

2023 | ISSUE 3

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.**




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the European Union**

MINIMUM HEADACHE AND MAXIMUM EFFICIENCY

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





THINK OUTSIDE THE BOX



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MINIMUM REQUIREMENTS

1. Make sure the EU emblem with the inscription about the EU funding is 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 EU beneficiaries' websites.

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



The EU emblem with the inscription about the EU funding - 2 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 with the inscription about the EU funding;
- Project title (and/or acronym or Grant Contract number);
- Project aim;
- Project start/end;
- Project budget, the amount of the EU funding in EUR;
- EU Beneficiaries.

N.B. If the title of your project or beneficiary institution mentions Belarus, a region or city in Belarus, please use the short title of the project (e.g., "Children's Respiratory Viral Diseases", "Amber Coast") or the number of the signed Grant Contract (e.g., 1S-275, 2019-08-09) instead of the project title. It is not necessary to list all project beneficiaries when presenting the project or preparing publicity materials.

5. Make photos and/or video reports of your activities with the EU emblem 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 with the inscription about the EU funding;
2. Reference to the Programme: the project is implemented under the European Neighbourhood Instrument 2014-2020 and financed by the European Union;
3. The amount of the EU funding provided for the project under the Programme in EUR;
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

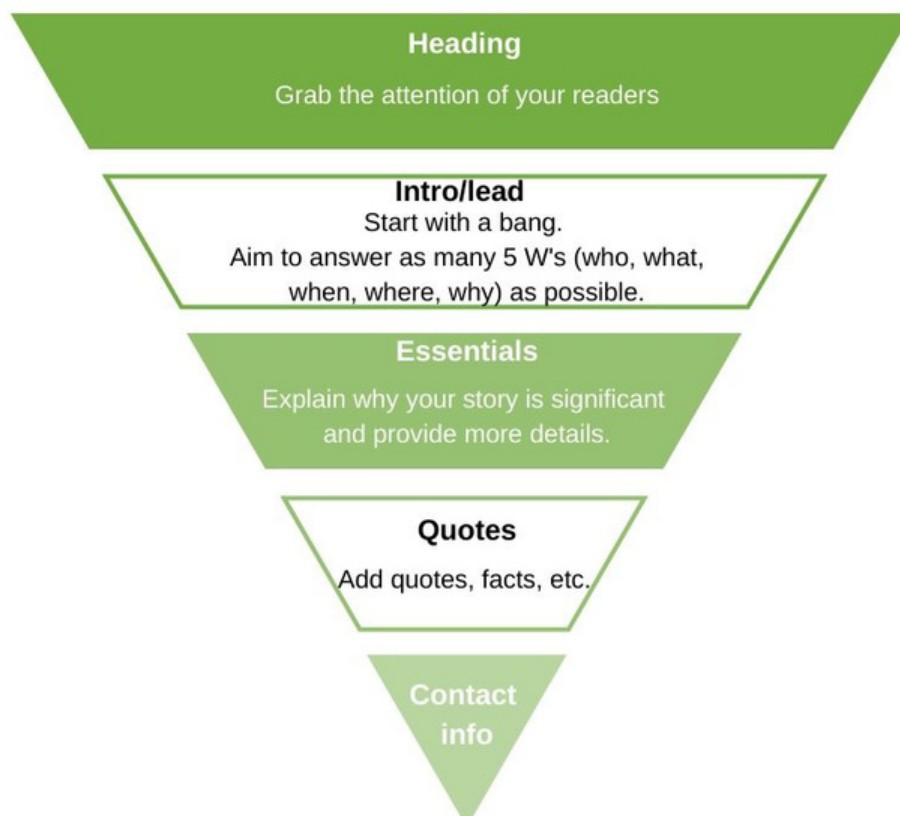
A press release is a short, compelling news story written and sent to targeted members of the media by e-mail. It should fit into one A4 page, and start from the most interesting information. The text should go as an e-mail body and as an attachment. Please include Information specialists of the JTS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

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

1. The EU emblem with the inscription about the EU funding;
2. Reference to the Programme: the project is implemented under the European Neighbourhood Instrument 2014-2020 and financed by the European Union;
3. The amount of the EU funding provided for the project under the Programme in EUR;
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 with the inscription about the EU funding to your project;
2. The amount of the EU funding in EUR.

