

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

These Practical Recommendations for Project Participants on the Information Coverage of the Russian Federation Participation In Cross-Border Cooperation Programmes between Russia and the EU (hereinafter – Recommendations) are obligatory for implementation by the beneficiaries receiving the Russian co-financing of the programmes (the obligation to obey by the Recommendations is stipulated in the contract and a condition of the Russian co-financing of project activities).

Government authority which coordinates information activities under a Programme is the Ministry of Economic Development of the Russian Federation. Ministry should be informed in advance about any information activities under a Programme in accordance with these Recommendations.

The aim of the information support of the Russian Federation's participation in the Programmes

Aims of these Recommendations:

- to promote the development of good-neighborly relations between the regions participating in the Programmes, the Russian Federation, the CBC participating countries and the European Union;
- to form a correct public image of the Programmes in cross-border regions as one of the mechanisms which the Government of the Russian Federation utilizes for socio-economic development of the Russian cross-border territories and which is co-financed from the Federal budget;
- to ensure a successful implementation of the Programmes by spreading information about the principles and procedures of their implementation and by

ensuring a proper coverage of the equal participation of the Russian Federation in the Programmes.

The main tasks of these Recommendations:

- to ensure that the target audience is aware that the Russian Federation, the European Union member states and the European Union implement the Programmes jointly and on equal basis, which is also ensured by the Russian co-financing of the Programmes from the Federal budget;

- to ensure that the target audience sees the Programmes by as a tool to achieve the objectives of the Strategy for the Social and Economic Development of the Northwestern Federal District for the Period up to the Year 2020, as well as the other federal and regional development strategies of the Russian Federation;

- to ensure that the target audience sees the Programmes as an example of depoliticized cooperation between border regions, based on common interests;

Principles of information support of the Russian Federation's participation in the Programmes

When implementing the Programmes, project participants receiving Russian co-financing obey by the following principles:

- equality. News coverage of participation in the Programmes by any party should not be to the detriment of corresponding coverage of the other parties.

- proportionality. The territorial scope of information activities is determined by the importance of the project. The intensity of information support of the projects depends on the amount of funding.

- planning and systematic character. Information activities in the projects are carried out according to the plans, ensuring complementarity and coherence of individual events which are focused on continued cooperation between partners after the project implementation and on support of sustainable and mutually

beneficial partnerships. The success of the projects will be also evaluated on the basis of the realization of information plans.

- coordination. When organizing information activities and participating in them the project partners should cooperate closely with the authorities of the Russian Federation at different levels. The information policy of the Programmes on the Russian side is defined by the Ministry of Economic Development of the Russian Federation and the Ministry of Foreign Affairs of the Russian Federation, relevant joint documents should be agreed by the Joint Monitoring Committee. Information about any activities and campaigns in the Programmes, as well as printed, audio-visual draft materials, content of speeches and statements should be sent in advance to the Ministry of Economic Development of the Russian Federation. Similar materials distributed outside of the Russian Federation and information about the events undertaken outside the Russian Federation are also sent in advance to the Ministry of Economic Development of the Russian Federation and the Ministry of Foreign Affairs of the Russian Federation. Project partners invite representatives of Russian federal, regional or local authorities to participate in their information activities. If information events are conducted in other participating countries, representatives of Russian diplomatic missions are invited.

Project participants should also take part in the events related to cross-border cooperation after the project implementation, by the invitation of the Ministry of Economic Development of the Russian Federation.

- adaptability. The content and delivery method of the information activities should be adapted to the needs of the target audience.

- initiative character. Project participants should take the initiative in organizing and participating in the activities under the Programmes and use the news to establish a positive image of the Russian Federation's participation in the Programmes. It is an indispensable part of project implementation to participate in

public events and spread the positive information about the Programmes and individual projects by all available means. The evaluation criteria of the project implementation will include a positive coverage of the project and the Russian co-funding of the Programmes along with the realization of the objectives, mentioned in the application package.

