



Co-funded by
the European Union

Latvia – Lithuania

Publicity requirements

Information webinar on project implementation

10 June 2026

Why to communicate?

(and follow Programme requirements)

Because

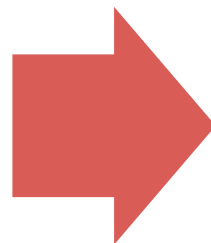
- Communication **is not optional**
- It shows **transparency in the use of EU funding**
- Communication helps to **reach projects target groups**
- Results only matter if **people know about them**
- It demonstrates the **added value of cooperation**

Programme requirements (= project obligations) regarding visibility

Programme Manual section

6.4 Publicity requirements

- Stipulates requirements
*(Interreg Regulation 2021/1059 of
24 June 2021, Common Provisions
Regulation 2021/1060 of 24 June
2021, Programme requirements)*



Communication guidelines

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

Where to start from? (1)

Assigning team member
responsible for the
project communication



Core responsibilities:

- Ensures materials, activities and events strictly align with the **Programme communication rules**
- Updates project section on **organisation website**
- Maintains and updates the official **project profile on www.latlit.eu**
- Be active on **social media**
- **Press** releases, articles, publications
- Collect **photos** of “before and after”

Where to start from? (2)

Communication plan / strategy



- **Get acquainted** with the Programme publicity requirements
- List **all project communication activities** included in Application Form
- Check if all **mandatory** publicity measures are included
- **Project title** for communication in ENG, LV and LT
- Add what is missing for effective communication
- **Do we have a project brand?**

The brands..



Credit: Good Life Studio, iStock by Getty
images

Our brand..

Interreg



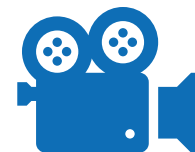
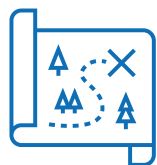
**Co-funded by
the European Union**

Latvia – Lithuania

Main publicity principle

Acknowledge Interreg support

The projects must display the Programme logo with a statement about EU co-funding highlighting the support from the Programme



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”**

Main publicity principle

Main principles

Acknowledge Interreg support

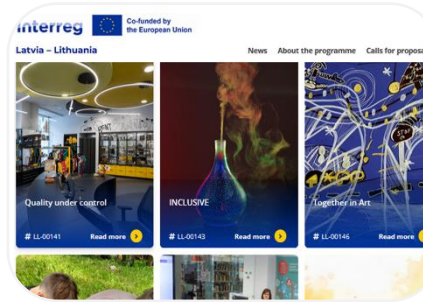
- Programme logo
- Programme title

Inform about project

- Title, acronym and ID
- Aims



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

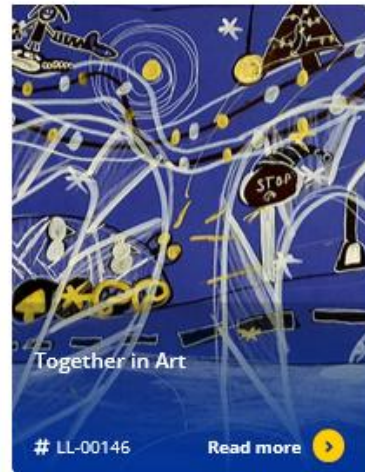


Programme logo
on communication
products and
documents



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

Project news – at least once per reporting period. **4 periods x 1 = min. 4 news updates**

Events (calendar) – at least 2 weeks before the event

Upload results and materials by the project end

Why to maintain project profile?



Why keeping the project profile updated on latlit.eu matters?

