

2020 | ISSUE 2

COMMUNICATION HANDBOOK

Practical guidance on how to make your
communication great again

This short handbook will help
you advertise your achievements
and inform about the funding of
the European Union.

It is quick to read and it contains
all the items you may use for the
promotion of your projects.

You will find advice and
examples needed for informing
the public about the EU funding
to your project, specified by type
of your communication
activities.

MINIMUM HEADACHE AND MAXIMUM EFFICIENCY

Communication tips and
tricks, products, outputs
and links in one place



This programme is funded
by the European Union



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**THINK
OUTSIDE
THE
BOX**



MINIMUM REQUIREMENTS

1. Make sure the EU emblem, the Programme logo and the inscription about the EU funding are visible on all of your communication products and during all activities.



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The EU emblem must enjoy an equally prominent place and size (may not be smaller) as logos of the Lead Beneficiary or beneficiaries.

2. Consult the Joint Technical Secretariat (JTS) before conducting any communication activities (articles, press releases, plaques, posters, etc.). Get your drafts pre-approved by the JTS before making them public.

3. Make sure the information about the project, project start and produced outputs and results is published on all beneficiaries' websites.

Please see more information in the Section 'Websites' (p. 7) of this handbook.



The EU emblem, the Programme logo and the inscription about the EU funding - 3 obligatory elements on all of your communication products and during all activities



4. Display at least one informative poster (e.g., A3 size) in publicly visible places (e.g., the entrance area of the building) of all beneficiaries.

The posters should include:

- The EU emblem, the Programme logo and the inscription about the EU funding;
- Project title;
- Project aim;
- Project start/end;
- Project budget, the amount of the EU funding in EUR and the national currency;
- Beneficiaries.

5. Make photos and/or video reports of your activities with the EU emblem and the Programme logo visible in them. Attach these photos and videos to the project's reports.

6. Send to the JTS copies of press and internet articles, advertisements and press releases, as well as records of public video and radio clips, reports and other materials not later than 5 days after their appearance in the mass media.

Other requirements and recommendations are divided by types of communication measures below.



ARTICLES

Each Lead Beneficiary and Beneficiary organisation is obliged to publish at least two articles in the local, regional or national press.

These articles should:

- inform the audience about the project and the achievements it is aiming at;
- summarise the achievements of the project once it is getting close to the end;
- focus on the achievements of the project, not on the financial and administrative details;
- start from the most interesting information.

All articles, which will be reported as indicators of achievement of the project must contain:

1. The EU emblem, the Programme logo and the inscription about the EU funding;
2. Programme title: the European Neighbourhood Instrument Cross-border Cooperation Programme Latvia-Lithuania-Belarus 2014-2020;
3. The amount of the EU funding provided for the project under the Programme in euro and the national currency;
4. The disclaimer, stating that the EU is not responsible for the information provided.



Keep original newspapers containing published articles for reporting. When reporting, attach photos of the newspapers showing that they were printed to the project reports.

