



**POLAND - RUSSIA**  
CROSS-BORDER  
COOPERATION PROGRAMME  
2014-2020



Programme  
is co-financed  
by the European Union

# COMMUNICATION AND VISIBILITY GUIDELINES FOR PROJECT IMPLEMENTATION



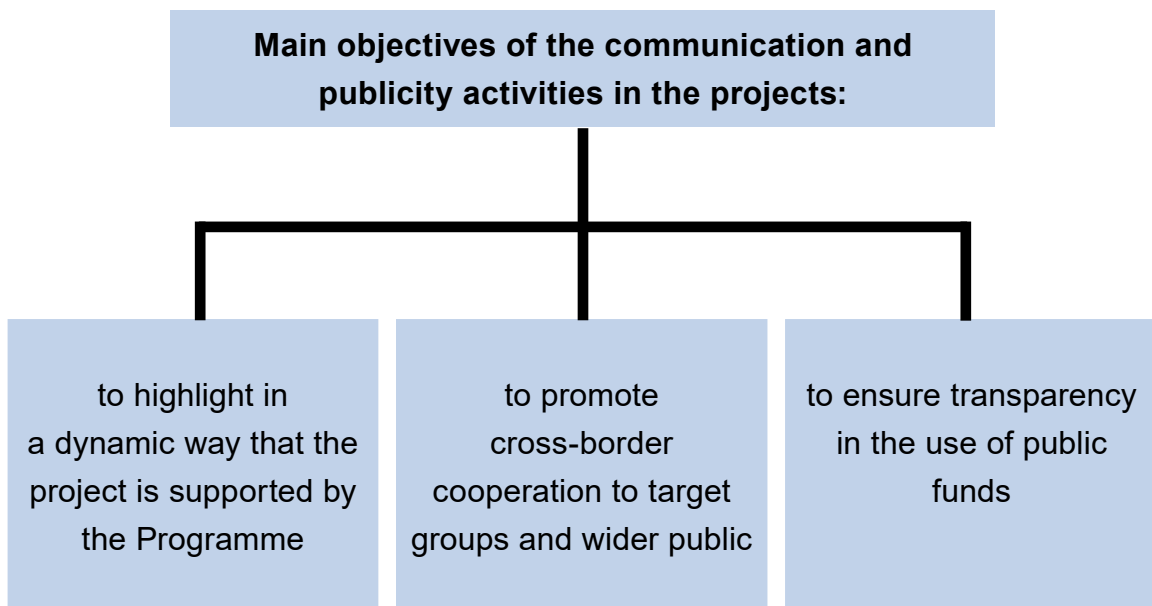
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## 1. GENERAL PROVISIONS

Communication and Visibility Guidelines for project implementation (hereinafter Guidelines) contains general requirements for all projects, supported by the Poland-Russia Cross-border Cooperation Programme 2014-2020 (hereinafter Programme) in order to ensure visibility of project activities and results.



Communication and visibility activities within the project have to be implemented in accordance with the Brief information and communication plan of the project (point 5.2), which is part of the Application Form.

It is necessary to promote a cross-border cooperation project throughout its whole duration to spread the effects of the project through the border by:

- informing about the start of the project and planned results will bring attention to the activities within the project;
- updating information on the state of play during the implementation will keep the audience interested;
- widely sharing the information on the outputs will make people use them/visit them/share them further and thus the general objective and indicators will be achieved.

Communication activities should be an integral part of the project and should not be a set of separate additional activities that the beneficiary is implementing to fulfil the visibility requirements. Only an effective promotion plan can help the lead beneficiary or any of the project beneficiaries in getting significant attention from media and final beneficiaries.

It is very important to ensure equal access to participation and implementation of the EU projects for people with disabilities. This principle should be applied in regard to all information and promotion activities, for example, creating and running websites, preparing movies or other materials, organising promotional events etc.

