

Technical Support Instrument

Supporting reforms in 27 Member States

Building Capacities for Effective Communication of the Benefits of the Recovery and Resilience Plans

***First training:
EU communication and visibility requirements on RRP
communication***

30 April 2024 | 10.00 – 12.00 CET



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Before we start

- » To ensure call quality, your microphones are turned off.
- » If you have a question, please, type it in the call chat, or save it for the Q&A session at the end of the training. When the speakers call for questions, you can raise your hand and organisers will unmute your microphone.
- » Please note that the training is being recorded. The recording will be shared upon the request of the Member States.
- » Please respect speakers and other participants during the training.



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Agenda

Objective

The objective of this training is to emphasise the role of effective communication in the successful execution of Recovery and Resilience Plans (RRPs), with a focus on applying EU guidance, templates, and best practices. Participants will acquire an understanding of the importance of clear communication and receive practical examples to enhance communication efforts.



Time	Activity	
10.00 – 10.05	Opening by PricewaterhouseCoopers	
10.05 – 10.10	Opening remarks by the DG REFORM, European Commission	
10.10 – 10.25	Importance of effective communication in the implementation of the RRP – DG ECFIN, European Commission	
10.25 – 11.50	Application of the EU guidance on RRP communication, templates and best practice examples (including 10-minute break)	
11.50 – 12.00	Q&A session and closing	



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Speakers for today's training



**Raimonds
Dauksts**



**Radu
Danu**



**Gabriela
Diaz Figuls**



**Dita
Dzērviniece**



**Ieva
Stūre**

PricewaterhouseCoopers

Raimonds is a Managing Director in PwC's Advisory Department with over 20 years of project management, consulting and M&A experience in the U.S. and Baltic countries. He specialises in complex project management, corporate and M&A strategy development and value creation. He has delivered complex global and EU wide projects for multiple clients, including U.S based Fortune 500 companies, European Commission, EBRD and EIB.

DG REFORM

Radu is a Policy Officer and Project Manager responsible for RRF coordination in Horizontal Policies Unit of DG REFORM, European Commission. Previously he worked for Frontex, European Parliament, and several NGOs. He has over 5 years experience in project management, stakeholder engagement, and policy analysis in public and civil society sectors.

DG ECFIN

Gabriela is a press officer focusing on the RRF, in the Communication and Inter-Institutional Relations unit at DG ECFIN, European Commission. She is a Spanish official with a background in economics and trade. She has worked as a journalist at El País's specialized economic newspaper and has approximately 10 years of professional experience in the private media sector.

PricewaterhouseCoopers

Dita is a Manager at PricewaterhouseCoopers Legal Latvia. She has over 12 years of legal experience and more than 10 years of experience in analysis of legislation and enforcement, as well as public sector transformation. She has very extensive experience in policy planning, strategy and also assessing the compliance of activities with regulatory enactments.

Komunikācijas aģentūra (Edelman Affiliate)

Ieva is a strategic director at Komunikācijas aģentūra (Edelman Affiliate). Ieva has experience of over 20 years in the field of communication, consulting clients in financial, retail, IT and technology industries on strategic communication, media relations, crisis communication, B2B and B2C communication. She has been part of extensive public sector campaigns: euro launch in Latvia; vaccination against COVID-19.



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Warm-up questions



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Warm up questions (1/2)

?

If you could summarise the essence of RRP communication in one word, what would it be?

Please write it in the chat.



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Warm up questions (2/2)

?

Which word best represents your feelings about diving into the topic of EU visibility requirements today?

Please write it in the chat.



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Opening remarks by the DG REFORM



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Project objective, outcome and impact

OBJECTIVE



To assist national authorities in improving their capacity to prepare, amend, implement and revise Recovery and Resilience Plans (RRPs) pursuant to Regulation (EU) 2021/241.

IMPACT



Ensured visibility and transparency in the RRP governance and implementation, leading to increased awareness of their valuable contributions and benefits.

OUTCOME



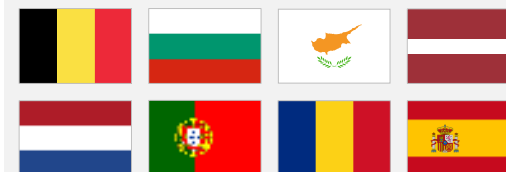
Enhanced capacities to carry out effective communication to stakeholders, media, and the general public in relation to the implementation of the RRP.

DURATION (15 MONTHS)



October 2023 –
January 2025

8 MEMBER STATES



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Planned training sessions

1. **Training No 1 **TODAY****
EU communication and visibility requirements on RRP communication
April 30 (online) | 10:00 – 12:00 CET
2. **Training No 2**
Strategic RRP communication planning
May 16 (online) | 10:00 – 12:30 CET
3. **Training No 3**
Communication tools, channels and content
June 5 (hybrid) | 10:00 – 16:30 CET

4. **Training No 4**
Stakeholder engagement and media relations
September 12 (online) | 10:00 – 12:00 CET
5. **Training No 5**
Efficient use of digital communication tools
September 19 (hybrid) | 10:00 – 16:30 CET
6. **Training No 6**
Effective communication in crisis situations
October 10 (online) | 10:00 – 12:00 CET



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Importance of effective communication in the implementation of the RRP



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Mid-term evaluation report of the RRF



- With the help of the **NextGenerationEU**:
 - **Over 28 million megawatts-hours in energy consumption saved;**
 - **5.6 million additional households have internet access via very high-capacity networks;**
 - **9 million people in the EU benefitted from protection measures against climate-related disasters.**



contributing to our climate and digital objectives

40 % of expenditure for **CLIMATE** investments and reforms

26 % of expenditure to foster the **DIGITAL** transition



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EU** 

Growing need to inform the public

Visibility and communication requirements



- Art.34(2): *“The recipients of Union funding shall acknowledge the origin and ensure the visibility of the Union funding, including, where applicable, by displaying the emblem of the Union and an appropriate funding statement that reads ‘funded by the European Union – NextGenerationEU’, in particular when promoting the actions and their results, by providing coherent, effective and proportionate targeted information to multiple audiences, including the media and the public.”*
- Visibility requirements similar to what is required under Cohesion Policy



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Visibility and communication requirements



- Enshrined in **RRF Regulation (Art. 34)** and **financing agreement (Art. 10)**:
 - Strategy
 - EU emblem
 - Single web space
 - Acknowledge origin and ensure visibility of Union funding



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Communication tools



- **Guidance to Member States**
- **Q&A** repository
- Recovery and Resilience **website**
- **Interactive map** of RRF measures
- Recovery and Resilience **Scoreboard**
- **Social media**
- **InformEU**

Communication tools



- **Guidance to Member States**

[Communicating and raising EU visibility - European Commission \(europa.eu\)](https://ec.europa.eu/eu-visibility/)

- **Q&A repository**



RRF VISIBILITY

Collection of questions and answers

November 2022

The Commission stands ready to support Member States in communicating about the RRF.

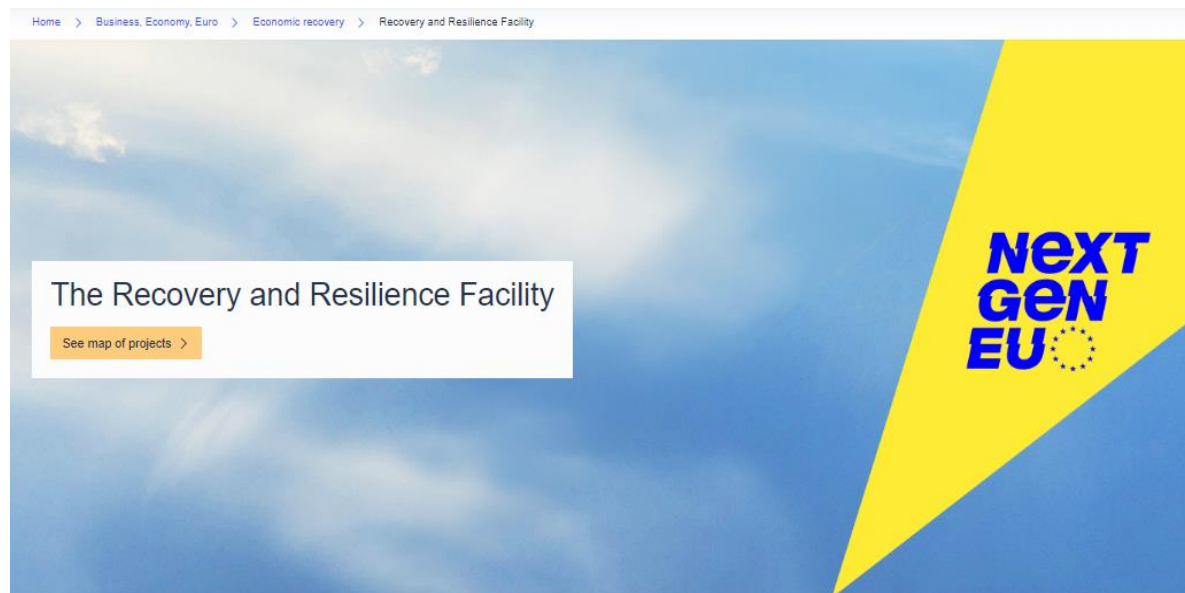
Questions can be sent to:

EC-RECOVER@ec.europa.eu

ECFIN-A4-PRESS-TEAM@ec.europa.eu

Disclaimer: This document collects a series of questions, received from different Member States on the implementation of Regulation (EU) 2021/241 establishing the Recovery and Resilience Facility (RRF) from 2021 to November 2022, alongside the answers provided by the Commission services at technical level. The aim of this document is to gather the answers provided to various specific questions by the Member States in order to facilitate the implementation of the plans and encourage good practices among Member States. It should under no circumstances be perceived as stating the official position of the Commission. Questions and answers have been anonymized and edited for better readability.

RRF website



The Recovery and Resilience Facility (RRF) is a temporary instrument that is the centrepiece of [NextGenerationEU](#) -the EU's plan to emerge stronger and more resilient from the current crisis.

Through the Facility, the Commission raises funds by borrowing on the capital markets (issuing bonds on behalf of the EU). These are then available to its Member States, to implement ambitious reforms and investments that:

- make their economies and societies more sustainable, resilient and prepared for the [green](#) and [digital](#) transitions, in line with the EU's priorities;
- address the challenges identified in country-specific recommendations under the [European Semester](#) framework of economic and social policy coordination.

The RRF is also crucial for implementing the [REPowerEU plan](#) – the Commission's response to the socio-economic hardships and global energy market disruption caused by Russia's invasion of Ukraine.