PRESS RELEASES

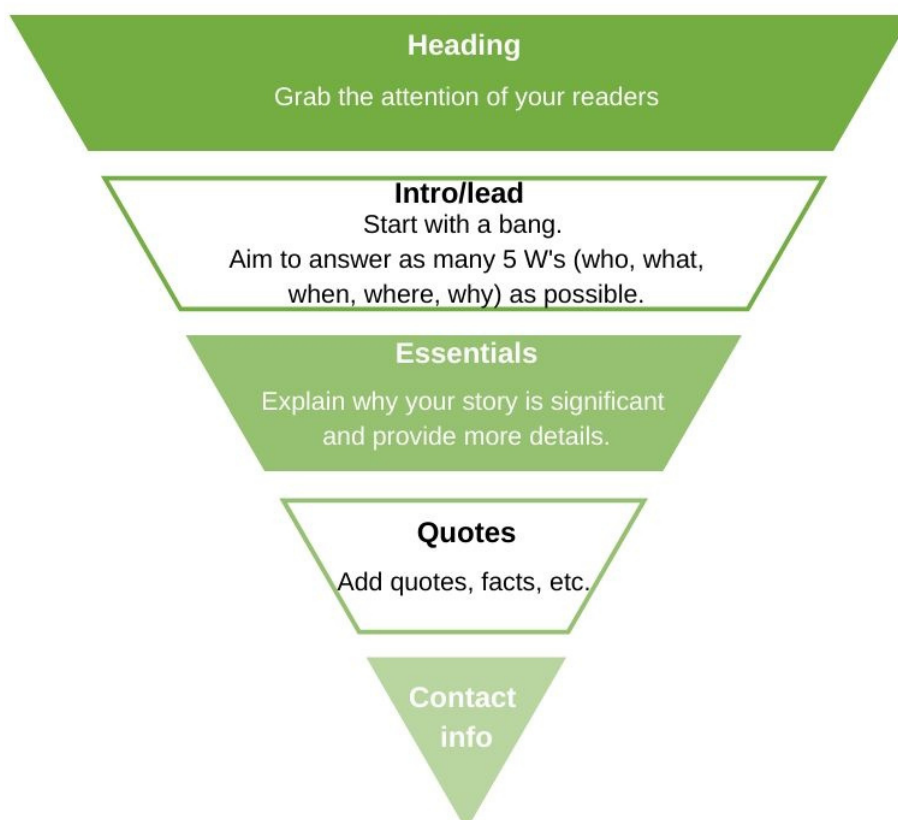
A press release is a short, compelling news story written and sent to targeted members of the media by e-mail. It should fit into one A4 page, and start from the most interesting information. The text should go as an e-mail body and as an attachment. Please include Information specialists of the JTS into copy when sending press releases as well.

E-mails, sent to the media with press releases should contain:

1. The EU emblem, the Programme logo and the inscription about the EU funding;
2. Programme title: the European Neighbourhood Instrument Cross-border Cooperation Programme Latvia-Lithuania-Belarus 2014-2020;
3. The amount of the EU funding provided for the project under the Programme in euro and the national currency;
4. The disclaimer, stating that the EU is not responsible for the information provided;
5. Project photographs, if relevant.

Attach e-mails, sent to the media, to respective progress reports of the project.

PRESS RELEASE TRIANGLE



WEBSITES

Each organisation, acting as a Lead Beneficiary or a Beneficiary, should publish the information about the project on its website. The information must include:

1. The EU emblem, the Programme logo and the inscription about the EU funding to your project.
2. The amount of the EU funding in euro and the national currency.
3. The link to the Programme website.

The information provided shall be prominently visible and easy to find for external users (e.g., section 'Projects', 'EU-funded projects', 'About', etc.).

Ensure that the information provided on websites is up to date and that all featured links function correctly. When the project comes to an end, ensure that websites indicate that they are no longer active or updated.

The updates/ news about the project activities on the website of beneficiary must include:

- The EU emblem, the Programme logo and the inscription about the EU funding to your project;
- The title of the project.

Additionally, if you launch a separate project website, include the following:

- The disclaimer, stating that the EU is not responsible for the information provided on the website;
- The links to:
 - Official EU website: <http://europa.eu/>
 - Programme website: <http://www.eni-cbc.eu/llb>
 - EU delegation to Belarus (applicable to Belarusian beneficiaries): https://eeas.europa.eu/delegations/belarus_be



SOCIAL MEDIA

Include the project title, hashtags **#LatviaLithuaniaBelarus**, **#lvltby**, and **#EUinmyregion** and tag the Programme (**@LatviaLithuaniaBelarus**) in your project-related posts on social media. This will help to promote your project activities more widely.

Ensure that the information provided on social media accounts is up to date and that all featured links function correctly. When the project comes to an end, ensure that social media accounts indicate that they are no longer active or updated.

If you launch a separate project social media account, include the following:

- The project and Programme title;
- The disclaimer, stating that the EU is not responsible for the information provided on the social media account;
- The links to:

- Official EU website:

<http://europa.eu/>

- Programme website:

<http://www.eni-cbc.eu/llb>

- EU delegation to Belarus (applicable to Belarusian beneficiaries):

https://eeas.europa.eu/delegations/belarus_be



PRINTED PUBLICATIONS

The printed publications of the project must contain:

1. The EU emblem, the Programme logo and the inscription about the EU funding on the front cover;
2. General information about the EU and the Programme (except for posters, leaflets, event invitations, agendas and other printed publications with little text);
3. Succinct information about the project;

4. The footer of the front (first) or back (last) page of printed publications must include the disclaimer, stating that the EU is not responsible for the information provided.

