



**Co-funded by
the European Union**

Communication and Visibility Guidelines for Project Beneficiaries

Approved by the Joint Monitoring Committee
on 19 July 2022¹

¹ These Guidelines have been updated following the suspension of the Agreement on financing and implementation of Cross-Border Cooperation Programme “Latvia-Russia” 2014-2020. From 2 March 2022 when initial information on planned amendments in communication and visibility requirements were distributed to all beneficiaries which continue to implement project, till approval of these Guidelines, transition period is in place, meaning that application of revised requirements is strongly recommended, but if justified, previous requirements can be applied.

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1 Introduction

Communication and Visibility Guidelines for Project Beneficiaries (hereinafter – Guidelines) have been elaborated in order to provide recognition of the projects implemented under 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 and requirements (including temporary solutions) created after the suspension of the Agreement on financing and implementation of Cross-Border Cooperation Programme "Latvia-Russia" 2014-2020, issued on 2 March 2022 (hereinafter – Financing Agreement) until the European Commission further decision on the participation of the Russian Federation in the Programme.

In line with the decision of the European Commission to suspend cooperation with the Russian Federation within the European Neighbourhood Instrument cross-border cooperation programmes, Russian representatives shall not participate in any meetings and work related to the Programme implementation. This means, among others, that **the implementation of the Programme and projects in the Russian Federation has been suspended. As the use of the Russian co-financing to the Programme is also suspended, the visualization of the financial contribution from the Russian Federation shall not be used in the project communication, including in all respective elements of the Programme visual identity.**

In case a project beneficiary has launched procurement for communication and visibility before the date of these Guidelines approval, please contact the Joint Technical Secretariat (hereinafter – JTS) for consultation on possibility to adjust communication and visibility elements to the revised requirements. 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, all applicable eligibility rules are fulfilled and consultation with the JTS has taken place.

It is highly recommended to apply the requirements of these Guidelines to all publicly available project deliverables and materials, including materials under development and already finalized. Respective changes must be implemented aesthetically pleasing and coordinated with the JTS. The project beneficiaries should contact the JTS for consultations before distribution of any

already developed project materials (which do not contain adjusted recommendations), as well as for project materials, which preparation has started before the approval of these Guidelines.

The Managing Authority and the 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 Programme².

When the activities and outputs implemented and created during the project, are continued after the end of the project implementation 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).

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 the European Union*", 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/beneficiaries, if relevant, 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-financer of the project – the European Union.

² The Managing Authority will inform the lead beneficiary/beneficiaries, if relevant, about the date of receipt of balance payment to the Programme

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.

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;
- Letter on suspension of the Agreement on financing and implementation of Cross-Border Cooperation Programme "Latvia-Russia" 2014-2020 signed between Russian Federation, Latvia and the European Union, by the European Commission issued on 2 March 2022;
- Programme 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;
- The Programme Practical Guidelines for project implementation

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 European Union** is 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 (this requirement should take into account the fact that involvement of the Russian partners in project activities is suspended) to whom the outcome of the action will be most apparent and most immediately relevant.

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.

For further communication, only project acronym should be used. It is not required to use the project title and to list all project beneficiaries when presenting the project or preparing publicity materials.

3.1 Explaining the European Union

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 Latvian or** 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

Full title: *Latvia-Russia Cross-Border Cooperation Programme 2014-2020*

Recommended to use: *Cross-Border Cooperation Programme 2014-2020*

In the project documents, texts, articles, deliverables and other communication materials the recommended title of the Programme must be used.

Information about the Programme and the project

The <project acronym> project is implemented within the Cross-Border Cooperation Programme 2014-2020 and is co-financed by the European Union.

Statement of Programme financing

The Cross-Border Cooperation Programme 2014-2020 is co-financed by the European Union.

Also see the translation of key statements and texts into Latvian 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 European Union** is 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.

For publications in print or electronic format:

This publication has been produced with the financial support of the European Union. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the European Union.

