

PUBLICITY REQUIREMENTS

Information webinar on project implementation
2 April 2025

Interreg



Co-funded by
the European Union

Latvia – Lithuania

Where to start?

Assign persons responsible for communication

Agree on project "brand"

What is our message?

Project title for communication in ENG, LV and LT.

Project visual with Programme logo.

Develop internal Project Communication Plan

List all communication activities included in the AF.

Add what is missing for effective communication.

Check if all mandatory publicity measures are included.

Start implementing with

Project section on www.latlit.eu

News on start of the project.

Project information on websites of PPs.

Information posters in premises of PPs.

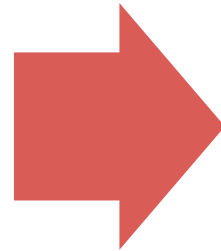
Before & after photos and videos!

Projects' obligations regarding visibility

Programme Manual
section

6.4 Publicity requirements

- Stipulates requirements



Communication
guidelines

- Guiding document
 1. Programme logo
 2. Project section on Programme website
 3. Short dictionary
 4. Useful phrases and texts

Project publicity

Main principles

Acknowledge Interreg support

- Programme logo
- Programme title

Inform about project

- Title, acronym and ID
- Aims

Project Partner is responsible for the expressed opinion

- EU disclaimer



Statement on Interreg support

The projects must display the Programme logo with a statement highlighting the support from the Programme

The statement is incorporated into the Programme logo



Title of the Programme

Interreg VI-A Latvia-Lithuania Programme 2021-2027

Interreg VI-A Latvijas - Lietuvas programma 2021. - 2027. gadam

2021-2027 m. Interreg VI-A Latvijos ir Lietuvos programa

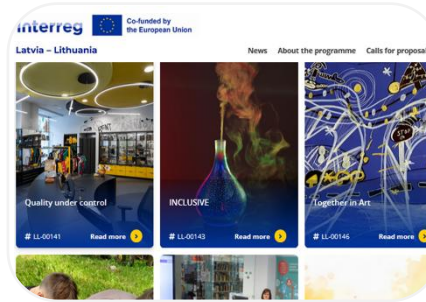
 **Communication Guidelines section
"Short Dictionary"**

Disclaimer on expressed opinion

This <...article/publication/report...> has been produced with the financial support of the European Union. Its contents are the sole responsibility of <...name of the project partner...> and do not necessarily reflect the views of the European Union.

 Communication Guidelines section
“Useful phrases and texts”

Minimal publicity requirements



Project profile on
www.latlit.eu



Information on
websites or social
media of each PP



Project poster



Marking of
physical
investments



Programme logo at
events



Programme logo
on communication
products and
documents



Programme Manual, table No. 12.