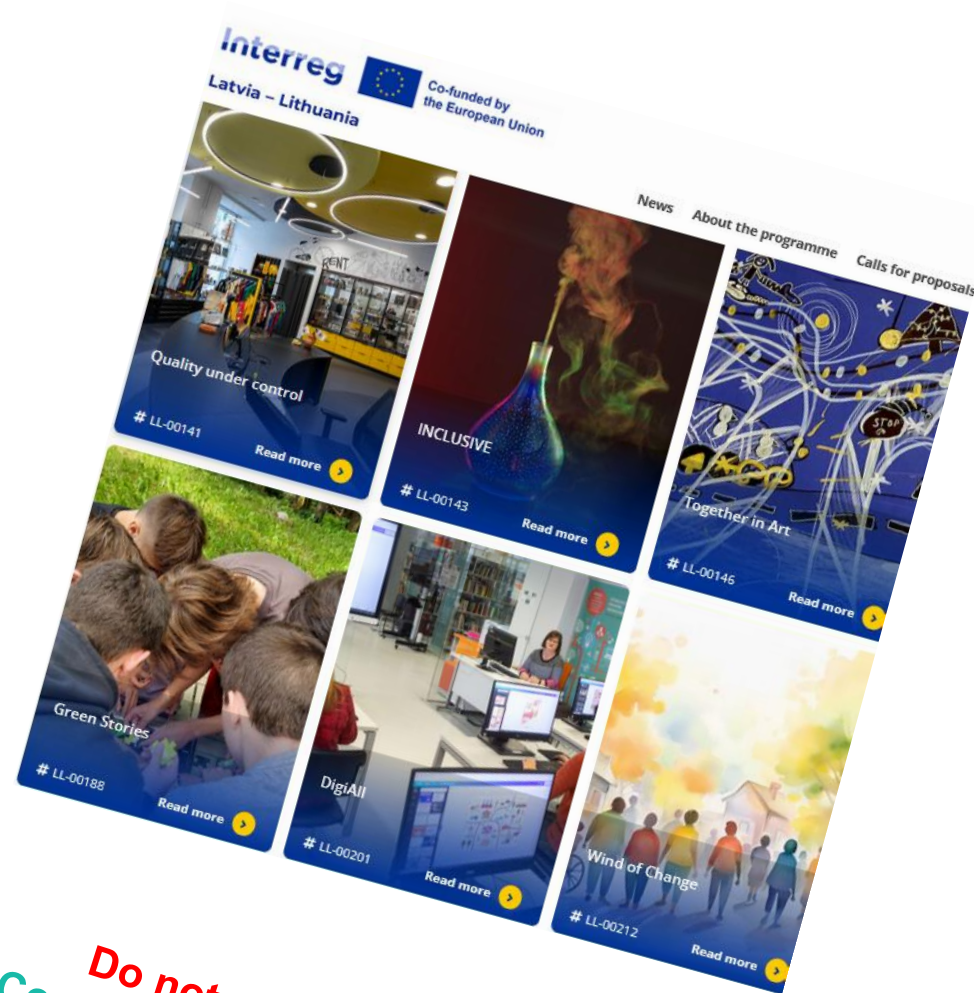
**Increases
project
visibility**

**Supports
networking
and
cooperation**

**Helps
dissemination
and impact**

Programme website www.latlit.eu is the first stop for European Commission institutions, regional policymakers, ministries, and other stakeholders looking for cross-border success stories.

