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EUROPEAN UNION

5 Cs FOR SUCCESS IN COMMU- NICATION HANDBOOK

FOR ACTION IMPLEMENTERS

DEAR ACTION IMPLEMENTERS

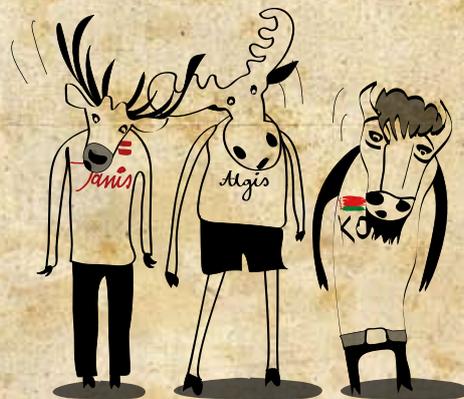
If you are not newcomers in the matters of the European Union (further – EU) funded actions, this will come as no surprise that the Latvia, Lithuania and Belarus Cross Border Cooperation Programme within the European Neighbourhood and Partnership Instrument (further – Programme) has certain rules regarding the communication within and outside of your action.

It is rather logical that if some entity is giving you some money it wants that you advertise this fact and the way you have used the support. Moreover, you should advertise the funding you have received according to the desire of the funder not of your own.

After having received a grant for your action, you become some sort of an ambassador of the EU in your region, making the abstract idea of common Europe and prosperous neighbourhood around it visible and touchable. In other words, making it real.

Therefore, you should not hesitate being creative in advertising your action and mentioning the EU funding you have received.

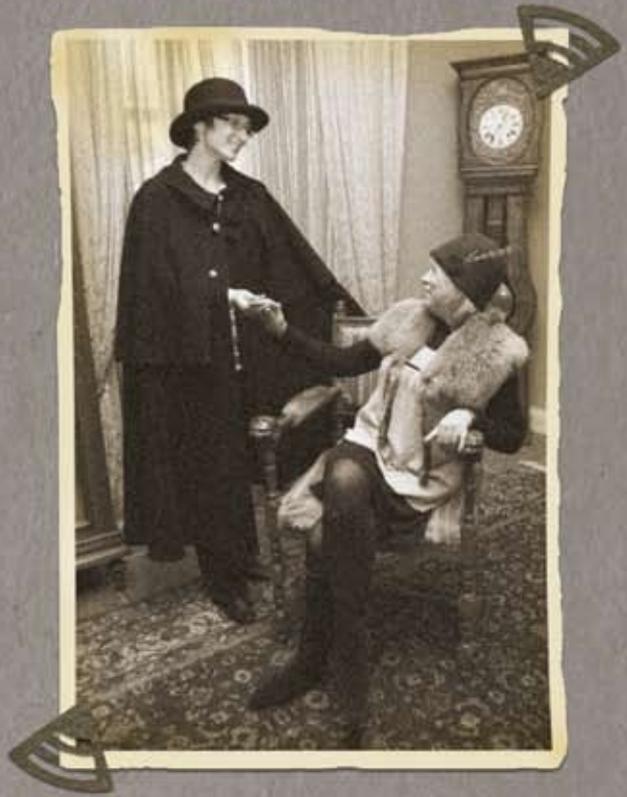
This short handbook will help you to do it with minimum headache and maximum efficiency. It is quick to read and it contains all the items you may use for the promotion of your actions. Feel free to copy and paste.



CONTENT

1. **C**OMMON REQUIREMENTS
2. **C**OMMUNICATION
3. **C**ONCEPT
4. **C**REATIVITY
5. **C**OPY-PASTE LIBRARY
 - A. Logo of the EU
 - B. Logo of the Programme
 - C. Press release
 - D. To be included into every publication
 - E. Newsletter
 - F. Display panel
 - G. Commemorative plaque
 - H. Sticker
 - I. Disclaimer
 - J. Statement about the European Union
 - K. General statement about the Programme
 - L. Event agenda and invitation blank
 - M. Event registration table

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1. COMMON REQUIREMENTS

EXERCISE 1.

We all know how the EU flag looks like, don't we?

Please choose, which is the right version of it:



A



B



C

The correct answer is C.