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 with the inscription about the EU funding to your project;
- The title (and/or acronym or Grant Contract number) 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/>
 - Information about your project.



SOCIAL MEDIA

Include the project title (and/or acronym or Grant Contract number), hashtags **#EUinmyregion** and tag the Programme (**@ENICBCProgramme2014-2020**) in your project-related posts on social media. This will help to promote your project activities more widely.

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

- 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/>
 - Information about your project.

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.



PRINTED PUBLICATIONS

The printed publications of the project must contain:

1. The EU emblem with the inscription about the EU funding on the front cover;
2. General information about the EU and the reference to the Programme funding (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.



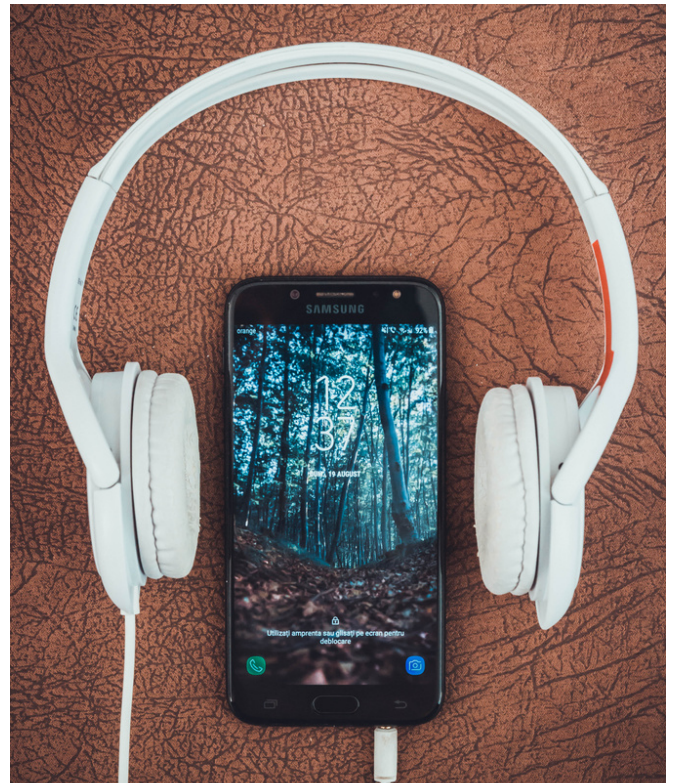


VIDEO AND AUDIO

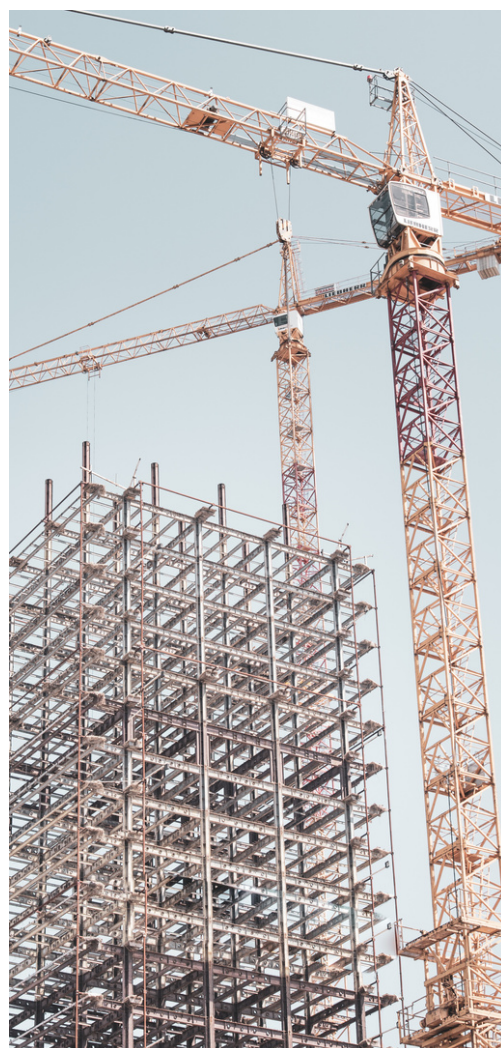
All video production (interviews, reports, clips, films, etc.) must contain the following (as the first or final shot):

1. The EU emblem with 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 social media accounts of your organisation.



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 with the inscription about the EU funding;
2. Reference to the Programme funding: European Neighbourhood Instrument 2014-2020;
3. Project title (and/or acronym or Grant Contract number);
4. Type of works;
5. The dates of start and end of construction works;
6. Contractor information.