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

Mandatory

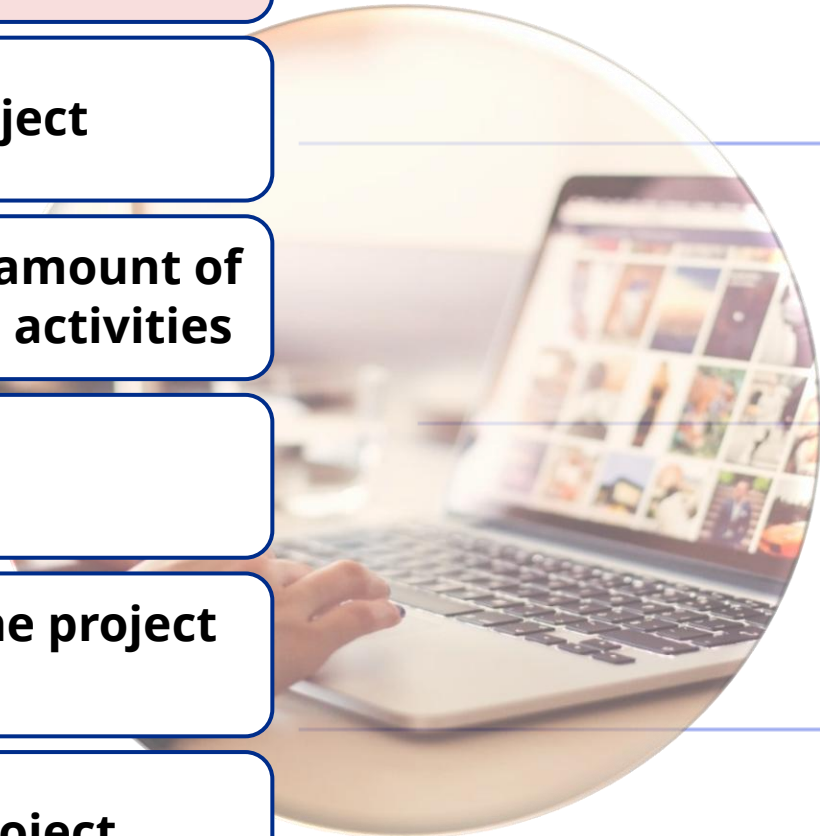
Create at a start of project

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

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

Minimum of A3 size or equivalent electronic display

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



Interreg  Co-funded by the European Union

Latvia – Lithuania

LL-00262 INVAGO

Protecting Biodiversity from Invasive Alien Species

To protect the biodiversity of the Zemgale and Northern Lithuania regions, the INVAGO project implements practical and science-based solutions for limiting invasive alien species. The project's work includes developing **local action plans** and a **unified methodology**, **training specialists**, **informing the public**, and **conducting species eradication in specific pilot territories**, supported by innovative drone monitoring. Through cross-border cooperation, the project strengthens the ability of local municipalities and communities to effectively fight invasive alien species, creating a sustainable impact.

Duration:
MARCH 2025 – FEBRUARY 2027

Project budget: **597 085 EUR**

Co-financed by the European Regional Development Fund: **477 668 EUR**

www.latlit.eu

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

 ZEMGALES REĢIONS  JELGAVAS NOVADS  BAUSKAS NOVADS  ŠIAULIAI

 Žemaitijos saugomų teritorijų direkcija



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

Minimum of A3 size or equivalent electronic display

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



LL-00__

Project acronym

Please add your project title here

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

Be short

Duration:
MONTH YYYY – MONTH YYYY

Round to thousands of Euros

Project budget: --- --- EUR

Co-financed by the European
Regional Development Fund: --- --- 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



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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Latvia – Lithuania



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

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

Durable plaques or billboards to mark investments

Interreg  Co-funded by the European Union
Latvia – Lithuania



LL-00____
Project acronym

Please add your project title here

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

Be short

Round to thousands of Euros

Please add title of physical investment developed in the project

OR DELETE THIS FIELD

Project budget:

--- --- EUR

Co-financed by the European Regional Development Fund:

--- --- EUR

Investment budget:

--- --- EUR

Investment co-financed by European Regional Development Fund:

--- --- EUR

Duration:
MONTH YYYY – MONTH YYYY

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, OR DELETE THIS FIELD

Interreda



Līdzfinansē
EIROPAS SAVIENĪBA



Latvijoje

Projekto
Daugiau informacijos

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



Interreg



Līdzfinansē
EIROPAS SAVIENĪBA

Latvija – Lietuva



LL-00272

SoCreative

**Sociālās iekļaušanas veicināšana un
neaizsargāto grupu iespēju palielināšana,
izmantojot integrētas un radošas
metodoloģijas**



Projekta mērķis ir pārveidot sociālo pakalpojumu sniegšanu Šauļos (Lietuvā) un Kalupē (Latvijā), integrējot radošas metodikas sociālo pakalpojumu sniegšanā mazaizsargātajām iedzīvotāju grupām.

Projekta galvenais rezultāts ir vienotas metodikas izstrāde un testēšana sociāli mazaizsargāto grupu integrācijai caur radošām aktivitātēm, tostarp mūziku, keramiku un mākslu.

Tiks iegādāts nepieciešamais aprīkojums, kā arī tiks organizētas apmācības sociālā darba speciālistiem par metodikas praktisko pielietojumu.

Projekta budžets:

220 260 EUR

Eiropas Reģionālās attīstības
fonda līdzfinansējums:

176 208 EUR

Projekta terminš:

03.2025 - 02.2027

www.latlit.eu

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



www.siauliuglobosnamai.lt



Voluntary societies
appliance centres
(if available)

www.vsaclatgale.gov.lv



Durable plaque alternative

IECAVAS PILS - ZAĻAIS LABIRINTS



Viena no nozīmīgākajām Iecavas pilsētas vērtībām ir parks, kurš veidots laikā no 1795. līdz 1800. gadam, vienlaikus ar muižas dzīvojamās ēkas (pils) celtniecību. Parks veidots angļu ainavu parku stilā un kopā ar muižas kompleksu ir valsts nozīmes arhitektūras piemineklis. Līdz mūsdienām Iecavas muižas komplekss saglabājies tikai daļēji.

