



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

Joint Technical Secretariat

Neighbours in action

Dear project implementers,

The Joint Technical Secretariat aiming that:

- the promotion material of all the projects of the Objective 3: European Territorial Cooperation Objective Cross-Border Cooperation Programme "Lithuania-Poland" would be similar in shape,
 - the promotion of the projects would not bias from the requirements of the European Union, and,
 - you could spare more time for creativity while promoting your projects,
- has prepared this

COMMUNICATION GUIDE

Instead of thinking how to put the European Union or the "Lithuania-Poland" programme logos or how to note the financing from the European Union in your articles, brochures, TV reports or internet, you will be able to just copy what you need from this guide.

Good luck in informing the public about your dashing projects and the input of the European Union into the development of your region!

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Basic requirements for project implementers

Every project of the Objective 3: European Territorial Cooperation Cross-Border Cooperation Programme "Lithuania-Poland" must communicate on the support it has received from the European Union (European Regional Development Fund). It must inform the public that it is being implemented under the Objective 3: European Territorial Cooperation Cross-Border Cooperation Programme "Lithuania-Poland".

According to the Article 2 of the Commission Regulation (EC) No 1828/2006 of 8 December, 2006 and to the Programme Manual (Chapter 5.5.2) of the Objective 3: European Territorial Cooperation Cross-Border Cooperation Programme "Lithuania-Poland", the projects have to use 5 elements on all the information and promotion material (leaflets, souvenirs, on the items purchased, etc.):

1. European Union logo (flag)
2. Objective 3: European Territorial Cooperation Cross-Border Cooperation Programme "Lithuania-Poland" logo
3. Inscription: EUROPEAN UNION
4. Inscription: EUROPEAN REGIONAL DEVELOPMENT FUND
5. Slogan of the programme: ***Neighbours in action***

The projects must implement at least the following information and publicity measures:

- publish at least 2 press releases in the local press informing about the start of the project, activities to be implemented and results to be achieved by the project and the project partner in particular and the finalising of the project and its achievements;



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- publish at least 1 article in local press describing the implemented project and its benefits to the public and the border region;
- produce and disseminate at least 2 sets of publicity materials, e.g.: booklets, posters, calendars, other materials;
- identify every purchased piece of equipment, furniture etc. with a special label/sticker, mentioning the part-financing of the European Union, European Regional Development Fund
- put up a permanent explanatory plaque in the site of the project (on the reconstructed or built building, road built, automobile purchased, etc.) no later than 6 months after completion of an operation (you will find the requirements for the plaque in the Programme Manual). This requirement applies to the projects that receive the European Regional Development Fund part-financing, which exceeds 500.000 euro and that consist in the purchase of physical objects or in the financing of infrastructure or of construction operations;
- put up a billboard at the site of the project during the time of project implementation. This requirement applies to the projects that receive the European Regional Development Fund part-financing, which exceeds 500.000 euro and that execute infrastructure development or construction works.

Please, pay attention that apart from the 5 obligatory elements singled out above the type (construction, infrastructure, etc.) and name of your project must be written.

The 5 obligatory elements must occupy not less than 25% of the whole area of the commemorative plaque or billboard.

Every project is invited to present its Communication plan (based on the Application form) to the Information officer of the Joint Technical Secretariat, before signing the Subsidy Contract.



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Annex 1. Logos

All you need to know about the logo of the European Union:

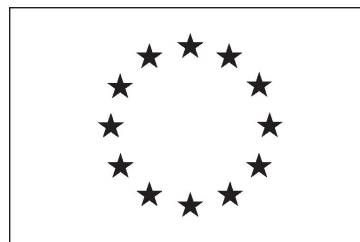
http://europa.eu.int/abc/symbols/emblem/index_en.htm

- History of the flag of Europe
- Colour and Black&White versions of the logo
- Graphic versions of the logo, used by the designers
- Explanations on how to use the logo

Colour version:



Black&White version:



Please, pay attention that the following rules were obeyed on the European Union logo placed in your information and publicity products:

- There must be exactly 12 stars
- All the stars must point upwards with 1 acute angle (they cannot be drawn skewly).