- efficiency. Project participants should promptly and adequately respond to newsbreaks, provide necessary information in time, to issue press releases, participate in press conferences.

Target audience of information activities:

- local authorities. This group can be interested in the information about the implementation and the results of the projects, potential to use the projects to promote socio-economic development of the municipalities by the project activities within the Programs.

- mass media. Contacts with the media are to be aimed at the promotion of the projects, implemented under the Programmes, as an efficient tool of the Russian Federation on joint problem-solving, developing cross-border regions and stronger friendly relations with the EU member-states, the tool that is also funded from the Federal budget of the Russian Federation.

- potential project participants. Information focused on the project participants should clarify of the procedures to participate in the calls for proposals, the possibility to use Programme funding for project implementation which is beneficial for the cross-border areas but might not find any other source of financing.

- NGOs. Non-governmental organizations should be engaged in spreading the information about the positive effect of ongoing projects, financially supported by the Russian Federation, for the cross-border areas.

– people of cross-border regions. Their attention should be attracted to the examples of real problems-solving in cross-border regions by means of CBC Programmes and to the availability of the Programme funds.

Strategies of information activities

A media plan should be adopted within every project that is funded from the Programme's budget. This plan is aimed at informing people of cross-border regions about the content of the project, including time frames of its implementation, measures to be taken, project's budget, goals and tools to achieve them as well as how the project will facilitate the improvement of the living standards in a cross-border region. The plan should include events that duly highlight the fact of the Russia's financial contribution to the Programme.

Plans of the projects' information activities cover following issues:

- goals, tasks and means of their fulfillment,
- separate information activities of the projects, including approximate time frames, size and profile of the target audience,
- measures to coordinate information activities with other participants of the programs,

– results of information activities at the end of a project (in addition to the quantitative indicators, such as the number of participants of various activities, distributed printed materials or broadcasting time, it is necessary to identify changes in public awareness of the projects and Programmes and improvement of various target groups' opinions about the programs, determined on the basis of opinion polls).

On the annual basis and on completion of the project the participants should send their reports about implemented information activities to the Ministry of Economic Development of the Russian Federation.

Means of information activities within the Programmes

The following tools are used to achieve the goals of these practical Recommendations:

- Press releases at official websites (if available);
- Papers, studies, reports about the projects implementation;
- Printed materials, such as leaflets, booklets, brochures;
- Publications in media about important events within the projects;
- Articles, interviews and advertisement videos on the subject of projects in media;
- Press conferences;
- Conferences and seminars on the subject of projects;
- Speeches on the subject of projects at various events;
- Notes and announcements on the subject of projects in social networks.

General recommendations on the content of presentations and publications

Following approaches are recommended for the speeches, press releases, articles and other public materials in a project:

- Following ideas are recommended for all the presentations at public events:
 - The Russian Federation is an equal participant of the Programmes because all the Programmes with the Russian participation have Russian financial contribution.
 - Both individual projects and Programmes in general are aimed at the development of the regions of the Russian Federation.
 - Successful implementation of the projects allows solving the real problems of people of the regions on both sides of the border.
 - Programmes are an example of mutually beneficial, equal and constructive cooperation with the European Union member-states, which bases on the interests of both sides.

- Programmes are implemented with the active participation of the Russian Federal authorities.
 - following structure of a presentation facilitates its understanding: presentation of a project participant (name and his/her occupation), steps which have been undertaken to participate in a Programme, points that are worth paying attention to, positive results that have been achieved (description of the problem that was solved with the project).

- target audience of information activities should not be considered as the ultimate consumers - materials should be prepared in such a way that the given information can be spread further. Thus a message should contain information relevant to the current stage of a Programme implementation (for example, pending a new call for proposals participation in previous ones is to be highlighted) along with the information that is directly focused on the target audience. If possible, it is recommended to illustrate the details of a Programme by concrete examples.