€648 billion*

to invest in reforms and projects

at 2022 prices, of which



€357 billion

of funds

in grants



€291 billion

of funds

in loans

*With the amended RRF Regulation, additional grants under the Emissions Trading System (ETS) and Brexit Adjustment Reserve (BAR) have been made available to Member States. Therefore, the EUR 357 billion in grants is now split in EUR 338 billion of original RRF grants, EUR 17.3 billion in ETS grants and EUR 1.6 billion in BAR grants. Furthermore, Member States could request loan support until August 2023. Of the total available envelope of EUR 355 billion, close to EUR 291 billion has been committed by end 2023. These two changes (more grants available through ETS and BAR and less loans requested than the total available envelope) result in a total RRF envelope of EUR 648 billion by end 2023. The previously mentioned amount of EUR 723 billion represented the maximum amount of RRF grants (EUR 338 billion) and RRF loans (EUR 385 billion) according to the RRF Regulation.

How does the Recovery and Facility work?



Implementation phase



Amendments



Mid-Term Evaluation



REPowerEU

The REPowerEU plan recognised that the Recovery and Resilience Facility can play an important role in achieving secure, affordable and clean energy. By providing additional EU funding, the Facility will help EU countries make the critical reforms and investment needed to rapidly end their dependence on Russian fossil fuels.



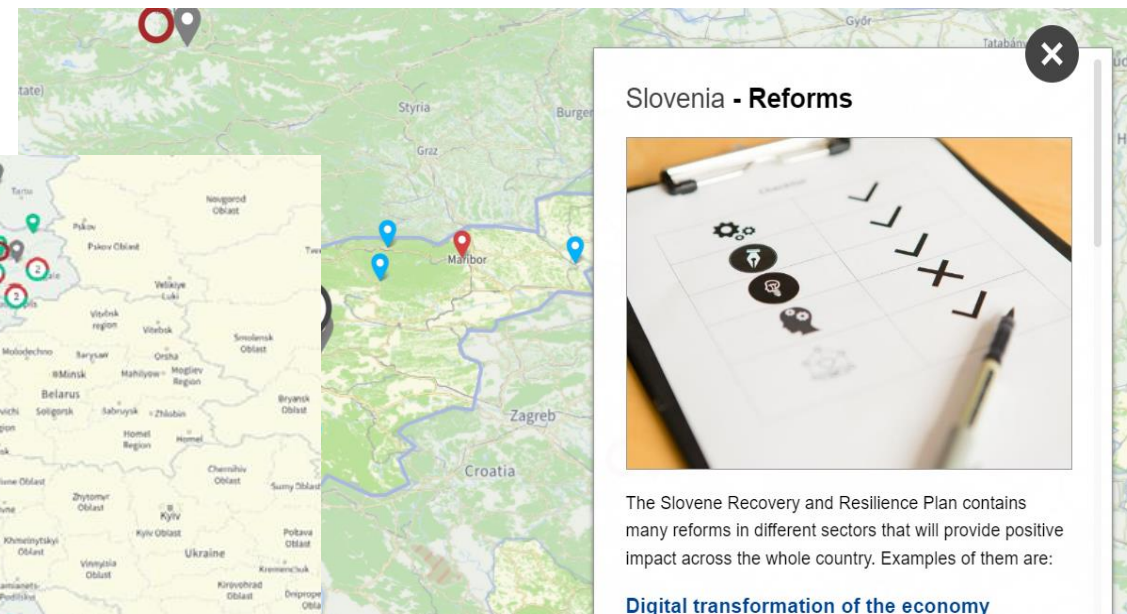
European Semester

Starting from its 2022 cycle, the European Semester process was adapted to take into account the creation of the Recovery and Resilience Facility and the implementation of the recovery and resilience plans.

State of the map



- RRF interactive map features over **1000 projects** (2000 pins) and
- Updated quarterly.



Slovenia - Reforms

The Slovene Recovery and Resilience Plan contains many reforms in different sectors that will provide positive impact across the whole country. Examples of them are:

Digital transformation of the economy

Recovery and Resilience Scoreboard



EN English

Search

Home Countries Pillars REPowerEU Timeline Milestones and Targets Disbursements Common Indicators Thematic Analyses

Disbursements

List of 100 largest final recipients

Once a Member State has fulfilled all the relevant milestones and targets to unlock a disbursement, it can submit a payment request. Following a positive assessment by the Commission, taking into account the opinion of the Council, the amount linked to the fulfilment of the set of milestones and targets is disbursed.

Select Country

All EU Countries

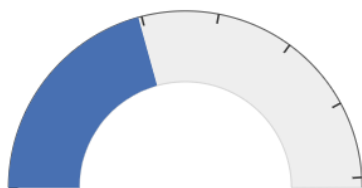
X

Select Policy Pillar

All

X

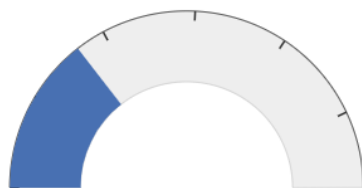
RRF grants disbursed



€147.74 billion

This graph displays the amount of grants disbursed so far under the RRF. Grants are non-repayable financial contributions. The total amount of grants given to each Member State is determined by an allocation key and the total estimated cost of the respective recovery and resilience plan.

RRF loans disbursed



€84.15 billion

This graph displays the amount of loans disbursed so far under the RRF. Loans are repayable financial contributions. The total amount of loans given to each Member State is determined by the assessment of its loan request and cannot exceed 8.8% of its 2019 GNI. Member States can request loans up to 2023 but are not obliged to do so.

100 largest final recipients per country

Export all

The table provides the list of the 100 final recipients receiving the highest amount of funding for the implementation of measures under the RRF per country as reported by the Member State, as well as the link to the national public portals where they are displayed. Clicking on "More" displays the individual list per country. A full list for all countries can be downloaded via "Export all".

Country	Reporting date	Link to the national portal	
Austria	10/10/2023	https://transparenzportal.gv.at/tdb/tp/menu_persbezVeroeffentlichungArfTop100	More
Belgium	06/09/2023	https://nextgenbelgium.be/fr/beneficiaires	More
Bulgaria	15/10/2023	https://www.nextgeneration.bg/14	More
Croatia	15/10/2023	https://fondovieu.gov.hr/informiranje-i-vidljivost/lista-sto-najvecih-korisnika	More
Cyprus	07/11/2023	https://bit.ly/cyprus-tomorrow	More
Czechia	15/10/2023	https://www.planobnovy.cz/ke-stazeni	More
Denmark	21/03/2024	https://eu-genopretningsplan.dk/100-stoerste-modtagere-af-midler-fra-danmarks-eu-genopretningsplan/	More
Estonia	12/10/2023	https://www.rtk.ee/toetusfondid-ja-programmid/euroopa-liidu-valisvahendid/toetatud-projektid	More
Finland	11/10/2023	https://www.tutkihallintoa.fi/valtio/taloustiedot/talousarviotalous-eli-budjettitalous/suomen-palautumis-ja-elpymissuunnitelman-toteuma/suomen-elpymis-ja-palautumissuunnitelman-tuensaajille-myonnetty-rahoitus	More

Social media



EU Economy & Finance @ecfin

#NextGenerationEU: Yesterday, the @EU_Commission disbursed €238.5 million to Estonia under the Recovery and Resilience Facility.

Estonia has fulfilled 29 milestones and targets in the field of green and digital transitions and economic resilience.

Traduire le post



9:39 AM · 7 nov. 2023 · 1209 vues

European Commission - Economy and Finance

22 November 2022 ·

40% of Europeans lack basic digital skills and it is difficult for enterprises to find the ICT talent they need.

The RRF will make a significant contribution to address these gaps and to foster digital skills development in the EU.

Find out how <https://europa.eu/tyVttw6> #NextGenerationEU #NextGenEU



EU Economy and Finance

5,645 followers

1mo ·

The implementation of the Recovery and Resilience Facility is firmly underway!

The Commission has today adopted its **second annual report** on the implementation of the Recovery and Resilience Facility (RRF), the €723 billion reform and investment tool at the heart of #NextGenerationEU.

The report shows that major headway has been made in terms of transparency and protection of the EU's financial interests.

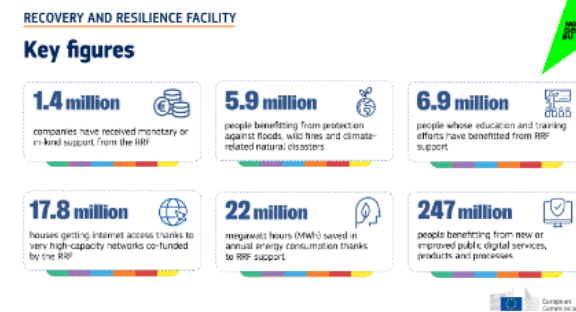
As of today, the **European Commission** has disbursed **€153.4 billion** for the delivery of agreed investments and reforms.

Major progress has been made in delivering on all six policy pillars of the Recovery and Resilience Facility.

The **Recovery & Resilience Scoreboard online portal** tracks the progress in implementing the RRF as a whole and of each national recovery plan.

You can find there also information on disbursements, milestones & targets, the top 100 beneficiaries and more.

More info in the **press release** <https://europa.eu/ty3GwYM>
 RRF Scoreboard <https://europa.eu/tytHkcB>
 RRF website <https://europa.eu/tytvvtf>



Social media



EU Economy & Finance
@ecfin

...

#NextGenerationEU: The @EU_Commission has today disbursed the fourth payment of €162.5 million to 🇨🇷 Croatia under the Recovery and Resilience Facility.

Croatia 🇨🇷 has fulfilled 9 milestones and 7 targets of its national recovery plan. 🌟

**Important
investments in
healthcare**



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 **RECOVERY AND RESILIENCE FACILITY**

Payment

**€162.5
million**

CROATIA



next
gen
EU

**New model for
the financing of
kindergartens**



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gen
EU

RRF annual events



- **RRF annual events**, bringing together key stakeholders, institutions and recipients of RRF funding.





