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Latvia – Lithuania

Project management and communication

Information seminar for the potential applicants

12.01.2023

Project management



Please describe

- Project coordination
 - distribution of responsibilities for coordination, management structures, internal communication, etc.
- Ensuring of project quality
 - approaches, processes and responsible LP/PPs, etc.
- Financial management, reporting and budget
 - within the partnership and to the Programme
 - responsibilities, deadlines in financial flows, reporting flows, project related transfers, reclaims, etc.

in section C.7

- Be clear, short and consistent!!!

There should be no separate activities or deliverables in Work Plan!

Assessment criteria:

- **Management structures** and procedures are *clear, efficient, proportionate to the project size and needs* and allow involvement of LP/PPs in decision-making and ensure quality of the project.
- (Application Form sections C.7.1 - C.7.4).

Project communication

assists in reaching project objectives

Communication objectives aim to
change target audience's

belief

knowledge

behaviour

Assessment criteria:

*Communication activities are planned in the work plan and are **appropriate to reach the relevant target groups and stakeholders.***

- *Application Form sections C.4 and C.7.3*



Communication approach



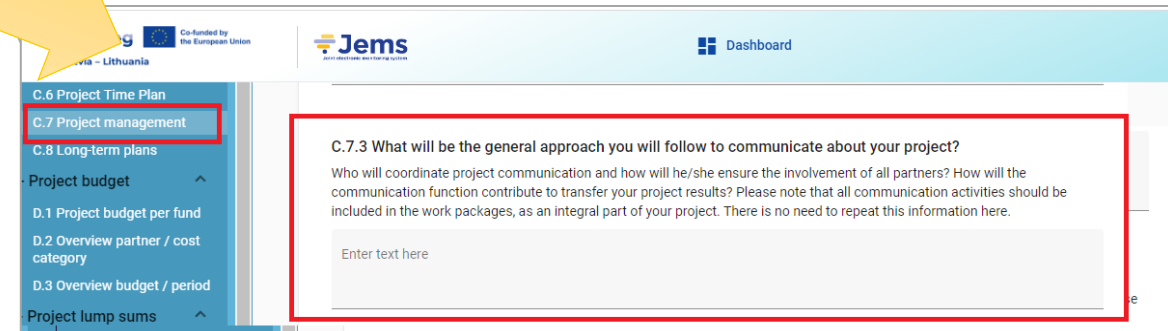
Questions:

1. How the communication will help to transfer your project results?
 - general approach
 - target groups and stakeholders
 - communication strategies
 - communication channels
 - main communication messages
2. Who will coordinate project communication?
 - which partner and how?
 - how responsibilities will be divided?

- ☀ All partners must actively contribute.
- ☀ Communication must be well-tailored and targeted.
- ☀ Not all project target groups have to be involved in communication.

Describe in section C.7.3

- Be clear, short and consistent!!!



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Jems

Dashboard

- C.6 Project Time Plan
- C.7 Project management**
- C.8 Long-term plans

Project budget

- D.1 Project budget per fund
- D.2 Overview partner / cost category
- D.3 Overview budget / period

Project lump sums

C.7.3 What will be the general approach you will follow to communicate about your project?

Who will coordinate project communication and how will he/she ensure the involvement of all partners? How will the communication function contribute to transfer your project results? Please note that all communication activities should be included in the work packages, as an integral part of your project. There is no need to repeat this information here.

Enter text here

Types of communication objectives. Example

- Communication objective must contribute to the **achievement of the project specific objective.**

Clearly indicate target group in the communication objective!

Project specific objective
To reduce agricultural pollution in the transboundary catchment of the Venta and Lielupe.

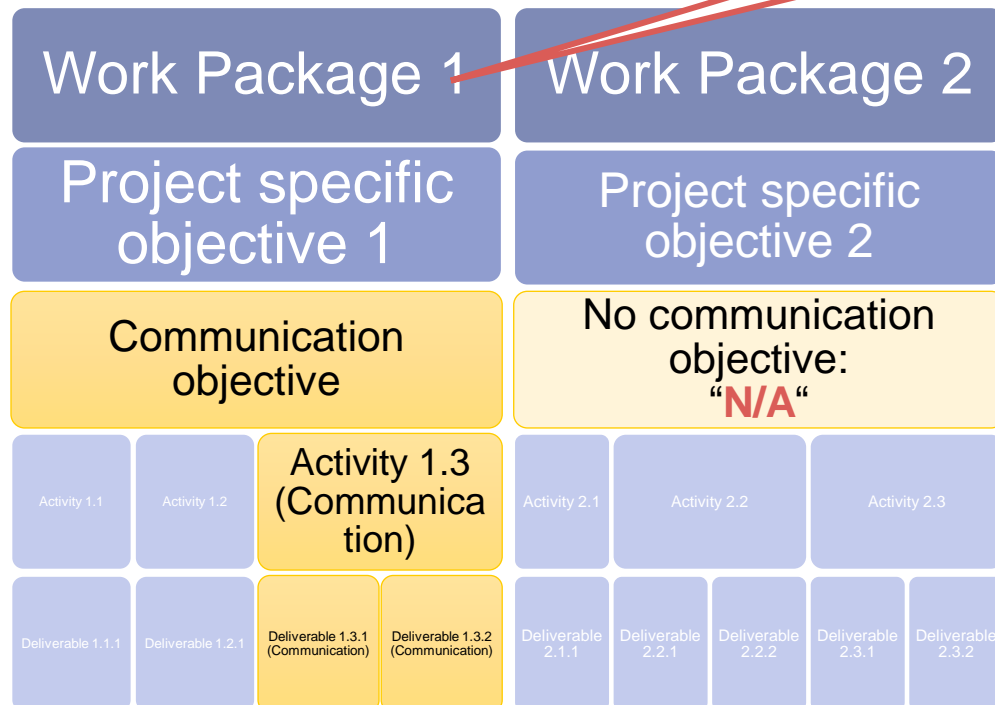
Types of communication objectives	Belief objective What you want your audience to believe or feel	Knowledge objective What you want your audience to know	Behaviour objective What you want your audience to do
Examples of change	Farmers from the Venta and Lielupe catchments will believe that crop-rotation schemes can reduce agricultural pollution and be economically beneficial.	Farmers from the Venta and Lielupe catchment will know how to choose the optimal crop-rotation schemes.	Farmers from the Venta and the Lielupe catchment will choose to grow crops that reduce agricultural pollution.