- An active participant of cross-border cooperation is a subject of the Russian Federation supported by the Federal government. Thus the projects should not be described as acting entities (for example, following wording is to be avoided "the project allowed the Russian Federation to do something / territorial district of the Russian Federation..."). Projects are recommended to be described in passive voice. It is recommended to use active voice in relation to the Russian Federation and the Russian authorities (for example, "Within the framework of this project, [name of the project participant] (for example, the Administration of ... Region of the Russian Federation) organized [description of the project] (for example, repair / construction of the bridge, disposal facilities, etc.) ... "). it is recommended to associate positive references to the projects with the Russian Federation (for example, "the project was an example of constructive cooperation of the subject of the Russian Federation ...with ...").

- News about cross-border cooperation is recommended to have a positive character. It is advisable to use such phrases as "further enhancement", "improvement" and alike. If it is impossible or inappropriate to avoid mentioning the problem it is better not to use affirmative statements of a negative character: "there are following shortcomings," "in need of improvement" and alike. Instead, it is better to use the following phrases: "shortcomings will be eliminated," "it will be improved", "further developed", "... with the help of the project the region will solve its burning problem ..." and alike.

- the Russian Federation should be mentioned in the first place in the name of a Programme and when listing participating countries in the Russian language.

- the titles of geographical objects in Russian are used according to the Russian toponymy rules. In English – either the titles in English toponymy or parallel titles in Russian and local toponymy.

- the visual identity of Russia's participation in the Programmes should be placed on all the printed materials. Materials are published in Russian. If other sources of project's funding are used as well, visual identity is used on the basis of an equality principle.

- information has to be presented in an attractive manner (short and catchy title of the text, illustrations) in all the communication means (leaflets, brochures, internet pages).

Visual identity of the Russian financial participation in the Programs

Visual identity of the Russian financial support to the Programmes includes the picture of the flag of the Russian Federation accompanied by the inscription in the center under it "With the financial support of the Russian Federation", written in Russian or in the language of the country where the visual identity is used. The inscription and the flag are preferably placed against a white / light gray background.

This visual identity is placed on all the information materials, including brochures, leaflets, billboards, posters, covers of the reports, promotional items, etc., letterheads and the documents of the projects.

A visual identity of the Russian financial participation in the Programmes should be placed on the first page or cover (if any) at the top of the document in the center. The inscription is written in the language of the document. At the bottom of the first page or cover (if any) is placed another inscription in the language of the document: "The contents of this publication are the sole responsibility of [title of the project participant]. This publication can in no way be taken to reflect the official position of the Russian Federation on any issue."

Principal changes of the identity should be agreed with the Ministry of Economic Development of the Russian Federation and the Ministry of Foreign Affairs of the Russian Federation.

Visual identity of other CBC participating countries may also be used in the documents and materials of the Programmes.

Rules to use the flag of the Russian Federation

The flag of the Russian Federation should be placed in all the information materials and used in all the Programme activities. In the framework of cross-border cooperation programmes the EU flag and the flags of other participating countries may be also equally used.

The flag of the Russian Federation is used according to following rules:

- the size of the Russian flag or its picture is equal to the sizes of all other flags / their pictures;

- when the flags of other states / international organizations or their pictures are used along with the flag of the Russian Federation or its picture, flags are placed in alphabetical order of the language of a state where the event takes place, or the language of the document from left to right. When the Russian language is the only

used or activities are arranged in the territory of the Russian Federation, Russian flag is placed in the center;

- the picture of the Russian flag is used separately: other flags can not be incorporated in it;

- when the flags of several states / international organizations or their pictures are used, they are placed in one row and strictly horizontally, no flag can be placed above other flags.

The flag of the Russian Federation and its picture should be used with due respect.

Official image of the flag of the Russian Federation can be found in the official website of the Government of the Russian Federation: www.gov.ru/main/symbols/gsr3_2.html.

