> <li>Keep the archive of events</li> </ul> |  |



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# Video and audio: Programme requirements

- ▶ Consult with JTS prior to circulation
- ▶ Ensure to have
  - ✓ Programme Visual identity
  - ✓ Disclaimer (*Visibility Guidelines, Section 3.2, p.7*)

...in the beginning **and/or** in the end of the video/audio



*This video has been produced with the financial assistance of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. The contents of this video are the sole responsibility of **NGO Rainbow** 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.*



**LV-RU-xxx**

***"New horizons for green thinking"***  
***(GreenHorizons)***



# Video and audio: Programme requirements

► **Make your audio/video available to the MA**, including

- ✓ all info related to distribution (broadcasting, reach)
- ✓ relevant metadata in English (title, summary, dates, production details, language(s) used) + if available script/subtitles

**Don't forget to share your product with the Programme!**



**Tag! @latruscbc, #latruscbc**

► **Video/audio is recommended to be featured on**

- ✓ project website, project webpage on beneficiaries' website
- ✓ social media



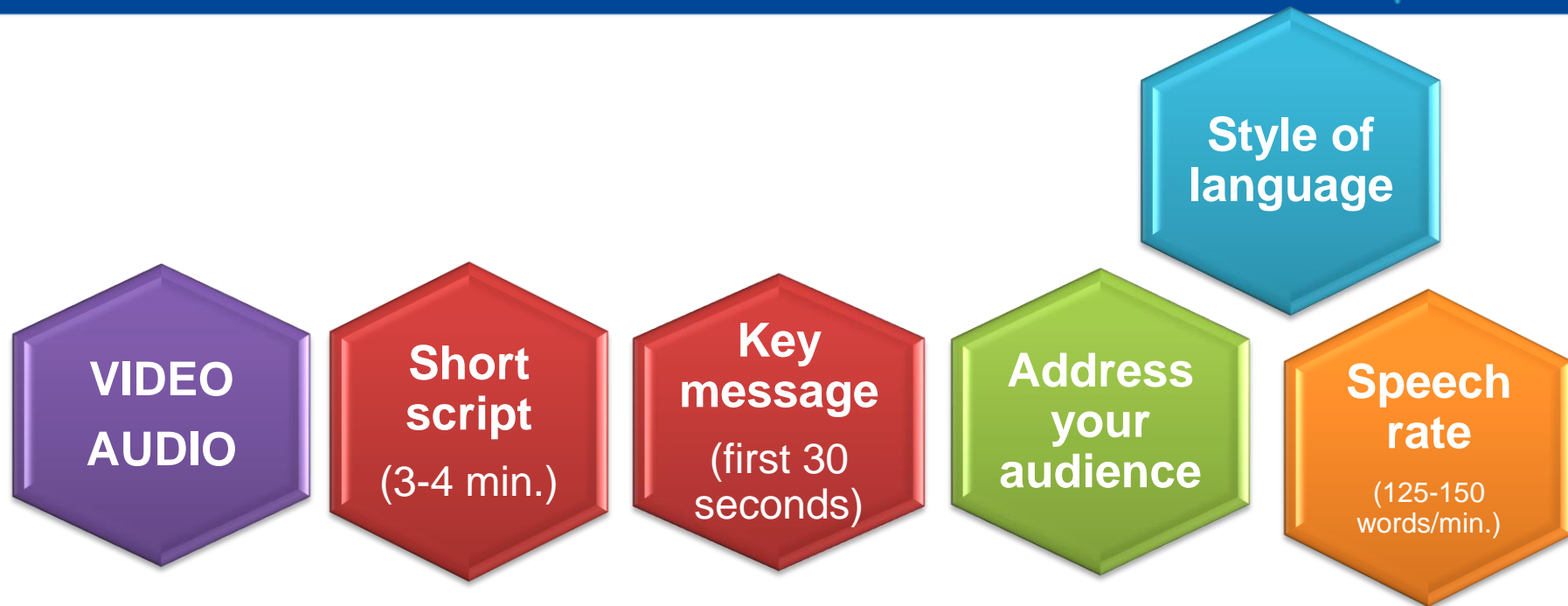
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# Video and audio: stick to best practice



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# Photography: why important?