Ownership, title and industrial and intellectual property rights resulting from the results of the project and other documents relating to it shall be vested in the beneficiaries participating in the project, in accordance with the Partnership Agreement. Unless otherwise determined in the Partnership Agreement, where

several beneficiaries have jointly carried out work generating outputs and where their respective share of the work cannot be ascertained, they shall have joint ownership of it/them. For the duration of the project, goods procured under the Partnership Agreement shall remain at the unrestricted disposal of the project and shall not be transferred without prior written approval of the Managing Authority. No ownership transfer is allowed within 5 years after the completion of the project, unless the contracting parties agree otherwise.

## 2. OBLIGATORY ELEMENTS OF PROJECT VISIBILITY

### 2.1 Programme logo and EU emblem

The Programme logo and EU emblem must be visible on all project products. Guidelines available on the Programme website ([www.plru.eu](http://www.plru.eu)) provide information on the use of mandatory visual elements. The logo and emblem should be accompanied by information about EU co-financing.



Combination of the logo with the flag of the EU

### Projects on the Russian territory



Combination of the logo with the flags of the EU and the Russian Federation

On the Russian territory, the visual demonstration of Russian financial participation in the Programme will consist of the Russian and the European Union flags along with the Programme logo. Furthermore, every mention of EU co-financing shall be accompanied by identical mention of the Russian co-financing.

**The Programme logo can be found on the Programme website (to be added).**

**The use of the EU emblem in the context of EU programmes.**  
[www.ec.europa.eu](http://www.ec.europa.eu)

**Russian Federation flag can be found on the website of the Government of the Russian Federation.** [www.gov.ru](http://www.gov.ru)

**Please note that:**

The Programme logo is compulsory on all communication materials and tools (both hard copy and electronic), project documents and all outputs produced by the project (i.e. letterheads, business cards, presentations templates, etc).

The logos of beneficiaries may also appear on materials produced, however the Programme logo must be displayed at least as prominently as any other logos.

The visual identity of Russia's participation in the Programme should be placed on all materials published in Russia.

Project documents are all documents that are related to the implementation of the project. The Programme logo should be used, from the date of signing grant contracts, on all project documents, where it is physically possible to include the logo and is not against internal rules of the organisation. Project documents generated by permanent systems (i.e. bills) are not required to have the Programme logo.

## 2.2 Name of the Programme

### **“Poland-Russia Cross-border Cooperation Programme 2014-2020”.**

On the Russian side, the Russian Federation should be mentioned first in the name of the Programme.

## 2.3 Disclaimer

The EU is not responsible for the contents of communication materials prepared by partners. All materials must include a disclaimer, translated into local language.

- **For publications in print or electronic format**

This document/publication was produced with the financial support of the European Union, under the Poland-Russia Cross-border Cooperation Programme 2014-2020.

- **For websites and social media accounts**

This website/account was created and maintained with the financial support of the European Union, under the Poland-Russia Cross-border Cooperation Programme 2014-2020.

- **For videos and other audio-visual material**

This video/film/programme/recording was produced with the financial support of the European Union, under the Poland-Russia Cross-border Cooperation Programme 2014-2020.

Its contents are the sole responsibility of <lead beneficiary's/ beneficiary's name> and under no circumstances can be regarded as reflecting the position of the European Union, the MA or the Joint Technical Secretariat of the Poland-Russia CBC Programme 2014-2020.

### 3. COMMUNICATION TOOLS

There are different tools for communication activities, examples below.

Please remember:

- tools should be aligned with the target groups;
- communication activities should be aligned with the project activities;
- communication activities need to be attractive, innovative, simple and cost-effective;
- every opportunity can be used to inform the wider public about the project and its achievements.

#### 3.1. Press releases and press conferences



##### Press releases

**Press releases should be:**

- published on the websites of project participants (if available);
- addressed to government authorities, potential beneficiaries, media and the general public;
- emphasizing the practical relevance of projects and tangible results of their implementation for the people;
- issued on all significant events of the project;
- published in the Polish or Russian language, depending on the country of dissemination.