For websites and social media accounts created during the project implementation phase:

This <website/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the European Union.

For websites and social media accounts created before the project implementation phase:

This <website/account> is maintained with the financial support of the European Union. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the European Union.

For websites and social media accounts remaining active after the project implementation phase:

*This <website/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the European Union.
An earlier phase of this project (<date 1 – date 2>) was financially supported by the European Union.*

For videos and other audio-visual material:

This <video/film/programme/audio> was produced with the financial support of the European Union. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the European Union.

Also see the translation of key statements and texts into Latvian 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 2 mandatory elements:

- The European Union emblem;
- Text acknowledging the financial contribution of the European Union: "*Co-funded by the European Union*".

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.

The minimum height of the European Union emblem must be 1 cm.

The statement "*Co-funded by the European Union*" must always be spelled out in full and placed next to the emblem. It should be translated into Latvian, where appropriate. The recommended typefaces to be used to create the statement are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana. Underlining and use of other font effects is not allowed.

The positioning of the statement in relation to the European Union emblem must not interfere with the European Union emblem in any way.

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

The Programme visual identity **in English and Latvian** can be downloaded at the Programme website: <http://latruscbc.eu/publications/programme-logo/>

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 European Union emblem must be 1 cm (see Figure 1a).



1a. The minimum height of the European Union emblem.

The Programme visual identity includes protection area, that must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility (see Figure 1b).



1b. The Programme visual identity protection area.

Versions of the Programme visual identity:

The recommended version of the Programme visual identity is Colored Horizontal with the minimum height of 1 cm (see Figure 2a). It is also possible to use vertical version with the minimum height of 1,5 cm (see Figure 2b).



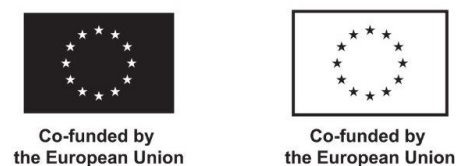
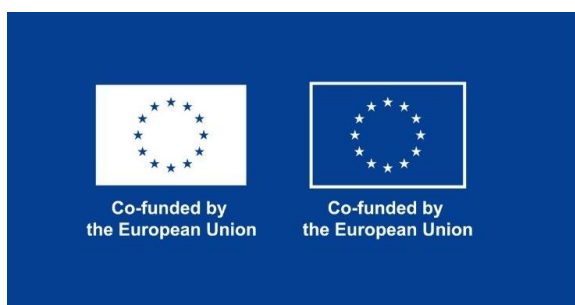
2a. Colored Horizontal version.

2b. Colored Vertical version.

In exceptional and well-justified cases (for example due to technical limitations/if only black or white is available/specific producing or print process on clothing and merchandise/etc.) it is possible to use the Monochrome reproduction of the Programme visual identity (see Figures 3a, 3b).



3a. Monochrome reproduction of horizontal visual identity (white and black).



3b. Monochrome reproduction of vertical visual identity (white and black).

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

4.3 Use of Programme visual identity

Background colour of visual identity

The visual identity preferably, should be placed/printed on a light background. It must be set in a white rectangle when placed on a colourful background (see Figure 4a). The negative version must be used when the visual identity is placed on a dark background (see Figure 4b). The Programme visual identity set in a white rectangle and negative version are available on the Programme website.



