

Communication guidelines

Practical tips for enhancing your project communication



The guidelines outline the communication and publicity requirements for projects under the Interreg VI-A Lithuania-Poland Programme. Effective communication ensures transparency, highlights EU contribution, and informs the society about the project's results and benefits.

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Minimum requirements

1. Programme

Include the Programme logo on all promotional and public materials.

More info on logo use → page 4

2. Website & Social Media

Post information about the project on websites and social media accounts (if available) of each project partner.

More info on websites/social media → page 5

3. Plaques / Billboards

Display durable plaques or billboards if the project includes infrastructure, works, or the purchase of equipment and the total costs of the project exceed 100,000 EUR.

More info on plaques / billboards → page 6

4. Posters

For projects not falling under Point 3, display an A3-size poster or an electronic equivalent with project info at project partner locations.

More info on posters → page 7

Logo use

DOWNLOAD NOW

English:

Interreg  Co-funded by
the European Union

Lithuania – Poland

Lithuanian:

Interreg  Bendrai finansuoja
EUROPOS SAJUNGA

Lietuva – Lenkija

Polish:

Interreg  Współfinansowany przez
UNIJĘ EUROPEJSKĄ

Litwa – Polska

Choose the Programme logo version (EN, LT, or PL) based on your audience.

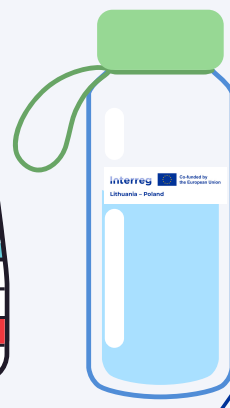
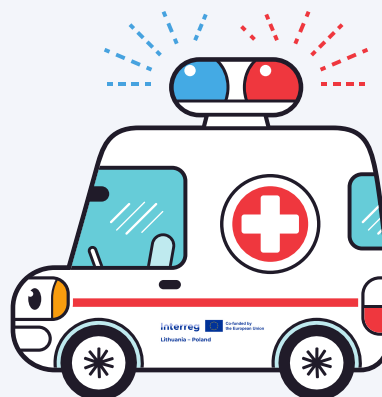
Examples:

- for a joint event with participants from both countries, choose the EN version;
- for the poster in a project partner location, where the majority of visitors are from Poland, choose the PL version;
- for a renewed park, attracting both local and foreign visitors, choose the EN version;
- for the information on a project partner's website in Lithuanian language, choose the LT version.

Ideally the Programme logo should be used on white or light backgrounds only. If the Programme logo needs to be placed on a dark background, it must be in a white rectangle. E.g.:



If other logos are displayed in addition to the Programme logo, the EU emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.

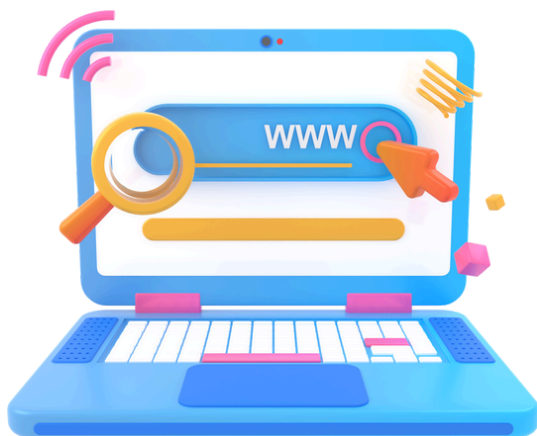


Websites

Every project partner must add information on the project to their organization's website, including:

- Programme logo
- Project description (title, aims, results, partners, EU funding)
- Link to the Programme website:

www.lietuva-polska.eu



The information shall be prominently visible and easy to find for external users (e.g., in the section 'Projects', 'EU-funded projects', 'About', etc.) and up-to-date.

The updates / news about the project activities on the website must include:

- the Programme logo
- the title of the project

After the project's completion, information about its achievements should be easily accessible to external users.