**Press release tips:**

- contain an attractive heading;
- not be longer than one A4 page;
- contain a leading paragraph with the most interesting information (summary of essential facts);
- contain a main story with quotes and background information;
- add paragraphs top-to-down according to their attractiveness;
- preferably go as an e-mail body, not attachment;



- be dated at the top with indication when the information may be released;
- contain contact details for further information.



### **Press conferences**

Small flags of Poland, Russia and the EU should be displayed at a press conference.

### **Press releases, invitations to the press conferences and materials distributed to the journalists should contain:**

- Programme logo;
- EU emblem;
- Information about EU co-financing;
- Programme name;
- the general statement of the Programme.
- in case of projects implemented on the territory of the Russian Federation – please see point 2.1

## **3.2. Publications**



Publications such as leaflets, brochures, newsletters etc. can be useful in promoting of an action to a specific audience. Publications should focus on the project results and benefits.

### **While designing and producing these materials the following rules should be followed:**

- publications should be adapted to the planned audience in terms of text, language, visual design;
- publications should be tailored to the audience in question, and focus on the intended results of the action, not the financial and administrative details;
- texts should be short and informative, and visually attractive;

- paper publications should be available in electronic form;
- plan the number of copies of publications! Analyse if the paper version is needed. Produce electronic materials in order to reach a wider public and to make communication activities more cost-efficient;
- publications should be in the language(s) of the target readers (Polish, Russian) but also in English (if there is enough space).

#### **Newsletters tips:**



- should be sent regularly and inform on the progress of activities; are useful, for example for Large Infrastructure Projects, training programmes etc.;
- can be produced where the impact of an action can be appreciated over time;
- are usually sent as specially designed emails or sometimes produced on paper.

#### **Leaflets tips:**



- contain basic information and reference to mailing address or website, where further information can be found;
- are usually printed in colour on a folded paper;
- are intended to introduce the reader to a topic.

#### **Brochures tips:**



- are more informative and can go into greater detail;
- highlighting the context; can include interviews with stakeholders, beneficiaries etc.

Electronic or printed publications must display the Programme logo and the disclaimer on the cover or title page; on digital information carriers the Programme logo has to be placed on the front page, and also on the packing (e.g. packing of a CD).

### **All publications should incorporate:**

- Programme logo;
- EU emblem;
- information about EU co-financing;
- Programme name (suggested)/ the general statement of the Programme;
- disclaimer – on the cover;
- project details – title, name of organisation, address, telephone, fax, e-mail etc.
- in case of projects implemented on the territory of the Russian Federation – please see point 2.1

One sample of all the paper and electronic publications should be made available to the JTS.

### **3.3. Websites**



Project materials can be published on a newly created project website or on the existing websites of the lead beneficiary and beneficiaries. An independent website should be established only in case the project activities are designed to have a long life, even after project completion and if the project will have significant material that should be communicated on a website. Proper visibility should be ensured for visitors in order to easily seek information about the project.

#### **The website or separate project section on existing website has to contain:**

- information about the project;
- its progress;
- contact data;
- project achievements;
- results.



## **The project website or the information about the project on other websites must contain:**

- Programme logo;
- EU emblem;
- information about EU co-financing;
- Programme name (suggested)/ the general statement of the Programme;
- disclaimer – at the bottom of the homepage or one of the pages;
- information necessary to understand the nature of the project and its progress.
- in case of projects implemented on the territory of the Russian Federation – please see point 2.1

## **Website tips:**

- multilingual websites are strongly recommended – pay attention to correct and good quality translations;
- a website should be continuously updated and maintained. Avoid launching and abandoning websites;
- publish on your website, but also publicise your website! Put the address on all print items, press releases, etc. Include a link to the project's website on the websites of project partners and other relevant stakeholders;
- maintain a project website or a dedicated project section on lead beneficiary's, beneficiary's websites throughout the project lifetime and for 5 years beyond the end of the project.

At the end of the project the website should be archived onto a CD-ROM, USB disk (or other drive) or online (permanent) storage.