Mandatory and some of recommended publicity activities and measures



Project profile on www.latlit.eu

Mandatory

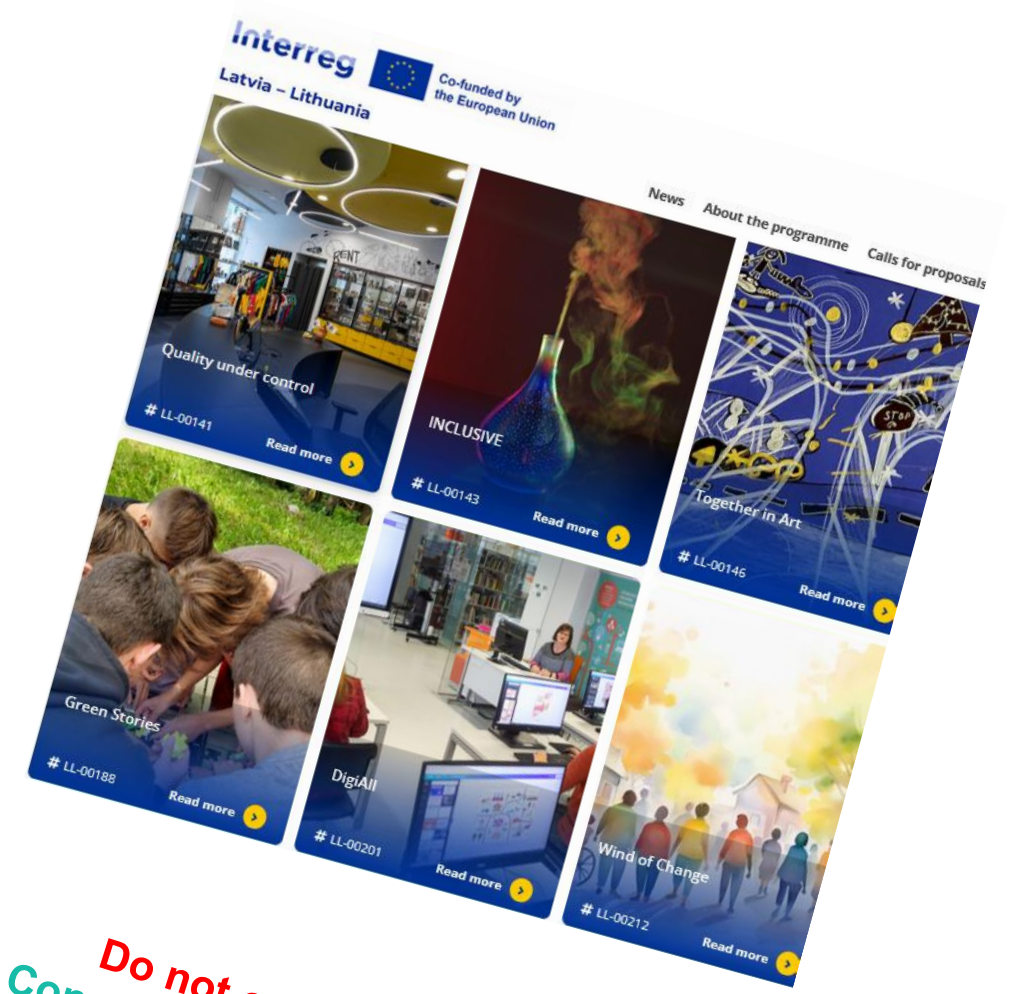
Create before signing of Subsidy Contract

