

Estonia-Russia Cross Border
Cooperation Programme
2014-2020

Communication and Visibility requirements

Joint Technical Secretariat

11 September 2019
Pskov, Russia



All beneficiaries shall take necessary steps to publicise the fact that the Project is co-financed by the Programme.



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Project documents



- ✓ **Full Application Form in eMS** → (WP Com&Vis)
Annex 14
- ✓ **Partnership Agreement** → Article 14
- ✓ **Grant Contract** → Article 12

Workpackage List

P PREPARATION

Preparation

Jan.2017

Dec.2018

M MANAGEMENT

Management

Mar.2019

Sep.2021

T1 CORE ACTIVITY

Improvement of the potential of rural SME's

Apr.2019

May.2021

I1 INVESTMENT

Investments to product development infrastructure in Estonia

Mar.2019

Dec.2020

I2 INVESTMENT

Investments to product development infrastructure in Pskov

Mar.2019

Apr.2020

C COMMUNICATION AND VISIBILITY

Communication and visibility

Mar.2019

Sep.2021

Timeline



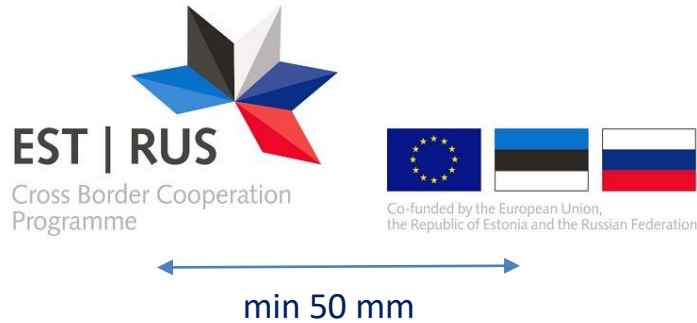
ANNEX 14

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							

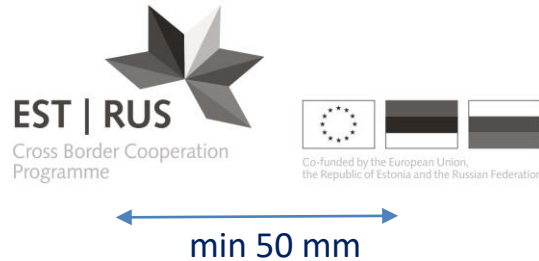
Programme Logo



- 2 integral elements:
- Programme logo
 - co-funders` flags an additional text

Download from the Programme website <https://www.estoniarussia.eu>

Programme Logo –exceptional cases



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Programme Logo

DO!



GENERAL STATEMENT ABOUT THE PROGRAMME

“Estonia-Russia Cross Border Cooperation Programme 2014-2020 aims to foster cross-border cooperation across the borders between the Republic of Estonia and the Russian Federation to promote socio-economic development in the regions on both sides of the common borders. The Programme web-site is www.estoniarussia.eu.”

DISCLAIMER

This publication has been produced with the financial assistance of the Estonia – Russia Cross Border Cooperation Programme 2014-2020. The content of this publication is the sole responsibility of <Lead Beneficiary's or Beneficiary's name> and can under no circumstances be regarded as reflecting the position of the Programme, Programme participating countries alongside with the European Union



Programme Logo

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Guiding documents

✓ **Communication and Visibility Guidelines for the implementation of projects of Estonia-Russia CBC Programme**



- Practical Recommendations for Project Participants on the Information Coverage of the RF Participation in CBC Programmes
- Communication and Visibility Manual for EU External Actions
- The ENI CBC 2014-2020 implementing rules





The Estonia-Russia Cross Border Cooperation Programme 2014-2020 aims to foster cross-border cooperation between the Republic of Estonia and the Russian Federation to promote socio-economic development.

The Programme will complement overall European Union – Russia relations focusing on the eligible border regions on both sides of the border.

News

Silver eel escapement in Narva River Basin District (RBD) to be investigated

1.03.2019

The awarded project "Restocking of European eel as a measure of recovery of endangered species and preservation of natural diversity" (Project (ER-80) is now officially launched and will be implemented by two partners: Centre for Limnology of the Estonian University of Life Science and Federal State budget Institution of sciences St. Petersburg Scientific Centre of the Russian Academy of Sciences. Two more organisations are involved in project implementation or operational support.

Events

Seminar for Beneficiaries in St. Petersburg, Russia on 20-21 March 2019

20.03.2019

Registration is open! Lead beneficiaries and beneficiaries of supported projects are invited to participate at the information seminars in Estonia and Russia in March 2019.

The focus of three thematic seminars is as follows: In Tartu – food and natural resource management (FNM); In Riga –



Home Programme Project Partners search Communication FAQ Contacts



Documents for Applicant

Documents for Beneficiary

Seminar downloads

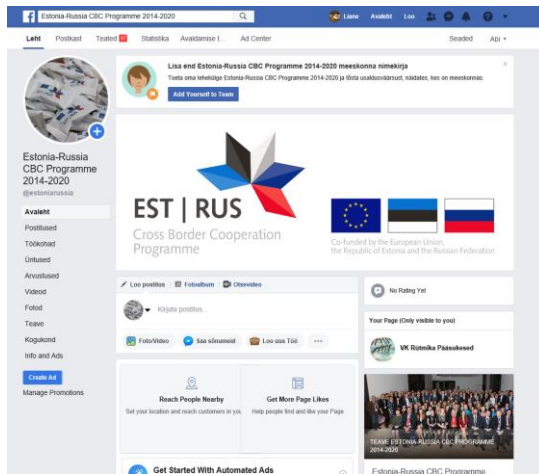
Awarded projects

Programme logo

Documents for Beneficiary

-Communication and Visibility Guidelines for the Implementation of Projects 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 5.1.0 approved on 09 July 2019) is providing practical assistance for Lead Beneficiaries, beneficiaries on project



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