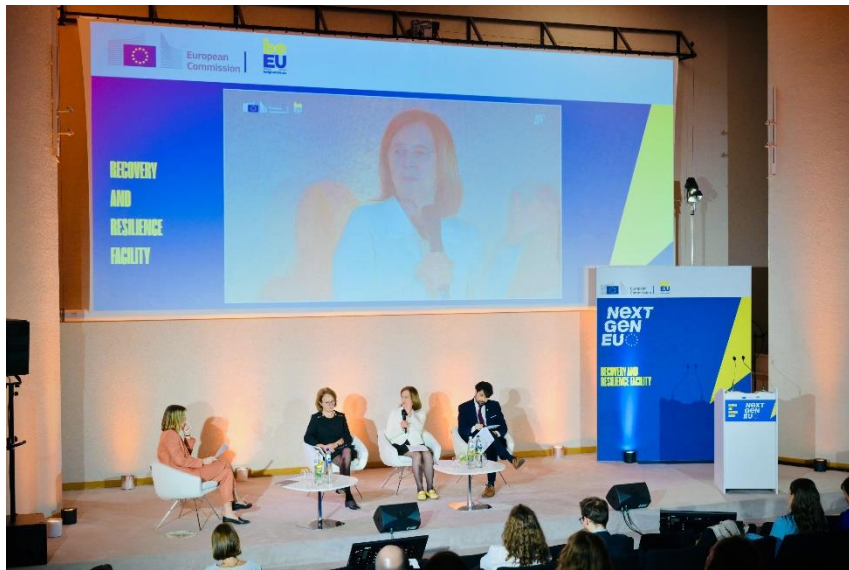
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Going forward

RRF and European Strategic Investments Conference



- The Commission and the Belgian Presidency organised this **event marking the publication of the mid-term evaluation** of the Recovery and the Resilience Facility.



Videos



[Portugal](#)



[Greece](#)



[Belgium](#)



The EU has announced €36 billion
of new investments in Greece...

Application of the EU guidance on RRP communication, templates and practical examples



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Legally binding requirements



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RRF specific legally binding requirements. Target groups

Regulation (EU) 2021/241 of the European Parliament and of the Council

Art. 34 - Information, communication and publicity



Specific rules are outlined in the Agreements to comply with provisions of the Regulation

RRF Financing Agreement

Art. 10 – Publication of information, visibility of Union funding and right of use

RRF Loan Agreement

Art. 19 – Publication of information, visibility of Union funding and right of use

Target groups: anyone who monitors or implements communication activities on RRP.

Specific target groups:

- RRP coordinating authority
- Authorities involved in the management of the RRP
- Beneficiaries of the RRP funding
- Public: any person



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Regulation (EU) 2021/241 (Art. 34)

1



The Commission **may engage in communication activities to ensure the visibility of the Union funding** for the financial support envisaged in the relevant recovery and resilience plan, including through joint communication activities with the national authorities concerned. The Commission may, as appropriate, ensure that support under the Facility is communicated and acknowledged through a funding statement.

2



The **recipients of Union funding shall acknowledge the origin and ensure the visibility of the Union funding**, including, where applicable, by displaying the **emblem of the Union** and an appropriate funding statement that reads ‘**funded by the European Union – NextGenerationEU**’, in particular when promoting the actions and their results, by providing coherent, effective and proportionate targeted information to multiple audiences, including the media and the public.

More details in the next slides

3



The **Commission shall implement information and communication actions** relating to the Facility, to actions taken pursuant to the Facility and to the results obtained. The Commission shall where appropriate inform the representation offices of the European Parliament of its actions and involve them in those actions.

Financial resources allocated to the Facility shall also contribute to the corporate communication of the political priorities of the Union, insofar as they are related to the objectives referred to in Art. 4. Art. 4 relates to general and specific objectives.



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Types of the EU emblem – NextGenerationEU (1/2)



Regulation (EU) 2021/241(Art. 34),
RRF Financing Agreement (Art. 10),
Loan Agreement (Art. 19).

“... by displaying the emblem of the Union and an appropriate funding statement that reads ‘funded by the European Union – NextGenerationEU’...”

Horizontal emblem positive version



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Vertical emblem positive version



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the European Union
NextGenerationEU

Horizontal emblem negative version



Funded by
the European Union
NextGenerationEU

Vertical emblem negative version



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NextGenerationEU



- [1. European Commission, 2021. The use of the EU emblem in the context of EU programmes, 2021-2027: Operational guidelines for recipients of EU funding](#)
- [2. European Commission, \(n.d.\). Download centre for visual elements](#) → NextGenerationEU



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Types of the EU emblem – NextGenerationEU (2/2)



The colour of the emblem and the funding statement is decided based on the printing background.

Horizontal emblem monochrome reproduction



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the European Union
NextGenerationEU



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the European Union
NextGenerationEU

If only one Pantone colour is available
(Reflex Blue is used)



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Vertical emblem monochrome reproduction



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If only one Pantone colour is available
(Reflex Blue is used)



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Languages of the EU emblem – NextGenerationEU



The Commission has created ready-to-use EU emblem and funding statement elements that can be used in all communication materials. These are **available in all EU languages and in all colours and in both horizontal and vertical formats.**

The ready-to-use funding statements **can be downloaded at the [Download centre for visual elements](#) (under NextGenerationEU).**

NextGenerationEU



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EU Languages
English (3,9 MB - zip)

Download

Other languages (23)

български
(3,2 MB - ZIP)

Download

čeština
(3,7 MB - ZIP)

Download

dansk
(3,7 MB - ZIP)

Download



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Use of the EU emblem – NextGenerationEU



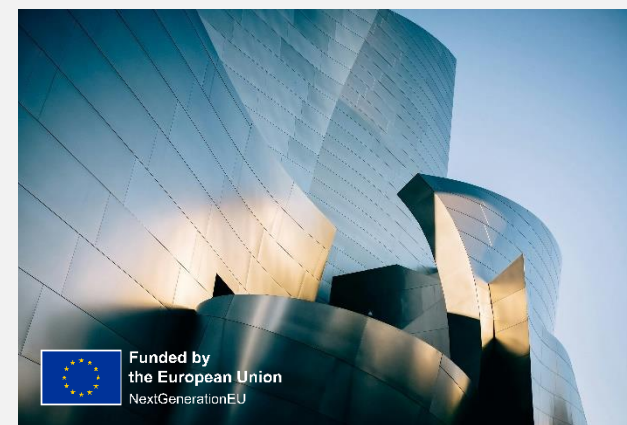
Sometimes only monochrome print is possible in which case the beneficiaries can choose between **reflex blue and black outline**.



On bright backgrounds, beneficiaries can opt for **the positive version** of the logo (funding statement in blue).



On dark backgrounds, such as black & white photos, **the negative version** (funding statement in white) is the ideal choice.



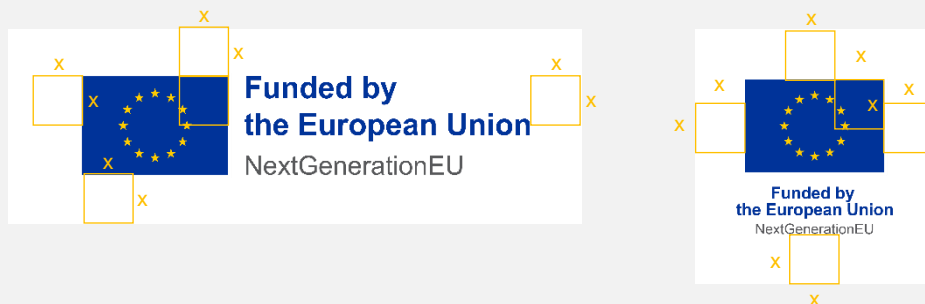
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Protection area and size of the EU emblem – NextGenerationEU

» Protection area

The **protection area** must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility.



» Minimum size

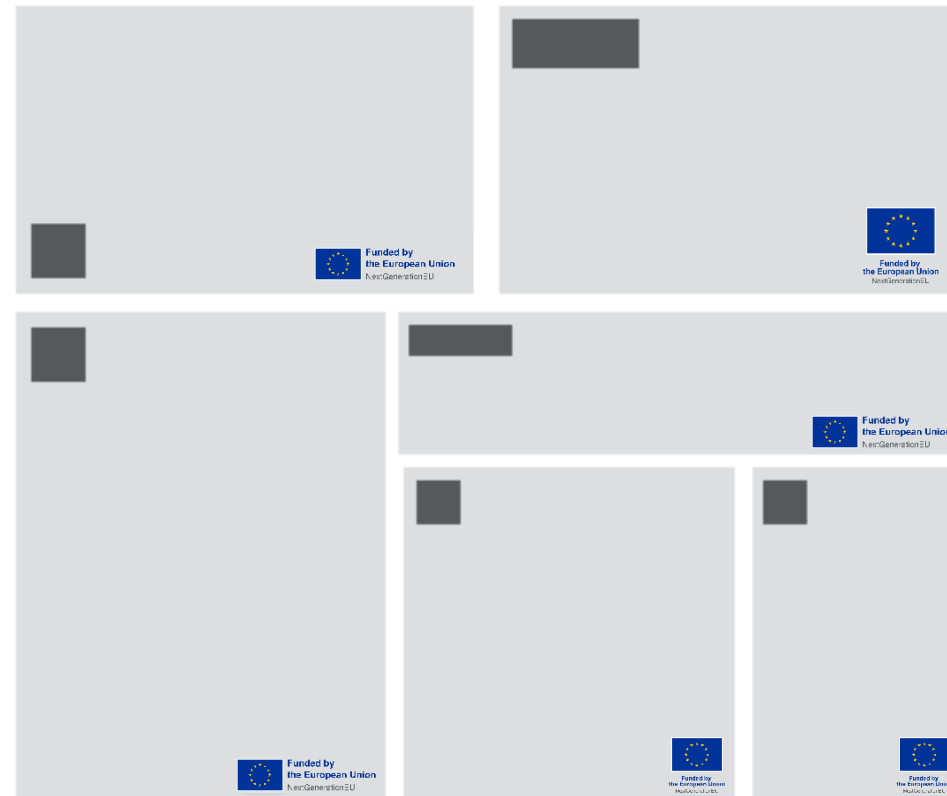
The **minimum height** of the EU emblem must be **1 cm**.

When using the **EU funding statement in a small size**, we highly recommend using the **horizontal version**.



Placement of the EU emblem with the funding statement on communication material

- » **The EU emblem**, in conjunction with the funding statement, **must be prominently featured on all communication material**, such as printed or digital products or websites and their mobile version, intended for the public or for participants.
- » The placement of **the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions**. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo.
- » Apart from the emblem, **no other visual identity or logo may be used to highlight the EU support**.
- » **The placement of the EU emblem depends on the design of the publication.**



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Placement of the EU emblem in case of co-branding

» When displayed in association with other logos (e.g. of beneficiaries or sponsors), **the emblem must be displayed at least as prominently and visibly as the other logos.**

» The beneficiaries may use the emblem without first having obtained approval from the granting authority. This does **not, however, give them the right to exclusive use.** Moreover, they may not appropriate the emblem or any similar trade mark or logo, either by registration or by any other means.

» The placement of the EU emblem depends on the design of the publication.



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Placement of the EU emblem – Don'ts

Do not choose a font other than Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana.



Do not write the name of the programme in conjunction with the EU emblem.