 <b>Good practice:</b>	 <b>Bad practice:</b>
<ul style="list-style-type: none"> <li>• in investment projects – posting „before” and „after” photographs on websites – choose the best pictures;</li> <li>• layout of the website should allow people to find “the news” immediately;</li> <li>• posting electronic versions of publications and newsletters on the website created as part of the project;</li> <li>• publish short movies (covering places to be promoted, project events, etc.);</li> <li>• keep statistics (even with the help of a free applications i.e. Google Analytics).</li> </ul>	<ul style="list-style-type: none"> <li>• placing information about the project only in „the news” section, where it can quickly become invisible and difficult to find;</li> <li>• having unfinished pages or subpages with the phrase „page under construction” – it is better not to run a website if there is no content or switch it off for the time of modification;</li> <li>• not updating the website on a regular basis (e.g. the project finished in the first quarter of the year but in the fourth quarter there is still no information about it).</li> </ul>

### 3.4. Social media



Social media allows for real time interaction with a potentially wider audience. This can increase the amount of traffic to project websites and some messages or videos may spread quickly and become popular. The lead beneficiary/ beneficiaries must ensure that the information provided is up to date and that all featured links work properly.

The most popular media outlets are Facebook, Twitter, LinkedIn, YouTube, Vimeo and Instagram. It is recommended not to use many outlets, but rather choose a few and do them well. The outlet should be relevant to the project's target group.

### **Project account in social media shall contain:**

- Programme logo;
- EU emblem;
- information about EU co-financing;
- links to the relevant EU social media accounts and websites;
- disclaimer;
- based on the space available, information about EU co-financing;
- in case of projects implemented on the territory of the Russian Federation – please see point 2.1.

### **Social media tips:**

- post real-time information;
- include links to your posts for more information;
- include photos or infographics to your posts to make them more attractive;
- respond to all messages and comments;
- use clear and understandable language.

## **3.5. Photographs and videos**



It is mandatory to archive all the main activities (major steps, events, positive changes introduced by the activities, results, etc.) within the project. The photos and videos may be subsequently used for other promotional activities. Photo and video sessions/services should be planned well in advance. In case of infrastructure activities it is worth to plan a photo session before the start of the project, during its progress and the final result to compare at the end and show the visible effect of the action.

The lead beneficiary and beneficiaries should ensure that photographs are in good quality and can subsequently be used in various communication materials and for reporting purposes. If possible, use the services of professional photographers or cameramen for major events. The photos should illustrate results and impact of the project, and should match written information about the project. The photos should show the Programme co-financing of recorded objects and events.

In case of infrastructure activities it is worth to plan a photo session before the start of the project, during its progress and the final result to compare at the end and show the visible effect of the action. If possible, use the services of professional photographers or cameramen for major events.

**All video production (interviews, reports, films, etc.) must include:**

- Programme logo;
- EU emblem;
- information about EU co-financing;
- Programme name (suggested);
- disclaimer;
- in case of projects implemented on the territory of the Russian Federation – please see point 2.1.

**The photo shall be accompanied by the following information:**

- the index and short name of the project to which the picture relates;
- a caption explaining what the picture is meant to illustrate;
- the place in which the photo was taken (name of the settlement – village, town, city – and country);
- an indication of the date it was taken;
- the name of the organization or person that owns the picture copyright (in case of copyright).

Every quarter, the lead beneficiary (starting from the beginning of the implementation of the project) will submit pictures and written information about the progress of the project to the Joint Technical Secretariat on behalf of themselves and other beneficiaries.

## **4. MARKING REQUIREMENTS FOR DIFFERENT OBJECTS AND ACTIVITIES**

### **4.1. Information panels and commemorative plaques**

In the case of infrastructure and investment activities, the beneficiary is obliged to prepare adequate boards:

- information panels during construction;
- commemorative plaques after the end of infrastructure activities or on equipment in case of investment actions.