THE MAIN DOCUMENTS TO BE FOLLOWED WHILE COMMUNICATING ON YOUR ACTION:

1. **Communication and Visibility Manual for European Union External Actions (Manual)**
2. **Guidelines for Grant Applicants** (chapter 2.5.18 – Visibility, Information and Communication)
3. Communication part in your Application Form (worksheet GA1 and field 4.12).

THE MAIN REQUIREMENTS FOR ACTION COMMUNICATION ACTIVITIES:

GENERAL REQUIREMENTS

1. The **EU flag** must be added to letterheads, fax headers, promotion materials, articles, audiovisual production, etc. anytime when communicating on matters related to the action (Chapter 4.1 of the **Manual**). The EU flag cannot be smaller than other logos placed next to it.
2. The phrase **„This project is funded by the European Union“** must be added to letterheads, fax headers, promotion materials, articles, audiovisual production, etc. anytime when communicating on matters related to the action (Chapter 4.1 of the **Manual**). If your document is written in national language, you should also include the above mentioned phrase in national languages:
 - Šis projektą remia Europos Sąjunga (in Lithuanian)
 - Šo projektu finansē Eiropas Savienība (in Latvian) or
 - Этот проект финансируется Европейским Союзом (in Russian).

3. The **logo of the Programme** must be added to letterheads, fax headers, promotion materials, articles, audiovisual production, etc. anytime when communicating on matters related to the action (**Guidelines for Grant Applicants** (chapter 2.5.18 – Visibility, Information and Communication)).

SPECIALISED REQUIREMENTS

1. **Publications** should have a disclaimer stating that the EU is not responsible for the contents of these publications (Chapter 4.1. of the **Manual**).
2. **Publications** and press releases should mention the amount of EU funding in Euro and in the local currency (Chapter 4.2.1 of the **Manual**).
3. **Leaflets** and brochures must incorporate the definition of the EU (Chapter 4.2.4 of the **Manual**). They should also have a disclaimer stating that the EU is not responsible for the contents of these publications (Chapter 4.1. of the **Manual**).
4. **Websites** should have links to the websites of the EU Delegation or the Representation of the European Commission in your country and the website of the Europe Aid Cooperation Office (Chapter 4.2.5. of the **Manual**).
5. **Vehicles**, supplies and equipment should be clearly identified and visibly carry the EU flag and the phrase “Provided with the support of the European Union” in English and in the local language (Chapter 4.2.9. of the **Manual**).
6. **Promotion** items should be clearly identified with the EU flag and the phrase “Provided with the support of the European Union” (and the translation to local language (Chapter 4.2.10. of the **Manual**)).
7. **Events** should give their attendees an impression that they are funded by the EU. The EU flag should appear on all material and if possible the European flag or banner should be displayed in meeting rooms (Chapter 4.2.13. of the **Manual**).



2. COMMUNICATION

EXERCISE 2. As far as you know, the supervisors will check each activity that you will have conducted under your action. If something will be wrong with the activity, you risk of not receiving the EU grant for this activity (which means, you will have to pay from your own resources). This includes communication! Imagine you are going to publish an article about your action. Which of the below listed sequences is least risky in terms of your activity not being covered by the EU?

A.

1. You consult your foreign partner and make sure you spell the title of its organisation right; however, you forget to put the EU flag in the article.
2. Prior to publishing of the article, you send the proof of it for the approval of the Information Officer of the Programme.
3. He/she corrects the mistakes in the article and sends the corrections to you.
4. You make the corrections and publish the article.
5. You report about publishing the article, including the copy of the article.

B.

1. You consult your foreign partner and make sure you spell the title of its organisation right; however, you forget to put the EU flag in the article.
2. You publish the article.
3. You report about publishing the article, including the copy of the article.
4. The persons checking your report notice that the article, which was paid for using the EU funding, bares no EU flag.

C.

