



This programme is funded  
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# COMMUNICATION HANDBOOK

2016

## INTRODUCTION

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This short handbook will help you advertise your achievements and inform about the funding of the European Union with minimum headache and maximum efficiency.

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

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

## 5 MAIN RULES OF COMMUNICATION

1. Make EU and Programme logos and the information about EU funding visible on all of your products and during all activities.
2. Consult the Joint Technical Secretariat (JTS) before conducting any communication activities. Get your drafts pre-approved by JTS before making them public.
3. Make sure that both the Lead Beneficiary and all other Beneficiaries conduct proper communication.
4. Make photos and/or video reports of your activities with EU and Programme logos in them. This will help a lot when reporting.
5. Double-check each of your activities referring to the COMMUNICATION BY TYPE OF ACTIVITIES of this Handbook.



EU logo

Programme logo

Funded by the  
European Union

All Beneficiaries

Consult JTS

Communication  
by type of activities

Copy-paste

## COMMUNICATION BY TYPE OF ACTIVITIES



- |   |      |
|---|------|
| 1. Printed publications (leaflets, brochures, books, posters, etc.) | p. 3 |
| 2. Websites, Facebook and YouTube channels                          | p. 4 |
| 3. Publications in press and new media                              | p. 5 |
| 4. Video and audio production (reports and other material)          | p. 6 |
| 5. Infrastructure objects, stands, premises                         | p. 7 |
| 6. Equipment  | p. 8 |
| 7. Events   | p. 9 |

## COPY-PASTE LIBRARY

Use the templates of various communication tools, provided in this copy-paste library. These templates contain all necessary elements that must appear in certain means of communication.

If you decide to make nicer 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 JTS.

You must get the approval for the drafts of each of your communication activities and products from the Senior Communication Manager or the Information and Project Manager of the Joint Technical Secretariat or the Branch Offices in Latvia or Belarus!

### **COPY-PASTE LIBRARY for printed publications:**

#### **A**

EU FLAG and PROGRAMME LOGO or EU-PROGRAMME LOGO

#### **B**

Text about EU funding:

#### **C**

General information about the EU

#### **D**

General information about the Programme

#### **E**

Disclaimer, stating that the EU is not responsible for the information provided

#### **F**

A4 blank of the project, which can be used for letters, event invitations, agendas, etc.

#### **G**

Sticker template to mark goods and equipment purchased during the project

## PREPARATIONS FOR COMMUNICATION

Make sure you have the following preparation works done before you start the project:

1. Communication plan of your project, which must be based on your project application form and must be agreed with the Senior Communication Manager of the Joint Technical Secretariat before signing the Grant Contract
2. Have the title of your project translated correctly into the national languages of the countries, represented in the project. Think of an appealing short title of your project when preparing the project application
3. Prepare a 1-minute introduction of your project that you could fire out to your grandmother, your son, your neighbour and each journalist
4. Get the fax, e-mail and letter templates with the EU and Programme logos and the text about EU funding to your project. The project title and number, as well as your contact details must also appear on these templates
5. Have the flags of the EU and the countries, represented in your project ready. They will be needed during all project events, including project management group meetings. The photos of the meetings showing that the flags were present during the meetings will have to be attached to the project reports
6. Succinct information that your organisation is starting the project must appear on the website of your organisation. This information must have the EU and Programme logos and the text about EU funding to your project, as well as the link to the Programme website
7. Tell about your project to the boss, head of finance and communication unit of your organisation



Communication plan

Appealing short title

1-minute introduction

Brand book

Flags

Short information on website

Inform boss, finance, communication

## PRINTED PUBLICATIONS

The cover page of the printed publications of the project must contain:

1. EU flag (logo)
2. Programme logo
3. Inscription about the EU funding in English and national language.
4. General information about the EU and the Programme must be included (except for posters, event invitations and agendas and other printed publications with little text)
5. Succinct information about the project
6. The footer of the front page (backside of the cover page or page 1 of printed publications must include the disclaimer, stating that the EU is not responsible for the information provided.