If you're creating a separate website or a social media account specifically for the project's use, please consult the Joint Secretariat of the Programme: communication@lietuva-polska.eu



Social media

Post major project updates on existing social media (start / end of the project, public events, trainings, available materials, achievements, etc.). Include:

- Hashtags (#lietuvapolska, #interreg)
- Programme tags (Facebook: @InterregLTPL, Instagram: @lietuvapolska)
- Project title
- Programme logo as the last image (in multi-photo posts)



Project Partners must display durable plaques or billboards clearly visible to the public if the project includes infrastructure, works, or the purchase of equipment and the total costs of the project exceed EUR 100 000.

Include:

- the Programme logo;
- the project title;
- project partner(s) logo(s);
- short project description and / or a type of works (e.g., park reconstruction, purchase of medical equipment, etc.) – it has to be clear, what exactly is financed by the Programme;
- financial contribution: the ERDF funding allocated to the respective project partner and/or the costs associated with works or equipment;
- project duration;
- pictures (if applicable);
- website(s) (optional).



Download templates or create your own**

Project partners should install plaques or billboards as soon as the project with planned physical investments or the purchase of equipment starts or purchased equipment is installed.

The EU regulations do not differentiate between a billboard and a plaque. If a project partner sets up a billboard and wishes to change it to a plaque after the completion of a construction, this can be done as long as the billboard is taken down.

Plaques and billboards are to be made of durable material that enables long-lasting display. We recommend that projects put up a durable billboard or plaque of significant* size on the infrastructure or construction, or (if not possible) at a place nearby, that is readily visible and accessible to the public.

One billboard and / or plaque is allowed for a project partner, who is responsible for the implementation of several projects of the Programme in the same venue. Please coordinate the content with the Joint Secretariat of the Programme: communication@lietuva-polska.eu.

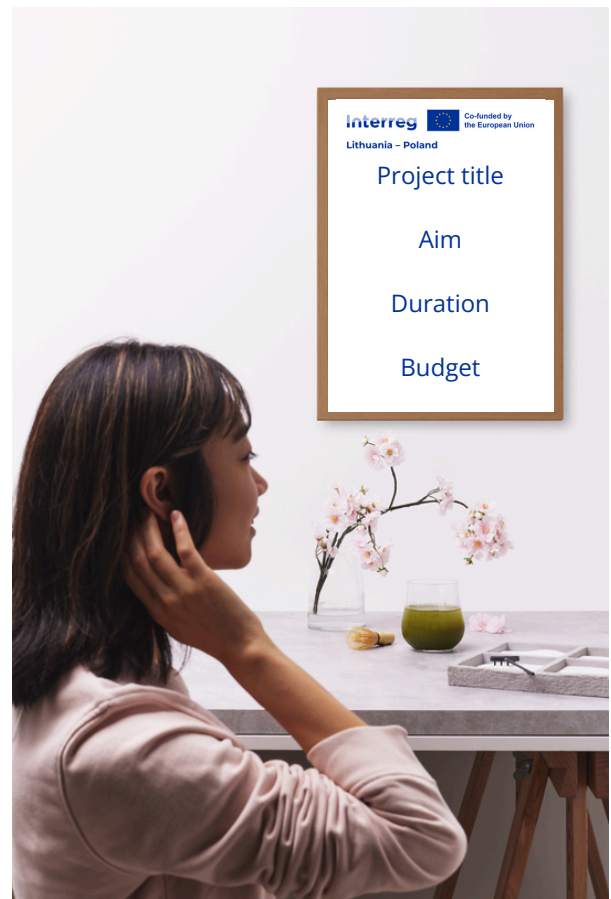
For the attention of Polish partners: in case you implement the project from the Interreg VI-A Lithuania-Poland programme and additionally receive funding from the state budget or state earmarked funds (fundusze celowe), you must prepare at least 2 information boards – please check the Programme Manual for more information.

