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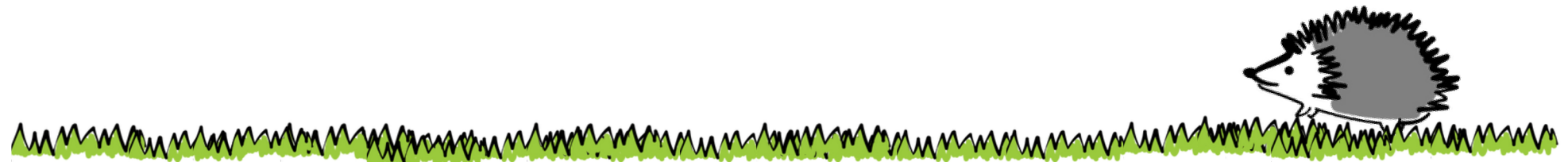
Estonia – Latvia

Making Your Project Visible

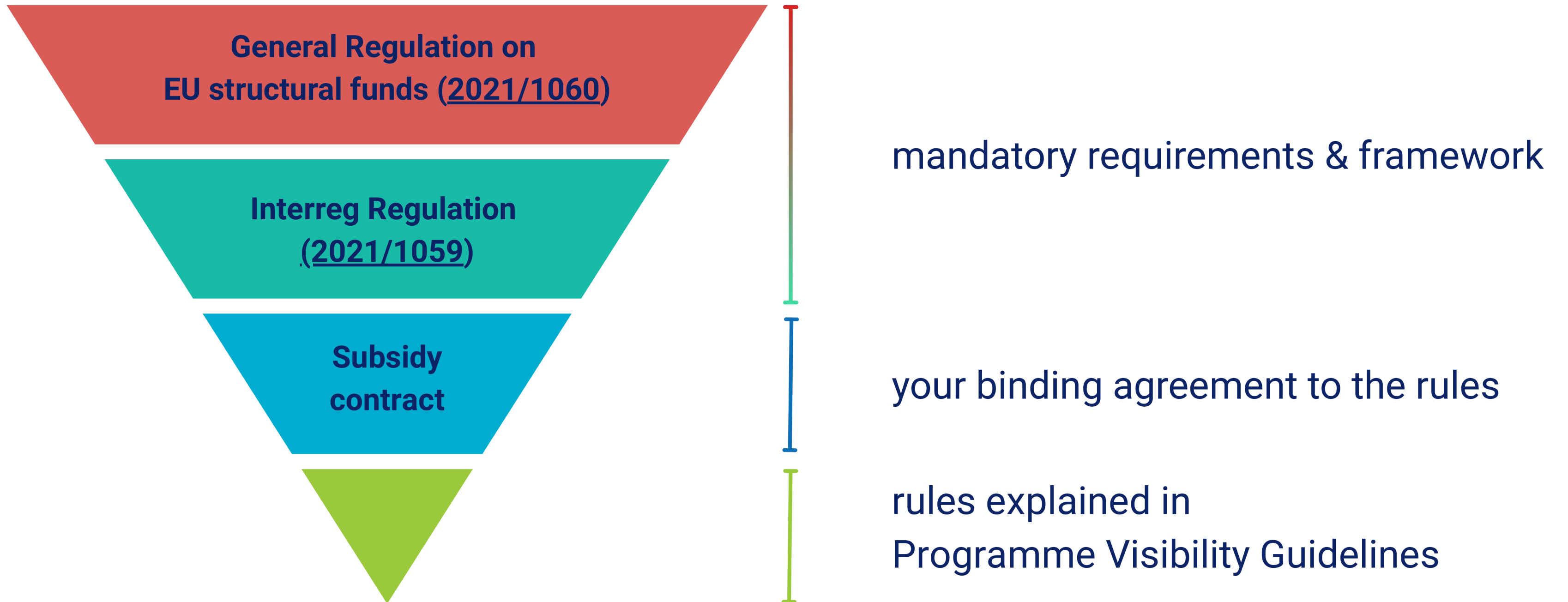
Why it matters and how to do it right

Katrin Juhanson

Partner Seminar 24-25.09.2025



Where do the rules come from?



