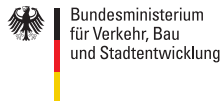


# Communication Requirements, Rules and Plans



*part-financed by the  
European Union*



*Part-financed by the German  
Federal Ministry of Traffic,  
Construction and Urban Affairs*



*Baltic 21  
Lighthouse Project*



**Lead Partner**

University of Greifswald, Institute of Geography

Betina Meliss

# Abbreviations

BSR	Baltic Sea Region
EU	European Union
ERDF	European Regional and Development Fund
ENPI	European Neighbourhood and Partnership Instrument
Programme	Baltic Sea Region Programme 2007 – 2013
JTS	Joint Technical Secretariat

# Baltic Sea Region Programme 2007 - 2013 in different languages

DE	Ostseeraum Programm 2007 - 2013
PL	Program Regionu Morza Bałtyckiego 2007-2013
LV	Baltijas jūras reģiona programma 2007 - 2013
LT	Baltijos jūros regiono programa 2007-2013
EE	Laanemere piirkonna programm 2007-2013
FIN	Itämeren ohjelma 2007 – 2013
SE	Ostersjöregion
NOR	Ostersjøprogrammet 2007 - 2013
DK	Programmet for Østersøregionen 2007-2013
RUS	Программа региона Балтийского моря 2007-2013
BY	Рэгіён Балтыйскага мора 2007 - 2013

# Regulations

## EU

- Commission Regulation No. 1828/2006, Article 8 & 9, Annex 1)
- „The beneficiary shall be responsible for informing the public about the assistance obtained from the funds“
- Communication and Visibility Manual for EU External Actions“
- Operational Programme (Chapter 13,2)
- Programme Manual (Chapter 8)

# Requirements

## **Programme Manual recommends:**

- Appoint a Communication Officer
  - Prepare a communication plan (internal +external communication)
  - Design Project logo and website
  - Always refer to EU & Programme
- 

## **How will we do it in practice?**

Generally: all partners shall contribute to WP 2!

Specifically: Project Coordinator + support by selected partners:

- + German Assosiation for Housing, Urban and Spatial Development
- + Baltic Sea Tourism Commission (BTC)
- + NGO West-Estonian Tourism
- + related organisations, partners' networks, associated partners ...

## Use of Logos

Projects must use the EU logo.

The EU flag constitutes the main element of the European visual identity.

- only the original EU flag
- no other variations are correct



The EU flag includes, against the background of a blue sky, twelve golden stars forming a circle, representing the union of the peoples of Europe. Twelve stars are the symbol of perfection and unity.

All project outputs and results must have clear reference to the Programme & EU contribution



**No reference: No reimbursement of costs!**

If appropriate the reference can also be used in national languages:

- DE Dieses Projekt wird von der Europäischen Union kofinanziert (Europäischer Fonds für regionale Entwicklung und Europäisches Nachbarschafts- und Partnerschaftsinstrument)
- PL (Projekt) Współfinansowano(y) ze środków Unii Europejskiej (Europejski Fundusz Rozwoju Regionalnego i Europejski Instrument Sąsiedztwa i Partnerstwa)
- LV Projekts daĢēji finansēts no Eiropas Savienības (Eiropas reāionālā attīstības fonda un Eiropas kaimiņattiecību un partnerības instrumenta)
- LT Iš dalies finansuoja Europos Sąjunga (Europos regioninės plėtros fondas ir Europos kaimynystės ir partnerystės priemonė)
- EE Osaliselt rahastab Euroopa Liit (Euroopa Regionaalarengu Fond ning Euroopa naabrus- ja partnerlusinstrument)
- FIN Euroopan unionin osarahoittama (Euroopan aluekehitysrahasto ja Eurooppalaisen naapuruuden ja kumppanuuden valine)
- SE Delfinansierat av Europeiska Unionen (Europeiska Regionala Utvecklingsfonden och Europeiska Grannskaps- och partnerskapsprogrammet)
- NOR Delfinansiert av EU (det europeiske regionalfondet og Eus naboskapsinstrument)
- DK Medfinansieret af den Europaiske Union (Den Europaiske Fond for Regionaludvikling og Det Europaiske Naboskabs- og Partnerskabsinstrument)
- RUS Частично финансируется Европейским Союзом (Европейский фонд регионального развития и европейский инструмент соседства и партнерства)
- BY Часткова фінансуецца Еўрапейскім Саюзам (Еўрапейскім фондам рэгіянальнага развіцця і Еўрапейскім інструментам добрасуседства і партнёрства)

# Communication Plan

- Plan information and communication
- Target audience – which information interested in?
- Disseminate information about project and its results

## **Structure**

- Aims
- Target groups
- 2-3 main project messages
- Communication tools
- Responsibility
- Evaluation & indicators
- Revised WP 2
- Budget

→ To be worked out and to be submitted latest with the 1<sup>st</sup> progress report  
(JTS: communication seminar)