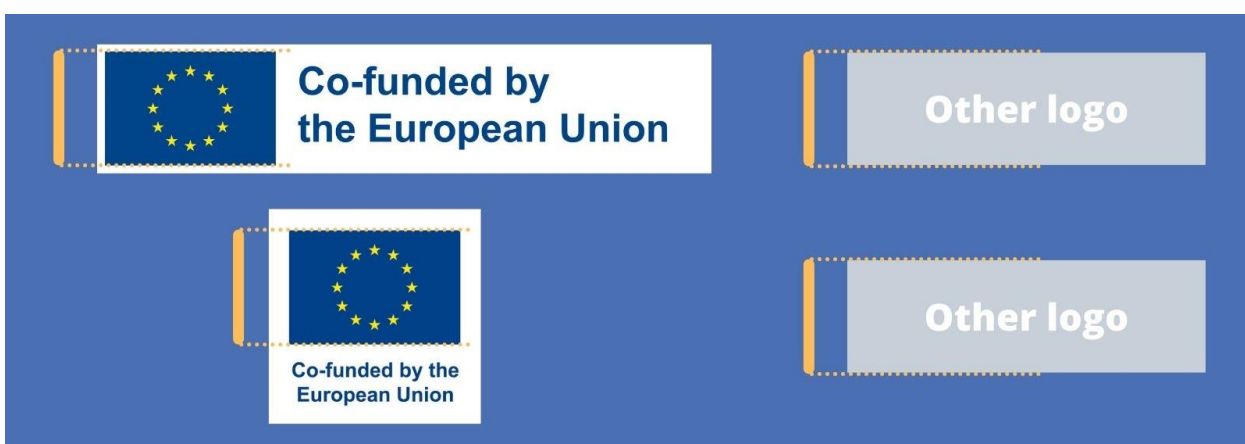
4a. The Programme visual identity set in a white rectangle.



4b. Negative version of the Programme visual identity.

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 the European Union emblem must have at least the same size, measured in height or width, as the biggest of other logos of organizations/partners/projects (see Figures 5a, 5b).



5a. The size of the European Union emblem is measured in height.



5b. The size of the European Union emblem is measured in width.

Incorrect use of the visual identity

Do not choose a font other than Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana.



Do not use any font effects.



Do not add other graphic elements.



Do not make the text disproportionately bigger or smaller compared to the EU emblem.



Do not use any colour other than Reflex blue, white or black.



Do not modify the text proportions.



Do not write 'EU'. It must always be spelled out as 'European'



Do not write in all capital letters.



Do not replace the EU emblem with the European Commission logo.



Do not replace the EU emblem with any other graphic element.



Do not modify the EU emblem.



Do not add the name of the programme to the funding statement.



Do not write the name of the programme in conjunction with the EU emblem.



Do not add a graphical element with the name of the EU programme



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	Requirement's level	When	More information
1. Websites and webpages - Programme visual identity-disclaimer	Mandatory if exists	Project implementation period Conditions after project closure ³	Section 6.1
2. Social media accounts - Programme visual identity - 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 - Programme visual identity - disclaimer	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

³ 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, 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.

The project information must be prepared considering that due to the suspension of the Financing Agreement with the Russian Federation, involvement of the Russian partners and beneficiaries in the Programme is suspended, including projects.

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) disclaimer.

All mandatory elements must always appear in the same page as the related text.

The project information section on the beneficiary's website or the project dedicated website may also contain:

- 1) project acronym (see Section 3);
- 2) short description of the project, its objectives, progress, results, contact data, information about financial support of the European Union (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;
- 4) links to the project's social media accounts, if any.

It is recommended that if the project has a dedicated website managed by the project beneficiary from Latvia, 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.

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);
- disclaimer (see Section 3.2).

All mandatory elements must always appear in the same page as the related text.

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-character 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, **Instagram** or Twitter accounts, always tag the Programme @latruscbc **in the project publications** 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 **should** 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 **acronym (see Section 3)**.
- 5) A 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. 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:

- 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 beneficiaries from Latvia.

Other press releases may highlight major activities of the project, events, results and benefits related to Latvia and the European Union, considering that due to the suspension of the Financing Agreement, involvement of the Russian partners and beneficiaries in the Programme is suspended, including projects.

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/film/programme/audio> was produced with the financial support of the European Union. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of 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 managed by the project beneficiary from Latvia (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, Instagram and 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 acronym;
- caption explaining what the picture is meant to illustrate;
- place of production (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. Moreover, key information about the project must be prepared, considering that due to the suspension of the Financing Agreement with the Russian Federation, involvement of the Russian partners and beneficiaries in the Programme is suspended, including projects.