*significant size – well-visible and easy to read, depending on the location

**remember to include all obligatory elements, listed above

Posters

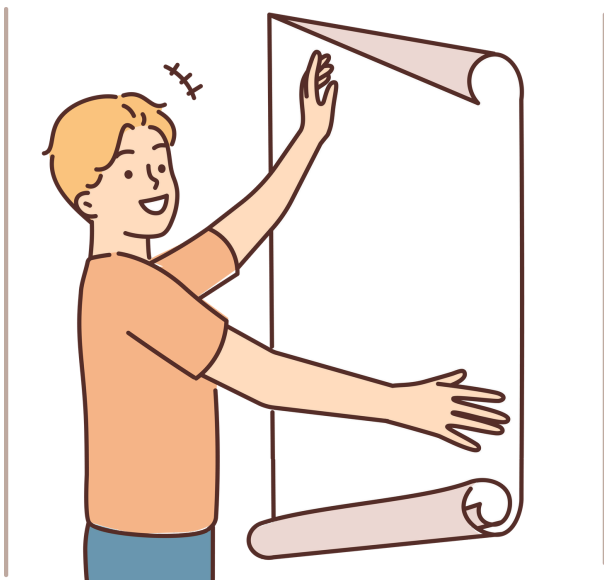
For projects not falling under the obligation to install a plaque / billboard (see p, 6), display an A3-size poster or electronic equivalent with project info at project partner locations. Place the poster in a location clearly visible to the public (e.g., displaying it prominently at the entrance of the location).



Download templates or create your own*



*remember to include all obligatory elements



Include:

- the Programme logo
- the project title
- project partner(s) logo(s)
- short project description
- financial contribution (the ERDF funding allocated to the respective project partner)
- the project duration
- picture (if applicable)
- websites (optional)

Events & promotional gadgets



Inform the Joint Secretariat in advance about the upcoming events of the project (as soon as the dates are set, but not later than 2 weeks before the event).



Display the EU flag or the Programme logo in the venue of the trainings, seminars, fairs, exhibitions and others events and include the Programme logo on all materials related to the event (agenda, invitations, participants' lists, presentations, roll-ups, gadgets etc.).



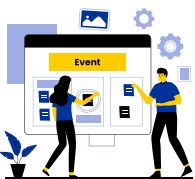
Include the statement on collecting, storing and use of personal data in line with GDPR and your organisation's internal rules on participants' lists.



Ensure the lists of participants are signed for each day of the event.



When reporting, provide photos from the event, documents (agenda, lists of participants, presentations, etc.) and photos with clearly visible produced / purchased items (roll-ups, gadgets, etc.). Make sure the EU flag or the Programme logo is visible on some of the photos.



For online events please provide screenshots of the event and registration lists (without signatures of participants and preferably signed by the organiser). Make sure the use of the EU flag or the Programme logo is visible on some of the screenshots.

Equipment, vehicles and other supplies

Label the purchased equipment with permanent stickers with the Programme logo. Please choose the size depending on the size of equipment.

In case the bulk of the equipment, furniture or other supplies is stored and used in one room, it is possible to install an informative plaque and to avoid sticking each piece of equipment and supplies.

If, due to the size or form, material or purpose of some supplies (e.g., pens, national costumes) it is not possible to include the full Programme logo on them, please consult the Joint Secretariat (communication@lietuva-polska.eu)



