

SWISS – LITHUANIAN
Cooperation Programme



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



**Communication Concept of the
Swiss-Lithuanian Cooperation Programme
2024-2029**

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Introduction

Between 2007 and 2012, Switzerland granted Lithuania the First Swiss Contribution (Enlargement Contribution) of around EUR 66 million. These funds were used for hospital infrastructure, environmental protection and energy efficiency, health care for pregnant women, mothers and newborns, initiatives by non-governmental organisations, community organisations, and research.


For the period covered by the Second Swiss Contribution (2024-2029), **CHF 45.2 million in the area of social and economic cohesion shall be allocated to Lithuania, to be used by 3 December 2029**. Lithuania will contribute an additional amount of almost EUR 7 million.

On 12 February 2020, the Government of the Republic of Lithuania approved three areas of intervention based on the proposal of the Ministry of Finance, considering the possible areas of financing indicated in the Regulations of the Second Swiss Contribution.

In the second funding period, the continuity of investments aimed at improving midwifery and infant health services and the deployment of a wide range of child development services shall be maintained. There is also the development of apprenticeships and the integration of migrants through vocational training. There will also be initiatives to boost civic engagement and volunteering.

The following three Programmes, hereinafter referred to as “the Programmes”, shall be financed accordingly:

1. Maternal and Child Healthcare and Wellbeing Programme:

Objectives	The programme envisages contributing to Lithuania’s National Progress Plan 2021-2030 by improving the quality and accessibility of maternal, infant and child healthcare and social services, with an emphasis on outpatient care.
Strategic Focus 	The programme focuses mainly on: <ul style="list-style-type: none"> - improving the quality and accessibility of outpatients’ health care services for pregnant women, new-borns and infants; - improving the health and wellbeing of infants and children with development disorders through the implementation of holistic child development services; - adopting a systemic and integral approach, the programme may work along multiple strategic axes, including the development of strategies, standards, guidelines of diagnostics, treatment and

	evaluation as well as the acquisition of necessary medical equipment and the capacity building of health and social care staff.
Swiss indicative Commitment	CHF 29.55 million
Project or Programme Operator	The public body Central Project Management Agency with the involvement of the Ministry of Health of the Republic of Lithuania
Swiss Support Measure Partner(s)	Public institutions, private sector and civil society/ non-governmental organisations in Switzerland with relevant expertise and experience in the health sector.
Other specificities related to the Support Measure	The Support Measure Preparation Fund will be used for conducting a feasibility study in order to determine the specific needs of support.

2. Vocational Education and Training:

Objectives	The programme envisages contributing to Lithuania's National Progress Plan 2021-2030 with the aim to ensure the relevancy of the Vocational Education and Training (hereinafter referred to as VET) system to the labour market needs by improving the match between the competences acquired in the education system and the requirements of the labour market and herein attracting highly skilled specialists.
Strategic Focus	The programme's investments focus mainly on: <ul style="list-style-type: none"> - the piloting and implementation of the mastery qualifications' model acquired at the workplace. The model will enable recognition of the person's competences regardless of the means of their acquisition; - the development and piloting of a quality assurance model for non-formal practical work-based training which will facilitate the incentive to improve the competences of the employees; - the adaptation of the VET system for the integration of migrants with the aim to address the needs of migrants and facilitate their integration into the labour market and society.
Swiss indicative Commitment	CHF 4.388 million

Project or Programme Operator	The public body Central Project Management Agency with the involvement of the Ministry of Economy and Innovation of the Republic of Lithuania and the Ministry of Education, Science and Sport of the Republic of Lithuania
Swiss Support Measure Partner(s)	Swiss Public VET schools, companies (SMEs), professional associations, expert organisations and Swiss authorities