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 electronic materials and on the lower banner of the cover or front or back page of the printed materials (see Section 3.2).

The publications may also contain:

- 1) Project acronym (see Section 3);
- 2) Information about financial support of the European Union (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 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 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 (after prior consultation with the JTS).

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 be prominent enough so that passers-by are able to read and understand the role of **the European Union** as donor;

2) Display panels must identify **the key information about the project, taking into account that due to the suspension of the Financing Agreement with the Russian Federation, involvement of the Russian partners and beneficiaries in the Programme is suspended, including projects:**

- project **acronym (see Section 3)**;
- project objective;
- key project deliverables;
- project duration;
- title and contact information of the lead beneficiary, **if the beneficiary is from Latvia**; if possible – also of the beneficiary in charge of this site (contact information must only include name of the beneficiary, full mailing address, phone number and email).

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 **completion**.

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 European Union 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 Latvian:

*Created with the financial support of the European Union
Radīts ar Eiropas Savienības finansiālu atbalstu*

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

10.3.1. 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 Latvian:

*Provided with the financial support of the European Union
Nodrošināts ar Eiropas Savienības finansiālu atbalstu*

10.3.2. 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 Latvian:

*Provided with the financial support of the European Union
Nodrošināts ar Eiropas Savienības finansiālu atbalstu*

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 **acronym** 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 **Latvian**:

*This project is co-financed by **the European Union***

*Projektu līdzfinansē **Eiropas Savienība***

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 (saisinājums)
Cross-Border Cooperation Programme 2014-2020	Pārrobežu sadarbības programma 2014.–2020. gadam
Adjoining area	Pieklaujošā teritorija
Communication	Komunikācija
Core area	Pamatteritorija
Direct award project (DAP)	Tiešā piešķiruma procedūras projekts (TPP)
European Commission (EC)	Eiropas Komisija (EK)
European Neighbourhood Instrument (ENI)	Eiropas Kaimiņattiecību instruments (EKI)
European Territorial Cooperation (ETC)	Eiropas teritoriālā sadarbība (ETS)
European Union (EU)	Eiropas Savienība (ES)
Joint Monitoring Committee (JMC)	Apvienotā uzraudzības komiteja (AUK)
Joint Operational Programme (JOP)	Apvienotā darbības programma (APP)
Joint Technical Secretariat (JTS)	Apvienotais tehniskais sekretariāts (ATS)
Large infrastructure project (LIP)	Liels infrastruktūras projekts (LIP)
Managing Authority (MA)	Vadošā iestāde (VI)
Ministry of Environmental Protection and Regional Development of the Republic of Latvia (MEPRD)	Vides aizsardzības un reģionālās attīstības ministrija (VARAM)
National Authority (NA)	Nacionālā atbildīgā iestāde (NAI)
Natural environment	Dabīgā vide
Non-governmental organization (NGO)	Nevalstiskā organizācija (NVO)
Major social, economic or cultural centre	Galvenais sociālo, ekonomisko vai kultūras jautājumu centrs
Small and medium-sized enterprises (SME)	Mazie un vidējie uzņēmumi (MVU)
Waste management	Atkritumu apsaimniekošana
Thematic objective (TO)	Tematiskais mērķis
TO 1 Business and SME development	Tematiskais mērķis 1. Uzņēmējdarbības un mazo un vidējo uzņēmumu attīstība
Priority 1.1. Promotion of and support to entrepreneurship	Prioritāte 1.1. Uzņēmējdarbības veicināšana un atbalsts
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
TO 6 Environmental protection, climate change mitigation and adaptation	Tematiskais mērķis 6. Vides aizsardzība, klimata izmaiņu mazināšana un pielāgošanās
Priority 2.1. Efficient management of nature objects	Prioritāte 2.1. Efektīva dabas objektu apsaimniekošana
Priority 2.2. Joint actions in environmental management	Prioritāte 2.2. Kopīgas darbības videspārvaldībā
Priority 2.3. Support to sustainable waste and waste water management systems	Prioritāte 2.3. Atbalsts ilgtspējīgām atkritumu un notekūdeņu pārvaldības sistēmām
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
Priority 3.1. Improvement of border crossing efficiency and security	Prioritāte 3.1. Robežšķērsošanas efektivitātes un drošības uzlabošana

