

## 4.6. Project information and publicity requirements

The information and publicity requirements are set in the Article 115 of the Common Provisions Regulation. Detailed rules concerning the information and communication measures for the public and information measures for beneficiaries are laid down in the Annex XII of the Common Provisions Regulation.

Communication is one of the project's prerequisite activities, therefore beforehand actual implementation of the project, the beneficiaries shall plan resources (both financial and human), measures and results to be achieved.

The main objectives of the publicity requirements on the project level are the following:

- a) To inform the society about the project results and benefits;
- b) To highlight contribution of the European Union;
- c) To ensure transparent use and assimilation of the European Union funds.

In this relation each beneficiary must plan the publicity measures which shall be conducted during the implementation of the project in relation to its contribution to project activities. Communication is a common responsibility of all project beneficiaries to ensure that the project outcomes will be presented to the public. The ways of doing this may vary depending on the project's target groups and nature of the project, however it must be admitted, that all projects are obliged to disseminate information about the project.

### 4.6.1. *Minimum publicity requirements*

Depending on the nature of the project activities and expenditure incurred each beneficiary shall implement the following minimum publicity requirements:

- All information and communication measures of the project shall display the EU flag together with the inscriptions "European Union" and "European Regional Development Fund" (exception: when space is limited the reference to the ERDF can be left out, see detailed guidance in the "Use of the logos and references").
- All project beneficiary organisations having a website must publish there at least short project description including the project's aims and results and highlighting the received EU funding.
- All project beneficiary organisations must display in their premises at least one information poster (minimum size A3) informing about the project and the EU contribution. The poster shall be displayed in the publicly visible place such as an entrance area of the building.

For the projects that fulfil the following criteria:

- a) the total ERDF support exceeds 500 000 Eur;
- b) the project consists of the purchase of physical object or of the financing of infrastructure or of constructions operations.

at the site of an infrastructure investment carried out within a project, a temporary billboard of significant size has to be put up during the implementation of the infrastructure investment at the site of the operation.

Not later than 3 (three) months after completion of the project, the billboard has to be replaced by a permanent explanatory plaque. Both the billboard and the plaque have to carry the described references to the EU and to the Interreg Lithuania-Poland 2014-2020 Programme. The plaque or the billboard shall state the title and the main objective of the project. It shall be prepared in accordance with the technical characteristics adopted by the EC in accordance with the Article 115(4) of the Common Provisions Regulation.

Besides the mentioned obligatory publicity and information measures, each project shall ensure proper delivery and maintenance of the publicity outcomes:

- a) Inform the JS in advance about the upcoming events of the project at least 2 (two) weeks before the event;
- b) Display the EU flag in the venue of the trainings, seminars, fairs, exhibitions and others events, which are part of and co-financed within the project. On all materials and presentations related to the event the references must be displayed as instructed above;
- c) Collect the evidence of the promotional activities (copies of publications, photos of events, promotional tools, copies of the press releases with the list of recipient, etc.);
- d) Label the purchased within the project equipment with stickers with the EU flag with the reference to the "European Union" and the Programme logo. This is to facilitate identification of the equipment purchased with project funding. As there are different needs for the stickers (size, material, etc.) the stickers shall be produced by the project;
- e) Submit a copy of any publicity or information material together with the Progress/Final reports;
- f) Keep at least 1 (one) set of the produced information material at the lead beneficiary/beneficiaries institution for audit purposes.

All publicity outputs shall be listed in the table of the indicators. Additionally, the public availability of results is to be guaranteed also after project closure for at least 5 (five) years. The basic project information (aims, beneficiaries, amount of funding and its source, description of activities) and description of the main results shall be found on the beneficiaries website's (both on the project website if such was elaborated during the project implementation or on the Lead beneficiary website) even after the project closure.

#### ***4.6.2. Use of the logos and references***

Visual identification of the Programme is supported through the unified branding of the cross border Programmes overall the Europe. For the implementation of the Programme a unified branding is developed by the INTERACT Programme.

*Figure 5: Programme logo*



Different chromatic versions as well as versions with inscriptions “European Union” and “European Regional Development Fund” in national languages (Lithuanian and Polish) are available on the Programme website [www.lietuva-polska.eu](http://www.lietuva-polska.eu). Please note, that all linguistic versions are equal and might be used according to the needs.

In case of small gadgets such as pens with limited space for logos and inscriptions, the following references shall be used:

- The flag of the EU with the textual reference "European Union";
- Programme logo.

*Figure 6: simplified version of the Programme logo*



If there are other logos displayed in addition to the EU emblem, the EU emblem shall be at least the same size as the biggest of other logos, measured in height or width. The placement of the above mentioned references is to be well visible but can otherwise be freely decided.

It is also necessary to indicate in all media communications a reference to the contribution of the ERDF. The EU logo should be at least the same size as the other logos being used (Programme, beneficiary institution or project logo). The Programme and the EU emblem can be found and downloaded from the Programme website.

The detailed rules on the design, size and content of the publicity measures are set by the JS and can be found on Programme website. It should be noted that in case the publicity and information requirements are not observed or partly observed, the related outcomes, e.g. publications, events, etc., can be considered as non-eligible for ERDF co-financing.

Implementing of the publicity measures is a prerequisite of the funding of the project. The related expenditures are eligible for funding from the grant. It shall be checked by the FLC as referred to in the paragraph 4.3.1.

#### ***4.6.3. List of projects***

Project beneficiaries shall be aware that acceptance of project funding by the ERDF constitutes an acceptance of their inclusion in the list of projects published in accordance with article 115(2). The required information shall be taken from the AF, however in case some information would be missing, the beneficiaries shall provide it to the Programme bodies.

Following the Regulation on the Programme’s website the following information shall be presented:

- project title;
- project summary in English, Polish and Lithuanian;

- project start date;
- project end date (expected date for physical completion or full implementation of the operation);
- total eligible expenditure allocated to the project;
- Union co-financing rate, as per priority axis;
- project location postcode; or other appropriate location indicator;
- country;
- name of category of intervention for the operation in accordance with point (b) (vi) of the first subparagraph of Article 96(2);
- date of last update of the list of operations.

As it is stated in the Regulation, the list of operations on the website shall be updated at least every 6 (six) months.