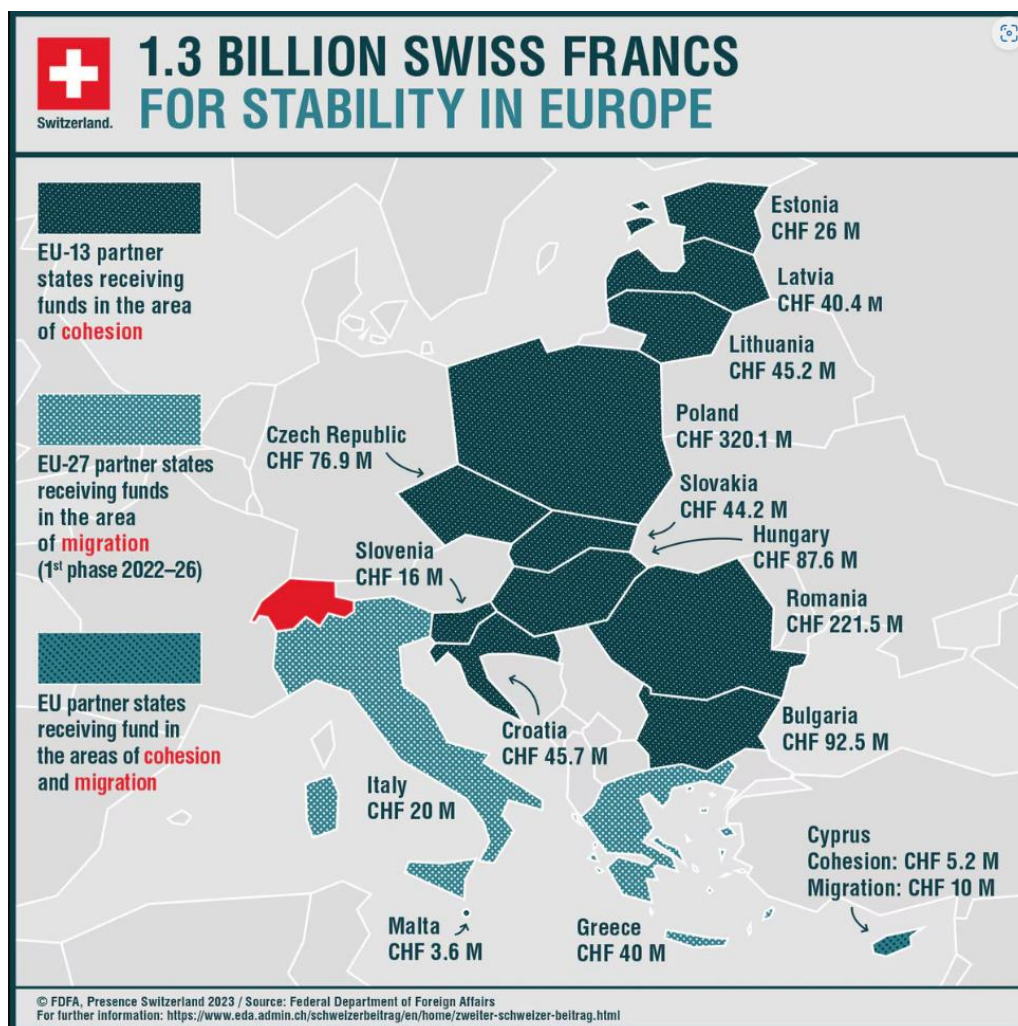
3. Civic Engagement :

Objectives	The programme envisages contributing to Lithuania's National Progress Plan 2021-2030 by empowering the civil society and strengthening its participation in the decision-making process and improving the quality of civil society organizations.
Strategic Focus	The programme's investments will focus mainly on: <ul style="list-style-type: none"> - strengthening civic participation in decision- making by developing tools focusing on the first-time participants (the youth and foreigners); - strengthening civil society organizations through development of an accountability standard for non-governmental organizations with additional focus on migrant-led local organisations; - increasing the quality of volunteering through the development of an organizational standard for quality volunteer management, including the development of virtual volunteering (e-volunteering) activities.
Swiss indicative Commitment	CHF 9.75 million
Project or Programme Operator	The public body Central Project Management Agency with the involvement of the Ministry of Social Security and Labour of the Republic of Lithuania
Swiss Support Measure Partner(s)	Public institutions, private sector and civil society/non-governmental organisations in Switzerland with relevant expertise and experience in civic participation and migrant integration.

Since 2007, Swiss funding for selected European Union countries offers opportunities to reduce economic and social disparities in Europe. The aim of Swiss contribution is to communicate

this to the people of these countries, i.e. to inform them about the opportunities and benefits they offer.

Infographic. European stability 1.3 billion Swiss francs



Data source: <https://www.eda.admin.ch/schweizerbeitrag/de/home/zweiter-schweizer-beitrag/laender.html>

The aim of the communication concept of Swiss-Lithuanian Cooperation Programme (hereinafter referred to as the “Cooperation Programme”) for the period 2024-2029 is to define the purpose of communication, to identify the target groups and their communication tools, the responsibilities of the institutions, to plan key communication activities and to ensure that the Lithuanian public is informed about the Cooperation Programme and the Programmes and to ensure transparency of the system and consistent cooperation with Switzerland.

