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Communication and visibility – contractual obligations

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Ilta-Sanomat 10.9.14

” Suomi on panemassa kymmeniä miljoonia euroja Venäjä-hankkeisiin, vaikka aiempien tuloksista ei ole tietoa.”

”Finland is investing tens of millions on cooperation projects even there's no knowledge on the results of the previous projects.”



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Why it is important?

- Justifies your project (if nobody knows about your work what's the point?).
- Gives visibility for the programme (securing future funding opportunities).
- Gives visibility for EU and national funding (transparency).



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Obligations

Read the Programme manual, part D.

The essential:

- Update and follow your communication plan,
- Make the financiers visible,
- Disseminate the project results.



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Obligations

Communication plan

- Update the information and add timetable -> submit to your contact person within 2 months of launching the project.



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Obligations

Making financiers visible

- Use the logo
- Use the text: "[The project is] funded by the European Union, the Russian Federation and the Republic of Finland."
- Tell everywhere (seminars, trainings, press releases etc) where the funding comes from.

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Obligations - practicalities

Website

- Basic project information, news and contacts to be published on the programme's server (template provided).
- Publish project information on organisations' websites

Posters and plaques

- Project information on the partners' premises
- Project information on sight.

Photos

- Submit 5-10 photos, including before and after photos, to the MA,

Events

- Participate in the events organised by the programme,



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Reporting

- Communication and visibility activities are described and analysed in the interim report.
- Communication and visibility indicator and output form to be annexed to the report.
- Communication plan updated when necessary.

Note! Inform the MA in **real time** on your achievements, media presence etc.



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Social media

Inform the MA on your social media accounts.

Follow the programme:

Twitter: twitter.com/kareliacbc

Facebook: facebook.com/KareliaCBC

Vkontakte: vk.com/kareliacbc



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Good luck!



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