#### **Obligatory elements to be put on the boards:**

- Programme logo;
- EU emblem;
- Programme name (suggested);
- title of a project;
- information on the co-financing, for example:

#### **in case of informative panel:**

This [type of structure] is being renovated/constructed/renewed with the financial support of the European Union within the Poland-Russia Cross-border Cooperation Programme 2014-2020.

#### **in case of commemorative plaque:**

This [type of structure] was renovated/built with the financial support of the European Union within the Poland-Russia Cross-border Cooperation Programme 2014-2020.



In case of projects implemented on the territory of the Russian Federation – please see point 2.1.

If there is enough space, name of beneficiaries, dates of the project duration, grant amount and total budget can be added.

### **Boards tips:**

- boards should be of appropriate size to be clearly visible so that those passing are able to read and understand the nature of the action. Mandatory visual elements should be of adequate size to be seen from far;
- boards should be produced from solid materials of good quality, resistant to weather conditions, especially commemorative plaques which should last for years. This concerns also the plaques for equipment such as vehicles;
- information panels should be present at infrastructure activities from their start;
- commemorative permanent plaques should be placed in the most visible part of the building (main entrance or in front of the building);
- in case of smaller equipment, it is acceptable to produce one visible plaque at the entrance of the equipped space (e.g. room, hospital ward etc.);
- information on the boards should be prepared in the language understood by the target readers (Polish, Russian or English). If there is enough space, they can be put in more than one of these languages.
- **in case of vehicles & other equipment:**  
Equipment and specifically vehicles should have permanent plaques.

### **Obligatory elements to be put on the plaques:**

- Programme logo;
- EU emblem;
- Programme name (suggested);
- information on the co-financing (in English or national language), for example:



Provided with the financial support of the European Union within the Poland-Russia Cross-border Cooperation Programme 2014-2020.

In case of projects implemented on the territory of the Russian Federation – please see point 2.1.

If there is enough space, name of beneficiaries, dates of the project duration, grant amount and total budget can be added.

### **Plaques tips:**

- they should be of appropriate size to be visible. Mandatory visual elements should be of adequate size to be seen from far;
- they should be produced from solid materials of good quality, resistant to the weather conditions (concerns especially vehicles);
- they should be fixed permanently to the equipment/vehicles;
- information on the plaques should be prepared in the language understood by the target readers (Polish, Russian or English). If there is enough space it can be put in more than one of these languages.

 <b>Good practice:</b>	 <b>Bad practice:</b>
<ul style="list-style-type: none"> <li>• choosing boards that are proper to the nature of the investment, e.g. an engraved board placed on a modernized building;</li> <li>• in tourist projects – producing boards that contain maps, e.g. with regional attractions or bicycle tracks marked;</li> <li>• adding the address of the project's website.</li> </ul>	<ul style="list-style-type: none"> <li>• having unreadable/untidy boards, which can have a bad influence on the beneficiaries' image;</li> <li>• not replacing destroyed boards with new ones;</li> <li>• putting boards in a place where they are not visible, e.g. behind the door.</li> </ul>

## 4.2. Promotional materials



You should plan carefully which promotional items to make. Consider if they are needed, how to distribute them, who will receive them and rationally plan their numbers. Consider the quality of produced item. Remember that logos should be included and permanent – avoid stickers that can be easily removed.



### Promotional materials must contain:

- Programme logo;
- EU emblem;
- information about EU co-financing.

The promotional item should promote the project. The name of the project and Programme can be also added if space allows. In case of projects implemented on the territory of the Russian Federation – please see point 2.1

 <b>Good practice:</b>	 <b>Bad practice:</b>
<ul style="list-style-type: none"> <li>engraving/printing logos on promotional gadgets on which they can stay permanently</li> </ul>	<ul style="list-style-type: none"> <li>producing non-permanent marking, e.g., using stickers that can be easily removed;</li> <li>marking only a box/folder/package for keeping promotional materials as a box/folder/package is often thrown away.</li> </ul>

### 4.3. Project events



Plan carefully what events are needed in order to reach target groups. Be sure to inform all interested parties about possible participation – ensure equal access and planned audience. Remember about people with disabilities who might like to participate in the event, think about their needs while planning the event. Think of events in a larger context – this may range from project participation in the annual events of the Programme to organisation of the European Cooperation Day.