All you need to know about the logo of the "Lithuania-Poland" programme:

<http://www.lietuva-polska.eu/index.php?1911348694>

- Colour and Black&White versions of the logo
- Graphic versions of the logo, used by the designers

Colour version:



Black&White version:





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Annex 2. Stickers

We advise you to use the sticker drawn below in order you would not have to think how to illustrate the logos of the European Union and the programme and other obligatory attributes. You can print out and put the sticker on all the souvenirs purchased or information and publicity materials.

COLOUR VERSION



BLACK&WHITE VERSION





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Annex 3. Constituent part of an article

Every time you write an article or a press release on your project, you ought to mention the fact that the project is part-financed by the European Union European Regional Development Fund and that it is implemented under the Objective 3: European Territorial Cooperation Cross-Border Cooperation Programme "Lithuania-Poland".

We offer you to insert the chapter written below into all your articles (you can also send it to the journalists that have been interviewing you or who are writing an article about your project):

„The project [TITLE] is implemented under the Objective 3: European Territorial Cooperation Cross-Border Cooperation Programme “Lithuania-Poland”, which aims at fostering the sustainable development of the Lithuania-Poland border region through enhanced economic, social and territorial cohesion. The programme is part-financed by the European Union European Regional Development Fund.”



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Annex 4. Event handout forms

It must be mentioned in all the material of your events (registration forms, agendas, handouts, presentations) that the project is part-financed by the European Union European Regional Development Fund and that it is implemented under the Objective 3: European Territorial Cooperation Cross-Border Cooperation Programme "Lithuania-Poland".

We suggest you using the following Header on all the materials of your events:

	
EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND	<i>Neighbours in action</i>
.....TITLE OF THE EVENT.....	
.....Time.....	
.....Location....	

You can place the Header in your Word document in the following way:

- Click on the table above and copy the whole of its information by clicking „Ctrl” and „A” buttons of the keyboard together.
- Open a new or an already created *Word* document, which you want to paste the *Header* into. Press the 3rd from the left field "View" on the top of the window.
- Choose „Header and footer" (if you cannot see this command at once, press a blue ball with arrows and the command will appear).
- A field will appear on the top of your *Word* document, where you will be able to paste the information from the table above by clicking „Ctrl” and „P” buttons together on your keyboard.
- Double-click the right button of your mouse lower than the open "Header" field and continue working with your *Word* document.

We offer you to use the following table when registering the participants of your seminars, conferences, workshops, consultations, presentations, exhibitions and meetings:



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LIST OF PARTICIPANTS				Signature
Name, surname		Institution/organisation:		
Name, surname		Institution/organisation:		

It will always be easy to count participants of an event after it is over if you leave 10, 15 or 20 lines for signing.



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ADVICE FOR THE SAKE OF EFFICIENT COMMUNICATION

👉 Too much too good

Except for special cases (e.g. strategic projects), JTS does not recommend projects creating their own logos. They would overload every information and publicity product of yours;

👉 Biggest press expert - grandma

Attempt to present the information about your project interestingly and non-traditionally. Send your press release or an article to your grandma first and ask if it is interesting for her. Do you yourself read the messages in press if you see a logo of a public institution beneath them? Think what can you do in order your message would attract public attention;

👉 Aimed at everybody aimed at nobody

Try to get into contact not only with non-specialised media, but also with the media aimed at particular audience (youth, city or village people) or topics (science, travelling, construction, innovations). Maybe they will be interested in the results of your project;

👉 Modern technologies need modern service

Do not forget that a web site is not a once created and left for good in the ocean of internet orphan, but that it is a constantly demanding to be looked after, but also giving lots of joy and useful information "indigo child";

👉 Rules for an ox rules for Jupiter

Remember that the promotion rules of the European Union allow making exceptions in special cases. If you think that the logos on your exclusive souvenirs might spoil their overall outfit, talk to the Information officer of the JTS.

👉 Invented wheel just wheel

You are welcome to use successful and effective examples collected by communication specialists working with European structural funds:

http://ec.europa.eu/regional_policy/country/commu/index_en.cfm.

***We wish you success in contributing
to the development of your region.***