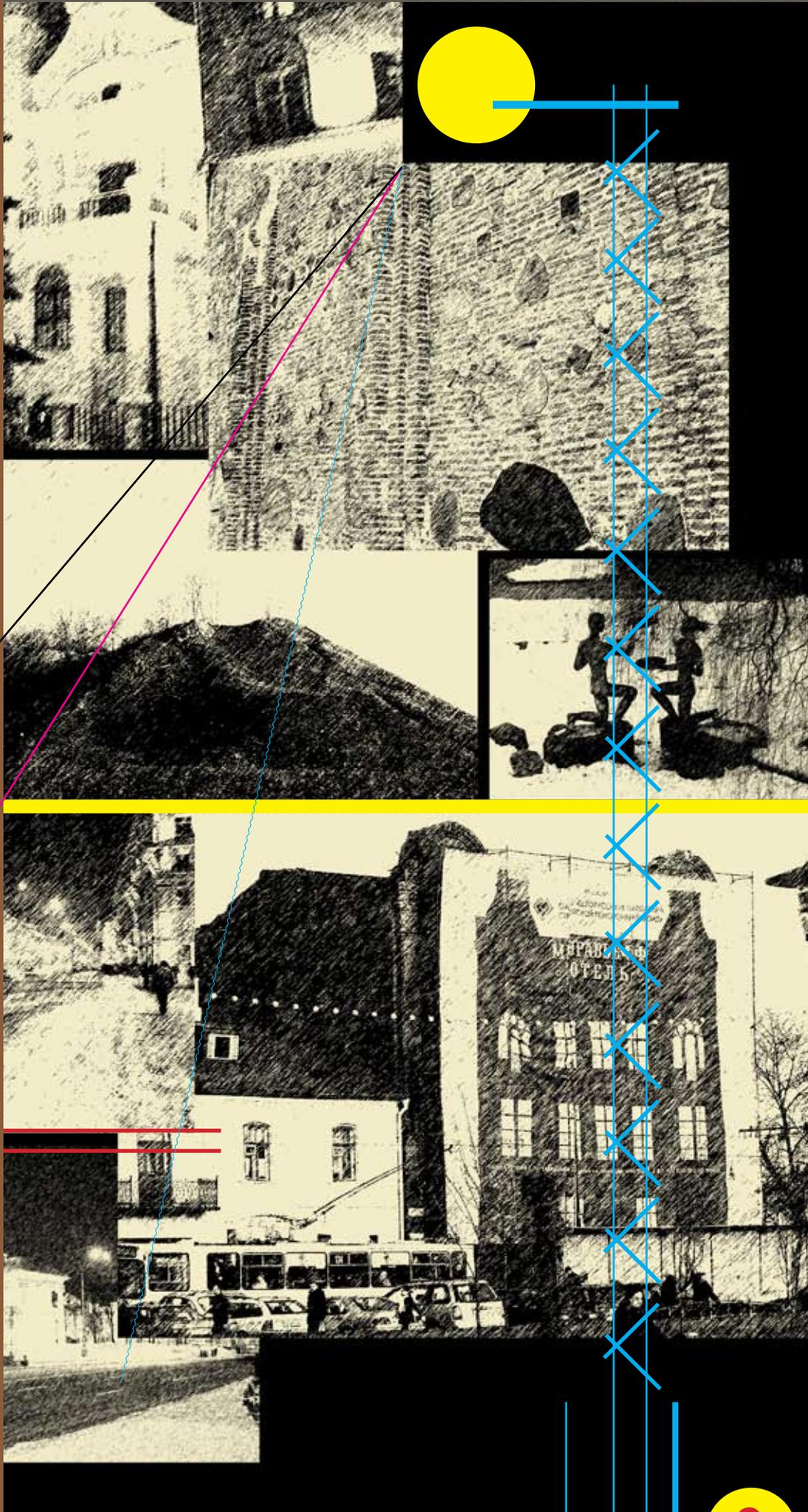
1. You have no time to consult your foreign partner and spell the title of its organisation wrong. You also forget to put the EU flag in the article.
2. You publish the article.
3. You report about publishing the article, including the copy of the article.
4. The persons checking your report notice that the article, which was paid for using the EU funding, bares no EU flag.
5. Your partner gets to see the article and is disappointed by the title of its organisation being misspelled.

The correct answer is A.

