



Estonia
Latvia
Russia



ENPI cross border
cooperation programme

part-financed by
the European Union

united by borders

**Eligibility of Expenditure Communication &
Visibility**

**Komunikācija un vizuālā atpazīstamība
– izdevumu attiecināmība**

**Joint Technical Secretariat/
Apvienotais tehniskais sekretariāts**

24 April 2012, Riga

Overall objective

“The Beneficiary must take all necessary steps to publicise the fact that the European Union has financed or co-financed the Action.”

Beneficiary and project partner's must take **all necessary measures** to publicise the fact that the project is **co-financed by the Programme/**

Finansējuma saņēmējam un projekta partneriem jāveic **visi nepieciešamie pasākumi**, lai publiskotu faktu, ka projektu **līdzfinansē programma.**

(**European Union and Russian Federation**, additional financing from the Estonian State budget for LSPs EST-RUS)



Main aims

The main aim of the communication and visibility actions are:

- to ensure **transparent use** of EU funds, **Programme co-financing**;
- to **increase awareness** about the Programme, EU role, funding opportunities and supported projects;
- to **promote** cross-border cooperation and its results.

Komunikācijas un vizuālās atpazīstamības pasākumu galvenie mērķi:

- Nodrošināt caurskatāmu ES fondu un **programmas līdzfinansējuma izmantošanu**;
- **Palielināt sapratni par programmu, ES lomu, finansējuma saņemšanas iespējām un atbalstītiem projektiem**;
- **Veicināt pārrobežu sadarbību un tās rezultātu atpazīstamību.**



Project documents

- **Full Application Form**
Pilna pieteikuma veidlapa – Activities Pack 2
- **Grant Contract** Article 6 – Visibility
granta līgums
- **Model Partnership Agreement**
partnerības līgums
point 11. Information and publicity measures



http://www.estlatrus.eu/eng/programme/project_implementation/agreements_and_forms

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Use of Logo

- **Compulsory in ALL communication tools/
Lietošana obligāta VISOS saziņas līdzekļos**

- **9 colours/ 9 krāsas**

- **Light background suggested**

- **The same size as other logos**

- **Different sizes**

- **Black & white**



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**Smallest/ mazākais pieļaujama
izmērs** - 40x25 mm

**Simplified version/
vienkāršota versija** - 20x8 mm



Programme logo to download:

http://www.estlatrus.eu/eng/programme/publications_amp_logo1/logo

Communication tools

(Communication and Visibility Guidelines)

- **press releases**, press conferences, press visits
- **web-sites**, social media
- **e-publications** – newsletters, project news and fact sheets
- **display panels & commemorative plaques** (if the total contribution from the Programme for infrastructures or construction work exceeds **100 000 EUR**)
- **publications - leaflets, brochures, etc.**
- **promotional items**
- **banners**
- **vehicles, supplies and equipment**
- **audio-visual production (videos)**
- **events & visits**
- **reporting**
- **others**



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Press releases

Press release should incorporate:

- the Programme logo/ **programmas logo**
- the Programme statement/ **Vispārīgi par programmu**

“Estonia – Latvia – Russia Cross Border Cooperation Programme within the European Neighbourhood and Partnership Instrument 2007-2013 financially supports joint cross border development activities for the improvement of the region’s competitiveness by utilising its potential and beneficial location on the crossroads between the EU and Russian Federation.
The Programme web-site is www.estlatrus.eu.”

- it should be mentioned that the funding was provided by the Programme/ **jāmin programmas līdzfinansējums**
- the amount of Programme co-financing in euro and in the local currency/ **eiro un vietējā valūtā**



! The press release is required to be sent at least initiating and finalising the project, as well as prior any major activity, event, news, result of the project. **Preses relīzi nosūta vismaz uzsākot un noslēdzot projektu.**

Leaflets, brochures and newsletters

- **the full set Programme Logo/ programmas logo**
- the front page lower banner must carry the **disclaimer/ atsauce**

"This publication has been produced with the financial assistance of the Estonia – Latvia – Russia Cross Border Cooperation Programme within European Neighbourhood and Partnership Instrument 2007 – 2013. The contents of this document are the sole responsibility of <Beneficiary's or project partner's name> and can under no circumstances be regarded as reflecting the position of the Programme, Programme participating countries, alongside with the European Union."

