



ENPI cross border  
cooperation programme

Estonia  
Latvia  
Russia



part-financed by  
the European Union



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## **Eligibility of Expenditure Communication & Visibility**

### **Kulude abikõlblikkus**

### **Teabeedastuse ja nähtavuse juhised**

### **Joint Technical Secretariat/Ühine tehniline sekretariaat**

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# Overall objective/Üldine eesmärk

"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/**

Toetuse saaja ja partnerid peavad omalt poolt kasutama **kõiki tarvilikke meetmeid**, et avalikustada info **programmi poolsest projektikaasrahastamisest.**



(Euroopa Liit ja Vene Föderatsioon,  
täiendav rahastus Eesti riigi eelarvest suuremahuliste projektide puhul EST-RUS).

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# Main aims / Peamised eesmärgid

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.

Teabeedastuse ja nähtavuse peamised eesmärgid on:

- tagada Euroopa Liidu ning **programmi poolse rahastuse** kasutamise **läbipaistvus**;
- **tõsta teadlikkust** programmist; EL rollist, rahastuse võimalustest ning toetatud projektidest;
- **edendada** piiriülest koostööd ning tutvustada selle tulemusi.



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# Project documents/ Projekti dokumendid

- **Full Application Form**
- **Täismahus taotlusvorm** Tööpaket 2
- **Grant Contract** Article 6 – Visibility
- **Toetusleping** (Artikel 6- Nähtavus)

## Model Partnership Agreement

publicity measures

## Partnerlusleping

(punkt 11. Informatsiooni ja avalikustamise meetmed )



<http://www.estlatrus.eu/eng/implementation/1st call for proposals/agreements and forms>

# Use of Logo /Logo kasutamine

- **Compulsory in ALL communication tools/**  
**Kohustuslik KÕIGI teabeedastuse vahendite puhul**
- **9 colours/ 9 värvit**
- **Light background suggested/**  
**hele taust soovituslik**
- **The same size as other logos/**  
**samas mõõdus teiste kasutatavate logodega**
- **Different sizes/**  
**erinevad suurused**
- **Black & white/**  
**must ja valge**



**Smallest/ Väikseim**  
- 40x25 mm

**Simplified version/ Lihtsustatud variant** - 20x8 mm

Programme logo to download:

[http://www.estlatrus.eu/eng/programme/publications\\_amp\\_logo1/logo](http://www.estlatrus.eu/eng/programme/publications_amp_logo1/logo)

# Communication tools / Teabeadastuse vahendid (Communication and Visibility Guidelines)

- **press releases**, press conferences, press visits /pressiteated,-konverentsid
- **web-sites**, social media/ kodulehed, sotsiaalmeedia
- **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**) – info- ja tänutahvlid
- **publications - leaflets, brochures, etc.** - trükised
- **promotional items / reklaammeened**
- **Banners /bännerid**
- **vehicles, supplies and equipment/ sõidukid, seadmed,tarvikud**
- **audio-visual production (videos)- audio-visuaalsed töoted**
- **events & visits - üritused, külastused**
- **Reporting - aruandlus**
- **Others - muu**



# Press releases/Pressiteated

**Press release should incorporate/peab sisalda:**

- **the Programme logo/ programmi logo**
- **the Programme statement/programmi üldist avaldust**

"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](http://www.estlatrus.eu)."

- **it should be mentioned that the funding was provided by the Programme/ ära märgitud, et kaasrahastatud programmi poolt**
- **the amount of Programme co-financing in euro and in the local currency/ Programmi kaasrahastuse määr eurodes ja kohalikus valuutas (Lätis alates 1.jaan 2014 ainult eurodes)**
- **! 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. Pressiteade on soovitatav saata vähemalt projekti alul ning lõpus.**



# Leaflets, brochures and newsletters/ Voldikud, brošüürid ja uudiskirjad

- **the full set Programme Logo/ programmi logo**
- the front page lower banner must carry the **disclaimer/avalehe alumises osas vastutamatusesäte**

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- the **general statement** of the Programme/ **programmi üldine avaldus**

"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](http://www.estlatrus.eu)."

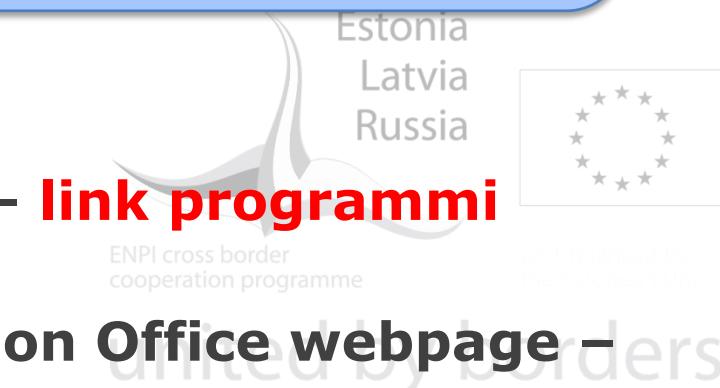
- **the project details** - contact name, address, telephone, fax and e-mail info / **projekti kontaktinfo**

# Website/Koduleht

- the full set Programme Logo – **programmai logo**
- the disclaimer on the homepage or the window with the article about project – **vastutamatusesäte kodulehel või vaateaknas, kus avaldatud artikkel projektist**

"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 – **link programmi kodulehele**
- link to the EuropeAid Co-operation Office webpage – **link EuropeAid kodulehele**



# Display panels/Infostendid –üle 100 000 EUR

**should incorporate – peab sisaldama:**

- **the Programme logo**, which shall cover at least 50% of the area of the display panel – **programmi logo**, mis hõlmab vähemalt 50% infotahvli pinnast
- **a phrase – lauset** (vastava riigi ametlikus keele)