Galvenā muižas ēka - pils - tika nodedzināta 1915. gada jūlijā un nav atjaunota. Tomēr saglabājušās vairākas nozīmīgas būves: pils bibliotēkas korpuss, klēts, staļļu ēka, parka vārtu sargu namiņi, veļas māja, kā arī mūra tiltiņš pār Ģedules upīti. Lai Iecavas parku un tā arhitektonisko ansambli veidotu kā pievilcīgu tūrisma galamērķi, 18. gs. muižas parka ansambļa elementus (pils ēku, putnu māju, celiņu plānojumu u.c.) iecerēts pakāpeniski atjaunot, bet nedaudz atšķirīgā veidā. Īstenojot projektu, 2024. gadā Iecavas muižas pils ēkas kontūra ar telpu plānojumu ir atveidota dzīvžoga veidā pils vēsturiskajā atrašanās vietā. Pēc dzīvžoga izaugšanas un formas piešķiršanas izveidotais objekts kļūs par "Zaļo labirintu", kura ideju izstrādājis Latvijas uzņēmums 7 A.M. sadarbībā ar Itālijas uzņēmumu AOUMM. Projekta "Zaļie noslēpumi" mērķis ir paplašināt ilgtspējīga zaļā tūrisma iespējas Latvijas un Lietuvas pierobežā. Zemgalē un Žemaitijā tiks izveidots unikāls ceļojumu maršruts "Sajūtu noslēpumi", piedāvāti dažādi atpūtas un piedzīvojumu objekti, izveidoti jauni apskates objekti gan dabā, gan urbanizētās teritorijās.

IECAVA MANOR HOUSE - THE GREEN MAZE

One of the most significant assets of the town of Iecava is the park, created between 1795 and 1800, at the same time as the construction of the manor house (Residential building). The park is designed in the style of English landscape parks and, together with the manor complex, is an architectural monument of national importance. Up to nowadays, The Iecava Manor complex has only been partially preserved. The main building of the manor - the castle, was burnt down in July 1915 and was never rebuilt. However, several important buildings have been preserved: the Manor house library building, the granary (the barn), the stables, the gatekeeper's houses of the park gates, the laundry house, and a stone bridge over the river Ģedule.

In order to make Iecava Park and its architectural ensemble an attractive tourist destination, elements of the 18th-century manor park ensemble (Manor house building, bird house, path layout, etc.) are to be gradually restored, but in a slightly different way. As part of the project, the outline of the Iecava Manor building with the layout of the rooms has been reproduced in the form of a hedge on the historic site of the manor in 2024. After the hedge has grown and taken shape, the object will become a "Green Maze," the idea of which was developed by the Latvian company 7 A.M. in collaboration with the Italian company AOUMM.

PROJEKTS

Interreg VI-A
Latvijas-Lietuvas programma 2021.-2027. gadam
Projekts "Atklāj un sajūti zaļos noslēpumus Zemgalē un Žemaitijā!" (Green Secrets, LL-00126)
Projekta kopējais budžets: 740 810,12 EUR, tajā skaitā līdzfinansējums no Eiropas Reģionālās attīstības fonda 592 648,09 EUR
Projekta īstenošanas laiks: 01.02.2024-31.01.2026.

www.latlit.eu

FINANSĒJUMS

Interreg  Līdzfinansē
EIROPAS SAVIENĪBA
Latvija – Lietuva



BAUSKAS NOVADA PAŠVALDĪBA



IECAVAS PILSĒTA

PROJEKTS

 AOUMM

REALIZĀCIJA



APSAIMNIEKOTĀJS
Iecavas apvienības pārvalde

Durable plaque alternative



Nr. LL-00011

Akronīms: WaterWays

Nosaukums: Ūdens maršrutu tīkla attīstība

Latvijā un Lietuvā, paplašinot pārrobežu tūrisma produktu www.riverways.eu

Projekta termiņš: 01.03.2024.- 28.02.2026

Projekta budžets: 719 581 EUR

Eiropas Reģionālās attīstības fonda līdzfinansējums: 575 664 EUR

Projekta mērķis ir attīstīt ūdenstūrismu Latvijā un Lietuvā, turpinot attīstīt esošo pārrobežu tūrisma produktu www.upesoga.lv, izveidojot laivojamo upju un ezeru ar atpūtas aktivitātēm tīklojumu. projekta investīciju objekta nosaukums: Cieceres osta