- the **general statement** of the Programme/ **vispārīgi par programmu**

"Estonia – Latvia – Russia Cross Border Cooperation Programme within the European Neighbourhood and Partnership Instrument 2007-2013 financially supports joint cross border development activities for the improvement of the region's competitiveness by utilising its potential and beneficial location on the crossroads between the EU and Russian Federation. The Programme web-site is www.estlatrus.eu."

- **the project details** - contact name, address, telephone, fax and e-mail info / **projekta kontaktinformācija**

Website

- the full set Programme Logo – **programmas logo**
- the disclaimer on the homepage or the window with the article about project – **atsauce pirmajā lapā vai logā, kurā publicēta informācija par programmu**

“This website has been produced with the financial assistance of the Estonia – Latvia – Russia Cross Border Cooperation Programme within European Neighbourhood and Partnership Instrument 2007 – 2013. The contents of this document are the sole responsibility of <Beneficiary’s or project partner's name> and can under no circumstances be regarded as reflecting the position of the Programme, Programme participating countries, alongside with the European Union.”

- link to the Programme website – **saite uz programmas mājas lapu**
- link to the EuropeAid Co-operation Office webpage – **saite uz EuropeAid darabības biroja mājas lapu**



Display panels –100 000 EUR

should incorporate - **informācijas stendā iekļauj:**

- **the Programme logo**, which shall cover at least 50% of the area of the display panel – **50% stenda klāj programmas logo**
- **a phrase - frāze**

“This project is co-financed by the Estonia – Latvia – Russia Cross Border Cooperation Programme within European Neighbourhood and Partnership Instrument 2007 – 2013”



- **Name of the Beneficiary, title of the project – finansējuma saņēmēja un projekta nosaukums**
- **start/end time of the works – darbu uzsākšanas un pabeigšanas datumi**
- **minimum size shall be 1500 x 1000 mm – minimālie stenda izmēri**



Display panel – informācijas stends

ANNEX 4.1

Display panel template for Latvia

<p>[PROJEKTA LOGO un/vai FINANSĒJUMA SAŅĒMĒJA UN PROJEKTA PARTNERU LOGO]</p>	 <p>Estonia Latvia Russia</p>  <p>ENPI cross border cooperation programme</p> <p>part-financed by the European Union</p> <p>united by borders</p>
<p>Projekts līdzfinansēts no Igaunijas – Latvijas – Krievijas Pārrobežu sadarbības programmas Eiropas Kaimiņattiecību un partnerības instrumenta ietvaros 2007. – 2013. gadam</p> <p>Finansējuma saņēmēja un projekta nosaukums Projekts tiek realizēts no <u>xx.xx.xxxx</u> līdz <u>xx.xx.xxxx</u></p>	

Commemorative plaque – 100 000 EUR

should incorporate – **informatīvā plāksnē iekļauj:**

- **the Programme logo**, which shall cover at least 50% of the area of the commemorative plaque – **50% plāksnes klāj programmas logo**
- **a phrase - frāze**

“This [name of the structure] was co-financed by the Estonia – Latvia – Russia Cross Border Cooperation Programme within European Neighbourhood and Partnership Instrument 2007 – 2013”

- **the date on which the object was finished – objekta nodošanas datums**
- **minimum size shall be 500 x 300 mm – minimālie plāksnes izmēri**



Vehicles, supplies, equipment and promotional items

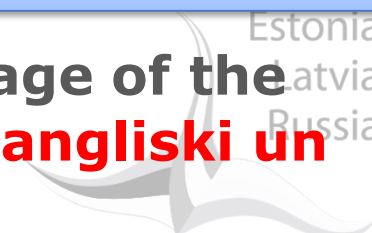
should incorporate – **transportlīdzekļi, preces un iekārtas jāidentificē ar:**

- the Programme logo – **programmas logo**
- the phrase - **frāzi**

"Provided with the support of the Estonia – Latvia – Russia Cross Border Cooperation Programme within European Neighbourhood and Partnership Instrument 2007 – 2013"

in English and in the official language of the respective Participating country – **angliski un nacionālajā valodā**