“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 – toetusesaaja nimi, projekti nimi**
- **start/end time of the project – projekti algus ja lõpp**
- **minimum size shall be 1500 x 1000 mm – miinimum mõõdud**



# Display panel / Infostend

## ANNEX 4.2 Display panel template for Estonia

[PROJEKTI LOGO  
JA/VÕI  
TOETUSESAAJA JA  
PROJEKTIPARTNERI  
LOGOD ]



Estonia  
Latvia  
Russia

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**Projekti kaasrahastab Euroopa naabrus - ja partnerlusinstrumendi Eesti-Läti-Vene  
piiriülese koostöö programm 2007-2013**

Toetusesaaja ja projekti nimi  
Projekt viiakse ellu xx.xx.xxxx - xx.xx.xxxx



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## Commemorative plaque/Tänutahvel – üle 100 000 EUR

### should incorporate – **peab sisaldama:**

- **the Programme logo**, which shall cover at least 50% of the area of the commemorative plaque – **programmi logo, mis hõlmab vähemalt 50% tänutahvli pinnast**
- **a phrase – lauset** (vastava riigi ametlikus keele)

“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 – kuupäev, mil objekt valmis**
- **minimum size shall be 500 x 300 mm – miinimum mõõt 500 x 300 mm**



## Vehicles, supplies, equipment and promotional items/Sõidukid, seadmed, tarvikud ja reklaamesemed

should incorporate – **transpordivahendid, kaubad ja seadmed peavad kandma:**

- the Programme logo – **programmai logo**
- the phrase - **lause**

"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 – **inglise keeles ja programmis osaleva vastava riigi keeles**

Stickers (provided by JTS) – **kleebised (ÜTS poolt)**  
informational poster can be used (template) – **võib kasutada posterit!**



# Programme Stickers / Programmi kleebis

- **50 x 90 mm**



- **25 x 40 mm**



# Reporting/Aruandlus

## Front cover contain/ **Esilehel kajastatud:**

- Name of the project – **projekti nimi**
- Date of submission – **esitamise kuupäev**
- Programme Logo - **programmai logo**

## Back cover contain/ **tagaküljel:**

- Disclaimer – **Vastutamatusesäte**

"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".



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**Section of communication activities and their impact**  
should be included/ **Teabeedastuse osa ning selle mõju**  
**peab aruandes sisalduma.**

# Completion of the Project/Projekti lõpetamine

**! 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 kuud peale programmi poolt kaasrahastatud projekti etapi lõppemist **ei ole lubatud lisada programmi sümbolied teabevahenditele****

**! Exception – commemorative plaques** (the commemorative plaque installed shall be maintained at least 7 years after the last payment is received) – **Välja aratud tänutahvlid, mis peavad säiluma vähemalt 7 aastat peale viimase makse saamist)**



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Today is Friday, 2013.11.15



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Tree planting

10 September, Rezekne, Latvia



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

*There will be no further calls for proposals before 2015. All allocated funds are committed!*



Year



Month



**Search**



Year



Month



**Search**

# [www.estlatrus.eu](http://www.estlatrus.eu)

- **Implementation/elluviimine** – 1st Call, 2nd Call, LSPs
- **Events/üritused** - information seminars and register online!
- **FAQ/sagedamini esitatud küsimused** – questions and answers during 2nd Call for proposals + actual (search function added)
- **News/uudised** – easy subscribing (in process)



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# Summary/ Kokkuvõte

- comply with **all visibility requirements/ järgi kõiki teabeedastuse ja nähtavuse nõudeid**
- always use **Programme's title & logo/ kasuta alati programmi nime ja logo**



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# Guiding Documents

- **Communication and Visibility Manual for European Union External Actions**  
[http://ec.europa.eu/europeaid/work/visibility/index\\_en.htm](http://ec.europa.eu/europeaid/work/visibility/index_en.htm)
- **Programme's Guidelines for Grant Applicants** Section 3.1.4 - Publicity and Information Requirements
- **Programme's Communication and Publicity Guidelines for Calls for Proposals** (updated version on 10 April 2013)  
**Programme's Communication and Publicity Guidelines for Large Scale Projects** (updated version on 10 April 2013)
- **Glossary**

[http://www.estlatrus.eu/eng/implementation/1st\\_call\\_for\\_proposals6/guiding\\_documents](http://www.estlatrus.eu/eng/implementation/1st_call_for_proposals6/guiding_documents)



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# Suunavad dokumendid

- **EL välisteguvuse teabeedastuse ja nähtavuse suunised**  
[http://ec.europa.eu/europeaid/work/visibility/index\\_en.htm](http://ec.europa.eu/europeaid/work/visibility/index_en.htm)
- **Juhend toetuse taotlejatele** Punkt 3.1.4 – teabeedastuse ja nähtavuse nõuded  
[http://www.estlatrus.eu/eng/programme/project\\_implementation/agreements\\_and\\_forms](http://www.estlatrus.eu/eng/programme/project_implementation/agreements_and_forms)
- **Teabeedastuse ja nähtavuse juhend taotlusvoorude projektidele** (uuendatud 10.aprill 2013)  
[http://www.estlatrus.eu/eng/programme/project\\_implementation/guiding\\_documents](http://www.estlatrus.eu/eng/programme/project_implementation/guiding_documents)  
**Teabeedastuse ja nähtavuse juhend suuremahulistele projektidele** (uuendatud 10.aprill 2013)
- **Sõnaseletuste loend** - [www.estlatrus.eu](http://www.estlatrus.eu) » Glossary&Abbreviations

# Further Information/Täiendav info

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# Thank you for attention!



EU Interreg V-A  
cooperation programme

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