What happens if rules are not followed?



Comply with
visibility rules

Ensures full
funding and
maximizes
project impact



Fail
to comply

May result in a
reduction of up to 2%
of the expenditure of
the activities

Why Visibility Matters



EU Requirement

Compulsory under EU regulations, subsidy contracts, and programme guidelines



Public Value

Taxpayer-funded projects must show results and impact to the public



Reputation

Good communication builds trust, credibility, and future opportunities



Multiplication

Strong visibility attracts more users, partners, and long-term impact

estlat.eu/projects/visibility

Visibility guidelines

Interreg VI-A Estonia–Latvia Programme 2021-2027

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Version 3.0 updated 31.01.2025

Updated guidelines
(31.01.2025) include
requirements for
billboards and plaques



Digital Logos



**Download Poster
Templates**



Legal Framework



Practical Examples

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Programme Visibility Guidelines explained step by step



Project poster requirements

You can download templates or design your own!

- At least A3 size format
- Programme logo (25% of poster width)
- Project name and title
- Project objectives and main activities
- Start and end dates
- Total budget and co-funding amount

Poster can also be displayed as **equivalent electronical display**



Where to display the project poster?

1

Partner offices

Display in offices and premises of all project partners

2

Public events

Show at project events and activities for target groups

3

Programme-funded facilities

Required in buildings rented, bought, built, or renovated with programme funds *(if total project budget is <€100 000; if over and involves physical investment or purchase of equipment billboard or plaque must be installed)*



Website requirements

Essential Information

- Project title and description
- Objectives and expected results
- Financial support details
- Programme logo and link to estlat.eu

Use existing partner websites - no need to create new ones. Share website links with Joint Secretariat.

The screenshot displays the Interreg Estonia-Latvia website. At the top, there is a navigation bar with links for 'About EstLat', 'We support', 'For applicants', 'For projects', 'Supported projects', 'Events', 'News', and 'Contacts'. A search bar is located on the right. Below the navigation bar, the main content area features a large image of a person in a field with apples, with the title 'BALTIC CIDER' below it. A brief description of the project is provided: 'Knowledge-driven Baltic Cider Production and Branding for Growth and Competitiveness of SMEs. Project duration: 01.07.2024 – 30.06.2027.' The page is divided into two columns. The left column contains the project title 'BALTIC CIDER', project number 'EE-LV00144', and priority 'Priority 2. Jointly and smartly growing businesses'. Below this is a small image of people in a field. The right column contains the 'Project Objective', 'Key Activities', 'Expected Results', and 'Links to partners websites'. The 'Project Objective' states that the project aims to develop a knowledge-based Baltic Cider brand. 'Key Activities' include creating the brand, supporting producers, and expanding market opportunities. 'Expected Results' include a strong brand, improved quality, new business opportunities, and a sustainable tourism route. 'Links to partners websites' lists several URLs. The bottom of the page features the Interreg logo and the text 'Co-funded by the European Union'.

BALTIC CIDER
Project No. EE-LV00144
Priority 2. Jointly and smartly growing businesses

Overview

Project partnership:

- Latvian Country Tourism Association "Lauku ceļotājs" (Latvijas Lauku tūrisma asociācija "Lauku ceļotājs")
- NGO Estonian Rural Tourism (MTÜ Eesti Maaturism)
- Institute of Horticulture (Dārzkopības Institūts)
- Estonian University of Life Sciences, Polli Horticultural Research Centre (Eesti Maaülikool)

Duration: 01.07.2024 – 30.06.2027

Total budget: 623 930.00 EUR

ERDF contribution: 499 144.00 EUR

Contact person: Iveta Šķiliņa, iveta@celotajs.lv

Project Objective:

The project aims to develop a knowledge-based Baltic Cider brand as a joint effort to:

- Enhance the competitiveness of cider makers in Latvia and Estonia.
- Unlock the unused potential for sustainable SME growth in the cider industry.
- Strengthen cross-border cooperation in cider production and marketing.

