

**Interreg**



Co-funded by  
the European Union

**Latvia – Lithuania**

# Publicity Requirements

Information webinar on project implementation

13 March 2024

## Why follow publicity requirements?

- ✔ Inform everyone about your project
- ✔ To ensure transparency and eligibility of costs



# 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](http://www.latlit.eu)

News on start of the project

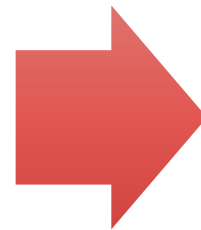
Project information on websites of PPs

Information posters in premises of PPs

# Projects' obligations regarding visibility

## Programme Manual section 6.4 Publicity requirements

- Stipulates requirements
  - *Version 2 will be soon available*



## Communication guidelines

- Guiding document
  - *Will be soon available*

# 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

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# Minimal publicity requirements

Project profile  
on  
[www.latlit.eu](http://www.latlit.eu)

Project poster

Information  
on websites  
or social  
media of each  
PPs

Programme  
logo at events

Marking of  
physical  
investments

Programme  
logo on  
communication  
products  
specified as  
deliverables

# Project profile on [www.latlit.eu](http://www.latlit.eu)

No separate websites of projects

Create before signing of Service Contract

Update at least once per reporting period

Post public events on calendar

Upload all results by the project end

The screenshot displays the website for Interreg Latvia-Lithuania, co-funded by the European Union. The page features a navigation menu with links for News, About the programme, Calls for proposals, Partners, Projects, and How to implement. Below the navigation, there is a grid of eight project cards, each with a representative image, a title, a project ID, and a 'Read more' button with a right-pointing arrow.

Project Name	Project ID
Active Aging	# LL-00059
Safe and diverse	# LL-00045
ICEREG	# LL-00136
BIRDIE	# LL-00022
FloodAdapt	# LL-00105
WaterWays	# LL-00011
MultiMobile	# LL-00088
SnowPower	# LL-00123

We encourage use of QR codes leading to project section



*Do not overuse  
Consider security risks*

[latlit.eu/theprojects/ACRONYM/](https://latlit.eu/theprojects/ACRONYM/)



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

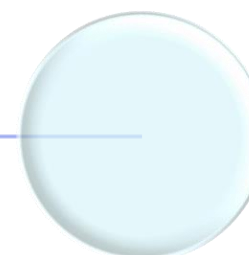
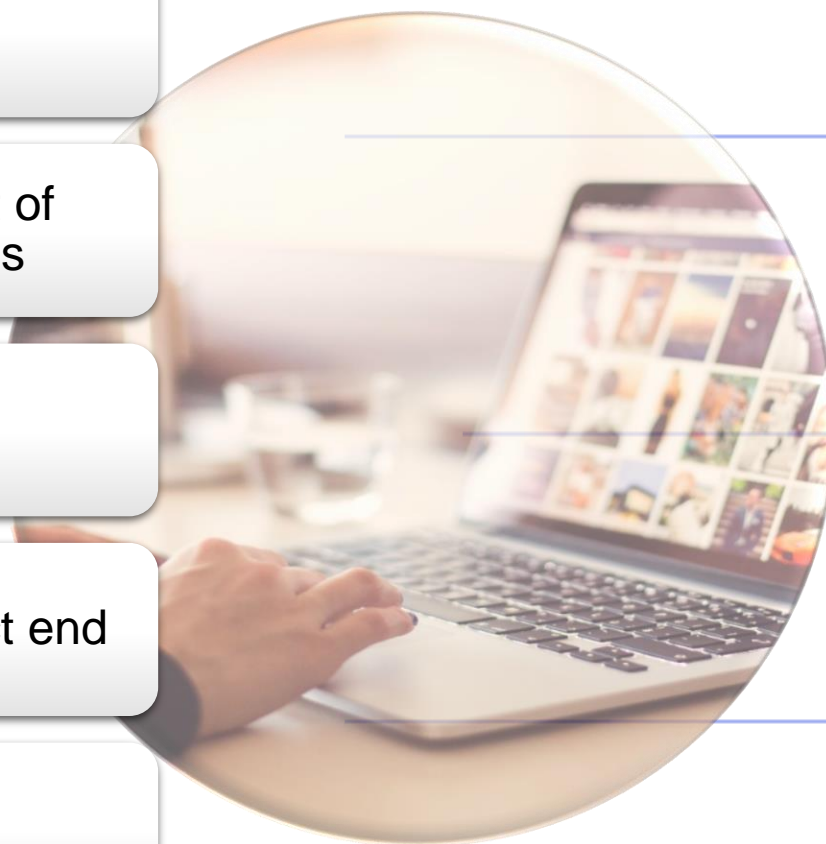
Create at a start of project