# Support by JTS

- Website [eu.baltic.net](http://eu.baltic.net)
- Programme Communication Plan
- Communication Guidelines: best practice examples
- Individual consultations for lead partners per phone & e-mail
- Events

# Example



## Agora 2.0 Kick-off Meeting

Greifswald / GERMANY, 11-13 february 2010

### Practical Information for Participants

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#### HOST

**University of Greifswald, Institute of Geography**

Convener & Project Leader  
**Prof. Dr. Wilhelm Steingrube**

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#### CONTACT PERSONS

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fax: +49 (0)3834 864481  
[szeidler@uni-greifswald.de](mailto:szeidler@uni-greifswald.de)

#### MEETING VENUE

**University of Greifswald  
Institute of Physics**

Entrance:  
Rudolf-Petershagen-Allee



Part-financed by the European Union (European Regional Development Fund and European Neighbourhood and Partnership Instrument)

# Example



From:  
Lead Partner of the project AGORA 2.0,  
University of Greifswald, Institute of Geography

To:  
Project Partners

## INVITATION LETTER

### Kick-off Meeting in Greifswald, 11-13 February 2010

Dear Project Partners,

It is a pleasure for us to invite you for active involvement in the

#### **Kick-off Meeting for the Project AGORA 2.0 Greifswald, 11-13 February 2010**

For further information, please have a look at the attached Agenda and "Practical information for participants".

In the case you want to discuss special topics, please, inform us in advance and do not hesitate to contact us for any further question or information.

We are looking forward to seeing you soon,

Best regards,

A handwritten signature in blue ink, appearing to read "Steingrube".

Prof. Dr. Wilhelm Steingrube  
University of Greifswald, Institute of Geography



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ERNST MORITZ ARNDT  
UNIVERSITÄT GREIFSWALD



Wissens-  
Impuls-  
Seit 1409

# Example



Project name:

**LIST OF PARTICIPANTS  
of the Kick-off Meeting  
Greifswald/Germany, 11-13 February 2010**

Total number of participants:

Name of the responsible project partner organisation:

No	Name of Participant	State	Participant's Organisation (Name and address)	Participation				Participant's Signature
				Get Together	Day 1	Day 2	Field Trip	
1	Achtenhagen, Manfred	DE	Verein der Schlösser, Guts- und Herrenhäuser Mecklenburg-Vorpommern e.V. Gutshaus Ludorf, Rondell 78, 17207 Ludorf/ Müritz		X	X		
2	Arent, Marta	PL	University of Szczecin Institute of Marine Sciences ul. Mickiewicza 18, 70-383 Szczecin		X	X	X	
3	Baerens, Matthias	DE	ECEAT Deutschland e.V. Möwenburgstr. 33, 19055 Schwerin			X		
4	Baltrusaitiene, Lena	LT	Administration of Neringa Municipality Taikos Str. 2, 92121 Neringa	X	X	X		
5	Belova, Anna	RU	Immanuel Kant State University of Russia Services and Tourism Department A. Nevskogo 14, 236016 Kaliningrad	X	X	X	X	
6	Beyer, Carsten	DE	s. Pro – sustainable projects GmbH Bundesallee 130, 12161 Berlin		X	X		
7	Born, Wolf	DE	Staatskanzlei Mecklenburg – Vorpommern, 19048 Schwerin	X	X			
8	Brandenburg, Daniela	DE	Enterprise Europe Network M-V IHK zu Rostock Ernst-Barlach-Str. 1-3, 18055 Rostock		X			
9	Burksiene, Valentina	LT	Administration of Neringa Municipality Taikos str. 2, 92121 Neringa	X	X	X		



# Example



## Comment

Please, change the order of the logos:

- 1) EU logo
  - 2) Programme logo
  - 3) Project logo
- (from left to right)



The Association of Castles and Museums around the Baltic Sea



Part-financed by the European Union (European Regional Development Fund and European Neighbourhood and Partnership Instrument)

[www.baltic-castles.org](http://www.baltic-castles.org)

# Example



## Baltic 21 Lighthouse Project



Part-financed by the European Union (European Regional Development Fund and European Neighbourhood and Partnership Instrument)



Part-financed by the German Federal Ministry of Traffic, Construction and Urban Affairs



Baltic 21 Lighthouse Project



# AGORA 2.0

Heritage Tourism for Increased BSR Identity

Betina Meliss  
University of Greifswald  
Institute of Geography



# Planned common activities

- Project website  
(BASTIS - WP 3, web based heritage panel - WP 4)
- Flyer ...
- Newsletter (e- and paper version)
- Brochure on natural and cultural heritage / 6 BSR wonders

## Synergies / your own intentions?

- Which PR activities do you plan?
- Do you have good access to media which could be used for AGORA 2.0?

# What do we expect you to do?

- Be carefully with PR materials, presentations, articles ...
- Ask the lead partner: synergy effects, cooperation, pre-checks
- Provide the LP with information and copies (for web and publications)
- Report your activities
- Participate in project meetings (1 meeting per half year)
- Support the implementation of the communication plan and common PR activities!

**THANK YOU!**