

MANDATORY COMMUNICATION REQUIREMENTS

2025 10 30

Webinar “Preparing Project Applications in Practice”

Interreg



Co-funded by
the European Union

Latvia – Lithuania

Millennium Dome Project



Source: <https://www.telegraph.co.uk/news/2022/12/30/how-millennium-dome-nearly-became-old-peoples-home-swindon/>

Communication failure

Lack of clear communication led to public confusion and project underperformance.

Human Genome Project



20th anniversary of landmark
Human Genome Project
publications

Source: <https://www.genome.gov/human-genome-project>

Communication success

Transparent, regular communication enabled collaboration and global impact.

The role of communication



Why communication is important?

How communication influence project success?

How does communication contribute to the sustainability and long-term impact of project results?

What is the link between effective communication and the visibility of the Programme?

What happens when communication is neglected in projects?

Communication objectives and their formulation



Every project must have **at least one** clearly defined communication objective, directly linked to the project's specific objective (and focused on changing the behaviour, knowledge, or beliefs of the target audience.

Example 1:



To increase knowledge and change attitudes among municipal landscape planners and local gardeners about the benefits of drought-resistant plants, so that by the end of the project at least 50% of participants in project workshops commit to including at least one drought-resistant species in new or renovated public green spaces within the next planting season.

Example 2:



To increase knowledge and change the behaviour of local homeowners and building administrators regarding rainwater harvesting and infiltration, so that at least 25% of those attending project information sessions install or plan to install rainwater collection or infiltration systems within one year after the project.

Identification of target audiences

From the Programme Manual:

- ❑ **Target audiences relevant to the project** must be identified in the same section.
- ❑ **Communication target audiences should match target groups** defined in the **Application Form section C.2.4**. Communication target audiences must be clearly identified and justified-explain why it is necessary to reach them.

Target Audiences in the Application



Applicants must explain
(requirements in the Programme Manual)

Sections in Application Form

Why it is necessary to reach out to the specific target groups

C.2.4 Who will benefit from your project outputs?

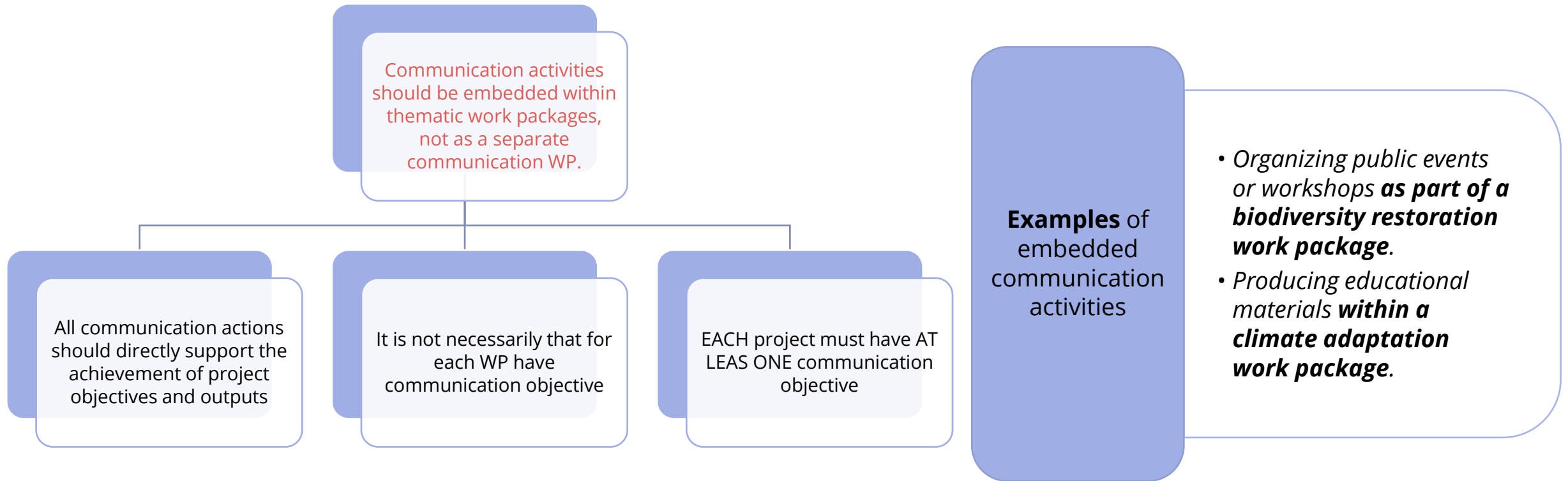
How they will reach the target audiences

C.4. Communication objective(s) and target audience; Activities in each work package

What communication channels and what communication messages will they use for each audience

C.4. Activities in each work package; C.7.3 General approach to project communication

Integration of communication activities into thematic Work Packages



Awareness raising activities in SO 2.1 and SO 2.2

The Programme highly recommends supplementing projects under SO 2.1 and SO 2.2 with awareness raising activities

Help engage stakeholders, the public, and decision-makers.

Ensure that project results are understood, accepted, and used beyond the project lifetime.

Examples of awareness raising activities

- *Environmental **education campaigns** for schools and communities.*
- ***Public information sessions** on climate change adaptation.*
- ***Training** for local authorities or NGOs on biodiversity protection.*
- ***Social media campaigns** to promote sustainable practices.*

Communication resources



Communication requires good planning and sufficient financial and human resources.



All projects funded by the Programme must make their outputs freely available to the general public.