## ► Ensures clear evidence that project fulfilled

- ✓ committed activities
- ✓ visual requirements

## ► Records your steps and achievements:

- ✓ showcases dynamics
- ✓ sound supporting documents for reporting
- ✓ source of materials for visibility and promo purposes



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# Photography: self-check

- ▶ Photo should be identifiable
  - ✓ project index
  - ✓ acronym
  - ✓ date and place of shoot
  - ✓ description

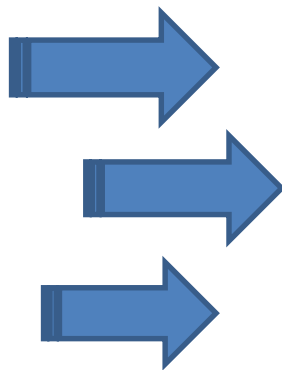
(i.e. named) **2019-01-05\_PSK\_LV-RU-xxx\_ACRONYM**

- ▶ Where possible, capture the programme visual identity
- ▶ Ensure the good quality of photo to use it
  - ✓ on website/social media
  - ✓ electronic and printed materials



# Printed materials: what? where?

- ✓ newsletters
- ✓ leaflets
- ✓ brochures
- ✓ newspaper articles
- ✓ research papers
- ✓ tourist guide



- ✓ Social media
- ✓ Websites
- ✓ Other electronic resources

**If paper document is absolutely needed, think how to make it more environment friendly. BE CREATIVE!**



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# Printed materials: e-version



E-newsletter

Online article

Blog/vlog  
post

Other  
electronic  
publications

**Must** comply with best practice for the chosen communication channel

**Programme visual identity** placed on the cover or title page

**A disclaimer** on the cover or the title page of the publication (section 3.2.)



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# Printed materials: “musts” and “advised”

## ADVISED to include!

- general statement about the Programme
- information about financial support of the Programme
- project title and acronym
- short abstract about key project objectives and achievements
- contact information

## MUSTS

- **Programme visual identity**
  - ✓ on cover or title page
  - ✓ front page
  - ✓ top of packaging
- **Relevant disclaimer** – on cover or title page (*Visibility Guidelines, Section 3.2, p.7*)



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# Display panels

## Mandatory for all projects

### LOCATION:

- ▶ Beside access routes to the site where the project is taking place
  - ▶ Construction & other infrastructure works
- ▶ In a visible place when promoting projects at:
  - ▶ Exhibitions & Festivals
  - ▶ Workshops & Trainings
  - ▶ Other public events
- ▶ At the entrances to office receptions where project staff works, etc.



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# Display panels

## CONTENT:

- ▶ 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
- ▶ project title and acronym
- ▶ project objective
- ▶ key project deliverables
- ▶ project duration
- ▶ general statement about the Programme
- ▶ title and contact information of the lead beneficiary;
  - ▶ if possible – also of the beneficiary in charge of this site

Contact information **must only** include:

1. name of the beneficiary
2. full mailing address,
3. phone number and email



### LAT-RUS PRO LATVIA-RUSSIA CROSS-BORDER COOPERATION PROGRAMME PROJECT

**Project objective:** to foster the growth of the region in entrepreneurship, environmental protection and cross-border mobility.

**Key project deliverables:**

Business and SME development – 10 projects  
Environmental protection, climate change mitigation and adaptation – 9 projects  
Promotion of border management and border security, mobility and migration management – 2 projects

**Project duration:** 01.01.2014-31.12.2020 (84 months)

**Lead beneficiary:** Latvia – Russia Cross-Border Cooperation Programme

**Contacts:** Doma laukums 8A, Riga, Latvia, LV-1050, +371 66 016 779, [lat-rus.cbc@varam.gov.lv](mailto:lat-rus.cbc@varam.gov.lv)

*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 the Russian Federation. The Programme website is [www.latruscbc.eu](http://www.latruscbc.eu)*

# Display panels - Question from the project

? Do we have to use separate display panels for international events - in English and for local events and in offices in partners' national language - Latvian or Russian?