Update at least once per reporting period

Post public events on calendar

Upload all results by the project end

We encourage use of QR codes leading to project section



Do not overuse
Consider security risks

latlit.eu/theprojects/ACRONYM/

Project information on official website or social media of each LP/PP

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Mandatory

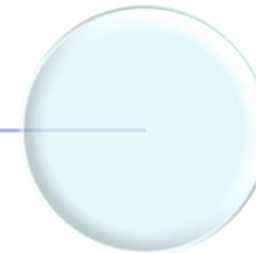
Create at a start of project

Indicate aims, LP/PPs, amount of funding and its source, activities

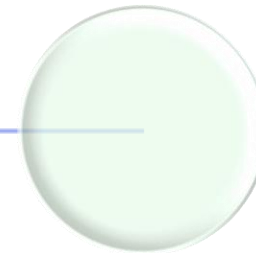
Update regularly

Upload all results by the project end

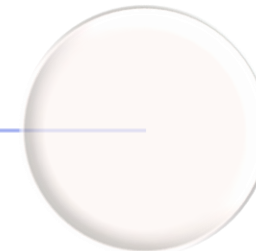
Should remain after project



No scrolling to see Programme logo



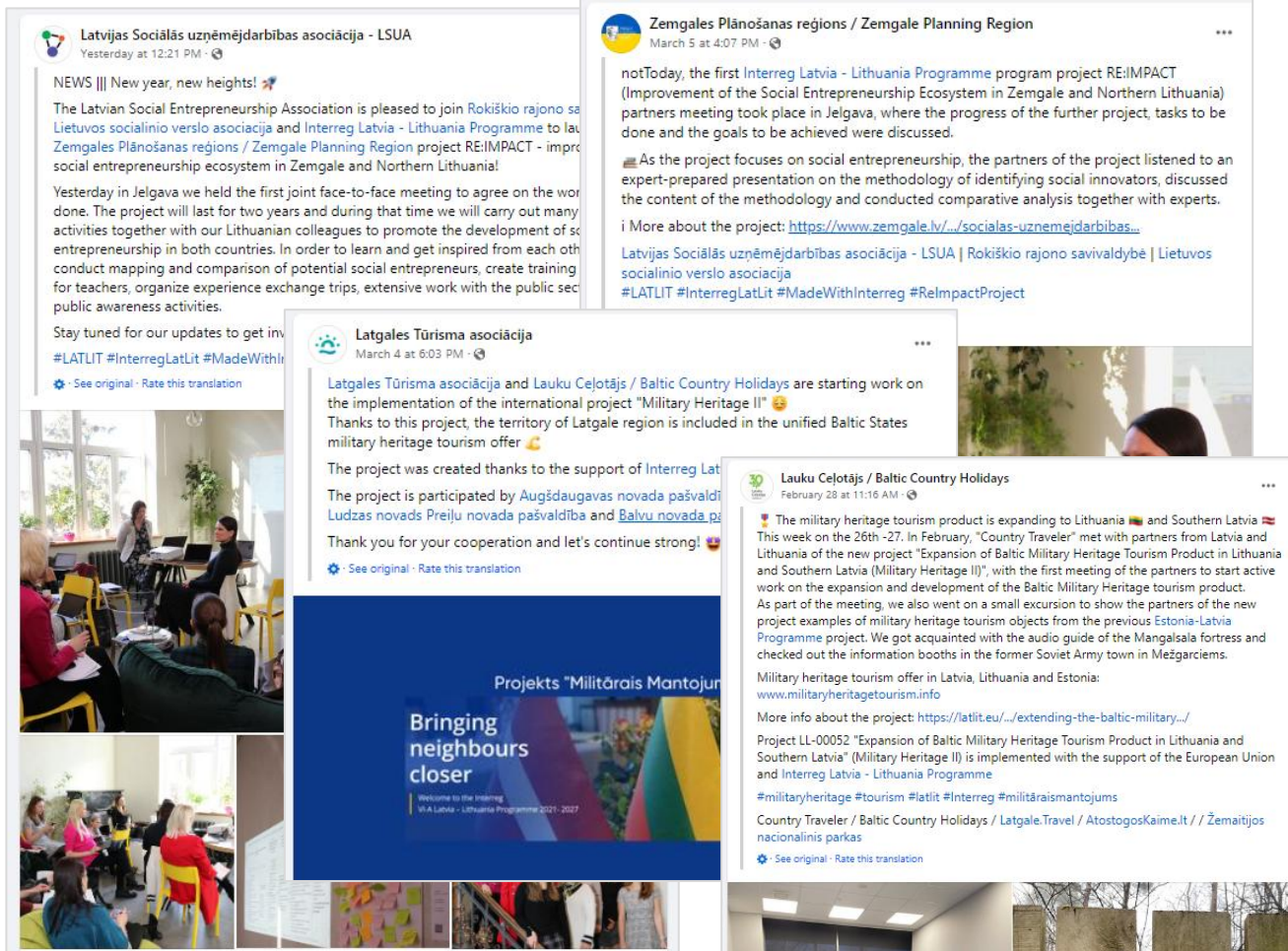
Accessible with 3-4 clicks



Relevant location

Information on social media

Highly encouraged!



@LatviaLithuaniaProgramme



Use project Acronym



At least 10 posts tagging Programme

Informative posters

Mandatory

Except if durable plaques / billboards are installed

Display at the start of the project,
update when needed

At premises of each PP

Place visible for visitors

Not lesser than A3 size or equivalent electronic
display

Non-binding template available at
<https://latlit.eu/how-to-implement/publicity/>



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LL-00__

Project acronym

Please add your project title here

Please add your project description here –
indicate main goals, planned results, main activities

Duration:
MONTH YYYY – MONTH YYYY

Project budget: Co-financed by the European
Regional Development Fund:
--- -- EUR --- -- EUR www.latlit.eu

This project is co-funded by the Interreg VI-A Latvia–Lithuania Programme 2021–2027