Investīciju budžets: 59 375 EUR

Investīciju Eiropas Reģionālās attīstības fonda līdzfinansējums: 47 500 EUR

www.latlit.eu

<https://latlit.eu/theprojects/waterways/>

Par investīcijām atbildīgā projekta partnera kontaktinformācija:

Saldus novada pašvaldība

pasts@saldus.lv

www.saldus.lv



Interreg



Līdzfinansē
EIROPAS SAVIENĪBA

Latvija – Lietuva

Saldus piepilda

Specialised vehicles marking



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*





Project events

Mandatory

Display Programme logo: banners, roll-ups, posters, etc. **or EU flag**

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

Displaying logo at events



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!



We do not
provide roll-
up banner
templates

Be creative😊



UrbanGreenAdapt, LL-00273

The project aims at promoting cross-border cooperation, knowledge, and experience sharing to increase the number of municipal and sector specialists of the Program area who have enhanced their knowledge of urban green infrastructure and climate change adaptive and resilient green spaces through a training program developed on research-based innovative solutions.

PROJECT FINANCES

Project budget: 217 128.00 EUR
Co-financed by the European Regional Development Fund: 173 702.40 EUR

PROJECT PARTNERS

Latvia University of Life Sciences and Technologies (LV)
Lietuvos inžinerijos kolegija Higher Education Institution (LT)

PROJECT DURATION

APRIL 2025 – MARCH 2027

THEORETICAL STUDIES
Conducting research to understand climate change impacts on green spaces

TRAININGS IN GERMANY
Participating in trainings to gain expertise in climate adaptation strategies

PROGRAM DEVELOPMENT AND TESTING
Creating and testing training materials and programs for municipal and sector specialists and students

PILOT AREA ESTABLISHMENT
Setting up a demonstration site in Jelgava to showcase adaptive green spaces

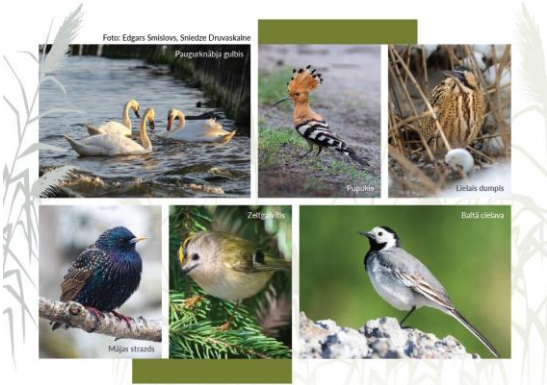
PROGRAM PROMOTION AND AVAILABILITY
Disseminating materials and knowledge online, through various channels and final conference

CROSS-BORDER STUDY

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

E-mail: projekti@ltu.lv
Website: <https://latlit.eu/theprojects/urbangreenadapt/>

Latvia University of Life Sciences and Technologies
Lietuvos inžinerijos kolegija



Projekta īstenošanas termiņš: 01.02.2024.-31.01.2026.
<https://latlit.eu/theprojects/birdie/>

BIRDIE

Putnu vērošanas tīkls Baltijas jūras piekrastē

Nr.LL-00022

Projekta mērķis ir izveidot jaunu, ilgtspējīgu un starptautisku tūrisma piedāvājumu – pārrobežu putnu vērošanas tīklu Liepājas, Dienvidkurzemes un Klaipēdas reģionos, apvienojot 18 putnu vērošanas vietas, tādējādi pagarinot tūrisma sezonu projekta reģionā, palielinot tūristu skaitu, radot jaunas brīvdabas atpūtas iespējas vietējiem iedzīvotājiem. Jaunizveidotais tūrisma maršruts sniegs ekonomisko piesaistību projekta reģionam.