Do not make the text disproportionately bigger or smaller compared to the EU emblem.



Do not add the name of the programme to the funding statement.



Do not add other graphic elements.



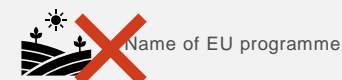
Do not use any font effects.



Do not write in all capital letters.



Do not add a graphical element with the name of the EU programme



Do not use any colour other than Reflex blue, white or black.



Do not replace the EU emblem with the European Commission logo.



Do not write 'EU'. It must always be spelled out as 'European'



Do not replace the EU emblem with any other graphic element.



Frequently asked questions (1/2)



Would we still be allowed to use national logos alongside the EU emblem?



Yes. The provisions are about acknowledging the EU support by displaying the EU emblem correctly and prominently, but if there is financial support and involvement from the Member State and/or other partners, their logos can of course be displayed in order to highlight their respective support and involvement.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the **EU emblem must be shown at least as prominently and visibly as the other logos** and be **at least the same size as the biggest of the other logos**.



Can the logos of other sponsors / partners be displayed? (e.g. for trust funds financed by other donors)



Yes. **The logos of other (funding) partners can of course be displayed** to acknowledge their respective support. However, **they must not be larger than the EU emblem**.



[European Commission, 2022. Communication and visibility rules, European funding programmes 2021 – 2027: Guidance for Member states](#)



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Frequently asked questions (2/2)



Can the funding statement and EU emblem be used separately? Can a minimalistic approach be used, when the organising government also uses a minimal approach, for example by using only the logo, without mentioning 'Funded by the European Union'? Could this be acceptable for social media posts and in short films etc.?



As a rule, **the EU emblem and the funding statement always go hand in hand** and must not be separated. Both are essential to acknowledge EU support.



Can we still mention the programme's name in social media hashtags or in other communication material?



Yes, of course. **You are even encouraged to do so, in particular in cases of programmes that resonate widely with the public and constitute a recognisable sub-brand of the EU.**



[European Commission, 2022. Communication and visibility rules, European funding programmes 2021 – 2027: Guidance for Member states](#)



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RRF Financing Agreement (Art. 10), Loan Agreement (Art. 19)

1

Without prejudice to Art. 34 of the RRF Regulation, Member State information, communication and publicity for funding in implementation of the RRP **shall be at least of the same level as that required by the rules of the Member State** for public funding without contributions from the Union budget.



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RRF Financing Agreement (Art. 10), Loan Agreement (Art. 19)

2

In order to respect its obligations under Art. 34(2) of the RRF Regulation, and in particular to ensure provision of coherent, effective and proportionate targeted information to multiple audiences, including the media and the public, **the Member State shall:**

- A. **Have a strategy** at Member State level to raise awareness and ensure recognition of the RRF's contribution to Europe's recovery and, in particular, the twin green and digital transitions.
- B. Where applicable, **correctly and prominently display in all communication activities at project and Member State level the EU emblem** with an appropriate funding statement that reads (translated into local languages where appropriate) "funded by the European Union – NextGenerationEU".
- C. Establish and maintain a **single web space** providing information on the RRP and related projects and communicate the dedicated web link to the Commission.
- D. Ensure that the **final recipients of Union funding under the RRF acknowledge the origin and ensure the visibility** of the Union funding.



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RRP single web space examples (1/2)



Slovakia | [National recovery and resilience website of Slovakia](#)

PLÁN OBNOVY KOMPLETNÝ PLÁN OBNOVY REALIZÁCIA AKTUALITY OTÁZKY A ODPOVEDE O NÁS

Škola nás bude baviť.
Vďaka kumulárnej reforme bude škola baviť deti, rodičov aj učiteľov.

SEMAFOR žiadostí o platbu
SEMAFOR investičných projektov
VÝZVY plánu obnovy

ČO JE PLÁN OBNOVY A JEHO HLAVNÉ PRIORITY

Plán obnovy je spoločnou reakciou krajín EÚ na silný pokles ekonomiky v dôsledku pandémie COVID - 19. Jeho hlavným cieľom je podporiť reformy a investície, ktoré Slovensku umožnia začať opäť dobiehať životnú úroveň priemeru EÚ.

DÔLEŽITÉ DOKUMENTY PLÁNU OBNOVY

Nariadenie Európskeho parlamentu a Rady EÚ 2021 (SK)
Nariadenie Európskeho parlamentu a Rady EÚ 2023 (SK)
Hodnotenie aktualizácie plánu obnovy Európskou komisiou 2023 (SK)
Vykonávacie rozhodnutie Rady EÚ k aktualizácii plánu obnovy 2023 (SK)

NAHLASOVANIE PODVODNÉHO SPRÁVANIA

Cieľom plánu obnovy je transparentnosť. Pokiaľ vnímate vo Vašom okolí podvodné správanie v súvislosti s realizáciou projektov financovaných z plánu obnovy, napíšte nám.

NAHLÁSIŤ

PLÁN OBNOVY
NÁMESTIE 1. MÁJA
811 06 BRATISLAVA

PLÁN OBNOVY
+421 2 209 25 825
KANCELÁRIA
PODPREDSEDU VLÁDY
+421 2 209 25 433

NAPIŠTE NÁM
PLANOBNOV@VLADA.GOV.SK

Financované Európskou úniou
NextGenerationEU

VLÁDA SLOVENSKEJ REPUBLIKY

NAHLASOVANIE PODVODNÉHO SPRÁVANIA TECHNICKÁ PODPORA A SPRÁVA OBSAHU VYHLÁSENIE O PRÍSTUPNOSTI

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RRP single web space examples (2/2)



Czech Republic | [National recovery and resilience website of Czech Republic](#)



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RRF Financing Agreement (Art. 10), Loan Agreement (Art. 19)



3. When displayed in association with another logo, the **European Union emblem must be displayed at least as prominently and visibly as the other logos**. The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, **no other visual identity or logo may be used to highlight the EU support**



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the European Union



RRF Financing Agreement (Art. 10), Loan Agreement (Art. 19)

1



Any communication or dissemination activity that relates to the RRP and is made by the Member State in any form and using any means shall **use factually accurate information**.

2



Where applicable, the Member State **shall indicate the following disclaimer** (translated into local languages where appropriate): “**Funded by the European Union – NextGenerationEU**”. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.”

Discussed previously

3



The Member State grants the Commission the right to use free of charge the communication materials relating to the RRP.



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10-minute break



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Guidance on RRP communication & visibility



Funded by
the European Union



RRP communication & visibility: other key sources of information

- [European Commission, 2022. Communication and visibility rules, European funding programmes 2021 – 2027: Guidance for Member states](#)
- [European Commission, 2022. Support kit for EU visibility: 2021 – 2027, Brand book for managing authorities and project beneficiaries](#)



[European Commission, 2021. The use of the EU emblem in the context of EU programmes, 2021-2027: Operational guidelines for recipients of EU funding](#)



[European Commission, \(n.d.\). Informative material "10 ways for recipients of EU funding to communicate and ensure EU visibility"](#)



[European Commission, \(n.d.\). Download centre for visual elements](#)



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the European Union



RRP communication & visibility: Communication strategies



COMMUNICATION STRATEGY

Key elements

1. Raise awareness of RRF's role in Europe's recovery, especially in green and digital transitions.
2. Implement joint communication actions with the European Commission and its Representation.
3. Display EU emblem with funding statement "funded by the European Union – NextGenerationEU".
4. Communicate adoption of the final RRP and key milestones.
5. Establish a central web space for RRP information and related projects.
6. Coordinate communication on selected priority projects with the Commission.



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RRP communication & visibility: Communication plans



COMMUNICATION PLANS

Key elements

This plan must be based on sound analysis, proper sequencing, and an appropriate budget, ensuring the requisite scale and focus to achieve impact. At minimum, it should cover the elements set out:

1. Narrative

2. Objectives

3. Audiences

4. Approach

5. Activities

6. Measuring impact

7. Risks

8. Budget



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RRP communication & visibility: Communication activities



COMMUNICATION ACTIVITIES

Focus on raising awareness of key reforms and investments as a part of a European response, notably in the context of REPowerEU; and improving the knowledge of RRP and their purpose for the general public

1. Explain and recall the goals of its RRP and its benefits for the Member State.
2. Illustrate why reforms and investments are beneficial to society, Europe's recovery, green and digital transition, and energy security with practical evidence.
3. Ensuring that the high-level political endorsement of the RRP is sufficiently visible.
4. Communicate on landmark projects and attribute their realization to the RRF.
5. Encourage potential beneficiaries to apply for funding within the framework of the RRP.
6. Showcase overall progress with implementation of both reforms and investments, notably in the context of REPowerEU, including in regular exchanges with social partners, affected communities and the civil society at large.



[European Commission, 2023. Commission notice, Guidance on Recovery and Resilience Plans in the context of REPowerEU](#)



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RRP communication & visibility: Strategic projects



PROJECTS OF THE STRATEGIC IMPORTANCE

Particular attention is to be paid to the operations of strategic importance

When strategic communication activities are foreseen as part of a specific programme or project, implementing partner should:

- » produce a **Strategic Communication Plan**.
- » organise a **communication event or activity***, as appropriate.
- » involve the **Commission and the responsible managing authority** in a timely manner.

* Ensuring communication activities are **data driven** is critical to their success.



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RRP communication & visibility: Visual guidelines



VISUAL GUIDELINES

Informational material
Support Kit for EU visibility:
2021 – 2027 Brand book
explains the use of different
elements and
recommendations regarding
their use to ensure uniform
practice

Informational material includes, for example:

1. Legal requirements
2. Requirements and use of EU emblem and the funding statement
3. Guidance regarding physical visual elements (for example, plaques, billboards and posters or electronic displays, stickers)
4. Interreg and NextGeneration EU guidance
5. Guidance regarding visual elements for online communication (for example, websites, social media (including posts, etc))
6. Guidance regarding events & promotional items
7. Guidance on typography & iconography (fonts, font sizes, colours, etc.)