ADD PARTNER PROJECT LOGOS, TITLES, AND CONTACT INFORMATION.
THE LOGO MUST NOT BE LARGER THAN EU EMBLEM IN HEIGHT OR
WIDTH, IN ACCORDANCE WITH THE REQUIREMENTS FOR USING
THE EUROPEAN UNION EMBLEM. OR DELETE THIS FIELD



QR CODE
GENERATE QR
CODE LEADING TO
PROJECT SECTION
ON [WWW.LATLIT.EU](http://www.latlit.eu)
OR DELETE
THIS FIELD

Marking of investments

Durable plaques or billboards

Mandatory if

Project total budget >
100 000 EUR and

There are investments
into equipment or
infrastructure

Marking of specialized cars

Mandatory

Stickers on equipment
Recommended

Durable plaques or billboards to mark investments


Mandatory

As soon as the project physical investment or the purchase of equipment starts or equipment is installed

At least for 5 years after the final payment to the project

At each location of the physical investment

Non-binding template available at 
<https://latlit.eu/how-to-implement/publicity/>

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LL-00__
Project acronym
Please add your project title here

Please add your project description here - indicate main goals, planned results, main activities

Please add title of physical investment developed in the project
OR DELETE THIS FIELD

Duration:
MONTH YYYY – MONTH YYYY

www.latlit.eu

Project budget: --- EUR
Co-financed by the European Regional Development Fund: --- EUR
Investment budget: --- EUR
Investment co-financed by European Regional Development Fund: --- EUR

This project is co-funded by the Interreg VI-A Latvia-Lithuania Programme 2021-2027

ADD PARTNER PROJECT LOGOS, TITLES, AND CONTACT INFORMATION. THE LOGO MUST NOT BE LARGER THAN EU EMBLEM IN HEIGHT OR WIDTH, IN ACCORDANCE WITH THE REQUIREMENTS FOR USING THE EUROPEAN UNION EMBLEM. OR DELETE THIS FIELD

QR CODE
GENERATE QR CODE LEADING TO PROJECT SECTION ON www.latlit.eu. OR DELETE THIS FIELD

Project events

Display Programme logo: banners, roll-ups, posters, etc.

Add public event to the calendar on www.latlit.eu

Inform JS 2 weeks before event

Use Programme logo on event documents

Use event participants list template

Plan activities for Interreg Cooperation day and Balts Unity Day

Event participants list template



How to implement

- Guiding documents
- Reporting**
- Publicity
- Project changes
- National control
- Presentations

Fill in the **<yellow>** fields in the GDPR disclaimer provided below as a Footer






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Project ID, Acronym: LL-00

Project Title:

Work Package:

Project Partner Organising the Event:

LIST OF PARTICIPANTS¹

of the <insert Event title>
<dd.mm.yyyy>
<insert location>

No.	Name Surname	Organisation	Contacts	Signature*
1.				
2.				
3.				
4.				
5.				

¹ **List of Participants with signatures has to be submitted for each Event's day.**

*With my signature I confirm that I have been informed about personal data processing and I gave my consent that:

1. Personal data controller: <respective project partner's name, address, email, phone number>. After having received project report, Personal data controller is the Ministry of Smart Administration and Regional Development of the Republic of Latvia (hereinafter – MISARD) (Zemgales street 25, Rīga, LV-1494, e-mail: pacts@varam.gov.lv, phone: +371 66016740).

2. Personal data processing purpose: Implementation of the project <project number and acronym> (organizing events and project activities), reporting and monitoring of the project. <Respective project partner can add other personal data processing purposes>.

3. Lawful ground of personal data processing: In accordance with point (e), of Article 6 (1) of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) – and the requirements of point (e) of Article 72(1) of the Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021 laying down common provisions on the European Regional Development Fund, the European Social Fund Plus, the Cohesion Fund, the Just Transition Fund and the European Maritime, Fisheries and Aquaculture Fund and financial rules for those and for the Asylum, Migration and Integration Fund, the Internal Security Fund and the Instrument for Financial Support for Border Management and Visa Policy (Common Provisions Regulation). The controller in accordance with Article 24 of General Data Protection Regulation implements appropriate technical and organizational measures to ensure and to be able to demonstrate that processing is performed in accordance with this Regulation.