The project targets cider producers in:

- Latvia (Vidzeme and Kurzeme regions).
- Estonia (West Estonia and South Estonia regions).

Key Activities:

- Creating the Baltic Cider brand, based on research into:
 - Terroir (local environmental factors influencing cider quality).
 - Apple varieties used in production.
- Supporting 10 cider producers (7 from Latvia, 3 from Estonia) to improve product quality and competitiveness.
- Expanding market opportunities through:
 - Market research to identify new growth areas.
 - Participation in trade exhibitions to promote Baltic Cider internationally.
 - Development of the Estonian-Latvian Cider Route, enhancing tourism and cider culture.

Expected Results:

- A strong and recognizable Baltic Cider brand grounded in research.
- Improved quality and competitiveness of cider products in Latvia and Estonia.
- New business and export opportunities for regional cider producers.
- Increased visibility of Baltic Cider in international markets.
- A sustainable cider tourism route that promotes cross-border collaboration.

Links to partners websites:

- <https://www.celotajs.lv/lv/project/43/project?6&lang=lv>
- <https://www.maaturism.ee/index.php?id=projekt-baltic-cider>
- <https://www.darzkopibasinstituts.lv/lv/projekti/zinasanas-balstita-baltijas-sidra-razosana-un-zimola-izveide-mvu-izausme-un>
- <https://polli.emu.ee/es/projektid-2023/teadmistel-pohinev-balti-siidritootmine-ja-branding-valke-ja-keskmise-suurusega-ettevotete-kasvu-ja/>

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Social media tips



Visual Elements

Programme logo on banner and posts with co-funding references



Engagement

Tag @estlat and project partners in all posts



Hashtags

Use #interreg #estlat #estonialatviaprogramme #crossbordercooperation #"yourprojectname"

Floating islands as biodiversity pit stops and pollution cut outs towards more resilient cities #BioFloat

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BioFloat
44 likes • 68 followers

Posts About Mentions Reviews Reels Photos More

Intro
The BioFloat project will boost urban biodiversity and water quality through innovative floating islands in Estonia and Latvia. Funded by Interreg VI-A Estonia-Latvia programme 2021-2027 cross-border cooperation programme.

Posts
BioFloat - Follow
Reels · 14 Aug · G

Post:
We have completed the initial sampling of water, sediments, and biota from our project lakes.

- Water samples are currently being analyzed for alkalinity, total nitrogen, phosphorus, heavy metals, and pharmaceuticals. While conductivity, temperature, pH, and dissolved oxygen levels were measured using a probe in situ. Additionally, microplastic samples were collected from the water surface. Results from the surface trawling samples will determine microplastic concentrations and provide details on types, sizes, colors, and polymers found. Water filtration was also carried out to determine the presence of cyanobacteria in the lakes and it will be done monthly.
- Sediment samples will undergo analysis for heavy metals and microplastics, with additional focus on oil and its products in Gulbene's Dzirnava lake due to historical spill events.
- Biota samples (phytoplankton, zooplankton, and benthic organisms) were taken to evaluate current biological diversity and biomass in these three compartments. All these analyses will reveal the current ecological conditions, physicochemical status, biodiversity and pollution levels of each pilot territory before implementing floating islands.

Benthic organisms, heavy metals, pharmaceuticals, and oil samples are one-time analyses (including all sediment samples). Water samples (alkalinity, total nitrogen, phosphorus), as well as phytoplankton and zooplankton, will be collected monthly throughout the summer. Surface trawling will be repeated at the end of the summer (September).

Estonia-Latvia Programme
#BioFloat #interreg #estlat

aesthetic value and beautiful landscapes
©biomattwater.com

#BioFloat
Floating islands as biodiversity pit stops and pollution cut outs towards more resilient cities.