1. [European Commission, 2022. Communication and visibility rules, European Union funding programmes 2021-2027: Guidance for Member States](#)
2. [European Commission, 2022. Support kit for EU visibility: 2021 – 2027, Brand book for managing authorities and project beneficiaries](#)



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In summary: Checklist for 10 general visibility rules for EU funding programmes 2021-2027

- | | |
|---|--|
| ✓ All recipients to acknowledge the origin and ensure the visibility of the EU funding received | ✓ Use accurate information |
| ✓ Link to the EU's priorities | ✓ Involve the granting authority / EU when communicating (depending on the programme) |
| ✓ Engage in specific communication activities (depending on the programme) | ✓ Remember that communication and visibility expenditure generally counts among eligible costs |
| ✓ Display the EU emblem correctly and prominently | ✓ Grant the EU the right to use communication material |
| ✓ Display simple funding statement, mentioning the EU support | ✓ Expect financial reductions in case of non-respect of contractual obligations |



[European Commission, 2022. Communication and visibility rules, European funding programmes 2021 – 2027: Guidance for Member states](#)



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RRP communication in practice: examples from Member States



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Communication materials: types and placements

1. Digital communication

- » Social media
- » Websites
- » Digital banners and advertisements
- » Video and audio materials

2. Informative materials

- » Billboards, plaques and posters
- » Printed informative materials

3. Events

- » Invitations
- » Presentations



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1. Digital communication materials



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Digital communication (1/10)

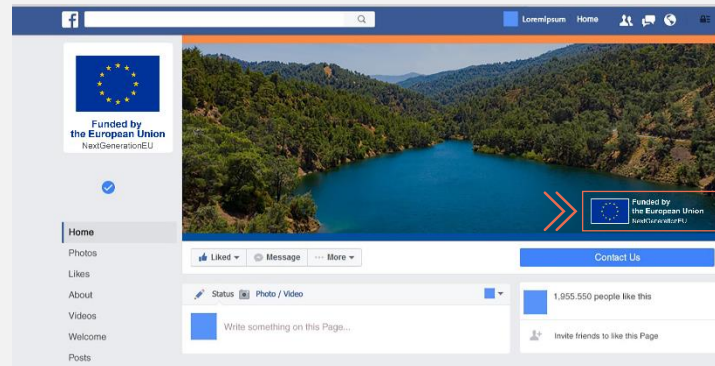
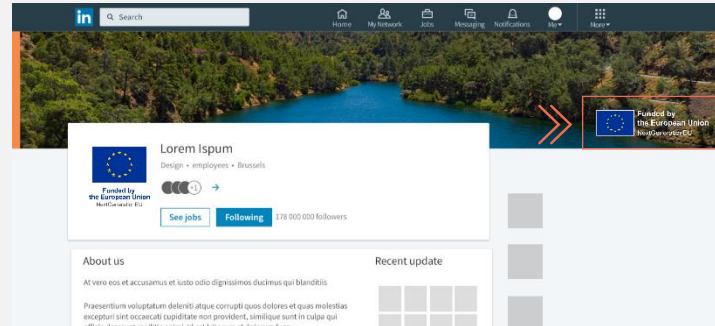
Social media: Visibility as part of the social media profile



On social media profiles the EU emblem and the funding statement can be applied on the:

- profile, or
- banner pictures

The **banner option** offers sufficient **space to integrate both the EU emblem and the funding statement**, making it a recommended choice.



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Digital communication (2/10)

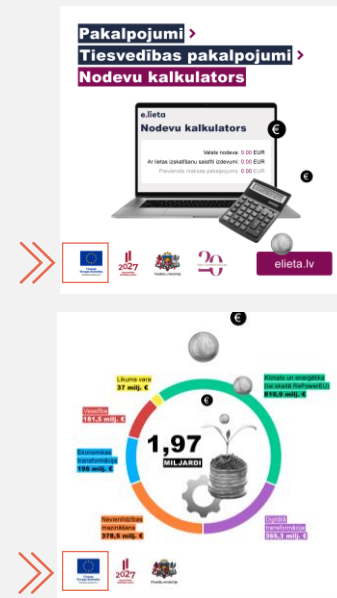
Social media: General rules and examples for posts



Social media post should mention the support from the EU using **brand elements, and/or mentioning in the text**. The beneficiary can vary these approaches between individual posts.

Include disclaimer in the description translated into the local language:
‘This publication was funded by the European Union – NextGenerationEU. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union.’

Facebook and Instagram post format (1:1)



Facebook and Instagram story format (1080x1920)



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the European Union



Digital communication (3/10)

Social media: Example from Latvia RRP campaign



RRP communication campaign in Latvia

Target audience

General audience with the focus on the region

Period: February – March, 2024

Social media channels (Ministry of Finance)

Facebook, Instagram, X (Twitter), Threads, YouTube.

Facebook and Instagram timeline or feed post format (1:1)

Jau pārbūvēti un atjaunoti 178 km valsts vietējo un reģionālo autoceļu.
Kopumā iepļānota vismaz 210 km atjaunošana vai pārbūve.



378,5 MILJONI €
nevienlīdzības mazināšanai no
ES Atveseļošanas fonda līdzekļiem

Facebook and Instagram story format (1080x1920)

Jau pārbūvēti un atjaunoti 178 km valsts vietējo un reģionālo autoceļu.
Kopumā iepļānota vismaz 210 km atjaunošana vai pārbūve.



378,5 MILJONI €
nevienlīdzības mazināšanai no
ES Atveseļošanas fonda līdzekļiem



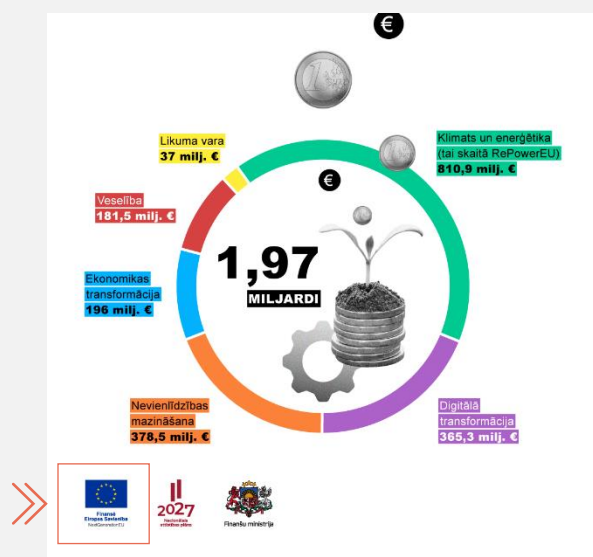
Funded by
the European Union



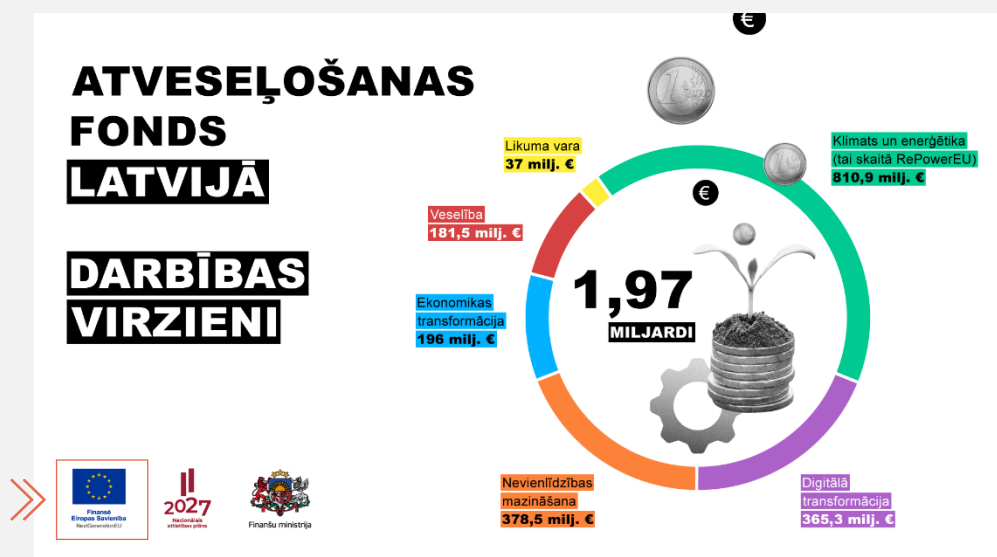
Digital communication (4/10)

Social media: Example from Latvia RRP campaign

X (Twitter) and Threads square format (1:1)



X / Twitter horizontal format (2:1)



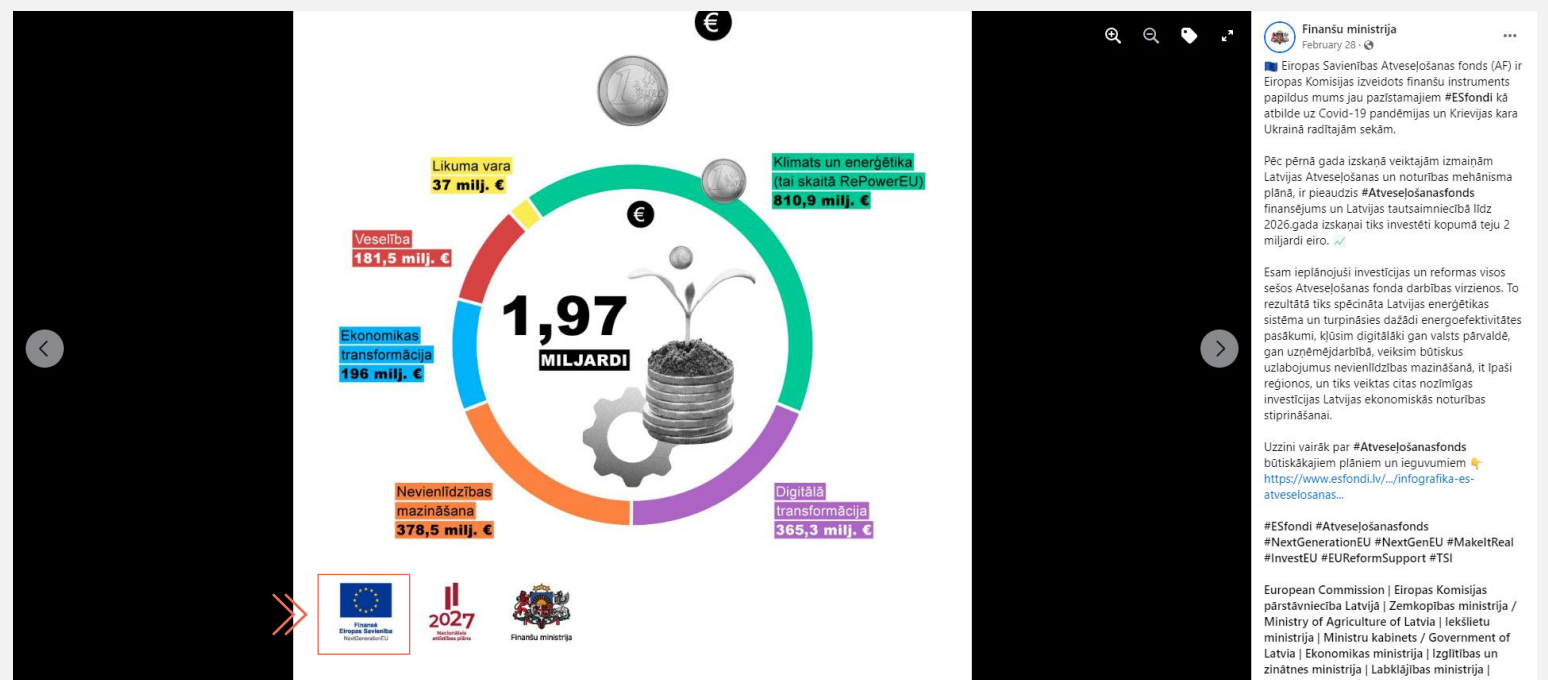
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the European Union