**We recommend having the e-version of each of your publications for websites and other e-media.**

### **COPY-PASTE LIBRARY for printed publications:**

#### **A**

EU FLAG and PROGRAMME LOGO or EU-PROGRAMME LOGO

#### **B**

Text about EU funding:

#### **C**

General information about the EU

#### **D**

General information about the Programme

#### **E**

Disclaimer, stating that the EU is not responsible for the information provided

## WEBSITES, FACEBOOK AND YOUTUBE

1. Each organisation, acting as Lead Beneficiary or Beneficiary, should publish the information about the project on its website.
2. The project website or the information about the project on other websites must contain the EU flag, the Programme logo and the inscription about the EU funding in English and national language.
3. The project website must include the disclaimer, stating that the EU is not responsible for the information provided on the website.
4. If you launch a separate project website, you must include the links to:
  - EuropeAid: [ec.europa.eu/europeaid](http://ec.europa.eu/europeaid)
  - Programme website: [www.eni-cbc.eu](http://www.eni-cbc.eu)
  - EU delegation to Belarus (applicable to Belarusian partners): [eeas.europa.eu/delegations/belarus](http://eeas.europa.eu/delegations/belarus)



www: Links to EU and Programme

Disclaimer

Press: at least 2 articles

Press: amount of EU funding

Achievements, not administrative milestones

### **COPY-PASTE LIBRARY** for websites, Facebook and YouTube:

#### **A**

EU FLAG and PROGRAMME LOGO or EU-PROGRAMME LOGO

#### **B**

Text about EU funding:

#### **C**

Disclaimer, stating that the EU is not responsible for the information provided

## PUBLICATIONS IN PRESS AND NEW MEDIA

The Programme strongly advises each Lead Beneficiary and Beneficiary organisation to allocate necessary funds for publishing at least two articles in the local, regional or national press.

These articles should:

- inform the audience about the start of the project and the achievements it is aiming at;
- summarise the achievements of the project once it is getting close to the end.

All publications in press and new media, which will be reported as indicators of achievement of the project must contain:

1. EU flag (logo)
2. Programme logo
3. Inscription about the EU funding in English and national language.
4. Press-releases and articles must state the amount of the EU funding provided for the project under Programme in euro and the local currency.

**N.B.** Press-releases, articles and newsletters should focus on the achievements of your project, not on the financial and administrative details.

**N.B.** Press-release should fit into one A4 page. Start from the most interesting information and add paragraphs according to their attractiveness. The text should go as e-mail body and as an attachment. **Template of a press release**

### **COPY-PASTE LIBRARY** for publications in press and new media:

**A**

EU FLAG and PROGRAMME LOGO or EU-PROGRAMME LOGO

**B**

Text about EU funding:

**C**

Disclaimer, stating that the EU is not responsible for the information provided

**D**

Sentence on the EU funding to the project in EUR and BYR (in Belarus)

## VIDEO AND AUDIO PRODUCTION

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

1. EU flag (logo)
2. Programme logo
3. Inscription about the EU funding in English and national language
4. Disclaimer that the EU is not responsible for the information provided
5. In all audio production (interviews, reports) a phrase with necessary elements of visibility must be said.



Video: EU and Programme logos and information on EU funding

Audio: oral mentioning of the EU, Programme, EU funding and project

Permanent stands and plaques must be good-looking

**N.B.** Advertise your video and audio production on the Programme website [www.eni-cbc.eu](http://www.eni-cbc.eu) and the Facebook profile.