- **Stickers** (provided by JTS) – **izmanto uzlimes**
- **informational poster can be used** (template) – **informatīvo plakātu!**



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Programme Stickers

- **50 x 90 mm**



- **25 x 40 mm**



Reporting

Front cover contain/ **priekšējais vāks:**

- Name of the project – **projekta nosaukums**
- Date of submission – **iesniegšanas datums**
- Programme Logo - **programmas logo**



Back cover contain/ **aizmugure:**

- Disclaimer - **atsauce**

"The contents of this publication are the sole responsibility of <name of the author/beneficiary/project partner> and can in no way be taken to reflect the views of the Estonia – Latvia – Russia Cross Border Cooperation Programme within European Neighbourhood and Partnership Instrument 2007 – 2013 and Programme participating countries, alongside with the European Union".

Section of communication activities and their impact should be included/ **jāiekļauj sadaļa par komunikācijas pasākumiem un to ietekmi.**

Completion of the Project

! No Programme symbol may be included in any communication tools of the project **6 months** after the phase co-financed by the Programme has finished.

6 mēnešus pēc programmas līdzfinansēšanas fāzes noslēguma programmas simbolus vairs nelieto.

! Exception – commemorative plaques (the commemorative plaque installed shall be maintained at least until 31 December 2025, for LSPs - 7 years after the last payment is received) – **izņēmums ir informatīvā plāksne.**







Estonia-Latvia-Russia cross border cooperation Programme within European Neighborhood and Partnership instrument 2007-2013

The 2nd Restricted Call for Proposals has been launched and the deadline for submission of the Concept Note is 27 February 2012



 Year Month

 Year Month

Programme News

10 January 2012

2nd Restricted Call for Proposals has been launched

The Ministry of Environmental Protection and Regional Development of the Republic of Latvia has launched the 2nd Restricted Call for Proposals of the Estonia – Latvia – Russia Cross

Project News

17 January 2012

Grant contract for 259 015, 20 euro of the Programme co-financing countersigned by the JMA of the Programme and the Education, Culture and Sports Department of Riga City Council (Latvia)

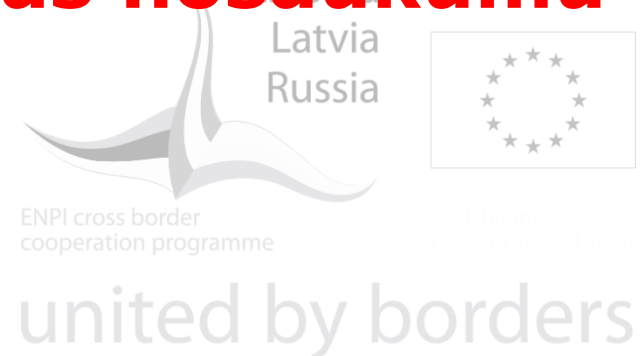
www.estlatrus.eu

- Download **Project Implementation Documents** - http://www.estlatrus.eu/eng/programme/project_implementation/agreements_and_forms
- **All Questions asked during 1st Call for Proposals** are published (including those regarding project implementation)
- subscribe the Programme **news**
- learn about the **information seminars and register on-line!**



Summary

- comply with **all visibility requirements – atbilstība visām vizuālās atpazīstamības prasībām**
- always use **Programme's title & logo – vienmēr lietot programmas nosaukumu un logotipu**



Guiding Documents

- **Communication and Visibility Manual for European Union External Actions**

http://ec.europa.eu/europeaid/work/visibility/index_en.htm

- **Programme's Guidelines for Grant Applicants**

Section 3.1.4 - Publicity and Information Requirements

http://www.estlatrus.eu/eng/programme/project_implementation/agreements_and_forms

- **Programme's Communication and Publicity Guidelines for Open Call for Proposals**

(also in Latvian)

http://www.estlatrus.eu/eng/programme/project_implementation/guiding_documents

- **Glossary** - www.estlatrus.eu » Glossary&Abbreviations

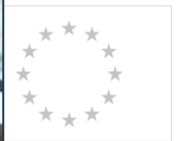


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Thank you for attention!



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