

# COMMUNICATION HANDBOOK

EUROPEAN NEIGHBOURHOOD INSTRUMENT  
CROSS-BORDER COOPERATION PROGRAMME  
LATVIA-LITHUANIA-BELARUS 2014-2020



This programme is funded  
by the European Union



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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.

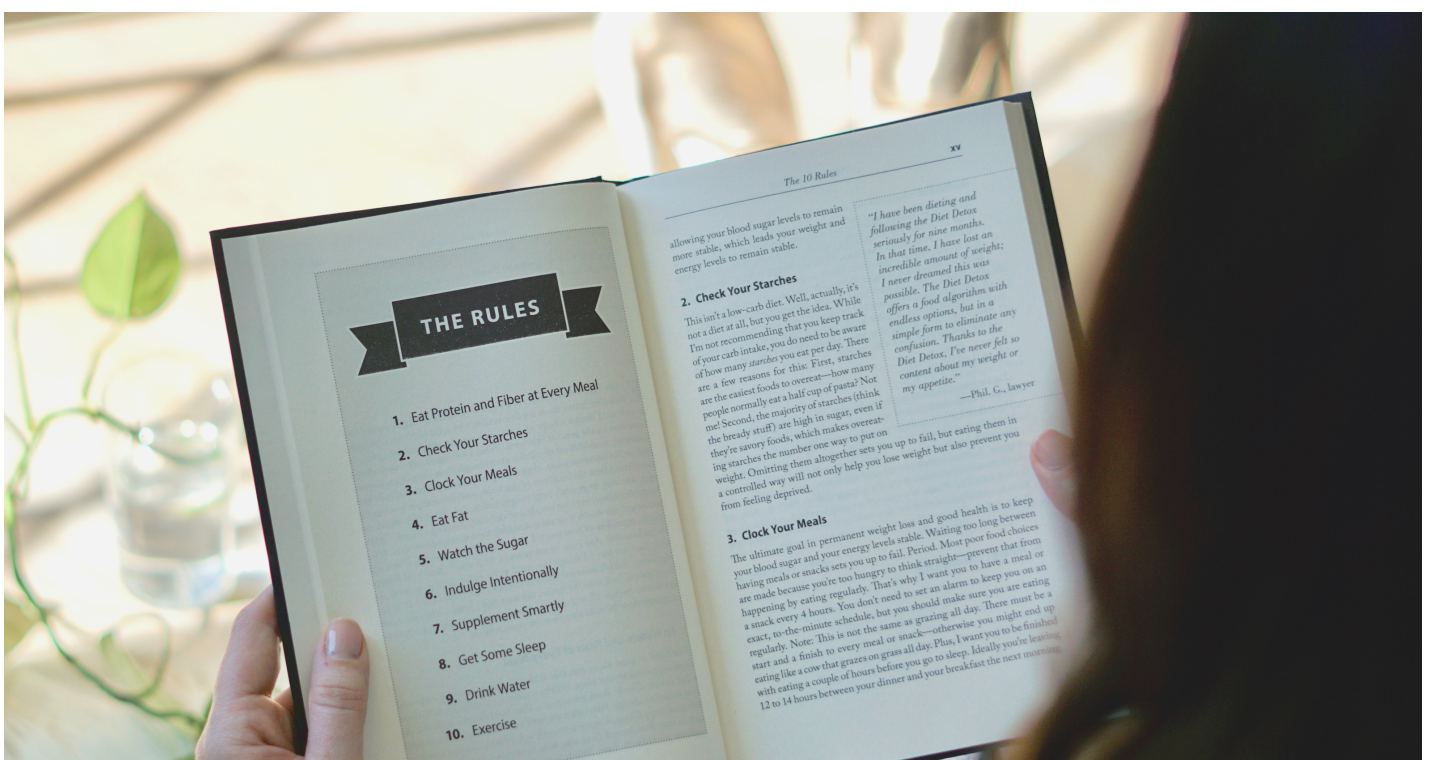
It is quick to read and it contains all the items you may use for the promotion of your projects.

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.

# MAIN RULES OF COMMUNICATION

- EU FLAG & PROGRAMME LOGO
- EU FUNDING
- CONSULT JTS
- ALL BENEFICIARIES COMMUNICATE
- PHOTOS & VIDEOS

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 public communication activities (articles, press releases, plaques, posters, etc.). 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.



- **COMMUNICATION PLAN**
- **APPEALING SHORT TITLE**
- **1-MINUTE INTRODUCTION**



## **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 use when asked by your grandmother, your son, your neighbour and each journalist.

- **BRAND BOOK**
- **FLAGS**
- **SHORT INFORMATION ON WEBSITE**

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 public events. The photos of the public events showing that the flags were present 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. Each Lead Beneficiary and beneficiary organisation must display in their premises at least one informative poster (e.g., A3 size) containing the information about the project and the EU contribution. The poster shall be displayed in a publicly visible place (e.g., the entrance area of the building).

8. Tell about your project to the boss, head of finance and communication unit of your organisation.





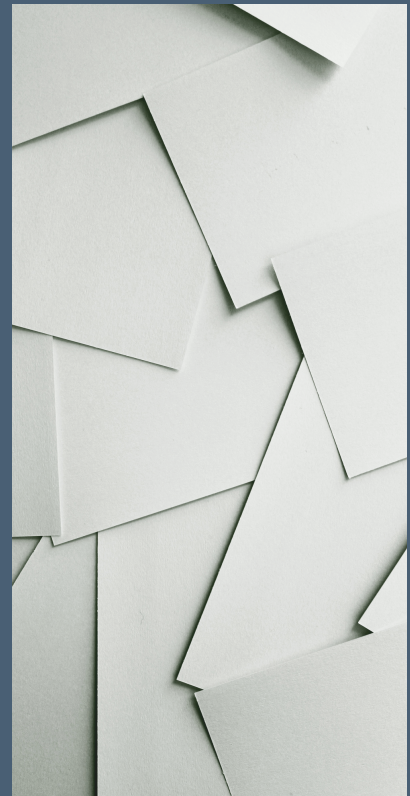
# PRINTED PUBLICATIONS

The printed publications of the project must contain:

1. EU flag (logo) and Programme logo on the cover page.
2. Inscription about the EU funding in English and/or national language.
3. 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).
4. Succinct information about the project.
5. 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.