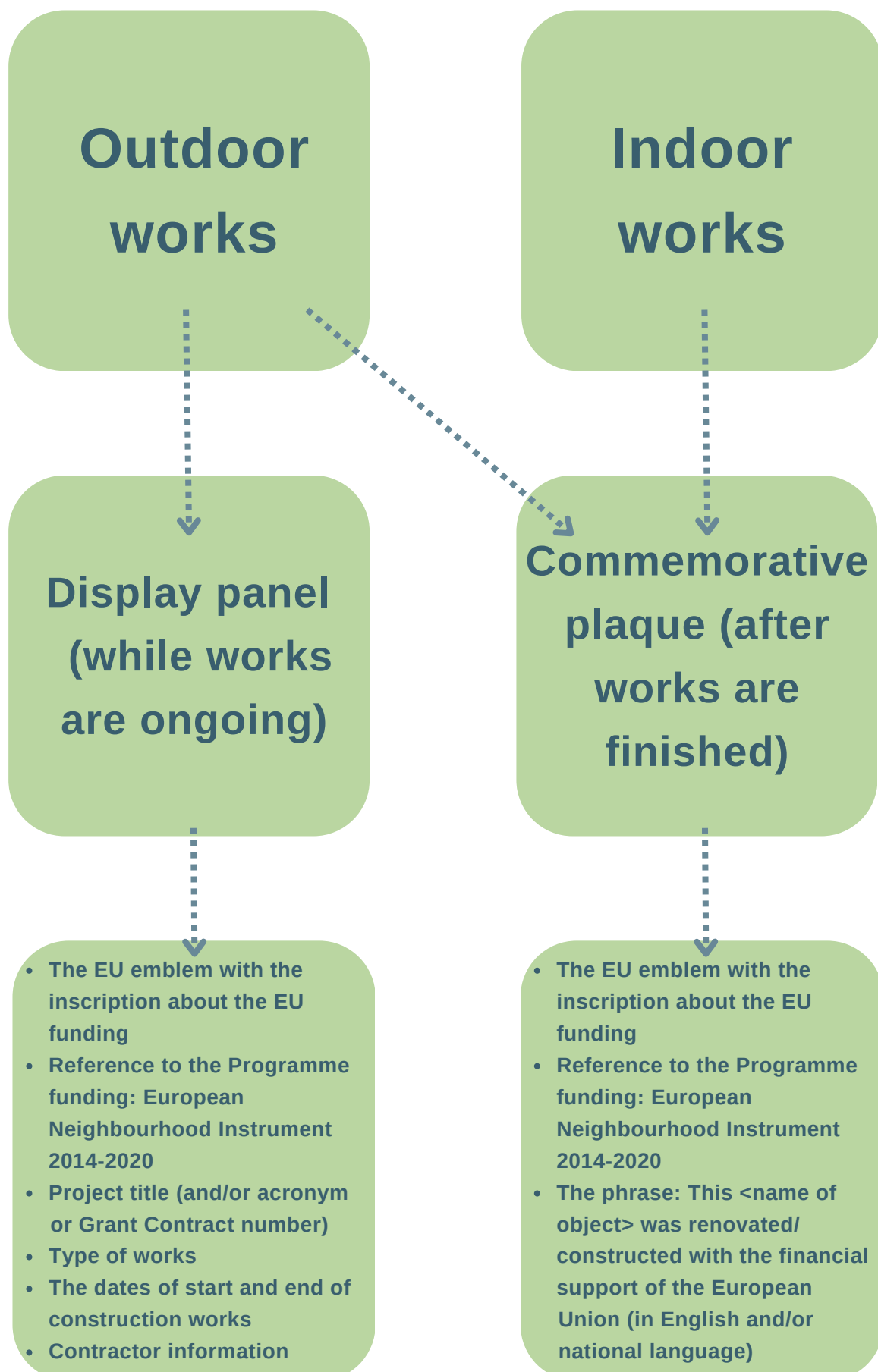
Each building or part of the interior of the building, which will be built or renovated under the Programme, will have to be identified by a clearly visible representative commemorative plaque or stand once the works are over.