! The language of the Display Panel content is not defined in the Communication Guidelines. **You can use English, Russian or Latvian to reach your target audience more effectively.**

► Choose language of your audience:

- For international events – English & Latvian, English & Russian
- For events where working language is Latvian and the target audience is residents of Latvia – Latvian
- For events where working language is Russian and the target audience is residents of Russia – Russian

+ **For beneficiaries from Russia** (Practical Recommendations for Project Participants on the Information Coverage of the Russian Federation Participation in Cross-Border Cooperation Programmes):

- In the territory of the Russian Federation all the Programme materials intended for a public distribution should be made in Russian
  - For international events in Russia where working language is English, you can place 2 Display panels:
    1. in Russian
    2. in English, so foreign guests can familiarize themselves with the basic information about the project.



# Display panels

## SIZE:

- ▶ content **must be visible and readable** so that passers-by are able to read them
- ▶ content **must be visible and readable** for the whole period of display panel duration
- ▶ **must renew the panel** if needed

## MATERIALS:

- ▶ **must be durable:**
  - ▶ Outdoor - UV / sun / rain / wind resistant

If display panel is placed outdoor it must be weatherproof (both material and printing method).

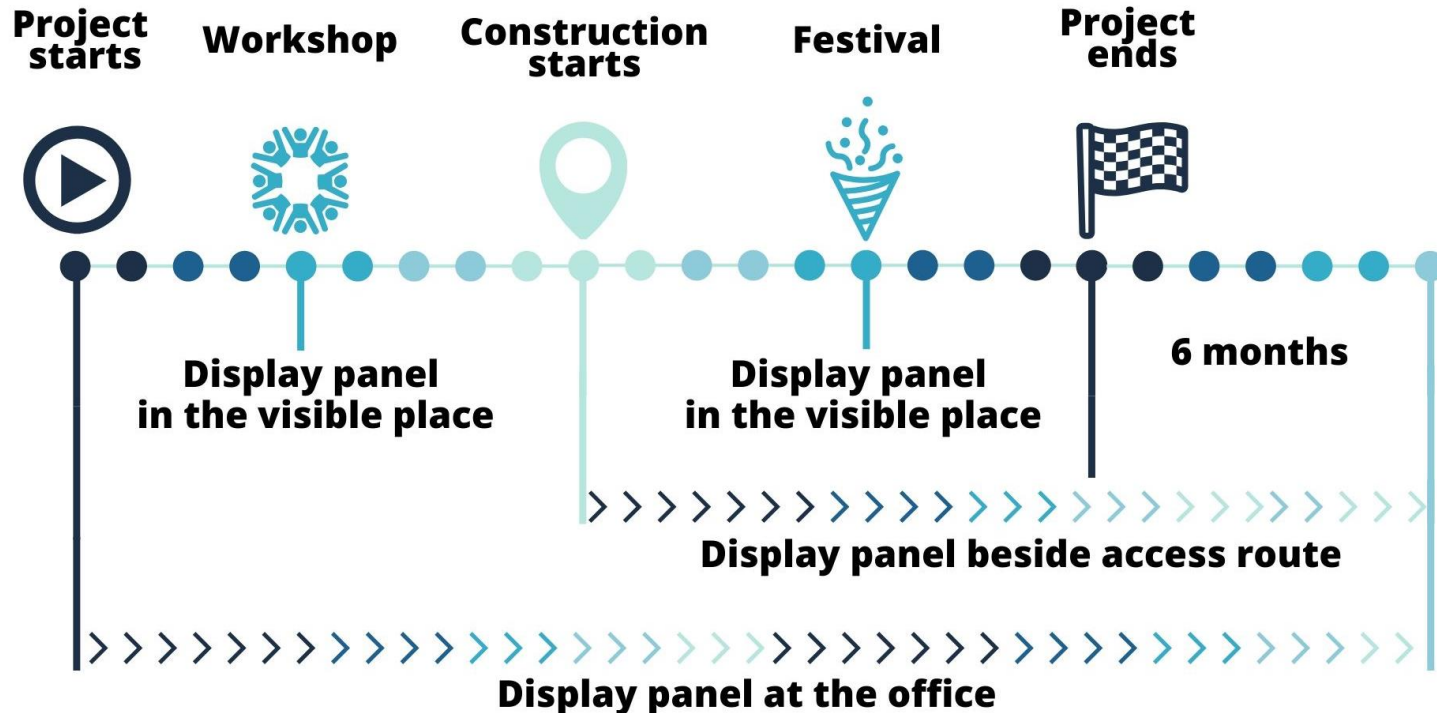


If display panel is placed indoor it can be made as paper poster or plastic/textile banner.