4. Duration of personal data protection: starting from the date personal data are received (by signing the list of participants) throughout the whole project implementation period and 5 years after the Project closure as well in all cases, when the on-going audit, control and monitoring procedures, appeal or legal proceedings have been concluded.

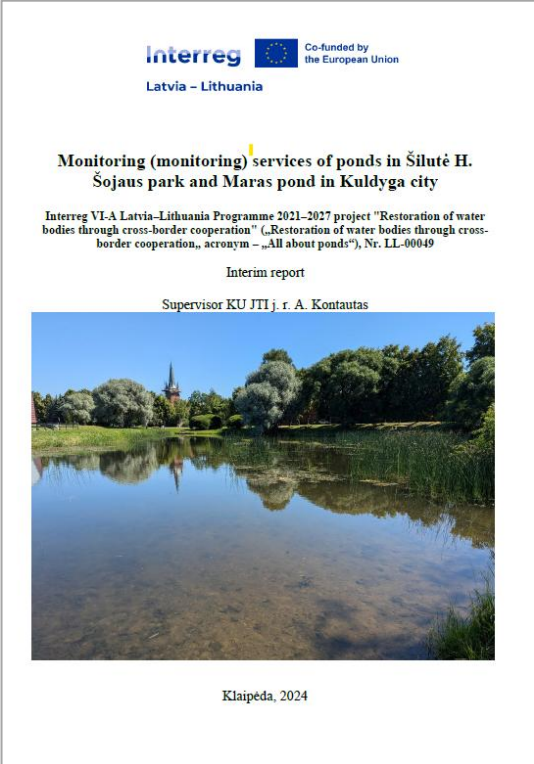
5. Possible recipients of personal data: MISARD officials, who ensure functions and perform tasks of the Interreg VI-A Latvia-Lithuania Programme 2021-2027 (hereinafter – Programme) Managing Authority, Joint Secretariat, National Controllers, Audit Authority and Lithuanian National Controllers and members of <respective project partner's name> Group of Auditors as well as other auditing bodies (e.g. European Commission, the European Court of Auditors etc.).

6. Please note that you as the data subject have the: 1. right to request from the controller access to and rectification or erasure of personal data in accordance with the regulatory enactments or restriction of processing concerning the data subject or to object to processing as well as the right to data portability; 2. the right to lodge a complaint with a supervisory authority, which in the Republic of Latvia is Data Protection Authority (www.dva.gov.lv; Eljas street 17, Rīga, LV-1050).

Communication products and documents intended for general public or participants

Programme logo must be displayed in a visible manner

- Clear reference to project (title, acronym and ID)
- Disclaimer that EU is not responsible for the expressed opinion



2024-09-20, 9:30 val.

Seminaras: „Projekto „Baltijos šalių karinio paveldo turizmo plėtra Lietuvoje ir pietų Latvijoje“ veiklų pristatymas“

Vieta: Platelių dvaro svirnas, Didžioji g. 22, Plateliai
 Registracija BŪTINA iki rugsėjo 18 d.
 Kontaktai: paulius.mika@zemaitijosnp.lt

Bendrai finansuoja EUROPOS SĄJUNGA
 Latvija – Lietuva

Position

Programme logo must always be clearly visible and in a prominent position



Publications and documents:
preferably on front cover.



Electronic formats:
in a place visible without scrolling down or clicking.



Electronic banners:
in such position that banners remain complete after crops the image.



Videos:
logo of minimum 240 px, at the beginning and/or the end of the video.



Other promotional materials:
in a prominent place.

Rollups, banners, etc.