The commemorative plaque should include:

1. The EU emblem with the inscription about the EU funding;
2. Reference to the Programme funding: European Neighbourhood Instrument 2014-2020;
3. 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

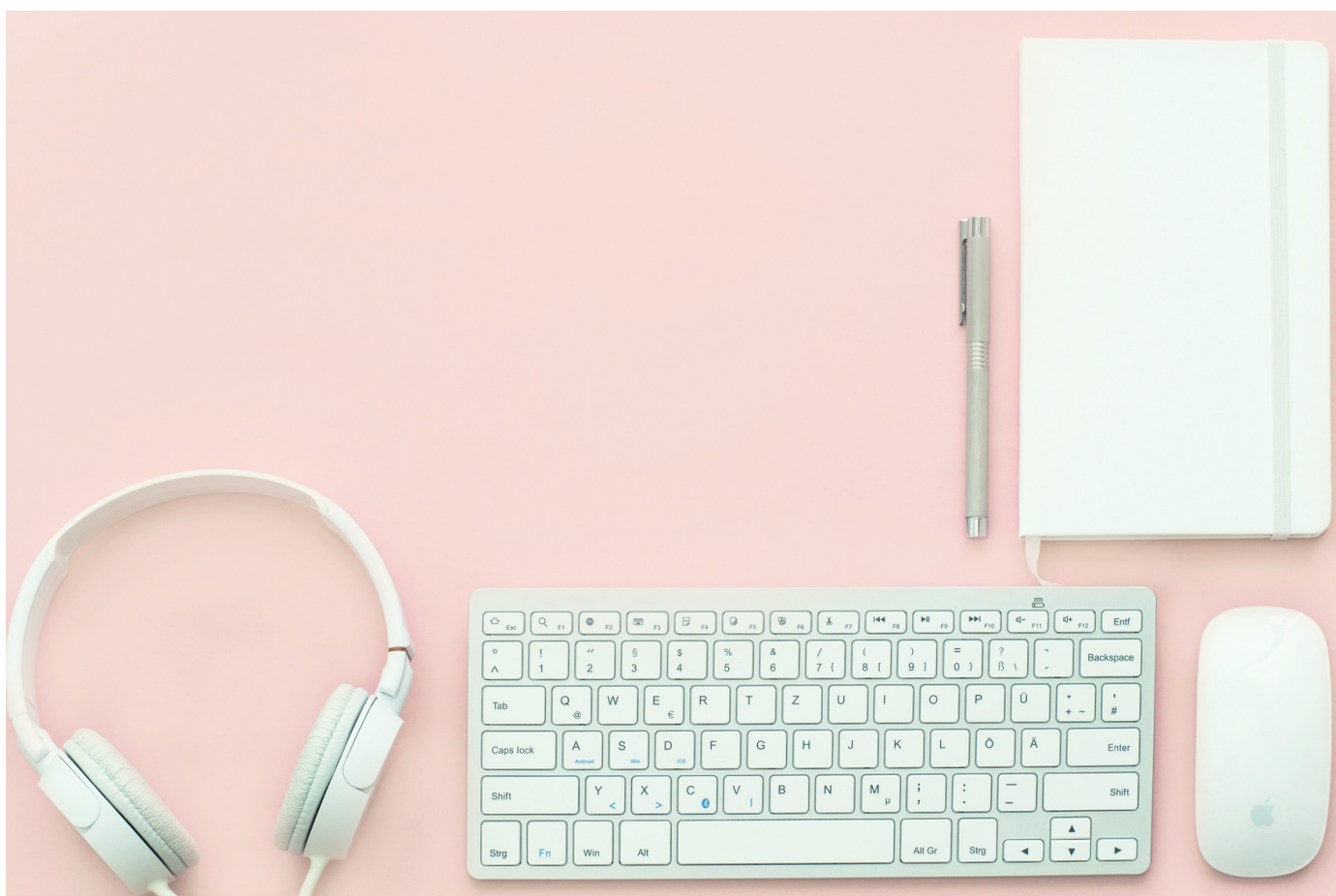
All equipment, vehicles and supplies should bear a clearly visible permanent sticker with the following visibility elements:

1. The EU emblem with 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 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 with the inscription about the EU funding.

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

1. The EU emblem with the inscription about the EU funding;
2. Project title (and/or acronym or Grant Contract number);
3. Project aim;
4. Project start/end;
5. The amount of the EU funding for the project ;
6. EU 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, 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 websites and social media accounts of your organisation and [ENI CBC Programme 2014-2020](#).