# Display panels – HOW LONG?



From the start of the project until 6 months after its end.

# Commemorative plaque

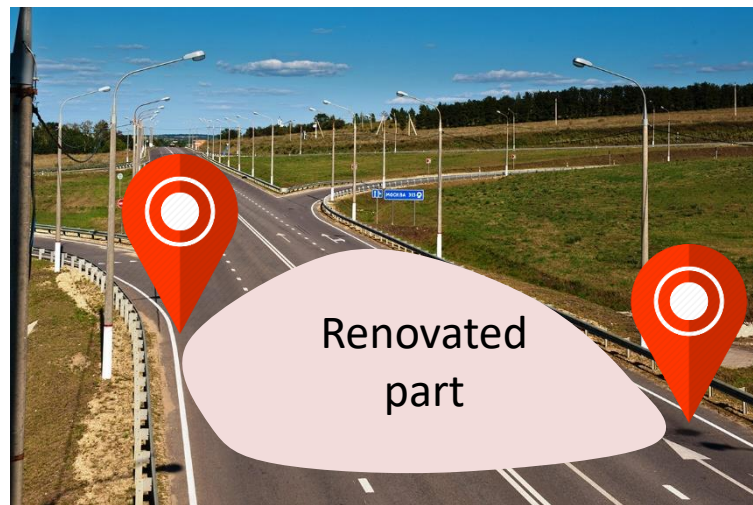
## **Mandatory** for permanent structures:

- Buildings
- Roads
- Bridges, etc.

## LOCATION:

- in the **most visible part of the structure**, such as the main entrance or in front of the building
- **must be clearly visible** so that passers-by are able to read them

In case of more than one main entrance, the commemorative plaques **must be located at every main entrance.**



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# Commemorative plaque

## CONTENT:

- 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**
- **Phrase in English and in the official language of the respective participating country**

**! JTS will provide standart A4 commemorative plaques to Beneficiaries after project closure**

**! JTS will make a survey about amount required**

**! Beneficiaries must ensure display panels for big infrastructure objects (parks, bridges, roads, etc.)**



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Cooperation Programme 2014-2020