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PROJECT PULSE
BioFloat
FLOATING ISLANDS AS BIODIVERSITY PIT STOPS AND POLLUTION CUT OUTS. PAVING THE WAY FOR MORE RESILIENT CITIES

Initial sampling of water, sediments, and biota from pilot lakes in Estonia and Latvia has been completed!

Supported projects: estlat.eu/BioFloat

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Going a step further: Understanding visibility rules by activity type



Visibility rules by activity type



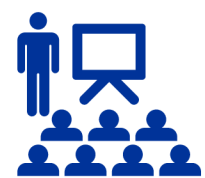
Infrastructure



Equipment



**Outreach to the
general public**



**Events and
training activities**



**Publications &
Videos**





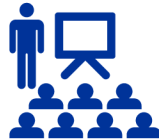
**Digital tools &
online platforms**



**Promotional
materials**

Different project
activities require
specific visibility
measures.

Visibility rules by activity type (1/2)

Output Type		Example	Visibility Rule
Infrastructure		Floating pier, information board, directional signs, tactile map, accessibility ramp	If total project budget is over €100,000 and involves physical investment or purchase of equipment → durable billboard or plaque must be installed at site
Equipment		Lab equipment for testing, sensors, computers	If smaller (<€100,000) → use stickers/plates on equipment or A3 project poster at location with logo and funding information
Events & Training		Workshops, trainings, study visits, conferences, festivals, awareness days, competitions	A3 poster or equivalent display; logo on event materials (agendas, slides, banners, certificates), visual background of events

Visibility rules by activity type (2/2)

Output Type		Example	Visibility Rule
Publications & Videos		Brochures, leaflets, maps, posters, studies, reports, strategies, handbooks, manuals, videos	Logo on cover page, introductory scene
Digital Tools		Websites, apps, portals, interactive maps, dashboards	Logo on homepage, splash screen, or About page
Promotional Materials		Trophies, pins, T-shirts, hats, gift boxes	Logo (stickers, fabric labels, incorporated during production)
Public Outreach		Social media posts, news articles, press releases, newsletters, TV/radio coverage	Logo on visuals or co-funding statement in text; mention programme co-funding in media coverage

Durable billboard or plaque requirements

When required?

Total project budget over
€100,000 with physical
investment or equipment
purchase

Installation timing

Must be installed
when physical
investment starts or
equipment is installed

Location & Size

Publicly visible
location, minimum A3
size, significant enough
for readability

Durable billboard or plaque requirements

Programme Logo

The Programme logo, covering 25% of the total width of the billboard or plaque.

Project Details

The project title or acronym, together with the project number.

Timeline

The start and end date of the project.

