

Estonia-Russia Cross Border
Cooperation Programme
2014-2020

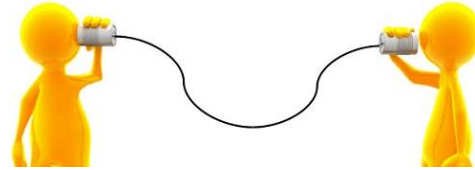
COMMUNICATION AND VISIBILITY

Joint Technical Secretariat

16 and 22 January 2020
Webinars



Communication and visibility requirements



- ✦ Why is visibility increasingly important?
- ✦ How to ensure communication at project level?
- ✦ Who is responsible for communication?

Communication and visibility requirements



Lead beneficiary and beneficiaries are obliged to demonstrate the Programme financial support, including support from

- European Union
- Republic of Estonia
- Russian Federation

Communication and visibility requirements

Usage of Programme Logo



**Compulsary
for all
communication
materials and tools,
documents and
outputs produced by
the project**

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Communication and Visibility requirements



- Commission Implementing Regulation (EU) 897/2014 of 18 August 2014
- Communication and Visibility Manual for EU External Actions
- JOP of the Estonia-Russia CBC Programme
- **Communication and Visibility Guidelines for the implementation of projects!**



➤ Practical Recommendations for Project Participants on the information Coverage of the Russian Federation Participation in Cross-Border Cooperation Programmes

Communication and visibility in Full Application Form

- Work package in eMS
- Information and Communication Plan (Annex 4)

The screenshot shows the eMS Application Form Work... interface. The 'Workpackage List' section is active, displaying a table of activities. A red circle highlights the 'C COMMUNICATION AND VISIBILITY' activity, which is titled 'Communication and visibility' and has dates 'Sep-2018' and 'Aug-2020'.

Template for Information and Communication Plan

Please follow the eMS logic for this task.

No	Communication objective	Target group/Project stakeholders	Activities	Output indicator	Time	Responsible partner	Indicative budget
1	Identify the objective of the project's external and internal communication for the particular target group. What is the message that you want to deliver to this target group? What do you want to achieve: Inform? Involve? Introduce? Raise awareness?	Identify the target group(s)/stakeholders of the Project that you will be addressing with the communication activities. Think of the individuals, groups, organisations crucial for the project (<i>target group 1,2 etc</i>)	List the activities that you will be implementing to communicate with the particular target group. Think of the communication tools that are relevant to them and use the most cost-effective way to communicate with them	State the output(s) and output indicators for every activity you will be implementing.	State when the activities will take place (or alternatively state their frequency)	State the partner(s) who is/are responsible for carrying out the respective activities (<i>P1, P2 etc</i>)	Add information on the financial resources necessary to finance the planned communication activities. Remember to transfer them to the overall project budget!
2							
3							

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Documents for Applicant

For Applicants and partners of the 3rd Call for proposals
For Applicants and partners of the 2nd Call for proposals
For Applicants and Partners of the 1st Call for proposals
Large Infrastructure Project (LIP) Applicants and Partners

Documents for Beneficiary

Seminar downloads

Documents for Applicant

Guidelines for the 3rd Call for proposals

Guidelines for the 2nd Call for proposals

Guidelines for the 1st Call for proposals (in English)
– Unofficial translation of the Guidelines for the 1st Call for proposals (in Estonian).
– Unofficial translation of the Guidelines for the 1st Call for proposals (in Russian).

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For Applicants and partners of the 3rd Call for proposals

Following documents are for use of Applicants and partners for the 3rd Call for project proposals.

The Call for Proposals is open from 25 November 2019. Deadline for submission of project full applications in eMS is 21 February 2020.

Guidelines for the 3rd Call for proposals
Annex 1 – Declaration by the Applicant
Annex 2 – Partner Statement
Annex 3 – Letters of Endorsement by the Associates
Annex 4 – Information and Communication plan
Annex 5 – Evidence of ownership or access to the land/ building
Annex 6 – Logical Framework
Annex 7 – The Applicant's declaration of applying de minimis aid provisions (for Estonian partners only)

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Documents for Applicant

Documents for Beneficiary

Seminar downloads

Awarded projects

Programme logo

Documents for Beneficiary

– Instructions on applying for additional financing for implementation of Large Infrastructure Projects and Annexes. This document applies only to Large Infrastructure Projects. Deadline for submission of applications is 22 October 2019.

Communication and Visibility Guidelines for Implementation of Projects (changes Not approved in 4 June 2019) contains compulsory requirements and guidelines for all projects supported by the Estonia-Russia CBC Programme in order to ensure visibility of project activities and results.

– **Project Implementation Guidelines** (changes in points 2.5.1; 2.5.3.1; 3; 5.2.2 approved on 24 April 2019; changes in point 5.10 approved on 09 July 2019) is providing practical assistance

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Leht Postkaart Teated Statistika Avaldus Ad Center Veel

Meeldiaks margitud

Estonia-Russia CBC Programme 2014-2020
Avaldus Ettevõtte Mõeldavuse 11. jaanuar kell 09:14

3rd Call Applicants and partners!
Welcome to register for the webinars on 16 and 22 January:
<https://www.estoniarussia.eu/...webinars-for-the-3rd-call-a-...>
Vaata 10iget

WEBINAR

Register for
FOR 3RD CALL
WEBINARS

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Co-funded by the European Union
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Thank you!

Do you have any questions?

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