

Estonia-Russia Cross Border
Cooperation Programme
2014-2020

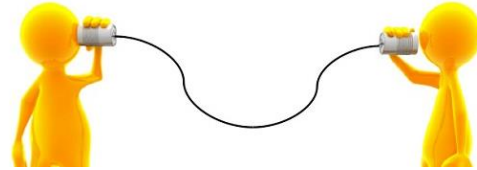
GUIDELINES FOR CALL OF PROPOSALS

Joint Technical Secretariat
Liane Rosenblatt

24-25 January 2017
Viljandi, Estonia



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

Shall apply together with National communication and visibility rules

Programme Communication and Visibility Guidelines

Communication and Visibility rules for EU External Actions

Project's Information and Communication plan to be submitted together with FAF



Communication and visibility requirements

Usage of Programme Logo



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

estoniarussia.eu



EST | RUS
Cross Border Cooperation
Programme



Co-funded by the European Union,
the Republic of Estonia and the Russian Federation

Upcoming events

7–8 February, 2017

Seminar in
Pskov

Individual
consultations

18 January –
15 March, 2017

Seminar in
St.Petersburg

20-21 February, 2017

1st Call for Proposals

Open from 17 January - 3 April 2017

Communication and visibility requirements



Setting goals is the first step in turning the invisible into the visible



-Tony Robbins



Thank you!

Do you have any questions?



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