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

**in Latvia**



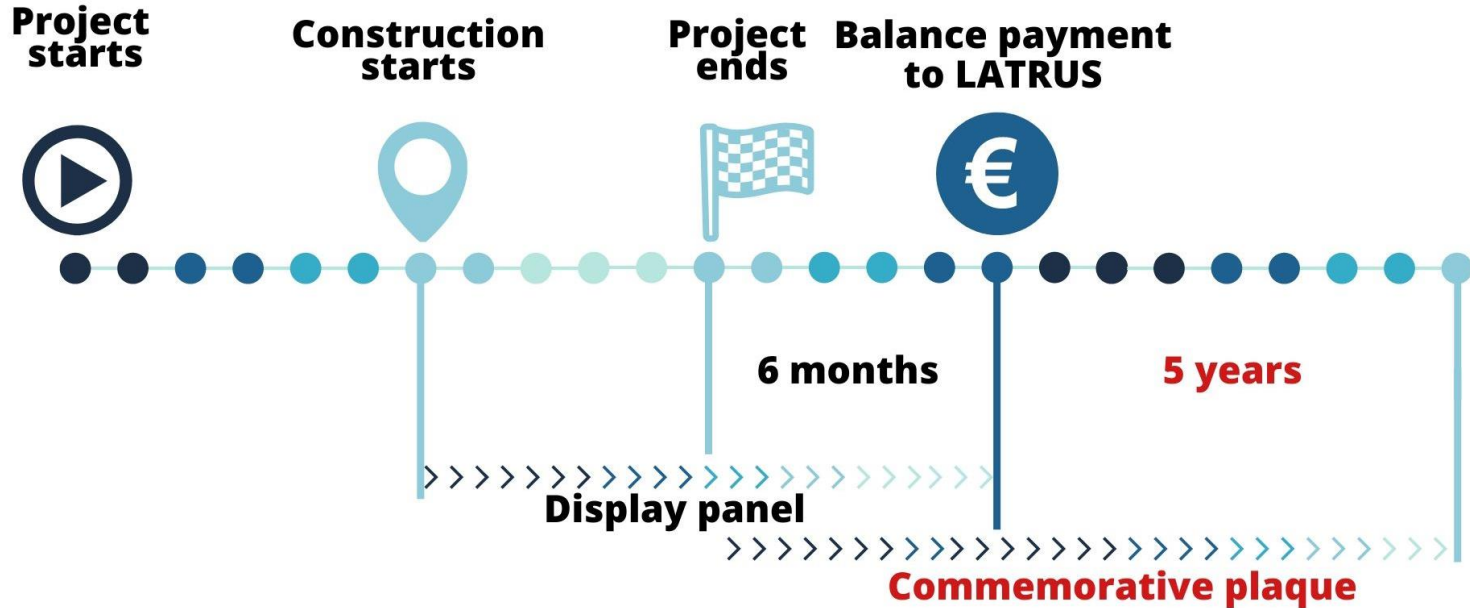
**in Russia**



Financially supported by Latvia-Russia Cross-Border  
Cooperation Programme 2014-2020

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

# Commemorative plaque – HOW LONG?



Commemorative plaques must be put in place within 6 months after the project closure and remain in place at least 5 years after the date of the balance payment to the Programme

# Banners

## MINIMAL REQUIREMENTS:

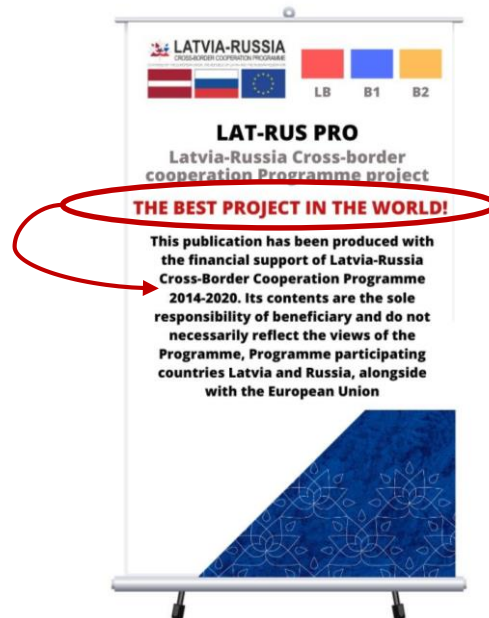
- ▶ Programme visual identity
- ▶ A disclaimer **if the banner contains an opinion:**  
*This publication has been produced with the financial support of Latvia-Russia Cross-Border Cooperation Programme 2014-2020. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the Programme, Programme participating countries Latvia and Russia, alongside with the European Union.*
- ▶ 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 other donors**

! Recommend to contact your Info Manager

Disclaimer is not needed



Disclaimer is needed



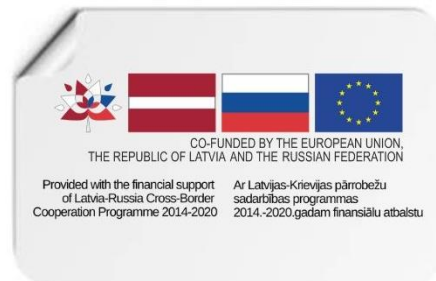
# Vehicles, supplies and equipment

Regardless cost **must be clearly identified** / marked:

- Programme visual identity
- 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*

**Supplies** are any goods which are not equipment or give-aways (stationery and promo). Examples: sports equipment (balls, gates), minor library accessories etc.

for Beneficiaries from Latvia



for Beneficiaries from Russia



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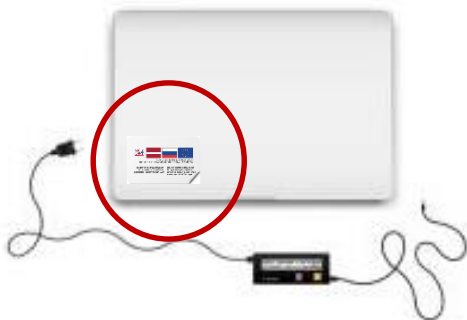
# Vehicles, supplies and equipment