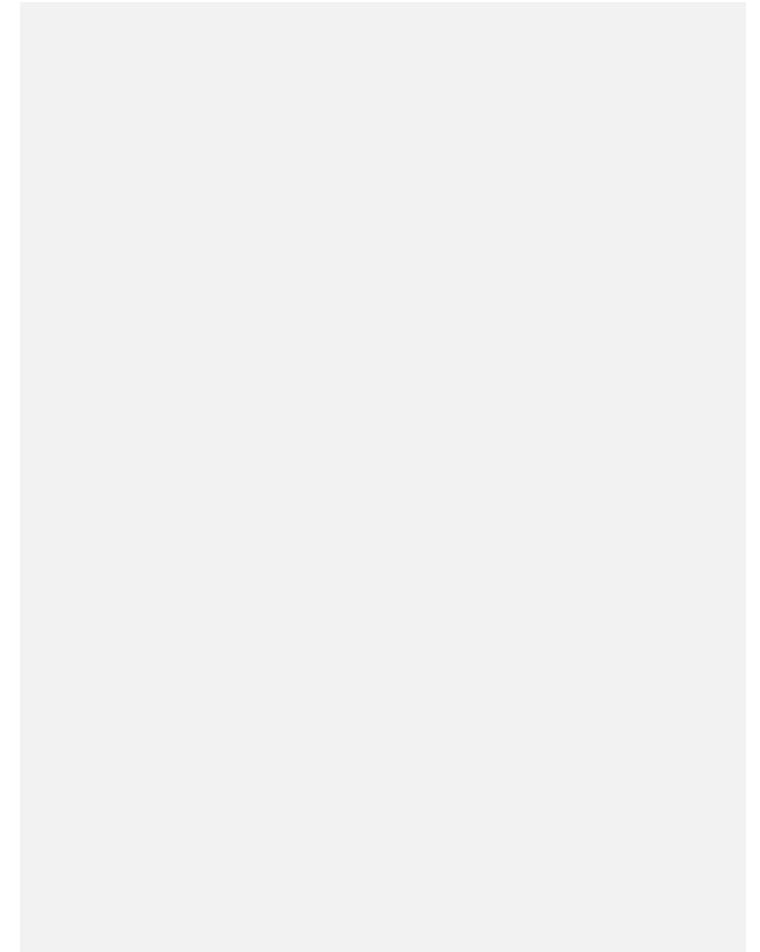
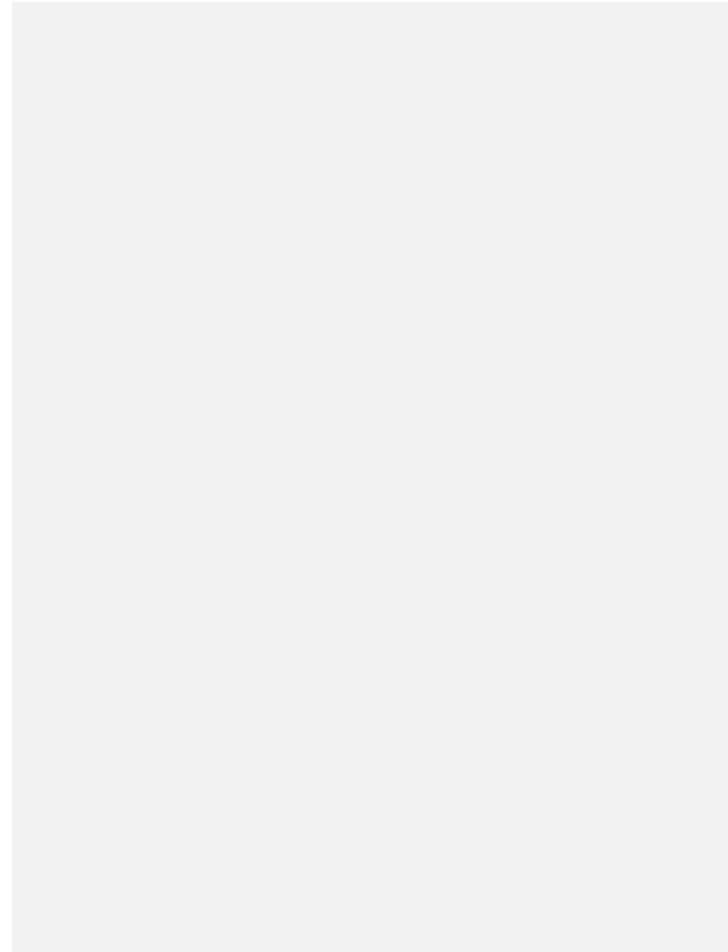
Programme logo

Project title, number and
acronym

Our advice:

- Put logo at the top
- Use creative designs
- The less text – the better

Make photos at events!