- Projekta partneri**
- Liepājas Centrālā administrācija (LV)
 - Klaipēdas rajona tūrisma informācijas centrs (LT)
 - Dienvidkurzemes novada pašvaldība (LV)

Projekta kopējais finansējums 394 249,38 EUR
ES finansējuma daļa 315 399,50 EUR





How to implement



Publicity

Project changes

National control

Presentations

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

[illegible]

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

Project ID, Acronym:

Project Title:

Work Package:

Project Partner Organising the Event:

LL-00

Interreg

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Latvia – Lithuania

LIST OF PARTICIPANTS¹

of the <insert Event title>

<dd.mm.yyyy>

<insert location>

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 – MSARD) <address> street 25, Rīga, LV-1494, e-mail: pasts@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: MSARD 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).

1

800 donors to osteosarcoma research and programming

48 patients supported by OSI Connect and CareBox

100% of giving supports our mission to find new treatments and increase survival rates

Thank you for another year of concentrating on the cure for osteosarcoma.

Discover more of our 2025 progress and how we are building on it in 2026 here:

<https://osinst.org/blog/2025-year-in-review/>



SOCIAL MEDIA

Highly encouraged!

Min 10 posts with tagged Programme

Tag us: @LatviaLithuaniaProgramme

Hashtags: #LatviaLithuania #CohesionPolicy
#Interreg #projectacronym

How does #CohesionPolicy transform Europe's regions?

Projekts finansuojamas iš Interreg Latvia
Lithuania Programme

#Interreg

Projektą finansuoja Europos Sąjunga
Interreg Latvia - Lithuania Programme
Inclusive Libraries
#LatLit #Interreg #Latvia #Lithuania #INCLUSIVE

Position
Programme logo in
communication
materials for public
and participants 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.

Press releases and articles in media

Reference to Interreg support

- Programme logo

- Title of the Programme

Interreg VI-A Latvia–Lithuania Programme 2021–2027

Reference to project

- Title, acronym and ID

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



Paid articles **must** include Programme logo



Indicate Programme title in your text

Submit with report:

- Article distributed to media
- Distribution list
- Publications



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”

Promotional materials





Inovacijos ir skaitmeniniai įrankiai: kelias į turizmo proveržį

10:00 - 10:30

Registracija

10:30 - 12:45

Inovatyvūs sprendimai, skirti kultūrinio paveldo pristatymui - kaip galime sudominti lankytojus? *dr. Vilija Malinauskaitė*, UAB „Travel Deli“ vadovė, verslo konsultantė, Vilniaus universiteto Verslo mokyklos lektorė.

12:45 - 13:45

Pietūs

13:45 - 15:45

Dirbtinis intelektas turizme: nauja realybė ar dar neišnaudotas potencialas? *Tomas Labašauskas*, Dirbtinio intelekto entuziastas, skaitmeninių verslų įkūrėjas bei inovacijų vystytojas.

15:45 - 16:30

Aptarimas



2025 vasario 25 d.



Akmenės rajono savivaldybė, III a.
(mažoji posėdžių salė)



Būtina išakstinė registracija!

Renginys bus fotografuojamas ir filmuojamas

“Reclaimed History”
LL-00061



Interreg



Bendrai finansuoja
EUROPOS SĄJUNGA

Latvija – Lietuva

KĻŪSTI PAR ALEJU DETEKTĪVU!

Fotografē aleju, pievieno atrašanās
vietu un atzīmē to kopējā kartē!

Ieskaties tuvāk – atrodi koku dobumus,
sūnas, kukaiņus un putnus vai citas no-
rādes, kas atklāj šīs ekosistēmas slēpto
pasauli!

Skenē QR kodu,
aizpildi anketu un
 piedalies kampaņā!



ALEJA — NAV TIKAI FOTO FONSI!

Tā ir putnu, kukaiņu un sūnu mājvieta

Koki alejā mazina gaisa piesārņojumu
un sniedz ēnu un aiztur putekļus

Aleja glabā vietas identitāti un vēsturi

CIENI UN SAUDZĒ!

Nelauz zarus, nebojā mizu,
neatstāj iniciāļus!

Netraucē dzīvniekus un putnus alejā!

Parvietojies tikai pa takām, ceļiem!

Atceries principu:
Dabā, ko atnesi, to aiznes!

Nenovieto auto alejas koku
sakņu zonā!

Pirms kaut ko dari,
jautā padomu sertificētam ekspertam

Kļūsti par ALEJU DETEKTĪVU

Kurzemē!