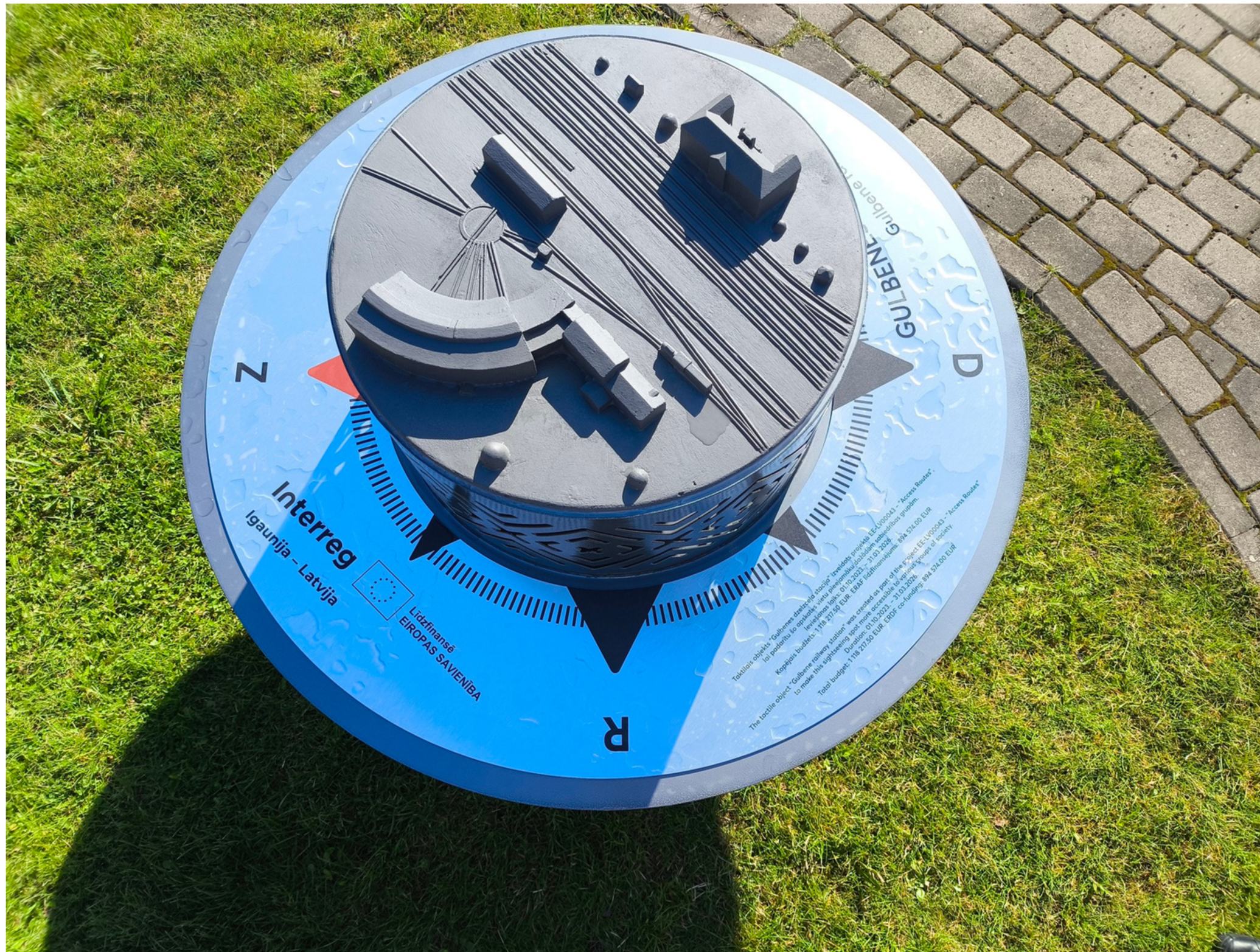
Financial Information

The total budget and the amount of co-funding provided by the Programme.

Funded Activities

An explanation of what has been funded within the project at that specific location.