Creating communication objectives

Communication objective must contribute to the achievement of the project specific objective.

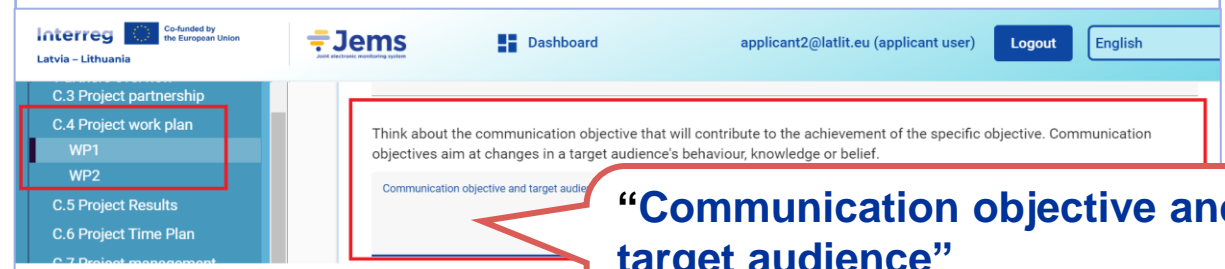
Project must have **at least one** communication objective!

There should be no separate WP only for communication!



Describe in C.4 "Work plan"

- Communication objective and target audience
 - SMART objectives
- List of activities
 - Answer "5Ws and How" for activities



"Communication objective and target audience"
"N/A" if there are no communication activities in the WP.

Project acronym and logo

Project acronym must be

- **Short** and **easy to remember**
- Acronym will be integrated into project logo
 - Template provided by the Programme



Creating other logos or
designs for projects is
not eligible!

Mandatory publicity activities/deliverables

to acknowledge project and the EU support

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- ✓ Plan activities and/or deliverables in the work plan
- ✓ Plan sufficient budget!
 - ✓ *The Programme will not provide free-of-charge plaques or stickers!*

1. Project profile on www.latlit.eu
2. Project information on websites and/or social media of LP/PPs
3. Informative posters at premises of each LP and PP

Mandatory to
all projects



1. Physical investments >100 000 EUR:
 - durable plaques or billboards
2. Specialised cars:
 - marking with logo
3. Events
 - displaying programme logo or the EU flag

Mandatory to
specific projects

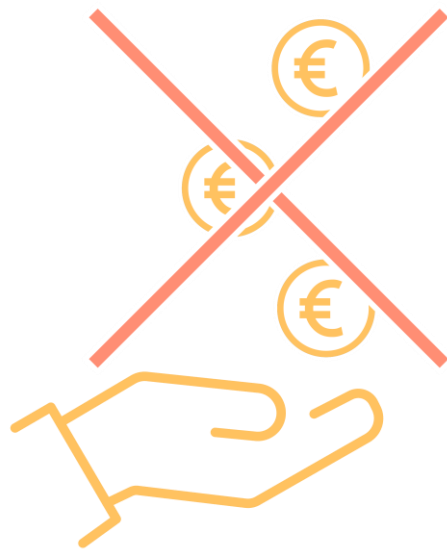


1. Information on social media
2. Marking of equipment or investments with stickers
 - cannot replace durable plaques or billboards or posters!

Recommended



Not eligible



Stand-alone
logos or designs
for projects

- Exception:
if logo and design leads to reaching and ensuring long-term use of the project results.

Stand-alone
websites
for projects

- Exception:
if directly serves for reaching of the project results and exceeds lifetime of the project (special platforms, etc.)

Promotional
materials

- Exception:
materials that are **vital to the project** and specifically required for reaching target groups and project objectives

Check your application

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- | | |
|--------------------------|--|
| <input type="checkbox"/> | Communication approach is clearly described. |
| <input type="checkbox"/> | There is at least one communication objective. |
| <input type="checkbox"/> | Communication activities are integrated in the thematic WPs. <ul style="list-style-type: none">• no separate WP for communication! |
| <input type="checkbox"/> | Mandatory communication activities are included. |
| <input type="checkbox"/> | There are no non-eligible activities. |
| <input type="checkbox"/> | All partners are actively involved in project communication. |