**! JTS will provide stickers to Beneficiaries for supplies and equipment that will be stored indoor**

**! Please inform your Information Manager about:**

- amount required
- delivery address

**If item is too small or sticker may deface functionality, place sticker on the case / box / package of the item**

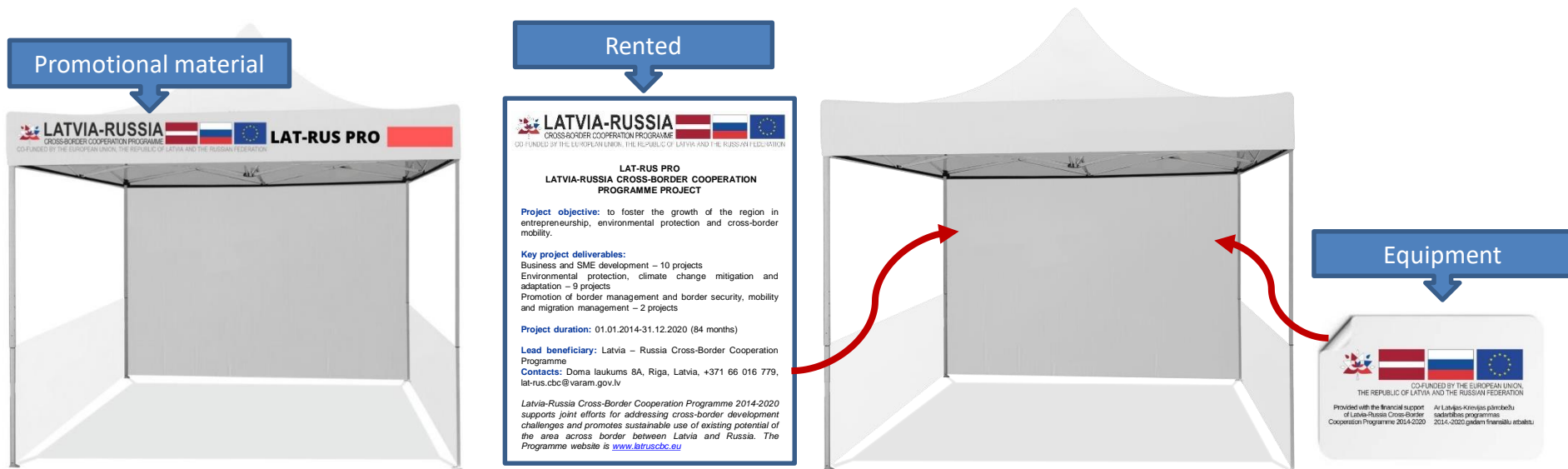




# Supplies and equipment - Question from the project

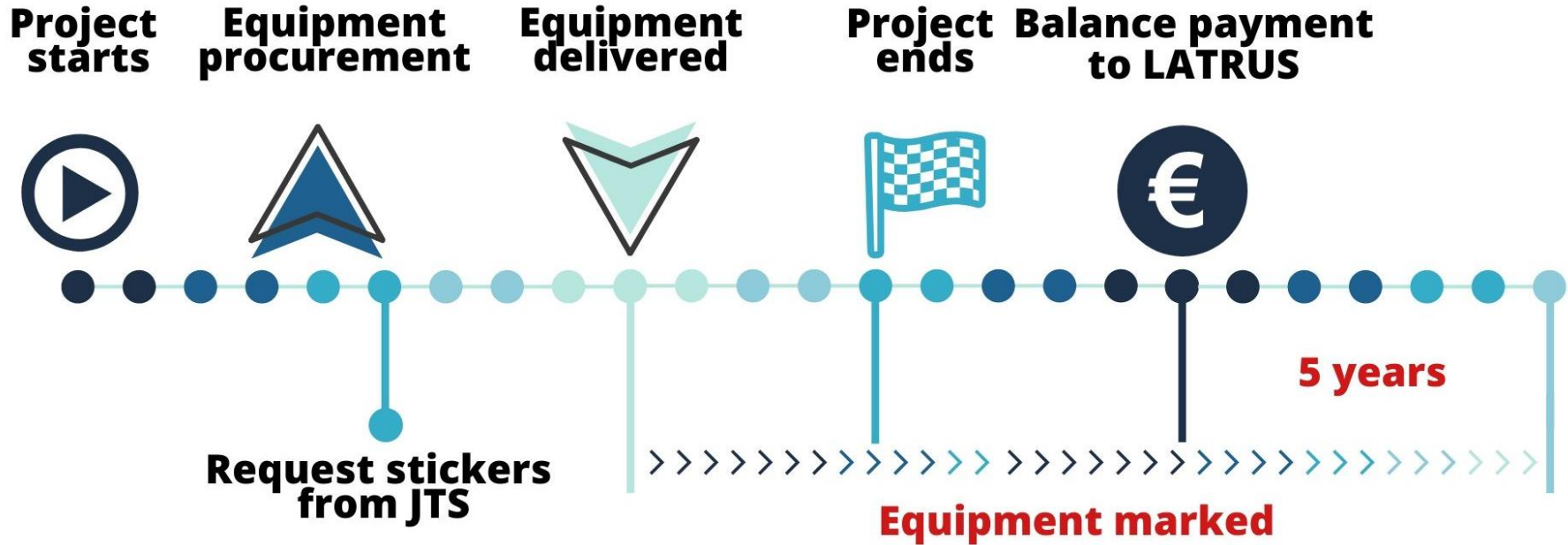
? Question about use of Programme visual identity on tents and stand for exhibition, which will be produced within the project?

! If tents and stands are purchased as promotional materials the Programme visual identity must be placed on the most visible place. If tent or stands are rented for the event – display panel must be placed. If tents and stands are purchased as equipment those must be marked as equipment.





# Vehicles, supplies and equipment - HOW LONG?



In place – **5 years** after the date of the balance payment to the Programme

# Promotional materials

- ▶ should be limited to mainly **office and event materials**