Durable billboard or plaque



Durable billboard or plaque



The Programme logo

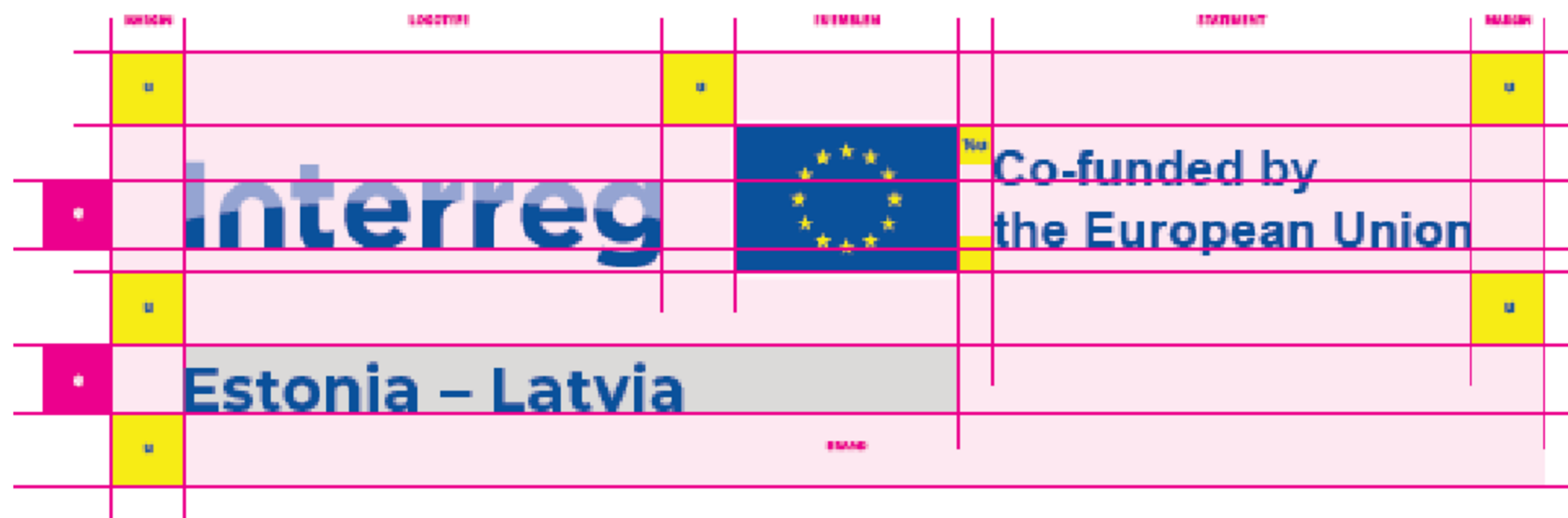
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The Programme logo



- Use the logo in the original format (no color changes, resizing, or effects)
- Download the original files from estlat.eu (visibility Toolkit)
- Logos must be of significant size to be visible in the context you are using them



Standard white/light background



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Logo on dark background



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White & color logo



Monochrome logo versions



Using the Programme logo with other logos

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RIIGI TUGITEENUSTE
KESKUS



In accordance with the regulation Annex IX, which says that the EU Emblem shall have at least the same size, measured in height or width, as the biggest of the other logos

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RIIGI TUGITEENUSTE
KESKUS



The size of the EU Emblem is smaller than the official logo of other organisation logos

Correct reference to the Programme (text)



- The project is co funded by the Estonia-Latvia Programme
 - The project is co-funded by the Interreg VI-A Estonia - Latvia Programme 2021-2027
-



- Projekti kaasrahastab Eesti-Läti programm
 - Projekti kaasrahastab Interreg VI-A Eesti-Läti programm 2021–2027
-



- Projektu līdzfinansē Igaunijas-Latvijas programma
- Projektu līdzfinansē Interreg VI-A Igaunijas-Latvijas programma 2021.-2027.gadam

Key Steps for Visibility Rules



Download Guidelines & Logos

Get visibility guidelines and official Programme logos from the Programme website. Understand how to use them properly.



Publish Project Info

Create project summary on website and social media. Include screenshots or links in first report.



Plan Early & Share

Plan visibility measures early to avoid costly fixes. Create shared folder with logos and templates.



Use Poster Template

Select template matching your project priority. Adapt with project details and display at partner premises and public events.



Review All Activities

Match each output (events, studies, equipment, apps) to correct visibility rules. Apply consistently.








Document Everything

Document all visibility actions with photos for reporting and audits.

estlat.eu → For Projects → Visibility rules

Estonia-Latvia programme visibility Toolbox

Document or reference name	Date of entry	
 Estonia-Latvia Programme Visibility Guidelines (31.01.2025) 3.23 MB pdf	31.01.2025	DOWNLOAD
 Programme logos	05.01.2023	VIEW
 Templates for A3 project posters	05.07.2023	VIEW
 Programme 2021-2027 characters and activities	05.01.2023	VIEW
 Icons for the policy objectives for the 2021-2027 period	05.01.2023	VIEW

 [DOWNLOAD ALL FILES](#)



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