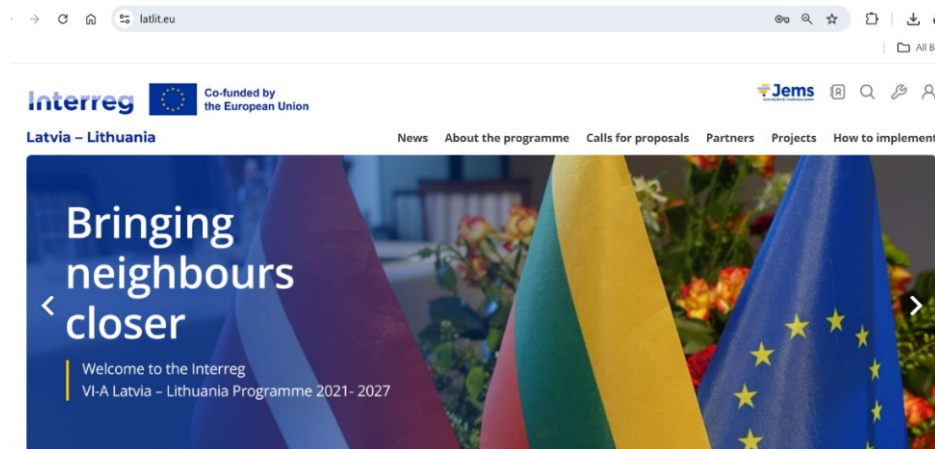


The general approach, strategies, channels, and division of responsibilities for communication must be described in the project Application Form.



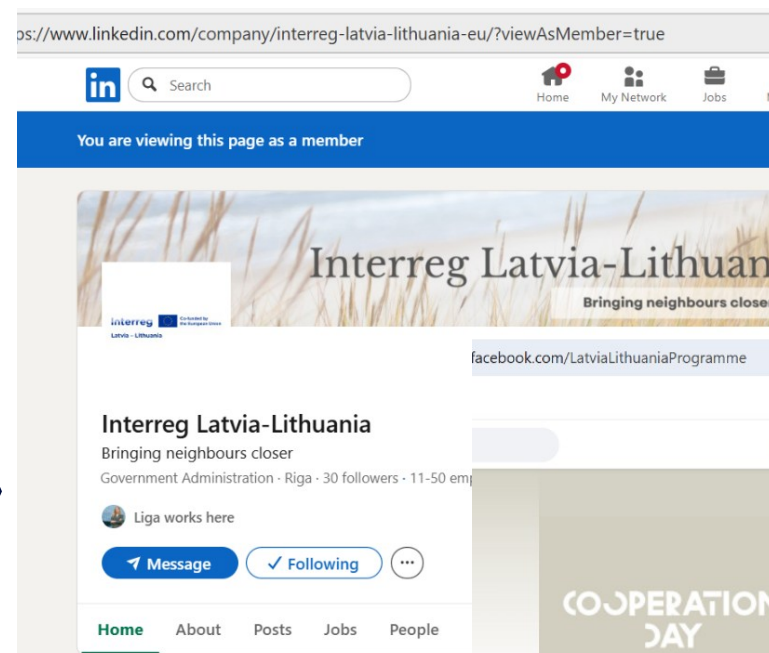
Both the Lead Partner (LP) and all Project Partners (PPs) should actively participate and take responsibility for ensuring publicity of the project.

LATLIT website and social media



<https://www.latlit.eu/>

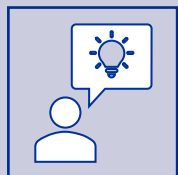
<https://www.linkedin.com/company/interreg-latvia-lithuania-eu/>



<https://www.facebook.com/LatviaLithuaniaProgramme>



Plan ahead for the reporting stage



Think about reporting from the start

When planning communication, always think how you will later prove and report your activities - everything must be documented and meet Programme requirements.



Mandatory documentation

You must provide evidence (photos, links, materials, etc.) for all communication activities, including logo use, ERDF visibility, posters, online updates, and event materials.

Mandatory publicity activities



Programme Manual Section 6.4 Publicity requirements (table No. 12)

Mandatory requirements

- Project profile on www.latlit.eu
- Project information on official websites and/or social media accounts of LP/PPs
- Durable plaques or billboards to mark physical investments at each location of physical investment
- Marking of specialised cars
- Informative posters at premises of each LP and PP
- Displaying the Programme logo or the EU flag at events (*Partners may use movable stands, posters, roll-ups, banners, or other visual aids*).
- Displaying the Programme logo on all documents and communication materials relating to the implementation of the project, intended for the general public or for participants

Recommended requirements

- Information on social media
- Marking of equipment or other investments with stickers



Not eligible for funding

The following activities **are not eligible for funding** and will be removed from the budget unless a very strong and convincing justification is provided:



Separate project websites



Creation of project logos



Project promotional materials (“gadgets”, “giveaways” or “souvenirs”)

These items may only be funded in very exceptional cases and only if they are planned in the Application Form (AF).

Common mistakes

Common mistake	Explanation
Missing mandatory communication activities in Work Plan	Required activities: e.g., project info on partners' websites, publication on www.latlit.eu .
Incorrect or unclear frequency of communication activities	The frequency of activities (e.g., social media posts) must be clearly indicated and measurable.
Unclear communication activities	Activities must specify timing, method, and target audience.
Ineligible activities included	Gifts, awards, souvenirs, separate project logos/websites are not eligible (except in very exceptional cases).
Duplication of communication activities	The same activities (e.g., website news) should not be listed in multiple work packages.
Budget and communication activities mismatch	The budget must include all planned communication activities.
Mismatch of information between Work Plan, communication objective, budget	Information among these sections should match. However, they reflect different aspects. The main match should be between Work Plan and budget.
Durable plaque not included	Mandatory: always plan for installing a durable plaque when equipment is purchased or investments are made.
Incorrect use of work packages	Only thematic work packages are allowed. Management, investment, or communication-only packages are not permitted.

THANK YOU! PALDIES! AČIŪ!

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