Basis for the development of the communication concept

1. The basis for the establishment of the communication concept of the Swiss Confederation-Lithuania cooperation Programme for the period 2024-2029 (hereinafter referred to as the ‘Communication Concept’) is laid down in Article 13.2(2) of the Swiss [Regulations](#) on the implementation of the second Swiss Contribution to selected member states of the European Union to reduce economic and social disparities within the European Union (as of 6 May 2022).

Purpose of communication

2. The aim of communication is to form a positive opinion on cooperation between Switzerland and Lithuania with a special focus on maternal and child health, civic participation and better vocational education and training.

3. Information and communication shall:

3.1. to contribute to the strengthening of cooperation between Lithuania and Switzerland;

3.2. increase the visibility of Swiss investments and publicize the results;

3.3. to provide knowledge about the preparation and implementation of projects.

Communication and information headline indicator

4. Informing the Lithuanian public about the cooperation between Lithuania and Switzerland by introducing 0.5 million people each year to Swiss funding.

Communication Focus Groups

5. The following audiences of communication are distinguished:

5.1. the general public;

5.2. the beneficiaries of the projects;

5.3. applicants and project promoters;

5.4. social and economic partners;

5.5. media, experts.

The main means of carrying out communication activities

6. When implementing communication activities, integrity shall be sought and duplication of communication tools and activities shall be avoided when independent communication activities or communication tools competing in the information space are created, organized and used to achieve the same objectives, to disseminate knowledge and/or to present projects.

7. Regular information shall be carried out using:

7.1. Websites of the Ministry of Finance and CPMA: [Šveicarijos ir Lietuvos bendradarbiavimo programa - Lietuvos Respublikos finansų ministerija \(lr.v.lt\)](#) and [www.cpva.lt](#);

7.2. The Facebook Cooperation Programme account managed by the Ministry of Finance.

8. The following forms of communication can be used for strategic communication: social networks, online platforms, podcasts, radio, publications, events (exhibitions, seminars, competitions, quizzes, social campaigns, visiting projects for journalists, etc.), press releases, professional photo bank, creation of infographics, etc.

9. Incoming questions and answers from the media and others must be stored in the internal data-filing systems of the Cooperation Programme, and recurring questions/answers are published on the respective websites.

Programme branding

10. All entities carrying out communication and information activities under the Cooperation Programme must use appropriate logos (the logos of the Confederation of Switzerland and the Cooperation Programme), i.e. in accordance with the Swiss Communication and Information Manual (Annex 2).

11. When implementing the project, the project promoter and partners must implement the following information and communication measures:

11.1. mark the purchased equipment with stickers for information about the funding;

11.2. to build an information stand at each site for the implementation of construction activities;

11.3 replace the information stand with an information table after the completion of the implementation of construction activities, but not later than the date of submission of the final payment request.

12. The project promoter and the project partners may also implement other information and communication measures on the project, provided that they are necessary for project communication, are proportionate and ensure greater visibility of the Cooperation Programme.

13. The project communication tools and communication materials must comply with the requirements set out in the Communication and Information Manual (Annex 2) published on the CPMA website.

14. All project communication tools and communication materials must use the Cooperation Programme logo, examples of which shall be published on the website of the programme operator, the use requirements of which are set out in the Communication and Information Manual (Annex 2). Where possible, the logo of the Cooperation Programme shall be

used together with the text ‘Supported by the Swiss contribution to reducing economic and social disparities in the EU’.

15. In addition to the logo of the Cooperation Programme, the project information measures and communication materials shall use the Swiss Confederation logo together with the text in the four official languages of the Swiss Confederation, in accordance with the requirements laid down in the Communication and Information Manual (Annex 2), in the following cases:

15.1. where Switzerland is a co-author or co-author of communication material, unless there is insufficient space for the Swiss Confederation logo (e.g. small promotional material). Where Switzerland is not the co-author or co-author of communication material, Switzerland should, where possible, be mentioned as a donor or partner (where applicable) in the project communication media and in the communication material, in conjunction with the Swiss Confederation’s logo.

15.2. information on funding on stickers, billboards and information sheets.