Printed publications (e.g., brochures, leaflets, books, research articles, methodologies) must be available in electronic form and must in parallel be disseminated through websites, social media, etc.

N.B. Any paper versions must be produced with best environmental practice in mind.





VIDEO AND AUDIO

All video production (interviews, reports, clips, films, etc.) must contain the following (as the first or final shot):

1. The EU emblem, the Programme logo and the inscription about the EU funding;
2. The disclaimer, stating that the EU is not responsible for the information provided;
3. In all audio production (interviews, reports, etc.) a phrase with necessary elements of visibility must be said.

N.B. Advertise your video and audio production on the Programme website www.eni-cbc.eu/llb and social media accounts.





INFRASTRUCTURE OBJECTS, STANDS, PREMISES

Each outdoor infrastructure object, which will be built or renovated under the Programme, will have to be identified by a clearly visible temporary display panel (information stand) while the works are carried out and should remain on site six months after the completion of the works.

A permanent representative commemorative plaque or stand must be placed once the works are over.

The display panel should include:

1. The EU emblem, the Programme logo and the inscription about the EU funding;
2. Project title;
3. Type of works;
4. The dates of start and end of construction works;
5. Contractor information.

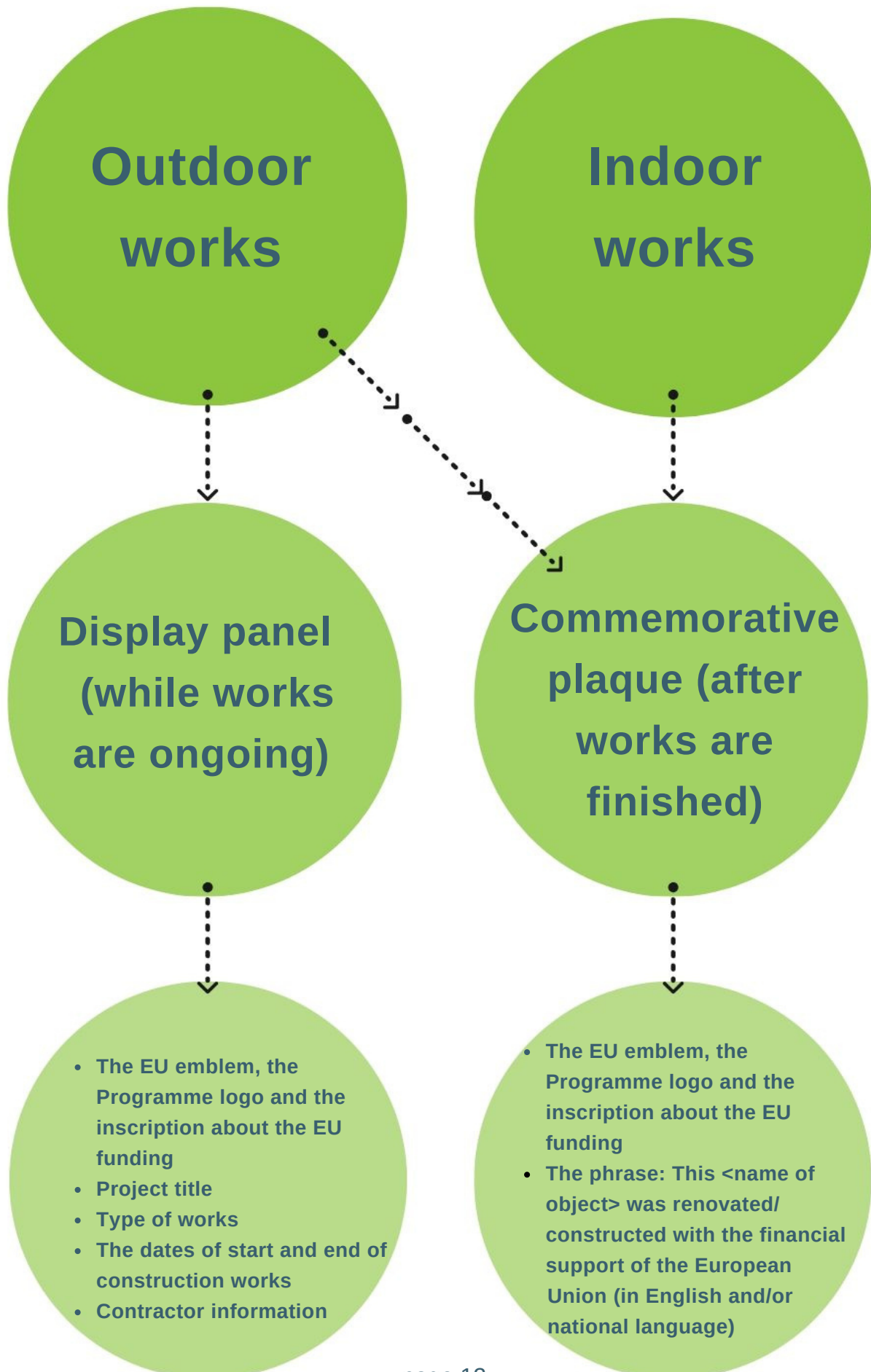
Each building or part of the interior of the building, which will be built or renovated under the Programme, will have to be identified by a clearly visible representative commemorative plaque or stand once the works are over.