- ▶ should be clearly **linked to awareness-raising of the project overall objective**
- ▶ **must be marked as follows:**
  - ▶ Programme visual identity placed on the item
  - ▶ Disclaimer if the item contains opinion



# Promotional materials - Question from the project

? Question about use of Programme visual identity on textile (on tablecloths, garments), which are planned to be purchased and sewed within the project?

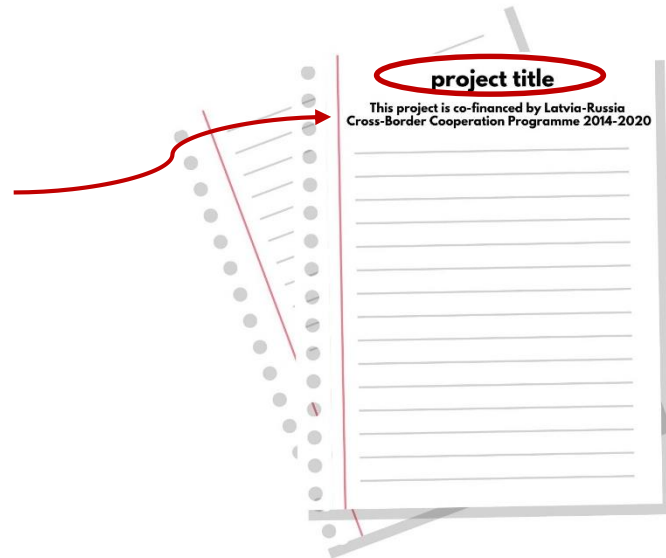
! For tablecloths and garments (with promo goals), Programme visual identity could be printed on the textile or paper labels and on the package of this items.



# Stationery

Where **the title of the project** is mentioned on project dedicated stationery the following phrase must be added **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).

# Stationery - Project presentation template

Where the title of the project is mentioned on project presentation templates the following phrase must be added **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*

Example



# Stationery or Promotional materials?

If you purchase a pen...