Digital communication (5/10)

Social media: Example from Latvia RRP campaign

Facebook timeline post example



Source: [Facebook profile of the Ministry of Finance of the Republic of Latvia](#)



Funded by
the European Union



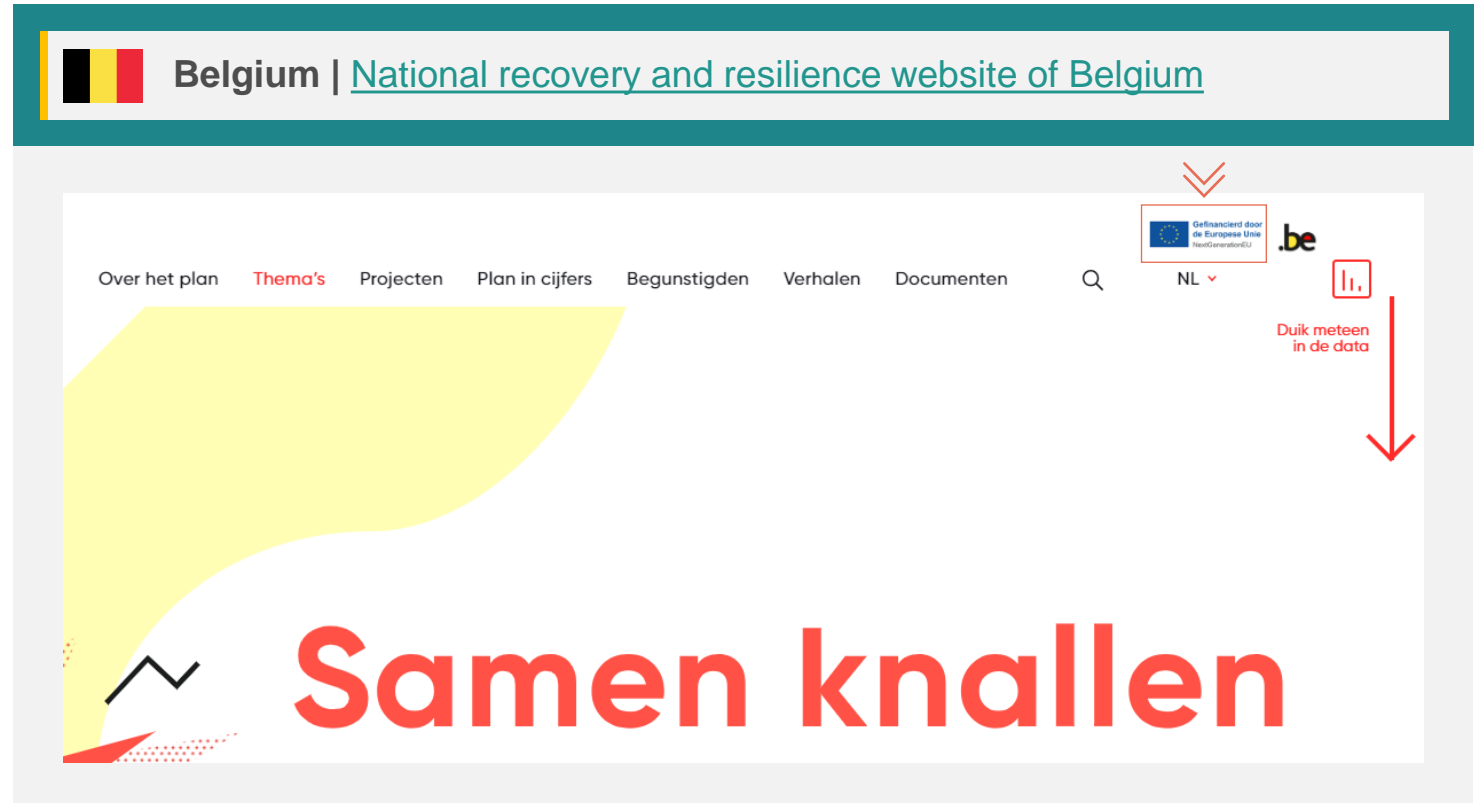
Digital communication (6/10)

Websites: General rules and recommendations



The EU emblem shall be prominently featured on websites

- Consider the size of the EU emblem relative to other potential logos, ensuring ample space for both the emblem and the funding statement.
- Best practice suggests positioning the EU emblem and fund reference **within the initial viewing area of digital devices**, eliminating the need for users to scroll down the page.



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Digital communication (7/10)

Digital banners and advertisements: General rule and example



Digital assets, including **digital posters, banners and advertisements** directly related to the RRP projects and reforms should be **branded with the EU emblem and the funding statement** (funded by the European Union – NextGenerationEU).

Digital poster examples



Source: [Czechia RRP website, section “AKTUALITY”](#)



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Digital communication (8/10)

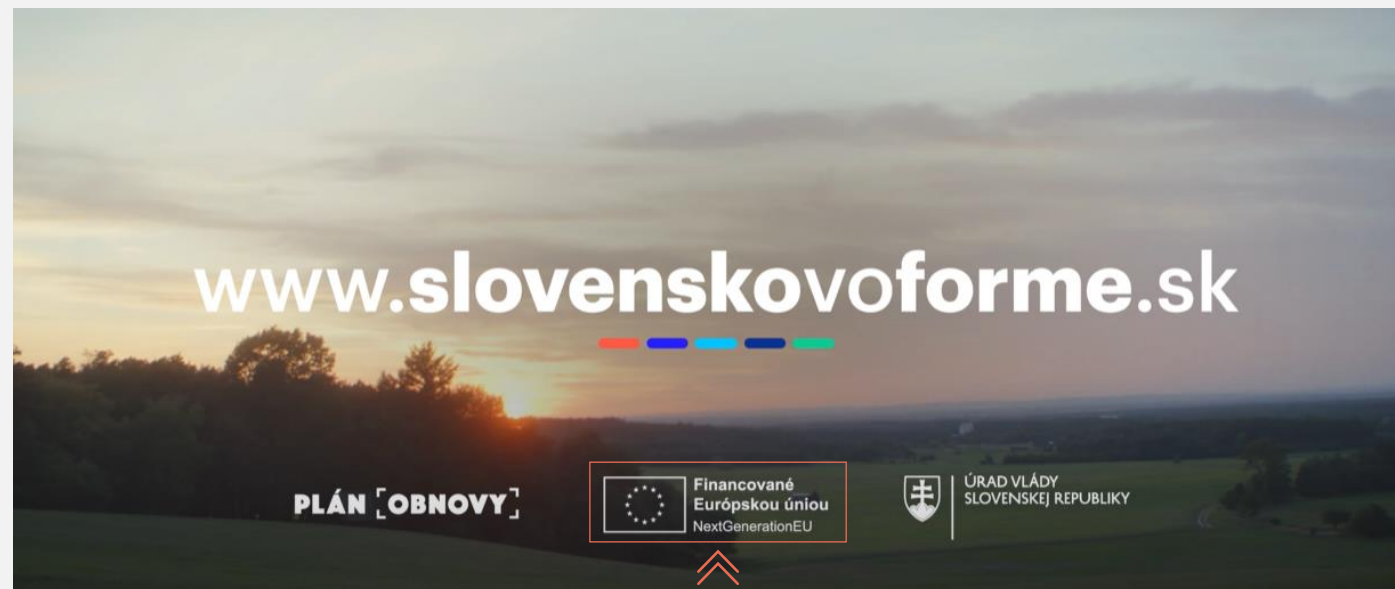
Video and audio materials: General rules



The visuals, **including videos**, should be **branded with the EU emblem and the funding statement** (funded by the European Union – NextGenerationEU).

Include disclaimer in the description translated into the local language:

'This <video/film/recording> was funded by the European Union – NextGenerationEU. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union.'



Source: [Slovakia's RRP video on YouTube](#)



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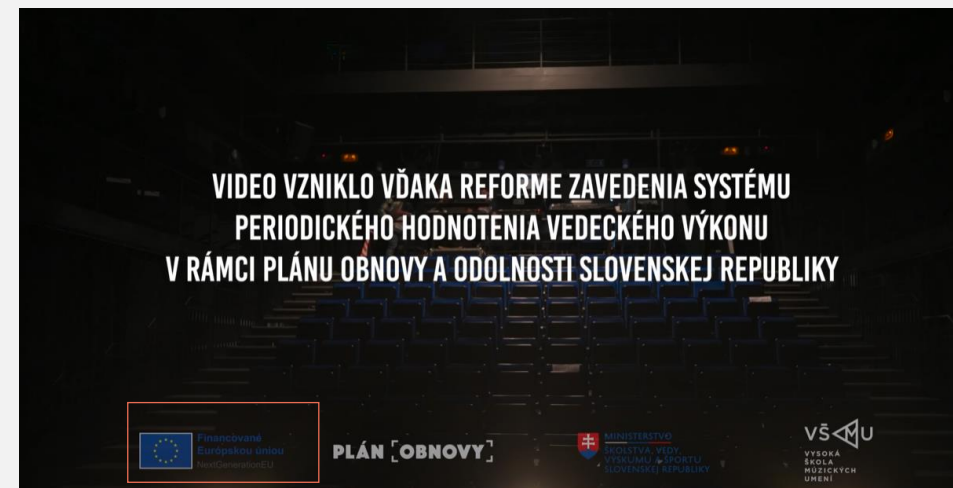
Digital communication (9/10)

Video and audio materials: Video example

First video frame



Last video frame



Source: [Slovakia's RRP video on YouTube](#)



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Digital communication (10/10)

Video and audio materials: Legal aspects



Image rights and sound recordings

If any personal data (such as images of natural persons, their voices or any other private personal attributes) is featured in a recognizable manner in the communication and visibility materials of an EU-funded action, **implementing partners must obtain formal consent through statements from the persons concerned** (or, in the case of minors, from the persons exercising parental authority) giving their consent for the specified use of their image, voice or other private personal attribute and, on request, submit copies of those statements to the EU. Partners must take the requisite steps to obtain such consent in accordance with the legal provisions applicable.