The commemorative plaque should include:

1. The EU emblem, the Programme logo and the inscription about the EU funding;
2. The phrase 'This <name of object> was renovated/constructed with the financial support of the European Union' (in English and/or national language).



The shape and size of display panels and commemorative plaque is not strictly regulated, but they must be clearly visible and the information in them must be easily readable.



EQUIPMENT, VEHICLES, SUPPLIES AND PROMOTIONAL GADGETS

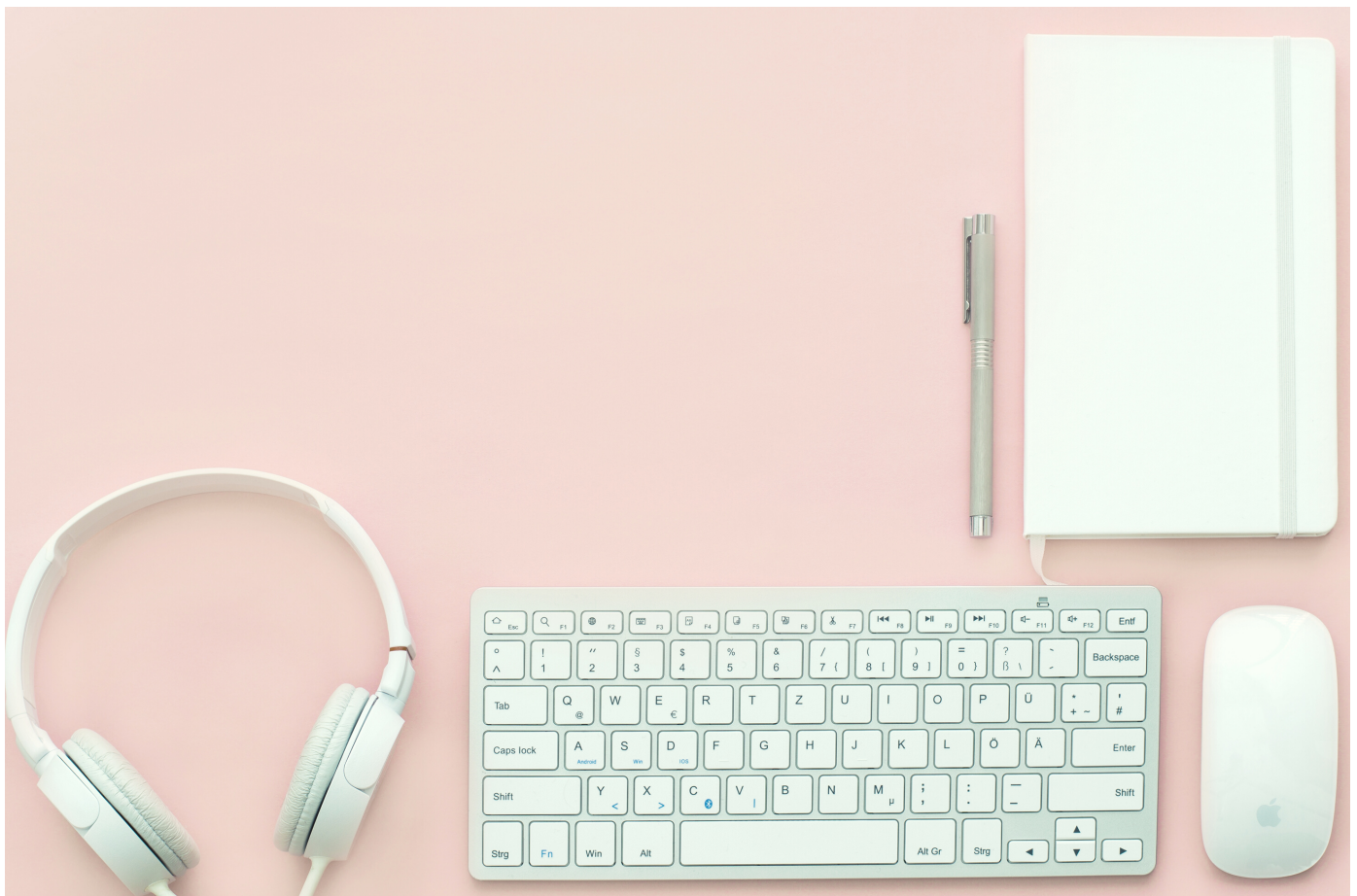
All equipment, vehicles and supplies should bear a clearly visible permanent sticker with the following visibility elements:

1. The EU emblem, the Programme logo and the inscription about the EU funding;
2. The phrase 'Provided with the financial support of the European Union'.

In case the bulk of the equipment, furniture or other supplies is stored and used in one room, it is possible to mark the room with all necessary visibility elements (in the form of an informative plaque) and to avoid sticking each piece of equipment and supplies.

If, due to the size or form, material or purpose of some supplies (e.g., pens, USB sticks, national costumes) it is not possible to include all of the abovementioned elements on them, the EU and the Programme visibility should be agreed with the JTS.

Exceptional cases must be agreed with the JTS.



EVENTS AND PROMOTIONAL MATERIALS

The JTS must be informed about the major project events at least 10 days before they take place in order to participate in them.

All event promotional materials and documents (e.g., invitations, agendas, registration tables (lists of participants), posters, presentations, printouts and evaluation forms) must contain the EU emblem, the Programme logo and the inscription about the EU funding.

The EU emblem, informative posters and/or movable stands (roll-ups) of the projects, containing the EU emblem, the Programme logo and the inscription about the EU funding should be placed at each public event. They must include:

1. The EU emblem, the Programme logo and the inscription about the EU funding;
2. Project title;
3. Project aim;
4. Project start/end;
5. The amount of the EU funding for the project ;
6. Beneficiaries.

The lists of participants must be signed for each day of the event. The registration tables (lists of participants) and photos of the event should be collected for reporting purposes during each public event.



EVENTS AND PROMOTIONAL MATERIALS

The progress, results and impact of the project must, where relevant and possible, be documented by photographs for subsequent use in communication activities and for reporting purposes. Photographs from public events/trainings/seminars, major project meetings (e.g., steering group meeting) with visible communication elements on them (e.g., the EU emblem, the Programme logo, etc.) should be attached to the project reports.

Photographs must be accompanied by metadata in English including the photographer's name, date of production, place of production and a short description of the image including names and functions of any identifiable individuals.

Advertise your events on the website <http://www.eni-cbc.eu/llb> and social media accounts of the Programme.