Information boards and signs

Programme logo must be displayed in a visible manner

Clear reference to project (title, acronym and ID)

Can be combined with information on investments

- *Follow requirements on marking of investments in PM section 6.4*

Interreg Bendrai finansuoja Europos Sąjunga
Latvija – Lietuva

Projektas „Vandens telkinių atkūrimas pasitelkiant tarpšienį bendradarbiavimą“

Projekto tikslas – atkurti vandens telkinius Šilutės ir Kuldygos miestuose, pašalinant taršą, gerinant ekologinę būklę ir skatinant tarptautinį bendradarbiavimą. H. Sojaus parke Šilutėje vykdomi tvenkinių valymo darbai – šalinamas užterštas dumblas ir sąžalynai. Šie darbai leidžia atkurti natūralias tvenkinių funkcijas bei biologinę įvairovę.

Atlikus valymo darbus, tvenkiniai apšodunami lelijomis, vilkdalgiais ir trilapiais puplaiškiais, įveisiama žuvis, taip kuriant subalansuotą ekosistemą. Darbų metu griežtai laikomasi aplinkosaugos reikalavimų ir techninių sprendimų, užtikrinančių, kad ekologinė ir kultūrinė vertė būtų išsaugota.

Šilutės H. Sojaus parko tvenkiniai ir jų teritorija yra kultūros paveldo objektas, įsikūręs miesto istorinėje dalyje, Šilutės dvaro sodyboje. Dvaro parko kūrimas siejamas su dvarininko H. Sojaus veikla nuo 1889 metų, kai buvo rekonstruoti dvaro pastatai ir rengtas parkas su takų bei pylimų sistema, saugančia teritoriją nuo potvynių.

Gyventojų iniciatyva buvo pasodinta magnolijų aleja, o Šilutės lietuvių-prancūzų draugija prisidėjo sodindama Burgundijos ažuolus, J. Balčiauskas tvenkiniuose įveisė vandens lelijas – jos bus išsaugomos atliekant tvenkinių valymo darbus.

Šis projektas ne tik atkuria ekologinę tvenkinių pusiausvyrą, bet ir stiprina vietos bendruomenę, išsaugo kultūros paveldą bei skatina darnaus vystymosi principus. Toks integruotas požiūris į gamtinių ir kultūrinių vertybių išsaugojimą yra puikus tarptautinio bendradarbiavimo pavyzdys.

Projektas „All about ponds“ LL-00049
Projekto trukmė: 2024 m. vasario mėn. 1 d. – 2026 m. sausio mėn. 31 d.
Projekto biudžetas – 719 700 Eur Europos regioninės plėtros fondo bendrasis finansavimas – 575 800 Eur www.latlit.eu

Projektą bendrai finansuoja 2021–2027 m. Interreg VI-A Latvijos ir Lietuvos programa

PROJEKTO PARTNERIAI: Vadovaujantis projektu: partneris: Šilutės rajono savivaldybė (LT) www.silute.lt Kuldygos savivaldybė (LV) www.kuldiga.lv



Press releases and articles in media

Reference to Interreg support

Paid articles **must** include Programme logo



Indicate Programme title in your text

Reference to project

Submit with report:

Title, acronym and ID

- Article distributed to media
- Distribution list
- Publications

Disclaimer on expressed opinion

This <article> has been produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the project partner> and do not necessarily reflect the views of the



Use of Programme logo

 **Communication Guidelines**

Language

There are three
equal language
versions

Interreg



Līdzfinansē
EIROPAS SAVIENĪBA

Latvija – Lietuva

Interreg



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Latvia – Lithuania

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Bendrai finansuoja
EUROPOS SĄJUNGA

Latvija – Lietuva

Colour versions

- Whenever possible, use in the full colour.
- Ideally – on white or light backgrounds.