General recommendations for photo, video, audio materials

Photo and video made within the projects, including public events should comply with following recommendations:

- project activities should be presented on photo and video materials,
- photos and videos contain well-known objects associated with a specific project (buildings of a border crossing point, schools, playgrounds, disposal facilities and alike);

- the flag of the Russian Federation or its picture on banners / posters / billboards should be visible on the background;

- pictures / videos are accompanied by the inscription with the name of the project, date and place of recording;

- participation of the official representatives of the Russian Federation in the events should be demonstrated.

A video about project activities under a CBC Programme should start and end with a caption card containing the flag of the Russian Federation and the inscription "With the financial support of the Russian Federation" in the language

of the video. The phrase "This Programme is implemented with the financial support of the Russian Federation" should be recorded at the beginning and in the end of an audio record. References to and the logos of other sources of funding are also acceptable on the basis of equality principle.

Photos and videos made at events should be sent to the Ministry of Economic Development of the Russian Federation. If an event is arranged in the territory of the countries other than the Russian Federation – materials should be also sent to the embassies of the Russian Federation in these countries. The authorities of the Russian Federation may use photos and videos free of charge in their information activities.

Public events (conferences, press-conferences, journalists' group visits)

An important source of information about the Russian financial contribution to the Programmes is various public events: briefings and press conferences, presentations, seminars, official launch and inauguration ceremonies of projects, conferences, launch and closure of the Programmes. The promotion of the Russian approaches to the Programmes can be carried out in the events within other regional cooperation formats, for example, BEAC, CBSS, the "Northern Dimension", "Euro-regions" etc. can be used. These activities allow conveying Russian position to the Programmes both to project participants and governmental officials of other participating countries and the European Commission.

Representatives of regional and Federal authorities responsible for or involved in the implementation of Programmes in the Russian Federation should be invited to take part in the visits of journalists' groups to the projects in the territory of the Russian Federation. The visits of journalists' group have a goal to demonstrate the positive effect of the projects with due attention being paid to the Russian financial contribution.

Websites of project participants

The project participants who have their own websites should use them to publish information about a project, a Programme and the Russian financial contribution. Websites allow reaching a large audience. The information should be focused on the whole target audience of the Programmes.

Information materials published in a website should comply with the following principles in addition to the above-mentioned general recommendations:

- Universal, well-known terminology should be used. This will simplify a search of the website on the Internet by stakeholders,
- Keywords should be used in all the messages (for example, "cross-border cooperation programme", "projects", "calls for proposals" and others). The keywords should be placed as close as possible to the beginning of the message. It will also help Internet search engines to find the website.

Press releases

Press releases which are published in the websites of the project participants (if available) are an effective tool of communication about cross-border cooperation to a wider audience. It is worth mailing out the press releases to subscribers and, above all, representatives of mass media.

The target audience of press releases is government authorities, potential beneficiaries and media. In this regard, press releases should emphasize the practical relevance of projects, tangible results of their implementation for the people of the regions, simple and transparent participation in the calls for proposals. Press releases may also include practically important information for the beneficiaries.

Press releases may be issued on all the significant events of a project. Such events include the approval of a project proposal by the Joint Monitoring Committee of a Programme, launch of a project, significant events in the course of a project, closure of a project.

A press release is prepared in Russian if it is supposed to be distributed in the territory of the Russian Federation. Press releases which will be disseminated in other participating countries of a Programme are published in the languages of these countries.

At the requests of the Russian Federation government authorities beneficiaries provide them with all the necessary information for press releases.

Social networks

Social networks are a tool to spread information about projects and the Programmes in general as well as about particular events. Social networks are characterized by efficient information dissemination, wide audience, as well as low cost. The content of messages published in social networks should be targeted at general public. Messages should be concise, accompanied by sufficient illustrative material (more detailed information may be published in a website). In general, publications in social media should be aimed at demonstrating a positive effect of the Programmes. In order to achieve the objectives of these Recommendations it is worth mentioning the Russian Federation and the fact of its financial contribution to the Programmes.