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

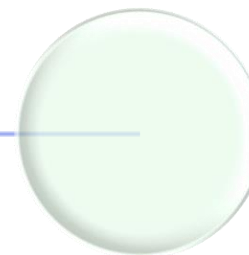
Update regularly

Upload all results by the project end

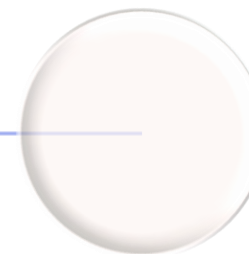
Should remain after project



No scrolling to see Programme logo



Accessible with 3-4 clicks



Relevant location

# Information on social media

## Highly encouraged!

@LatviaLithuaniaProgramme

Use project Acronym

Minimum 10 posts tagging Programme

**Latvijas Sociālās uzņēmējdarbības asociācija - LSUA**  
Yesterday at 12:21 PM · 🌐

NEWS ||| New year, new heights! 🎉

The Latvian Social Entrepreneurship Association is pleased to join Rokiškio rajono savivaldybė, Lietuvos socialinio verslo asociacija and Interreg Latvia - Lithuania Programme to launch the Zemgales Plānošanas reģions / Zemgale Planning Region project RE:IMPACT - improving the social entrepreneurship ecosystem in Zemgale and Northern Lithuania!

Yesterday in Jelgava we held the first joint face-to-face meeting to agree on the works to be done. The project will last for two years and during that time we will carry out many valuable activities together with our Lithuanian colleagues to promote the development of social entrepreneurship in both countries. In order to learn and get inspired from each other, we will conduct mapping and comparison of potential social entrepreneurs, create training materials for teachers, organize experience exchange trips, extensive work with the public sector, and public awareness activities.

Stay tuned for our updates to get involved!

#LATLIT #InterregLatLit #MadeWithInterreg #ReImpactProject

👁️ · See original · Rate this translation



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**Zemgales Plānošanas reģions / Zemgale Planning Region**  
March 5 at 4:07 PM · 🌐

notToday, the first Interreg Latvia - Lithuania Programme program project RE:IMPACT (Improvement of the Social Entrepreneurship Ecosystem in Zemgale and Northern Lithuania) partners meeting took place in Jelgava, where the progress of the further project, tasks to be done and the goals to be achieved were discussed.

📖 As the project focuses on social entrepreneurship, the partners of the project listened to an expert-prepared presentation on the methodology of identifying social innovators, discussed the content of the methodology and conducted comparative analysis together with experts.

📄 More about the project: <https://www.zemgale.lv/.../socialas-uznemejdarbibas...>

Latvijas Sociālās uzņēmējdarbības asociācija - LSUA | Rokiškio rajono savivaldybė | Lietuvos socialinio verslo asociacija

#LATLIT #InterregLatLit #MadeWithInterreg #ReImpactProject

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**Lauku Ceļotājs / Baltic Country Holidays**  
February 28 at 11:16 AM · 🌐

🇺🇦 The military heritage tourism product is expanding to Lithuania 🇱🇻 and Southern Latvia 🇱🇻. This week on the 26th -27. In February, "Country Traveler" met with partners from Latvia and Lithuania of the new project "Expansion of Baltic Military Heritage Tourism Product in Lithuania and Southern Latvia (Military Heritage II)", with the first meeting of the partners to start active work on the expansion and development of the Baltic Military Heritage tourism product. As part of the meeting, we also went on a small excursion to show the partners of the new project examples of military heritage tourism objects from the previous Estonia-Latvia Programme project. We got acquainted with the audio guide of the Mangalsala fortress and checked out the information booths in the former Soviet Army town in Mežgarciems.

Military heritage tourism offer in Latvia, Lithuania and Estonia:  
[www.militaryheritagetourism.info](http://www.militaryheritagetourism.info)

More info about the project: <https://latlit.eu/.../extending-the-baltic-military.../>

Project LL-00052 "Expansion of Baltic Military Heritage Tourism Product in Lithuania and Southern Latvia" (Military Heritage II) is implemented with the support of the European Union and Interreg Latvia - Lithuania Programme

#militaryheritage #tourism #latlit #Interreg #militairaismantojums

Country Traveler / Baltic Country Holidays / Latgale.Travel / AtostogosKaime.lt / Zemaitijos nacionalinis parkas

👁️ · See original · Rate this translation

**Latvijas Sociālās uzņēmējdarbības asociācija - LSUA**  
March 4 at 6:03 PM · 🌐

Latvijas Sociālās uzņēmējdarbības asociācija and Lauku Ceļotājs / Baltic Country Holidays are starting the implementation of the international project "Military Heritage II" 🇺🇦🇱🇻🇱🇻

Thanks to this project, the territory of Latgale region is included in the unified Baltic military heritage tourism offer 🇺🇦🇱🇻🇱🇻

The project was created thanks to the support of Interreg Latvia - Lithuania Programme

The project is participated by Augšdaugavas novada pašvaldība Rēzekne Rēzeknes Ludzas novads Preiļu novada pašvaldība and Balvu novada pašvaldība

Thank you for your cooperation and let's continue strong! 🇺🇦🇱🇻🇱🇻

👁️ · See original · Rate this translation



# Informative posters

Display at the start of the project,  
update when needed

At premises of each PP

Not lesser than A3 size or equivalent electronic  
display

Non-binding template will be available soon

Not mandatory if durable plaques / billboards  
are installed

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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:  
**MM.YYYY - MM.YYYY**