**All event materials** (including invitations, agenda, lists of participants, presentations, printouts etc.), online and at venues (with the use of banners, roll-ups, promotional walls etc.) **must contain:**



- Programme logo;
- EU emblem;
- information about EU co-financing;
- Programme name (suggested).

In case of projects implemented on the territory of the Russian Federation – please see point 2.1.

The JTS should be informed well in advance about the major project events in order to be able to take part in them.

We strongly encourage you to prepare and ask participants to fill in the satisfaction-surveys – it is a very precious and free tool to evaluate project activities and get the feedback.

If you can, always use the services of professional photographers or cameraman for your major events.

 <b>Good practice:</b>	 <b>Bad practice:</b>
<ul style="list-style-type: none"> <li>• in the case of conferences, workshops – placing information about the event, e.g. on the door of the room where a meeting will take place;</li> <li>• in the case of open events – placing a visible banner on the stage and providing information on the co-financing of the project from the Programme funds during the whole event (rather than informing the participants about it only at the beginning of the event);</li> <li>• if the number of participants of the event must be limited due to some organizational reasons (e.g. size of the room, catering costs, etc), do not introduce a restriction for journalists who are interested in attending the event.</li> </ul>	<ul style="list-style-type: none"> <li>• organizing „joint” events without the participation of all project partners;</li> <li>• organizing project events without providing information about the project and its co-financing from the Programme funds.</li> </ul>

## 5. ADDITIONAL TOOLS OF PROJECT PROMOTION



### 5.1. Joint communication activities with other projects/initiatives

Communication focused on the same thematic issues could be beneficial for Programme's and projects' capitalisation purpose. You can look for projects or other initiatives, also outside the Programme, dealing with similar subjects or sectors and propose to take part in their event or invite them to yours. This will increase the visibility of your action and encourage participation.



### 5.2. Storytelling

During the implementation of the project you will be often asked by media or Programme bodies to present briefly the project. Thus be ready and have 2-3 key messages which are short, simple and give a clear idea of what the project is about. They should be flexible enough to be used across all communication tools frequently and consistently. More information is available on pages 50-51 of the **Programme Manual Part II – Project Implementation**.

Stories not only make the content more interesting, they make it much more likely that people will remember it. Storytelling may give the project a human face. More information is available on pages 16-18 of the **ENI CBC Communication Guide 2014-2020**.

Remember that the Joint Technical Secretariat is available to assist you with communication and promotion issues. Do not hesitate to contact the Communication Manager at the JTS and ask for help. You can also contact the Branch Office of the JTS located in Kaliningrad. See contact details on the last page.

**More specific information can be found in the following documents:**

- Poland-Russia CBC Programme 2014-2020  
[www.plru.eu](http://www.plru.eu)
- Programme Manual Part I – Applicant (chapter 7 – Practical recommendations on information and promotion of project activities)  
[www.plru.eu](http://www.plru.eu)
- Programme Manual Part II – Project Implementation (chapter 13 – Project information and promotion activities)  
[www.plru.eu](http://www.plru.eu)
- Communication and Visibility in EU-financed external actions, 2018  
[www.ec.europa.eu](http://www.ec.europa.eu)
- ENI CBC Communication Guide 2014-2020 How to make communication simple and effective  
[www.interact-eu.net](http://www.interact-eu.net)

All Russian beneficiaries shall also (in addition to these Guidelines) follow the recommendations provided by the Ministry of Economic Development of the Russian Federation and the Ministry of Foreign Affairs of the Russian Federation:

- Practical Recommendations for Project Participants on the Information Coverage of the Russian Federation Participation in Cross-Border Cooperation Programmes  
[www.eni-cbc.eu](http://www.eni-cbc.eu)



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