*...as stationery*

option 1



option 2



project name



mandatory  
phrase

Programme  
visual identity



*...as promo*



# Documentation

## Beneficiary organization's forms:

- Procurement documentation
- Beneficiary correspondence
- Business cards
- Stationery, etc.

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



## Project event documentation (**visible to attendees**):

- Agendas
- Lists of participants
- Handouts
- Presentations, etc.

***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***





# Stationery or Communication & visibility in print?

## Beneficiary organization's forms (Section 10.4)



Project title

Phrase  
about  
Programme

## Project event documentation (Section 10.1)



Programme  
visual  
identity

Disclaimer for publications in  
print or electronic format



# Support to Beneficiaries

## JTS will provide:

- ▶ Small table flags
- ▶ Stickers to mark equipment and supplies
- ▶ Standart commemorative plaques
- ▶ Individual consultations
- ▶ On-Spot Consultations
- ▶ Seminars & Webinars





# Any questions – contact your Info Manager

**LV-RU-002, 006, 010,  
016, 017, 023, 030**

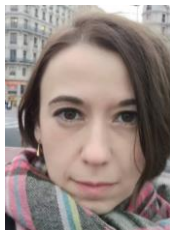


**Jelizaveta**

**Phone:**  
+371 66 016 779

**E-mail:**  
[Jelizaveta.Sibatovska@varam.gov.lv](mailto:Jelizaveta.Sibatovska@varam.gov.lv)

**LV-RU-003, 008, 009,  
016, 022, 029, 052**



**Elena**

**Phone:**  
+7 921 592 45 87

**E-mail:**  
[elena.makarova@latruscbc.eu](mailto:elena.makarova@latruscbc.eu)

**LV-RU-001, 004, 019,  
020, 021, 040, 053**



**Natalia**

**Phone:**  
+7 921 218 3600

**E-mail:**  
[natalia.alexeeva@latruscbc.eu](mailto:natalia.alexeeva@latruscbc.eu)



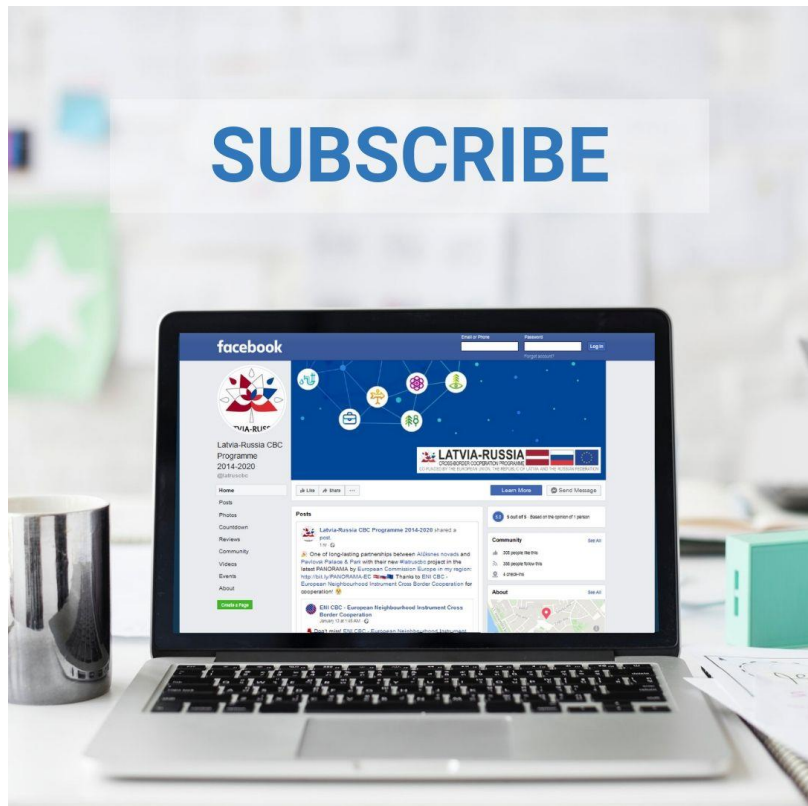
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# Evaluation Form

**We are making a continuous effort to improve our support to the beneficiaries!**

**Please fill in electronic evaluation form until 31 January**



Thank You!  
Paldies!  
Спасибо!