Intellectual property rights of buildings and artworks should be cleared with the right holders before being reproduced in any communication material.

Copyright notice

Where applicable, the granting authority will insert the following information: “© – [year] – [name of the copyright owner]. All rights reserved. Licensed to the [name of granting authority] under conditions.”



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2. Informative materials



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Informative materials (1/6)

Billboards, plaques and posters: General rules and recommendations



Informative materials **should be branded with the EU emblem and the funding statement** (funded by the European Union – NextGenerationEU).

Billboard example



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Informative materials (2/6)

Billboards



Main elements: title and EU emblem and the funding statement.

Other elements: partner logo(s), project description, financial contribution, duration, picture, website, QR code etc.

Billboards and plaques should be:

- Placed on the operation site, **as soon as the physical implementation or the purchase of equipment starts.**
- Readily **visible to the public.**



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Informative materials (3/6)

Plaques

Plaque example



Source: [European Parliament, 2023. Multimedia Centre. Medical Equipment financed by the RRF/European Next Generation funds in an hospital of Madrid \(Spain\)](#)



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Informative materials (4/6)

Posters



Posters need to be placed in such manner that they are fully visible by the public.

Posters **should be branded with the EU emblem and the funding statement** (funded by the European Union – NextGenerationEU).

Include factually accurate information.



© Latvijas televīzijas operators darba. Autors: Alāns Bērsons digitalabiblioteka.lv

www.lnb.lv

**MEDIJU SATŪRA INTEGRĀCIJA
DIGITĀLĀ KULTŪRAS
MANTOJUMA PLATFORMĀ**

Projekta ilgums
08/2023 – 05/2026

Kopējā summa
1 617 040 EUR

ES finansējums
1 360 000 EUR

Projekta mērķis ir integrēt Latvijas mediju veidotu vērtīgu saturu Latvijas Digitālā kultūras mantojuma platformā, attīstot esošās un izveidojot jaunas platformas funkcionālas iespējas un risinājumus digitālā satura saglabāšanai, apstrādei, izplatīšanai un jauna satura veidošanai.

Finansē Eiropas Savienība NextGenerationEU 2027



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www.lnb.lv

**NODROŠINĀT PAŠPATĒRIŅA
ELETKROENERGIJU LATVIJAS
NACIONĀLAJĀ BIBLIOTĒKĀ**

Projekta ilgums
12/2023 – 03/2026

Apstiprinātais budžets
70 000 EUR

ES finansējums
57 851,24 EUR

Projekta mērķis ir veikt ieguldījumu Latvijas Nacionālās bibliotēkas infrastruktūras ēkā un tās teritorijā Rīgā, Mūkusalas ielā 5, lai panāktu vismaz 30% primārās enerģijas patēriņa samazinājumu ēkā.

Finansē Eiropas Savienība NextGenerationEU 2027



Funded by
the European Union



Informative materials (5/6)

Printed informative materials



The printed materials should be branded with the EU emblem and the funding statement (funded by the European Union – NextGenerationEU).

Include disclaimer translated into the local language:

'This <brochure/leaflet> was funded by the European Union – NextGenerationEU. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union.'

Brochure front and back cover page



Disclaimer



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Informative materials (6/6)

Online Generator



In the official [Online Generator](#), the beneficiaries can create in a few simple steps ready to print pdf files for project-specific:

- Billboards.
- Plaques.
- Posters.

Please choose the **EU emblem** with the **NGEU statement option**.

EU funding statement



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Next Generation EU



english



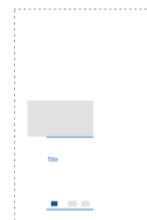
Online Generator

Step 1 : FORMAT SELECTION

Posters



A3



A2



A1



A0

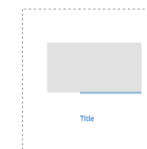
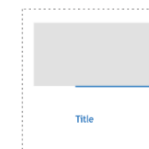
Billboards



2000 mm * 2000 mm



4000 mm * 2000 mm



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3. Events



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Events (1/4)

Invitations: General rules and recommendations



Include the EU emblem and the funding statement (funded by the European Union – NextGenerationEU) at least in the first and last slides of the presentation.

For **strategically significant projects**, there should be **at least one publicity event to attract media interest and public attention**. This event may include representatives from the relevant sector ministries, the EC Representations and EP Liaison Offices in the MS, and other key stakeholders in your country*.

Digital invitation leaflet examples

Pasākuma nosaukums divās vai trīs teksta rindās

PASĀKUMA APAKŠVIRSRAKSTS

28. FEBRUĀRIS
PLKST. 09.00-15.00

Pasākuma norises vieta
Adrese

PROGRAMMA

08.30-09.15 Ierašanās un registrācija
09.15-09.25 Atklāšana, uzrunas
09.25-10.55 **I DAĻA**
Pasākuma daļas nosaukums
Diskusija
10.55-11.50 **PASĀKUMA II DAĻA**
Pasākuma daļas nosaukums
Diskusija
11.50-12.20 Kafijas pauze
12.20-13.15 **III DAĻA**
Pasākuma daļas nosaukums
Diskusija
13.15-14.00 **IV DAĻA**
Pasākuma daļas nosaukums
Diskusija
14.00-14.10 Noslēgums

Reģistrēšanas līdz 15 februārim: [ej.uz/registrejaspasakumam](#)

* EC – the European Commission, EP – the European Parliament, MS – Member States



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Events (2/4)

Invitations: Examples

Publisko pakalpojumu digitalizācija tieslietu un saistītajās nozarēs – pārmaiņu vadības un digitālo prasmju izaicinājumi

E-LIETAS IEVIEŠANAS 2. POSMS

28. FEBRUĀRIS
PLKST. 09.00–15.00

Viesnīca Grand Poet by Semarah
(Raipa bulvāris 5/6, Rīga)

PROGRAMMA

Izd. plkst. 09.15 Ierašanās un registrācija
09.15–09.25 Atklāšana, uzrunas
09.25–10.55 **I DAĻA**
E-lietas loma publisko pakalpojumu digitalizācijas īstenošanā Latvijā
Diskusija

10.55–11.50 **II DAĻA**
Latvijas līderība un starptautiskā pieredze
Diskusija

11.50–12.20 Kafijas pauze
12.20–12.15 **III DAĻA**
Sabiedrība. Digitalizācija. Mākslīgais intelekts.
Diskusija

13.15–14.00 **IV DAĻA**
Mākslīgais intelekts – konkurents vai palīgs?
Konferences kopsavilkums

14.00–14.10 Noslēgums

e lieta



Mediju digitalizācija – ieguvumi medijiem un sabiedrībai

8. APRĪLIS
PLKST. 13.00–14.00

Latvijas Universitātes Inovāciju centrs LUMIC,
Kaļpaka bulvāris 4, 2.stāvs

PROGRAMMA

13.00–13.05 Pasākuma atklāšana

13.05–13.10 Atveseļošanas fonda finansējums Latvijas digitalizācijai, modernizācijai un mediju izaugsmei
Eiropas Komisijas pārstāvniecības pārstāvis

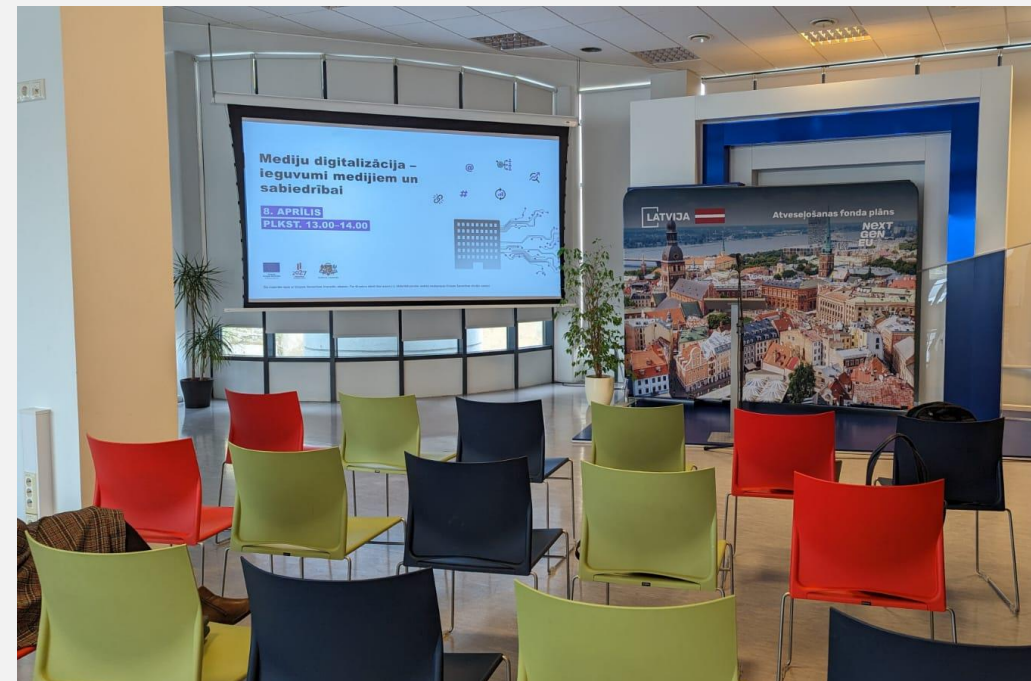
13.10–13.20 Mediju digitalizācija – kādēļ tā nepieciešama, ko dos Latvijas sabiedrībai? Atbalsta aktivitātes, uz kurām var pretendēt mediji
Kultūras ministres padomnieks mediju politikas jautājumos **Kārlis Degilis**

13.25–13.30 Mediju digitalizācijas aktivitāšu administrēšana, projektu konkursu izstrādāšana, vērtēšana un uzraudzība
Centrālās finanšu un tūrisma aģentūras direktore **Anita Krūmiņa**

13.30–13.35 Finansējuma pavērtās iespējas Latvijas medijiem
Latvijas Raidorganizāciju savienības izpilddirektors **Inģenārs Vekteris**

13.35–13.40 Reģionālo mediju iespējas un ieguvumi no mediju digitalizācijas aktivitātēm
"Reģionu mediji" izdevniecības vadītāja **Uldis Salmiņš**

13.40–13.55 Individuālo jautājumu iespējas



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Events (3/4)