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	Full title: Latvia-Russia Cross-Border Cooperation Programme 2014-2020 Recommended to use: Cross-Border Cooperation Programme 2014-2020
LV	Pilns nosaukums: Latvijas-Krievijas pārrobežu sadarbības programma 2014.-2020. gadam Ieteicams izmantot: Pārrobežu sadarbības programma 2014.-2020. gadam

Information about the Programme and the project

EN	The <project acronym> project is implemented within the Cross-Border Cooperation Programme 2014-2020 and is co-financed by the European Union.
LV	Projekts <projekta akronīms> tiek īstenots pārrobežu sadarbības programmas 2014.-2020.gadam ietvaros un to līdzfinansē Eiropas Savienība.

Statement on Programme financing

EN	The Cross-Border Cooperation Programme 2014-2020 is co-financed by the European Union
LV	Pārrobežu sadarbības programmu 2014.-2020.gadam līdzfinansē Eiropas Savienība

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 kultūrolo dažādību, iecietību un individuālās brīvības. Eiropas Savienība ir apņēmusies dalīties ar tās sasniegumiem un vērtībām ar valstīm un cilvēkiem ārpus ES robežām.

Disclaimer – Printed and electronic publications

EN	This publication has been produced with the financial support of the European Union. Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the European Union.
LV	Šī publikācija ir sagatavota ar Eiropas Savienības finansiālu atbalstu. Par tās saturu pilnībā atbild <finansējuma saņēmēja nosaukums> un tā var neatspoguļot Eiropas Savienības viedokli.

Disclaimer – Websites and social media accounts created during the project implementation phase

EN	This <website/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of
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	<beneficiary's name> and do not necessarily reflect the views of the European Union .
LV	Šī/Šis <mājaslapa/konts> ir radīta/s un uzturēta/s ar Eiropas Savienības finansiālu atbalstu. Par tās/tā saturu pilnībā atbild <finansējuma saņēmēja nosaukums> un tā/tas var neatspoguļot Eiropas Savienības viedokli.

Disclaimer – Websites and social media accounts created before the project implementation phase

EN	This <website/account> is maintained with the financial support of the European Union . Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the European Union .
LV	Šī <mājaslapa> ir uzturēta ar Eiropas Savienības finansiālu atbalstu. Par tās saturu pilnībā atbild <finansējuma saņēmēja nosaukums> un tā var neatspoguļot Eiropas Savienības viedokli.

Disclaimer – Websites and social media accounts remaining active after the project implementation phase

EN	This <website/account> was created and maintained with the financial support of the European Union . Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the European Union . An earlier phase of this project (<date 1 – date 2>) was financially supported by the European Union .
LV	Šī <mājaslapa> ir radīta un uzturēta ar Eiropas Savienības finansiālu atbalstu. Par tās saturu pilnībā atbild <finansējuma saņēmēja nosaukums> un tā var neatspoguļot Eiropas Savienības viedokli. Šī projekta iepriekšējo posmu (<datums 1 – datums 2>) finansiāli atbalstīja Eiropas Savienība .

Disclaimer – videos and other audio-visual material

EN	This <video/film/programme/audio> was produced with the financial support of the European Union . Its contents are the sole responsibility of <beneficiary's name> and do not necessarily reflect the views of the European Union .
LV	Šis/Šī <videoieraksts/filma/programma/audioieraksts> ir radīts/a ar Eiropas Savienības finansiālu atbalstu. Par tā/tās saturu pilnībā atbild <finansējuma saņēmēja nosaukums> un tas/tā var neatspoguļot Eiropas Savienības viedokli.