### **COPY-PASTE LIBRARY** for websites, Facebook and YouTube:

**A**  
EU FLAG and PROGRAMME LOGO or EU-PROGRAMME LOGO

**B**  
Text about EU funding:

**C**  
Disclaimer, stating that the EU is not responsible for the information provided

**D**  
Audio phrase with necessary elements of visibility



## INFRASTRUCTURE OBJECTS, STANDS, PREMISES

1. If the project contains infrastructure, the display panels (information stands) or commemorative plaques should be prepared (outdoor works – display panels (information stands), indoor works or renovation of a single building – commemorative plaque)
2. Display panel (information stand) should be erected from the start of the works. It should remain on site six months after the completion of the project.
3. Commemorative plaque must be placed permanently in the most visible part (e.g. entrance) of renovated premises after works are completed.
4. The shape and size of the display panel or the commemorative plaque are not strictly regulated, but these elements of visual advertising must be clearly visible and the information in them must be easily readable.

### **COPY-PASTE LIBRARY** for infrastructure objects, stands, premises:

#### **A**

EU FLAG and PROGRAMME LOGO or EU-PROGRAMME LOGO

#### **B**

Text about EU funding:

#### **C**

Exemplary draft of temporary information stand

#### **D**

Exemplary draft of permanent information stand or commemorative plaque

## EQUIPMENT

1. Typically, all the promotion items should bear: EU flag (logo), Programme logo, Inscription about the EU funding in English and national language.
2. If, due to the size or form, material or purpose of some promotion items it is not possible to include all of the abovementioned elements on them, at least the EU flag and the website address of the Programme ([www.enpi-cbc.eu](http://www.enpi-cbc.eu)) should appear. These exceptional cases must be agreed with the JTS.
3. Any supplies or equipment delivered under the project must be clearly identified with the EU flag (logo), Programme logo and the phrase: Provided with the support of the European Union.



EU, Programme logo and Funded by the European Union on all event materials

EU and national flags during events

Photos of all events

### COPY-PASTE LIBRARY **for equipment:**

#### A

EU FLAG and PROGRAMME LOGO or EU-PROGRAMME LOGO

#### B

Text about EU funding:

#### C

Exemplary draft of a sticker

## EVENTS

1. All event promotional materials and documents (e.g. invitations, agendas and registration tables (lists of participants), posters, presentations and printouts) must contain the following: EU flag (logo), Programme logo, Inscription about the EU funding in English and national language.
2. The EU flag and/or movable stands of the projects, containing the EU flag and the Programme logo should be placed in the premises of the event.
3. The registration tables (lists of participants), photos of the event and the participants satisfaction-survey sheets should be collected for reporting purposes during each event.
4. The JTS must be informed about the major project events at least 10 days before they take place in order to participate in them.
5. Advertise your events on the website [www.eni-cbc.eu](http://www.eni-cbc.eu) and the Facebook profile of the Programme.

### **COPY-PASTE LIBRARY for infrastructure objects, stands, premises:**

#### **A**

EU FLAG and PROGRAMME LOGO or EU-PROGRAMME LOGO

#### **B**

Text about EU funding:

#### **C**

Template of event agenda and invitation

#### **D**

Template of event registration table

# MAIN TEXTS ABOUT EU AND PROGRAMME

## **EU funding:**

This project is funded by the European Union

## **European Union:**

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of more than 50 years, 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”.

## **Programme:**

The 2014-2020 European Neighbourhood Instrument Cross-border Cooperation Latvia-Lithuania-Belarus Programme fosters synergistic partnership of the Latvian, Lithuanian and Belarusian organisations with the financial support of the European Union. The strategic goal of the Programme is to strengthen relations, raise capacities and share experience among people and organisations through implementation of joined actions, which focus on increasing the overall quality of life in the border regions. The EU funding to the Programme is 74 million EUR.

## **Disclaimer:**

This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of <name of the Beneficiary> and can in no way be taken to reflect the views of the European Union.

## **Audio report:**

This [report, interview] has been prepared as part of the project [title of the project], which is funded by the European Union under the 2014-2020 European Neighbourhood Instrument Cross-border Cooperation Latvia-Lithuania-Belarus Programme.

**www.eni-cbc.eu**

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