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Colour versions

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Standard positive

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Monochrome positive

Interreg



Co-funded by
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Latvia – Lithuania

Standard negative

Interreg



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Monochrome negative

Size

The size of the Programme logo must be reasonable and recognisable

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SMALLEST LOGO WIDTH 87,5 MM

Use with other logos

- Programme logo must be displayed at least as prominently and visibly as the other logos.
- **The EU emblem shall have at least the same size (height or width) as the biggest of the other logos.**

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Use with other logos

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Use with
project name

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Project name

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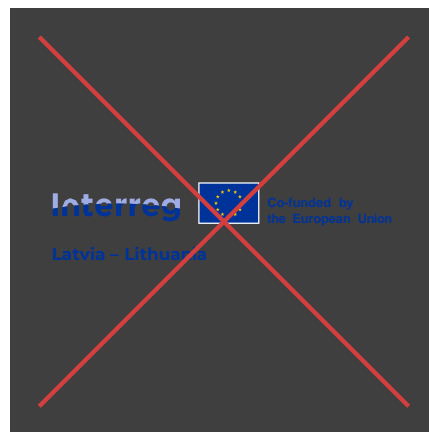
Latvia – Lithuania

Project name

Incorrect use

Always download logo from www.latlit.eu

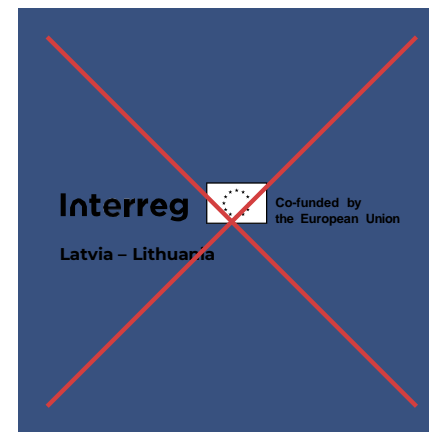
- Avoid coloured backgrounds
- Do not distort or modify
- Do not rotate
- Do not change the composition of the brand elements
- Do not use outlines around the brand
- Do not use in any other colour than the standard



Dark background



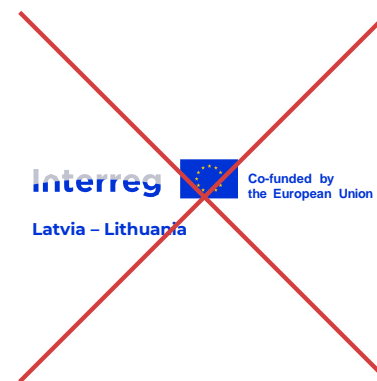
Busy background



Coloured background and monochrome Programme logo



Missing element



Changed colours



Changed proportions

Icons of Programme Priorities

Priority I



Priority II



Priorities III & IV



Icons of Programme Priorities

Priority I



Priority II



Priorities III & IV



Common mistakes

Incorrect title of
Programme

Check in Communication Guidelines section “Short Dictionary”

Incorrect use of logo

Check in Communication Guidelines section “Programme logo”

Not fully identified
project

Use full title, acronym and ID

No disclaimer when
opinion is expressed

Check in Communication Guidelines section “Useful phrases and
texts”

No proofs that publicity
requirements were met

Make photos, print-screens, and keep samples for reporting

Financial corrections

In the case LP/PPs disregards the EU and the Programme requirements on publicity, and where remedial actions have not been put into place, the MA **may cancel up to 2% of the ERDF co-financing** granted to the beneficiary concerned.

Type of mistake	Amount of correction of declared costs for production of informative or other materials
Mandatory publicity requirements have not been fulfilled and it is not possible to correct mistakes	100%
Mandatory publicity requirements have been fulfilled partly and it is not possible to correct mistakes (e.g. mistakes in colours, size or distortion of the logo, incorrect, incomplete or missing information about Interreg support or project, or other)	25%
Other cases	Warning, and if mistake repeated 10%

THANK YOU!

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 www.latlit.eu

 [@LatviaLithuaniaProgramme](https://www.facebook.com/LatviaLithuaniaProgramme)