ONLINE EVENTS

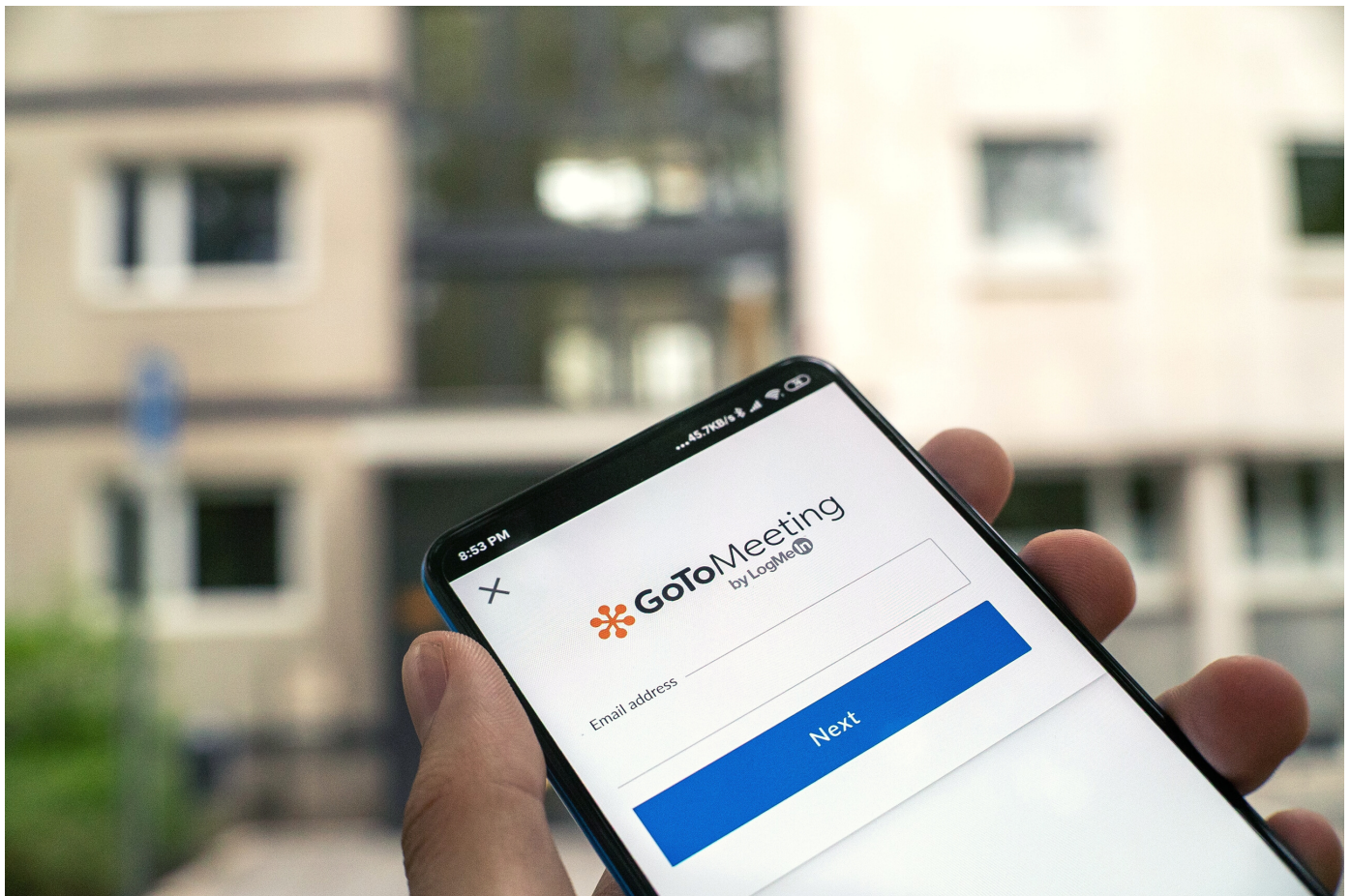
When organising online events, be sure to have the following documents for reporting:

Internal events (e.g., working meetings):

1. Agenda;
2. List of participants (signed by the Lead Beneficiary);
3. Short minutes (decisions taken, etc.).

Public events:

1. Agenda;
2. List of participants (signed by the Lead Beneficiary or a responsible beneficiary);
3. Screenshot(s) with all participants visible;
4. Presentations (if prepared);
5. Evaluation by participants (if technically possible);
6. Proof that the Programme visibility requirements were followed (e.g., the EU emblem and the Programme logo used on the presentations, visible in the background, etc.).