Articles & press releases

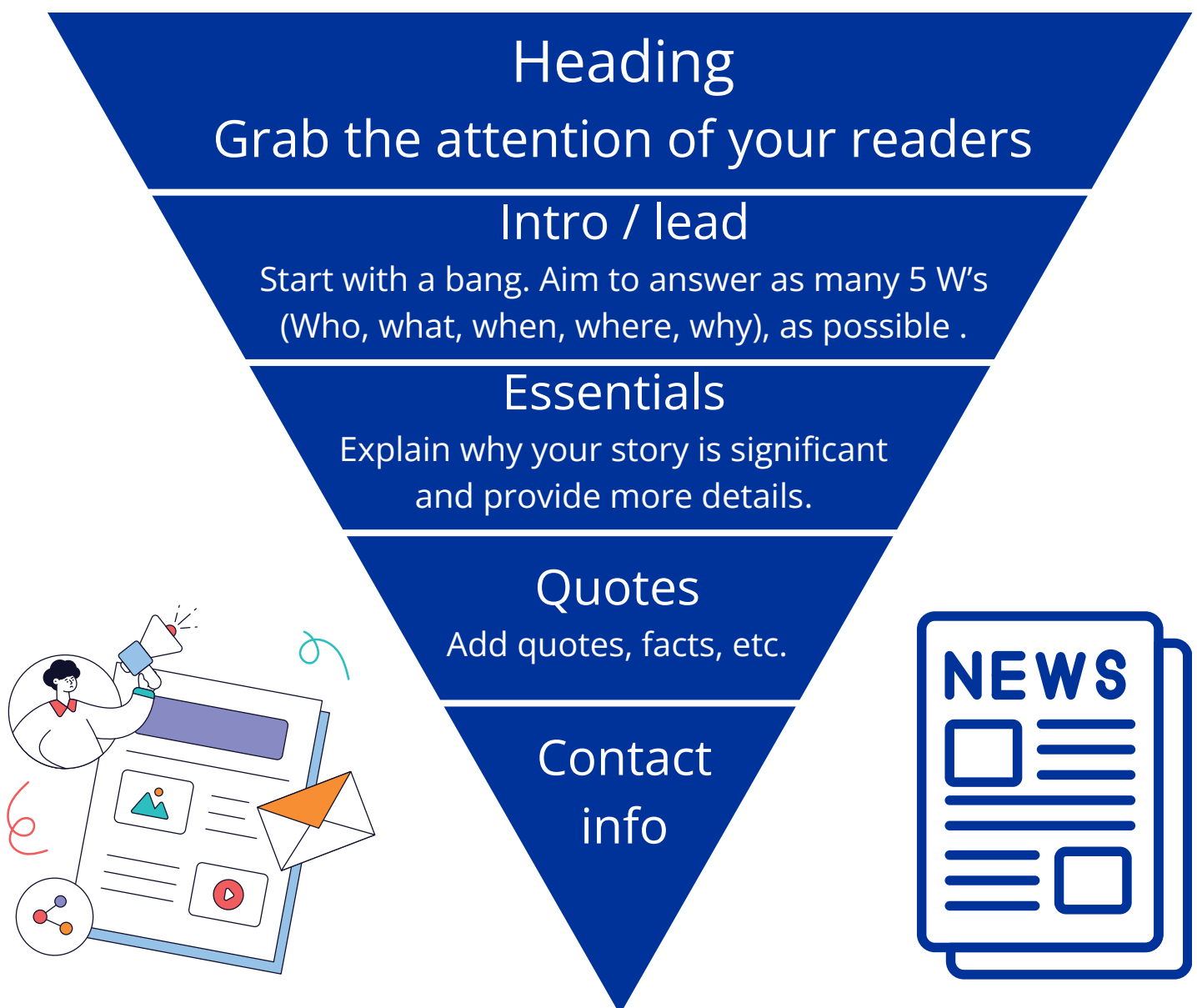
Ensure your articles and press releases include:

- the Programme logo
- the Programme title: Interreg VI-A Lithuania – Poland programme
- the project title
- the amount of the EU funding provided for the project and / or the respective project partner
- photos

When writing, focus on the main achievements, activities and public events of the project as well as the benefits to the potential reader.

As soon as your publications appear online, please send them to communication@lietuva-polska.eu

Press release triangle



Video & Audio

In video production (interviews, reports, clips, films, etc.) include the Programme logo.



For audio production (interviews, etc.) include the phrase "Co-financed by the Interreg VI-A Lithuania - Poland programme".

Advertise your video and audio production on the Programme's social media accounts.

Printed publications

The printed publications (e.g., brochures, leaflets, books, research articles, methodologies) of the project must contain:

- the Programme logo;
- general information about the project and its achievements (depending on the publication's length).

Ensure that your printed publications are also available in electronic format and disseminated via websites, social media, etc.

Any paper versions must be produced with best environmental practice in mind.

Templates, reports, online resources

1. Templates

Download logos
and templates:



2. Reports

For detailed information, on what supporting documents to attach to projects' reports, please check the JEMS manual:



3. Useful online resources

CANVA

create graphics,
presentations,
social media posts

BITEABLE

create videos

UNSPLASH

choose free stock
photos

CHATGPT

create, edit,
shorten various
texts

HEMINGWAY

analyze text for
readability

Related publications

Programme manuals

Section "Project communication and publicity requirements"

The journalism mini guide

By INTERACT

Communicating cohesion policy

By the European Commission

Communicating OSI

By the European Commission

Contacts

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