Presentations

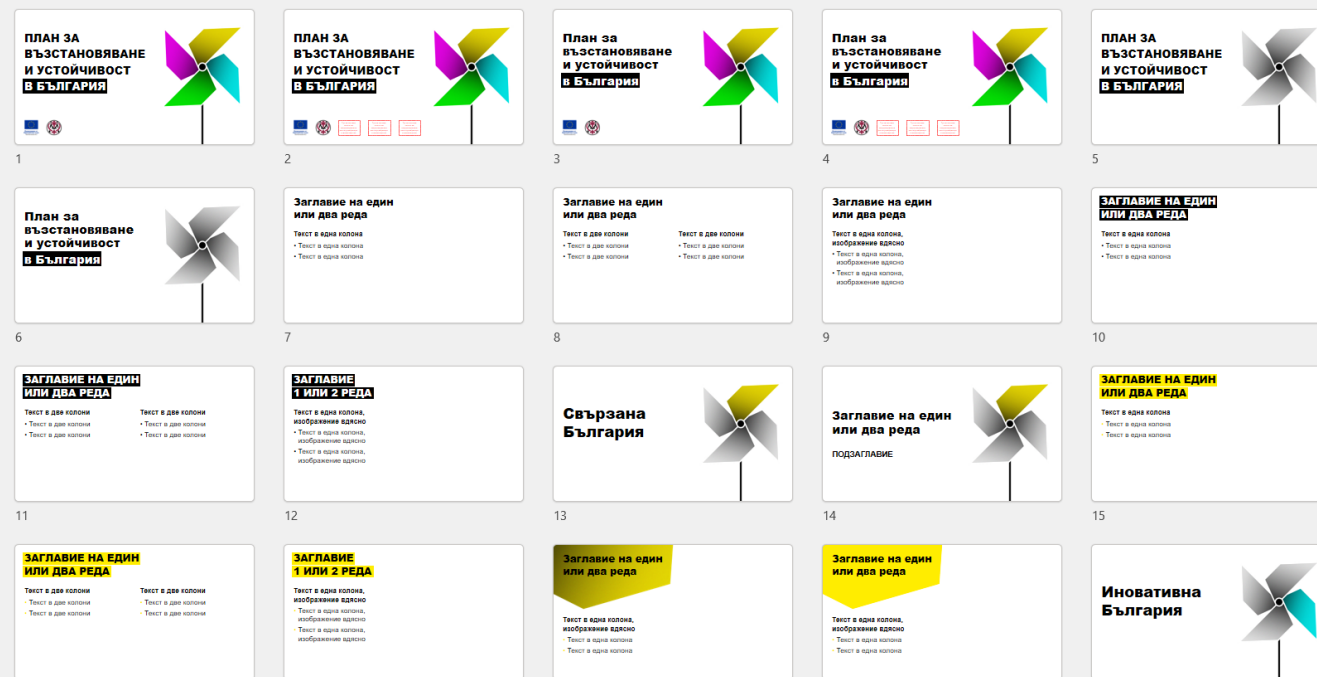


Include the EU emblem and the funding statement (funded by the European Union – NextGenerationEU) at least in the first and last slides of the presentation.

Include disclaimer translated into the local language:

‘This presentation was funded by the European Union – NextGenerationEU. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union.’

Presentation template layout example



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Events (4/4)

Presentations

First slide example

**Publisko pakalpojumu
digitalizācija
tieslietu un saistītajās nozarēs –
pārmaiņu vadības un
digitālo prasmju izaicinājumi**

**E-LIETAS IEVIEŠANAS
2. POSMS**



Šis materiāls tapis ar Eiropas Savienības finanslietu atbalstu. Par tā saturu atbild tikai autors(-i). Materiāls paustie viedokļi neatpoguļo Eiropas Savienības oficiālo viedokli.



Last slide example



Šis materiāls tapis ar Eiropas Savienības finanslietu atbalstu. Par tā saturu atbild tikai autors(-i). Materiāls paustie viedokļi neatpoguļo Eiropas Savienības oficiālo viedokli.



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Quiz



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Q1: Is this example correct? If not, then what is wrong?
Please provide your answer in the chat.

Example No 1

**KAS IR
E-LIETAS PORTĀLS?**

**Tiešsaistes portāls ikvienam,
kas iesaistīts pirmstiesas, tiesvedības
un nolēmumu izpildes procesos.**

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www.elieta.lv

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Nākotnes
amiešanas gads



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A1: The EU emblem placement is too close

Wrong



Correct



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Q2: Is this example correct? If not, then what is wrong?
Please provide your answer in the chat.

Example No 2



<https://www.kis.gov.lv/lv/projekti>

IKT vienota pārvaldība un digitālie risinājumi kultūras nozares institūcijām

Projekta ietvaros notiks kultūras nozares pamatdarbības informācijas sistēmu pilnveide. Tas ietver valsts nozīmes bibliotēku kopkataloga, Nacionālā muzeju krājuma kopkataloga un informācijas sistēmas "Mantojums" digitālo procesu pilnveidi, Latvijas Nacionālā arhīva pakalpojumu digitālā transformācija un Kultūras ministrijas resora centralizētas IKT pārvaldības izstrādi.



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A2: The EU emblem size is not aligned with other logos

Wrong



Correct



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Q3: Which one of the EU symbols can be used instead of the EU emblem for the RRP communication?

A.



B.



C. None of the above



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A3: Which one of the EU symbols can be used instead of the EU emblem for the RRP communication?

A.



B.



C. None of the above



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Q4: In which cases the EC should be involved when planning communication activities? (multiple choice)

A. If project is expected to have a major media impact

B. If project is of strategic importance

C. If it is above a certain financial value



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A4: In which cases the EC should be involved when planning communication activities? (multiple choice)

A. If project is expected to have a major media impact



B. If project is of strategic importance



C. If it is above a certain financial value



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Q5: What % of communication materials should include reference to the EU funding?

A. 5-10%

B. At least 1 of 3 materials

C. At least half (over 50%)

D. All



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A5: What % of communication materials should include reference to the EU funding?

A. 5-10%

B. At least 1 of 3 materials

C. At least half (over 50%)

D. All



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Q6: What is wrong here? If anything?



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arīstības plāns



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A6: The colour of the EU emblem

Wrong



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The poster features a laptop with 'e.lieta' on the screen, surrounded by icons of scales, a gavel, and a folder. The background is grey.

Correct



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The poster features a laptop with 'e.lieta' on the screen, surrounded by icons of scales, a gavel, and a folder. The background is yellow.



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Q7: Which one of those examples are wrong?

A. All of them are correct

B.



C.



D.



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A7: Which one of those examples are wrong?

A. All of them are correct

B.



C.



D.



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Q8: Which of the mentioned documents contain legally binding requirements for RRF communication? (multiple choice)

A. Treaty on the Functioning of the European Union

B. RRF Financing Agreement

C. Regulation (EU) 2021/241 of the European Parliament and of the Council of 12 February 2021 establishing the Recovery and Resilience Facility

D. RRF Loan Agreement

E. Assessment of RRF communication by the European Commission (Guidelines, 2012)



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A8: Which of the mentioned documents contain legally binding requirements for RRF communication? (multiple choice)

A. Treaty on the Functioning of the European Union

B. RRF Financing Agreement

C. Regulation (EU) 2021/241 of the European Parliament and of the Council of 12 February 2021 establishing the Recovery and Resilience Facility

D. RRF Loan Agreement

E. Assessment of RRF communication by the European Commission (Guidelines, 2012)



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Q9: Does the EC have the right to use communication material produced and owned by the recipients of EU funding?

A. Yes

B. No

C. Only in special cases with written permission



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A9: Does the EC have the right to use communication material produced and owned by the recipients of EU funding?

A. Yes

B. No

**C. Only in special cases with
written permission**



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Q&A



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Contacts



I have a question regarding EU visibility requirements for the RRP communication.
How and whom I contact?



First point of contact is the **RRP coordinating authority in your country**.

Additionally, it is possible to contact the following departments at the European Commission:

Recovery & Resilience Task Force (**SG RECOVER**)
EC-RECOVER@ec.europa.eu

The Directorate-General for Economic and Financial Affairs (**DG ECFIN**)
ECFIN-A4-PRESS-TEAM@ec.europa.eu



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Planned training sessions

1. Training No 1 **TODAY**
EU communication and visibility requirements on RRP communication
April 30 (online) | 10:00 – 12:00 CET
2. Training No 2 **NEXT TRAINING**
Strategic RRP communication planning
May 16 (online) | 10:00 – 12:30 CET
3. Training No 3
Communication tools, channels and content
June 5 (hybrid) | 10:00 – 16:30 CET

4. Training No 4
Stakeholder engagement and media relations
September 12 (online) | 10:00 – 12:00 CET
5. Training No 5
Efficient use of digital communication tools
September 19 (hybrid) | 10:00 – 16:30 CET
6. Training No 6
Effective communication in crisis situations
October 10 (online) | 10:00 – 12:00 CET



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Information resources for the RRP communication (1/3)



KEY RESOURCES

- » [European Union, 2021. Regulation \(EU\) 2021/241 of the European Parliament and of the Council of 12 February 2021 establishing the Recovery and Resilience Facility](#)
- » [European Commission, 2022. Communication and visibility rules, European funding programmes 2021 – 2027: Guidance for Member states](#)
- » [European Commission, 2022. Support kit for EU visibility: 2021 – 2027, Brand book for managing authorities and project beneficiaries](#)
- » [European Commission, 2021. The use of the EU emblem in the context of EU programmes, 2021-2027: Operational guidelines for recipients of EU funding](#)
- » [European Commission, \(n.d.\). Informative material "10 ways for recipients of EU funding to communicate and ensure EU visibility"](#)
- » [European Commission, \(n.d.\). Download centre for visual elements](#)



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Information resources for the RRP communication (2/3)



ADDITIONAL RESOURCES

(additional materials may be considered when assessing good practice):

- » [European Commission, \(n.d.\). European Commission visual identity](#)
- » [European Commission, 2017. Visual identity manual](#)
- » [European Commission, 2020. EU international partnerships Digital Style guide](#)
- » [European Commission, 2020. RRF communication strategies per country](#)
- » [European Commission, \(n.d.\). Communication toolkit](#)



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Information resources for the RRP communication (3/3)



ADDITIONAL RESOURCES

(additional materials may be considered when assessing good practice):

- » [European Parliament, 2023. Communication policy](#)
- » [European Commission, \(n.d.\). Common Provisions Regulation](#)
- » [European Commission, 2021. Commission staff working document on the guidance to Member States. Recovery and Resilience Plans](#)
- » [European Commission, 2023. Commission notice, Guidance on Recovery and Resilience Plans in the context of REPowerEU](#)



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Slide No. 2: photo “Group of business colleagues meeting in the boardroom”, source: Getty Images; Slide No. 6 “Millennial businesswoman addressing colleagues at a corporate business meeting”, source: Getty Images; Slide No. 7 “European national flags in front of European Parliament building in Brussels, Belgium”, source: Getty Images;