Project budget: **XXX XXX EUR** Co-financed by the European  
Regional Development Fund: **XXX XXX EUR** [www.latvia-lithuania.eu](http://www.latvia-lithuania.eu)

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

**DRAFT**

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,  
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
  - *Changes in Programme Manual!*



## Stickers on equipment

- **Recommended**



## Marking of specialised cars

- **Mandatory**

# Durable plaques or billboards

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 will be available soon

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**LATVIA**  
Kurzeme, Rīga, Zemgale, Latgale

**LITHUANIA**  
Klaipėda, Telšiai, Šiauliai, Panevėžys, Utena, Tauragė, Kaunas, Vilnius, Alytus

Project budget:  
**XXX XXX EUR**

Co-financed by the European Regional Development Fund:  
**XXX XXX EUR**

Duration:  
**MM.YYYY - MM.YYYY**

**Project acronym**  
LL-00\_...  
Please add your project title here

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

**QR CODE**  
GENERATE QR CODE LEADING TO PROJECT SECTION, OR DELETE THIS FIELD

**DRAFT**

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.

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

# Project events

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

Add public event to the calendar on [www.latlit.eu](http://www.latlit.eu)

Inform JS 2 weeks before event

Put Programme logo on event documents

Use event participants list template

Plan activities for Interreg Cooperation day and Balts Unity Day



# Event participants list template

*New design will be soon available*



How to implement

Guiding documents

**Reporting**

Publicity



Project ID, Acronym:

Project Title:

Work Package:

Project Partner Organising the Event:

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



**LIST OF PARTICIPANTS<sup>1</sup>**  
of the **<insert Event title>**  
**<dd.mm.yyyy>**  
**<insert location>**

No	Participant's Name and Surname	Participant's Organisation	Participant's Contacts	Participant's Signature*
1				
2				
3				
4				

<sup>1</sup> 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 Environmental Protection and Regional Development of the Republic of Latvia (hereinafter – MoPRD) (Peldis street 25, Riga, LV-1494, e-mail: [pausti@varum.gov.lv](mailto:pausti@varum.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 7(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: MoPRD 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 Programme's 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](http://www.dva.gov.lv); Elizjas street 17, Riga, LV-1050).

# Use of Programme logo

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# Language

There are three  
equal language  
versions

**Interreg**



Līdzfinansē  
EIROPAS SAVIENĪBA

**Latvija – Lietuva**

**Interreg**



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**Latvia – Lithuania**

**Interreg**



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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**Latvia – Lithuania**

Standard positive

**Interreg**



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**Latvia – Lithuania**

Monochrome positive

**Interreg**



Co-funded by  
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**Latvia – Lithuania**

Standard negative

**Interreg**



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**Latvia – Lithuania**

Monochrome negative

# 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.

# 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  
project  
name

1.

**Interreg**



Co-funded by  
the European Union

**Latvia – Lithuania**

**Project name**

2.

**Interreg**



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the European Union

**Latvia – Lithuania**

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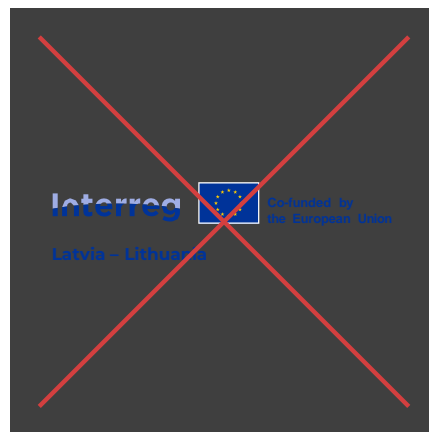
**Project name**



# Incorrect use

Always download logo from [www.latlit.eu](http://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

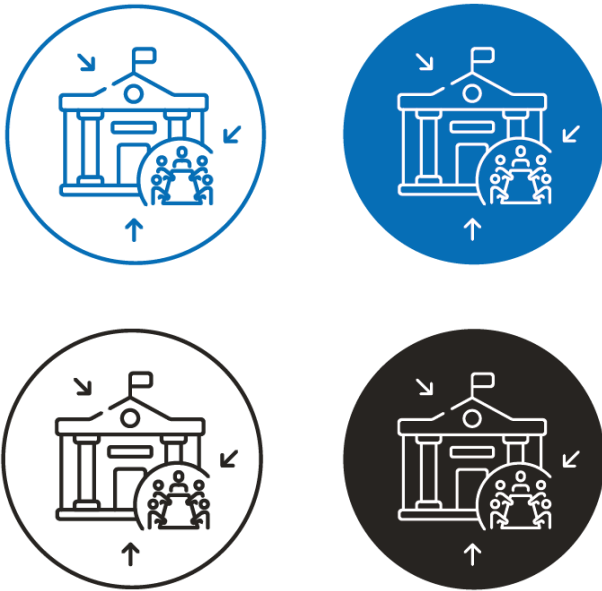


## Priorities III & IV



# Icons of Programme Priorities

## Priority I



## Priority II



## Priorities III & IV



Thank you! Paldies! Ačiū!