5 THINGS WORTH REMEMBERING:

1. By communicating on all you do to your partners:
 - you will strengthen the team spirit in your action and have more initiative from your partners,
 - you will avoid a lot of mistakes,
 - you will prevent many conflicts.
2. You implement an international action, where at least 2 languages are used. Do not forget that language, titles, and names are very sensitive issues. Therefore make sure you spell everything right in all the languages. This is not a difficult task as you have native speakers at your service – your partners across the border. Always consult them.
3. Very often a simple e-mail or personal notice does more to action publicity than a number of press articles or TV reports. Use every opportunity by informing about your action the authorities of the Programme, your national, regional and local authorities, the EU delegation or the Representation of the European Commission in your country and other organisations that might be interested in your major activities or achievements.
4. Arranging the promotion of your action in proper way is not a simple task. Therefore, you should consult the **Delegation of the European Union to Ukraine** (which represents the EU what regards the communication of the Programme) when:
 - writing a press release (Chapter 4.2.1 of the **Manual**),
 - developing a website (Chapter 4.2.5 of the **Manual**),
 - producing promotional items (Chapter 4.2.10 of the **Manual**),
 - preparing audiovisual production (Chapter 4.2.12 of the **Manual**).
5. Your main advisor regarding the communication on your action is the Information Officer of the Programme. The earlier you consult him/her on everything you do, the less risk you will face of making mistakes and not receiving funding for your communication costs from the EU.





3. CONCEPT AND CONSISTENCY:

EXERCISE 3. Which chain of communication actions has the best chances of being successful?

A.

1. An article is published in the local press, shortly presenting the action.
2. Logo of the action is created.
3. Another article is published in local press, shortly presenting the implementation activities and introducing the logo of the action
4. Website of the action is launched
5. An article is published in national press, presenting the results of the action and introducing the slogan of the action.

B.

1. Logo of the action is created.
2. Website of the action is launched.
3. Banners are placed on the websites of local authorities and news websites, directing people to the web site of the action.

C.

1. Logo and the slogan of the action are created.
2. Slogan of the 1st meeting of action partners is created and the 1st meeting is widely advertised in local press.
3. Slogan of the 2nd meeting of action partners is created and the 2nd meeting is widely advertised in national press.
4. The results of the action are presented on the website of the action.

The correct answer is B.

The communication always has more chances of staying in the memories of its target audiences if it has distinctive features (logo, slogan, etc.) and is consistent (always follows the same principles and uses similar signs).

We strongly advise to think of the concept of the communication within your action by asking a simple question: What do you want your action to be. It can be presented to your target groups and the general public as modern, traditional, aiming at high-technologies, scientific or popular, etc. You should choose the character of your action and stick to it during the entire life-cycle of your action.

Then you can also think of the means and channels of communication (press, TV, internet, events, presentations, exhibitions, etc.), which suit the character of your action best.

The communication concept of the Programme is the “Programme that creates common future”, meaning that the Latvians, Lithuanians and Belarusians rest upon successful partnership in the past and develop original action ideas in order to make common future better. This concept is reflected in the old-fashion style of the opening conference “Quo Vadis” of the Programme and the retro style promotion items produced, which will gradually transform into innovative, progressive image.

We call the actions to think of the possibility to join this concept while communicating on their actions. The first step into doing this is making the photos of the initial phase, implementation phase and the results' phase of your actions.

Last, but not least! Remember to collect and store all products of your communication for reporting reasons.



4.
CREATIVITY

EXERCISE 4. Which one out of the three article headings below would have a chance of getting your attention if having appeared in your local newspaper?

A.

The action “Common strategy for cross border tourism” has been successfully concluded. It was implemented by three towns from three countries. A number of joint partner meetings and trainings took place and the strategy for tourism development was prepared. <•••>

B.

Our town will attract tourists with new bicycle paths and water tourism routes. Moreover, we shall cooperate with two foreign towns. This is the outcome of the joint tourism strategy prepared under the action “Common strategy for cross border tourism”. <•••>

C.

The final conference of the action “Common strategy for cross border tourism” took place in our town. Representatives of three towns from three countries took part in the conference. The mayor of our town presented the strategy for tourism development. A lively discussion took place. <•••>

The correct answer is B

5 THINGS WORTH REMEMBERING:

1. When it comes to remembering, the impressive, outstanding and extraordinary actions are remembered, not the dull, neat and usual. And the implementers of the actions that are remembered have more chances of receiving the funding in future.
2. Before engaging in any communication activity ask yourself whether you would like to attend an event that you are organising, whether you would like to read an article you are writing, etc. Think what could make your activities attractive.
3. Your communication should focus on “the action, not on administrative or procedural milestones” (Chapter 2.1 of the **Manual**).
4. You should always think of whom the achievements of your action could be interesting to: media about tourism, professional networks, cultural websites, etc. (Chapter 2.1 of the **Manual**).
5. If there is no one in your office who can write like a journalist, hire a journalist (this will not increase the costs of the article to be published by too much). If there is no one in your office who can act as a presenter or moderator during your event, hire a professional presenter or moderator.



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