The printed publications (e.g., brochures, leaflets, books, newsletters, articles) must be available in electronic form and must in parallel be disseminated through websites, social media, etc. Any paper versions must be produced with best environmental practice in mind.

- **EU FLAG & PROGRAMME LOGO**
- **EU FUNDING**
- **INFO ABOUT THE EU AND THE PROGRAMME**
- **INFO ABOUT THE PROJECT**
- **DISCLAIMER**



- **INFO ABOUT THE PROJECT ON THE WEBSITE AND SOCIAL MEDIA ACCOUNTS**

- **EU FLAG & PROGRAMME LOGO**

- **EU FUNDING**

- **DISCLAIMER**

- **LINKS TO EU AND PROGRAMME WEBSITES**



## **WEBSITES AND SOCIAL MEDIA**

1. Each organisation, acting as a Lead Beneficiary or a 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/or 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 or social media account, you must include the links to:
  - EuropeAid: <http://europa.eu/>
  - Programme website: <http://www.eni-cbc.eu/llb>
  - EU delegation to Belarus (applicable to Belarusian partners): [eeas.europa.eu/delegations/belarus](http://eeas.europa.eu/delegations/belarus)Beneficiaries must ensure that the

information provided by such websites or accounts is up to date and that all featured links function correctly.

Find more info via *LINK*

# PUBLICATIONS IN PRESS AND INTERNET NEWS- SITES

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/or 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.

- AT LEAST 2 ARTICLES FOR EACH BENEFICIARY
- EU FLAG & PROGRAMME LOGO
- EU FUNDING
- AMOUNT OF THE EU FUNDING IN EURO AND THE LOCAL CURRENCY



- **DISCLAIMER**
- **ACHIEVEMENTS, NOT ADMINISTRATIVE MILESTONES**

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

**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.

## **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/or 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.

Find more info via *LINK*



# PHOTOGRAPHY

The progress, results and impact of the project must, where relevant and possible, be documented by photographs for subsequent use in communication actions and products. 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.

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

- **VIDEO: EU FLAG & PROGRAMME LOGO, EU FUNDING, DISCLAIMER**
- **AUDIO: EU FLAG & PROGRAMME LOGO, EU FUNDING, DISCLAIMER, ORAL MENTIONING OF THE PROGRAMME AND PROJECT**
- **PHOTOS: METADATA**



- **OUTDOOR WORKS: DISPLAY PANELS (INFORMATION STANDS), COMMEMORATIVE PLAQUES**
- **INDOOR WORKS OR RENOVATION: COMMEMORATIVE PLAQUES**
- **INFORMATIVE POSTERS FOR ALL THE BENEFICIARIES' PREMISES**



## **INFRASTRUCTURE OBJECTS, STANDS, PREMISES**

1. If the project contains infrastructure, 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 works. Each outdoor infrastructure object will have to be identified by a representative commemorative plaque or stand once the works are over.
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.

## **EQUIPMENT, VEHICLES, SUPPLIES AND PROMOTION GADGETS**

1. Typically, all the equipment, vehicles and supplies should bear a clearly visible permanent sticker with the following visibility elements: EU flag (logo), Programme logo, Inscription about the EU funding in English and/or national language, 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.

2. If, due to the size or form, material or purpose of some supplies (e.g., pens, USB sticks) 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 (<http://www.eni-cbc.eu/llb>) should appear. These exceptional cases must be agreed with the JTS.

- **STICKERS OR INFORMATIVE PLAQUES**

- **EXCEPTIONAL CASES – AGREE WITH JTS**

## EVENTS AND PROMOTIONAL MATERIALS

- **EU FLAG & PROGRAMME LOGO, EU FUNDING ON ALL EVENT MATERIALS**
- **EU AND NATIONAL FLAGS DURING PUBLIC EVENTS**
- **PHOTOS OF ALL PUBLIC EVENTS**
- **INFORM JTS IN ADVANCE**
- **USE PROGRAMME PROMO CHANNELS**



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/or national language. The lists of participants must be signed for each day of the event.
2. The EU and national flags and/or movable stands/banners of the projects, containing the EU flag and the Programme logo should be placed at each public event.
3. The registration tables (lists of participants), photos of the event should be collected for reporting purposes during each public 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 <http://www.eni-cbc.eu/llb> and social media accounts of the Programme.



# INTELLECTUAL PROPERTY RIGHTS

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

## LINKS TO MAIN TEXTS AND TEMPLATES

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 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 Information Specialists of the Branch Offices in Latvia or Belarus!

**EU FLAG AND PROGRAMME LOGO**

**TEXT ABOUT EU FUNDING**

**GENERAL INFORMATION ON THE EUROPEAN UNION**

**GENERAL INFORMATION ABOUT THE PROGRAMME**

**DISCLAIMERS**

**SENTENCE ON THE EU FUNDING TO THE PROJECT**

**A3 POSTER TEMPLATE**

**EVENT REGISTRATION TABLE TEMPLATE**

**TEMPLATE FOR A4 BLANK FOR LETTERS, EVENT INVITATIONS, AGENDAS, ETC.**

**STICKER, PLAQUE AND DISPLAY PANEL EXAMPLES**

# CONTACTS

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



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