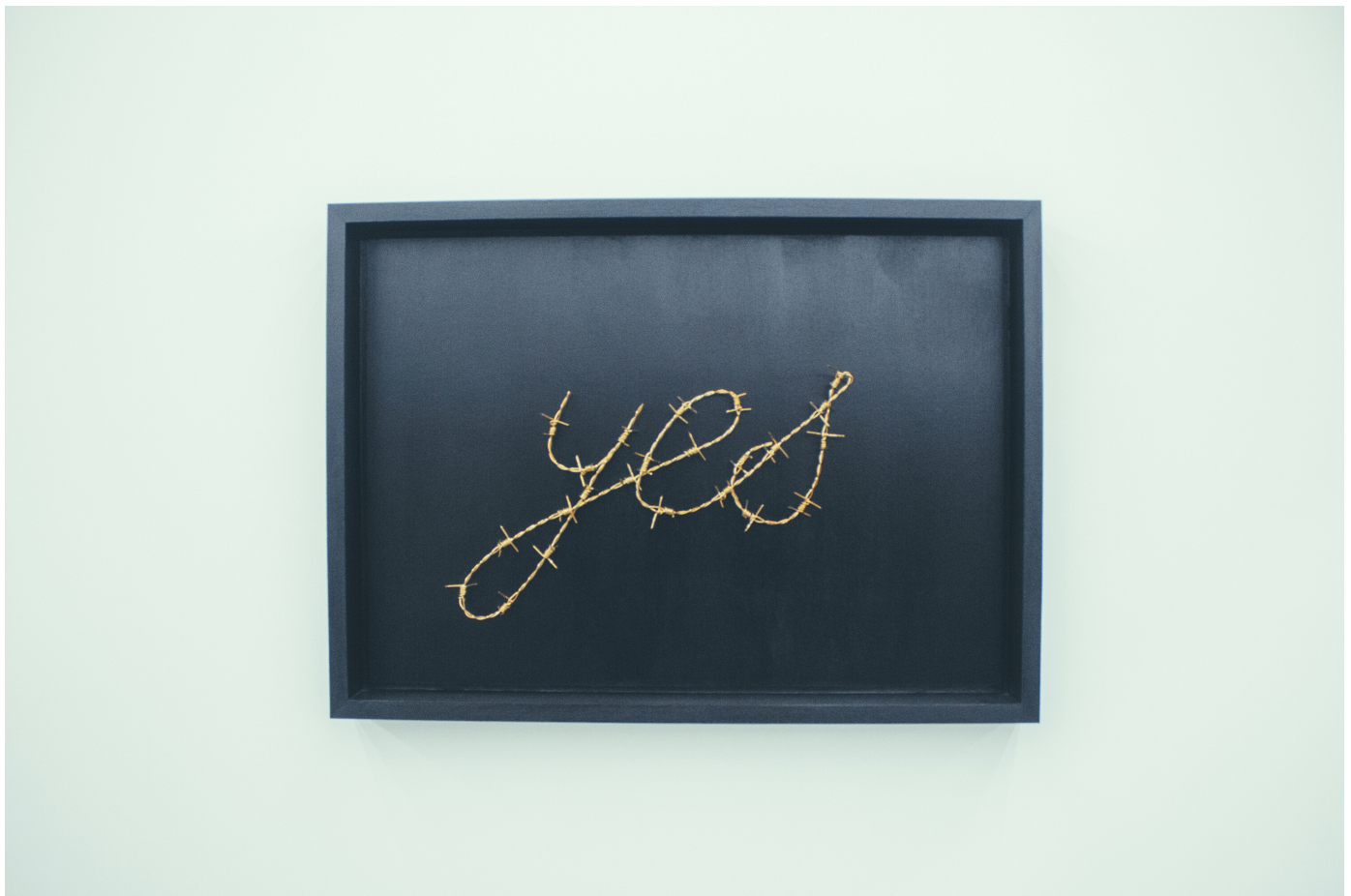
INTELLECTUAL PROPERTY RIGHTS

All beneficiaries grant the EU the right to use all communication and visibility materials and products developed in support of the EU financed projects.

LINKS TO MAIN TEXTS AND TEMPLATES

You can use the following texts and templates of various communication tools. These templates contain all necessary elements that must appear in certain means of communication.

If you decide to make other templates for your project, you are welcome to do so. Just make sure that all the obligatory elements are inserted into your templates and agree them with the JTS.