Dabas mantojums

Dzīvotne

Kultūrvēsture

*Aleju saglabāšana
ir mūsu kopīgs
uzdevums!*



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Līdzfinansē
EIROPAS SAVIENĪBA



KURZEMES
PLĀNOŠANAS
REĢIONS

Kampaņa tiek īstenota projektā Nr. LL-00251 "Koku aleju saglabāšana bioloģiskajā daudzveidības kaimiņos un ziemeļos" (Green Guardians), kas īstenojama Interreg VI-A Latvija-Lietuva programmas 2021.-2027. gadam.

Šis plakāts ir sagatavots ar Eiropas Savienības finanšu atbalstu. Tas ir saturiski pilnībā atbilst Kurzemes plānošanas reģiona, un tas var neatbilst Eiropas Savienības oficiālajam nosaukumam.

Latvija – Lietuva



FESTIVAL

With Selonian in the Heart

AT THE JĒKABPILS HISTORY
MUSEUM OPEN-AIR DEPARTMENT

"SĒĻU SĒTA"

FILOZOFU STREET 6,
JĒKABPILS

**August 16
from 10:00–17:00**

11:00–17:00

Performances by folklore groups,
folk dance collectives, dance
groups, ensembles, and ethnic
minority representatives

from 10:00

Craftsmen, home producers, and
book fair, orienteering game for
children "Selonians Read"

from 10:00

Creative workshops and
masterclasses

from 10:00

Opportunity to purchase and taste
traditional Selonian dishes

LET'S EXPLORE, SING,
DANCE, AND TASTE
SELONIA!

FREE ENTRANCE

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the European Union

Latvia – Lithuania

This event is implemented within the framework
of the project No. LL-00132 "Weekend in Village"

Zemgales plānošanas reģions

aicina dalībai tiešsaistē:

APMĀCĪBAS TŪRISMA NOZAREI

Ūdens tūrisma aktuālās tendences un
ūdens resursu ilgtspējīga attīstīšana

š.g. 16.janvārī
tiešsaistes platformā ZOOM



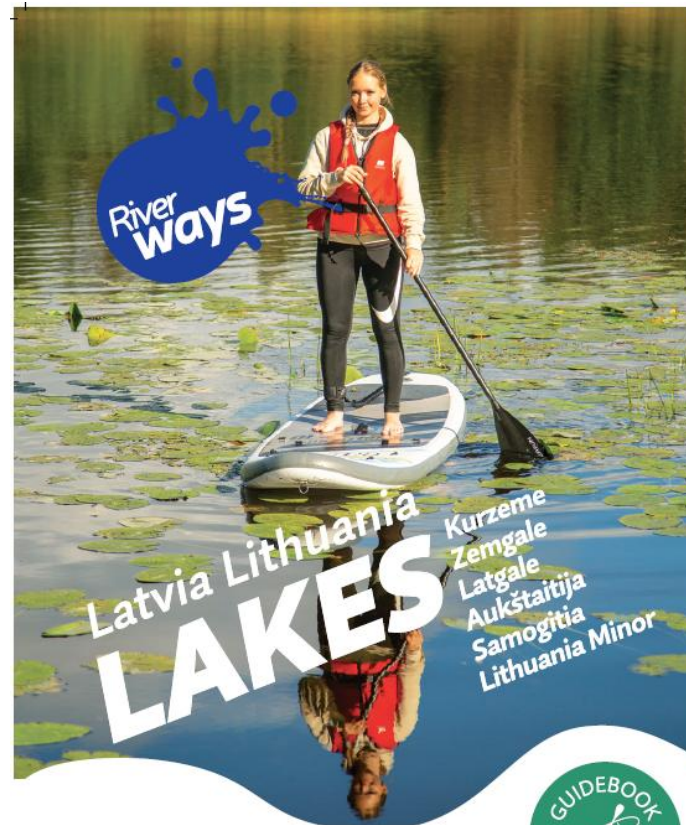
WaterTour

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Latvija – Lietuva



Līdzfinansē
EIROPAS SAVIENĪBA

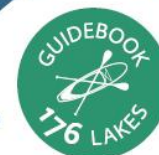


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Latvia – Lithuania



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176 lakes

Kurzeme
Lithuania Minor
Zemgale
Samogitia
Latgale
Aukštaitija

- Active recreation opportunities,
- fishing spots,
- swimming spots,
- accommodation