Financing of communication

16. The financing of communication on the Cooperation Programme level is provided for in the technical assistance agreement between Switzerland and Lithuania. The financing of communication activities on the Programmes’ level shall be foreseen in the Programme’s budgets.

17. The implementation and funding of communication activities shall be implemented in accordance with the annual communication and information activities plan of the Annex 1 to this Communication Concept.

Changing the concept of communication

18. The concept of communication or amendments to its Annex 1 shall be carried out with the agreement of Switzerland in writing.

Roles and responsibilities of the institutions

19. The Investment Department of the Ministry of Finance, acting as the National Coordination Unit (NCU), prepares the Communication Concept and supervises its implementation.

20. The Communication Unit of the Ministry of Finance, acting as NCU, shall perform the following functions:

20.1. plan and carry out the communication and information activities provided for in the Annex 1 to the Communication Concept;

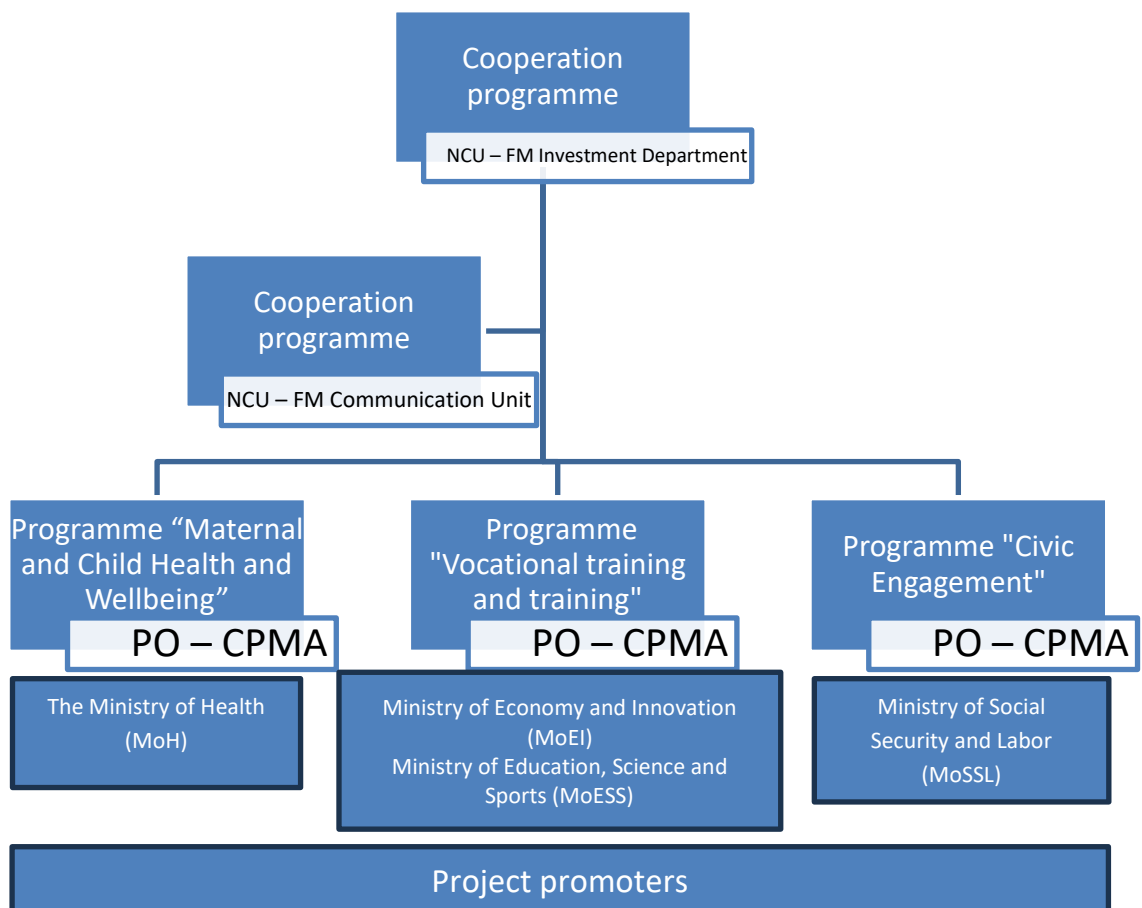
20.2. provide information on the communication and information activities carried out and planned.