Papers, studies, reports

Reports are a tool to demonstrate positive effects of cross-border cooperation and may be issued at the completion of individual projects or all the projects within the one call for proposals. They should contain relevant statistics and demonstrate that the objectives of the projects or the Programme are achieved. Multiple reports can be summarized in an individual study or a report.

Papers, studies and reports are published in the websites of project participants (if available).

Publications in media

Such events of the projects as the launch, completion and others can be announced in articles and interviews which are published in media in advance if

possible. Such publications should contain information about Russian financial contribution to a Programme, the current status of projects implementation, upcoming events within projects and explanation of their importance.

Above all, publications in media are aimed at arousing the interest of wider audience to the Programmes. Hereafter people are able to get more detailed information in the websites of Programme bodies and government authorities on their own.

Information boards and plates, banners

Next to infrastructure facilities that are constructed with the financial support of the Russian Federation, information boards are to be placed at visible places (for example, in the proximity to approaches to a building ground). Such boards should bear the picture of the flag of the Russian Federation, name and brief description of the project and the inscription: "With the financial support of the Russian Federation". The boards should be installed at the places where they can effectively inform about the financial participation of the Russian Federation in the project's implementation. References to other sources of project funding, including the flags of foreign countries and international organizations, placed according to the principle of equality, are also acceptable at information boards.

Information boards are installed at the beginning of a project and removed six months after its completion. Project participants are obliged to maintain the boards in a good condition and replace with the new ones in case of their damage or destruction.

A metal plate containing the picture of the flag of the Russian Federation and the inscription: "This project was implemented with the financial support of the Russian Federation" in Russian should be installed on the most visible part of the building (for example, next to the entrance) after the completion of the infrastructure facility. The operator of infrastructure facility is responsible for maintaining the plate in a proper condition. References to the other sources of projects funding, including the pictures of the flags of foreign countries and

international organizations, placed according to the principle of equality, are also acceptable at the plate.

Beneficiaries and project participants should also install a plate or poster with the picture of the Russian flag and information about the financial support of the Russian Federation on an information stand of the organization or next to the reception.

In order to highlight the participation of the Russian Federation in cross-border cooperation programmes at press conferences, as well as at official photography, banners or screens of white / light gray color can be used with the pictures of the flag of the Russian Federation and the inscription under it: "With the financial support of the Russian Federation" in Russian (if necessary – in other languages of a press conference) placed in a checkerboard order.

All the vehicles that are used by the projects funded by the Russian Federation shall have a relevant identification: the flag of the Russian Federation and the inscription: "With the financial support of the Russian Federation" in Russian (if the project is implemented outside the territory of the Russian Federation, the inscription should be made in the language of the particular country)/ The picture of the flag and the inscription should be placed on a white / light gray square. Other logos or flags can be used on the vehicles. In this case, the flag of the Russian Federation should be as visible as other logos or flags.

If a project will be further implemented without the financial support of the Russian Federation, information materials about the project should include the following phrase: "The initial stage of this project was implemented with the financial support of the Russian Federation".

Promotional products such as caps, T-shirts, bags, pens, etc., produced in the framework of the Programs, should include the Russian flag and the inscription: "With the financial support of the Russian Federation" in Russian (if necessary - in English or in the language of the country where these products are distributed). The

design should be agreed with the Ministry of Economic Development of the Russian Federation and the Ministry of Foreign Affairs of the Russian Federation in advance.

Languages

Although the official language of the Programmes is English, Russian participants should seek to increase the application of the Russian language.

In the territory of the Russian Federation all the Programme materials intended for a public distribution should be made in Russian. Russian participants should speak in Russian when reasonable and convenient at public events (the opening ceremonies, meetings with media and citizens participation and other similar events).