*A practical and inspiring guide for
nature lovers, families and water
tourism enthusiasts*

EXPERIENCE EXCHANGE DAY TOUR

“DISCOVER THE POTENTIAL OF SOCIAL ENTERPRISES IN LATVIA AND LITHUANIA”



15 JANUARY, 11:00–17:00 EET



JELGAVA COUNTY



WORK INTEGRATION, SOCIAL SERVICES



“MĀJAS TUVU”, “BARBOLETA”, “PATS”
“BENEFICE”, “BJMK ROKSKOLA”



Pardavimų ekspertas

AUDRIUS GRUODIS

MOKYMAI + PRAKTIKA +
KLAUSIMAI, ATSAKYMAI

„Paslaugų ir prekių
patrauklumo didinimas
turizmui”

Rotušės g. 8, III aukštas,
PPAR Biržų sk. patalpose

**Lapkričio 22 d.
9-17 val.**

REGISTRACIJA nemokama:

**Biržų turizmo ir verslo
informacijos centras**
verslas@visitbirzai.lt
tel. +370 616 17855

www.audriusgruodis.lt



Biržų rajono savivaldybė vykdo Interreg
Lat lit projektą „Turizmo pasiūlos plėtra
Sėlos regione/Savaigtalis kaime”, kurio
lėšomis yra daromas renginys.
PPAR Biržų sk. renginio partneris.

Example: Facebook reels

Programme logo

Project title, number
and acronym

Disclaimer



Use of Programme logo

 **Communication Guidelines**

Language

There are three
equal language
versions

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Latvija – Lietuva

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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

Monochrome positive

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Standard negative

Monochrome negative

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

- Programme logo must be displayed at least as prominently and visibly as the other logos.
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Use with
project name

Interreg



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Project name

Interreg



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the European Union

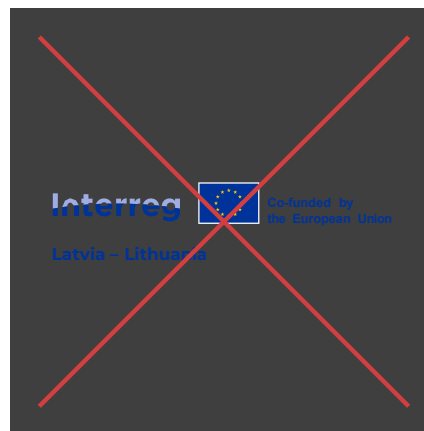
Latvia – Lithuania

Project name

Incorrect use

**Always download logo
from www.latlit.eu**

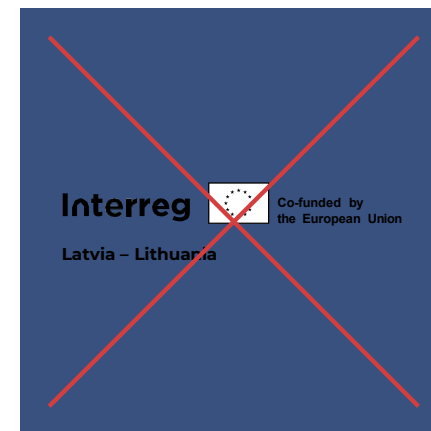
- Avoid coloured backgrounds
- Do not distort or modify
- Do not rotate
- Do not change the composition of the brand elements
- Do not use outlines around the brand
- Do not use in any other colour than the standard



Dark background



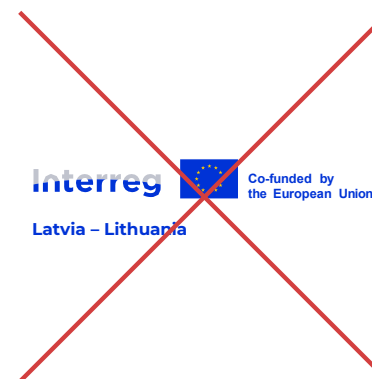
Busy background



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%

An Interreg project should communicate because communication **is essential for transparency, visibility, stakeholder engagement**, uptake of results, **cross-border cooperation** and long-term impact – and because **it is a core responsibility of every EU-funded project.**

THANK YOU!

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Latvia – Lithuania

 www.latlit.eu

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