ONLINE EVENTS

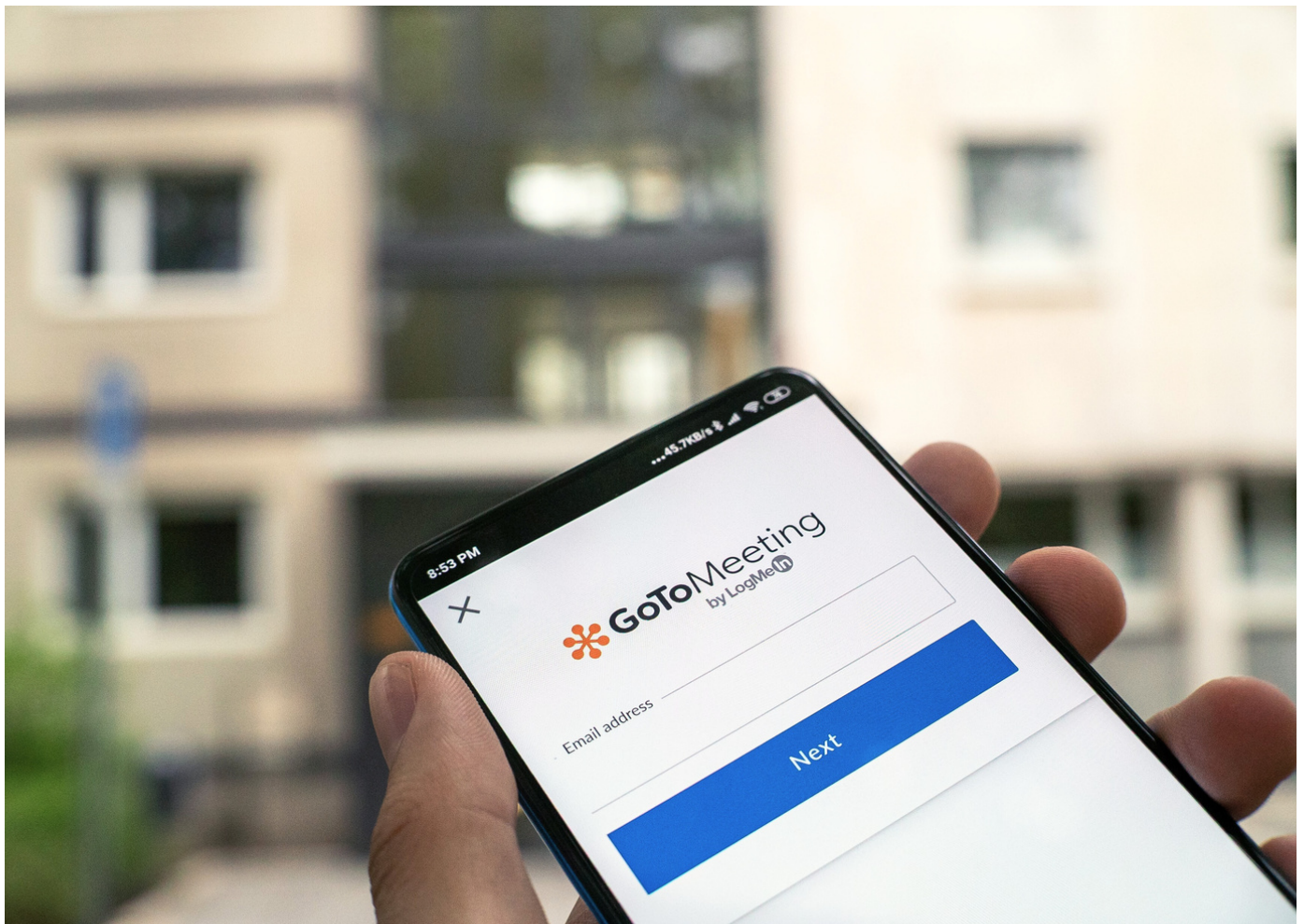
When organising online events, be sure to have the following documents for reporting:

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 EU visibility requirements were followed (e.g., the EU emblem 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 texts and templates below for 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

TEXT ABOUT THE EU FUNDING

GENERAL INFORMATION ABOUT THE EUROPEAN UNION

REFERENCE TO 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



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