[EU EMBLEM AND PROGRAMME LOGO](#)

[TEXT ABOUT THE EU FUNDING](#)

[GENERAL INFORMATION ABOUT THE EUROPEAN UNION](#)

[GENERAL INFORMATION ABOUT THE PROGRAMME](#)

[DISCLAIMERS](#)

[SENTENCE ON THE EU FUNDING TO THE PROJECT](#)

[A3 INFORMATIVE POSTER TEMPLATE](#)

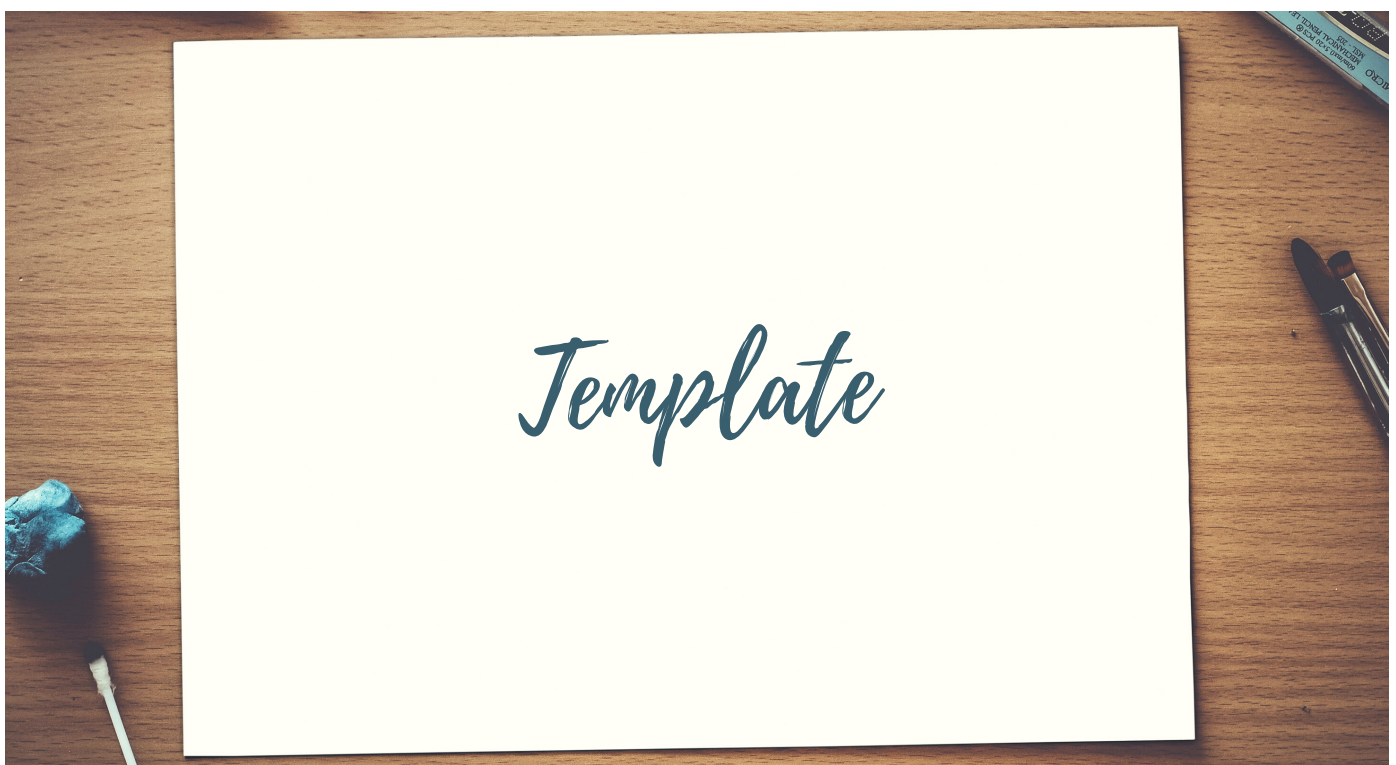
[EVENT REGISTRATION TABLE TEMPLATE](#)

[TEMPLATE FOR A4 BLANK FOR LETTERS, EVENT INVITATIONS, AGENDAS, ETC.](#)

[STICKER, PLAQUE AND DISPLAY PANEL EXAMPLES](#)

[COMMUNICATION AND VISIBILITY REQUIREMENTS FOR EU EXTERNAL ACTIONS 2018](#)

[INTERACT ENI CBC COMMUNICATION GUIDE 2014 - 2020](#)



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