21. The Programmes' operator (PO) Central Project Management Agency (CPMA) and ministries involved in the implementation of particular Programme shall perform the following functions related to the implementation of the three Programmes of the Cooperation Programme:

21.1. draw up and implement annual plans for communication and information activities of the Programmes of the Cooperation Programme (Annex 1);

21.2. provide information on completed and planned communication and information activities.

Communication participants



At the Programmes' level PO (CPMA) and ministry (-ies) involved in the implementation of particular Programme shall implement Programme level communication activities which will be specified in each Programme's proposal (please also see Annex for planned activities at the Programmes' level).

At the Programme Components' level, following the provisions of the "Strategic Management Methodology" approved by the 28 April 2021 Resolution No. 292 of the Government of the Republic of Lithuania, components shall be implemented through projects (pre-defined or selected through the means of the open-call). According to the Regulations and Swiss Communication and Information Manual, each project will have to comply with mandatory publicity and information activities for the project (when applicable) and to ensure that the Swiss support is explicitly visible at all construction sites, on physical objects, on infrastructure, in publications and other information materials related to the Programme. As well, additionally each project promoter has the option to decide whether additional publicity measures, such as a project information campaign, a project closing event, etc., are appropriate within the scope of the project and contribute to the project's objectives. Each pre-defined project's level communication activities will be specified in particular Programme's Proposal which are still being developed.

Communication concept

Annex 1

PLAN FOR COMMUNICATION AND INFORMATION ACTIVITIES 2024-2029

1. Plan of key communication activities of the NCU for the Cooperation Programme

No.	Title and objective of the action	Target audience	Measure	Indicators	Year	Preliminary budget, thousands of EUR. Total.
1	Publication of information on the Cooperation Programme on the website to provide basic information related to funding and to ensure transparency	General public, social and economic partners, representatives of the institutions, journalist	website finmin.lrv.lt	publication of key documents and up-to-date versions thereof	continuous	0
2	Ensuring the dissemination of news and events related to the implementation of the Cooperation Programme	General public, potential applicants, project promoters, representatives of Switzerland	website cpva.lt	every year, 7 news on implementation processes are published on the website and at least 7 successful stories related to project implementation (in LT and EN languages) have been created and made public.	2025-2029	0
3	Publication of news from the Cooperation Programme for information purposes	General public, potential applicants, project promoters, journalist	facebook account	12 news	annually	0
4	Opening Event to Announce Swiss Financial Contribution and Cooperation with Lithuania	General public potential applicants, project promoters	event	1000 participants	2024	45

No.	Title and objective of the action	Target audience	Measure	Indicators	Year	Preliminary budget, thousands of EUR. Total.
5	The publicity campaign aims to raise awareness of Swiss funding and close cooperation between the countries.	General public, social and economic partners, representatives of the institutions, journalist	soc. networks, radio	reach an audience of 0.5 million a year	2025-2029	39 (7,8 *5)
6	Closing event to summarize the results of Switzerland's financial contribution and cooperation with Lithuania	General public, potential applicants, project promoters	event	1000 participants	2029	42,5
7	Other publicity activities		as needed		2025-2029	5 (1*5)

2. Main activities plan of Programme “Maternal and Child Health and Wellbeing” *

No.	Title and objective of the action	Target audience	Measure	Indicators	Year	Preliminary budget, thousands of EUR. Total.
1	Programme launching event to introduce the Programme, to present the planned improvement of obstetric and children health care services in the context of ongoing health system reforms.	representatives of hospitals, patients' organisations' representatives, health care specialists' organisations representatives, regional politicians and representatives of municipality administrations', representatives of Switzerland	Conference (website, social and regional media). The activity will be implemented by PO (CPMA) .	Number of participants – about 100	Q4 2024	40
2	Seminar-discussion on Programme means and objectives with patients' representatives. Discussion to present the	representatives of patients' and parents' organisations	1-day live seminar-discussion. The activity will be	Number of participants – 50	Q4 2024 – Q1 2025	5

No.	Title and objective of the action	Target audience	Measure	Indicators	Year	Preliminary budget, thousands of EUR. Total.
	planned improvement of obstetric and children health care services in the context of ongoing health system reforms.		implemented by MoH.			
3	Discussion on Programme means and objectives with representatives of health care specialists' organisations. Discussion to present the planned improvement of obstetric and children health care services in the context of ongoing health system reforms.	representatives of obstetrics and children health care specialists' and/or their organisations	1-day live seminar-discussion. The activity will be implemented by MoH.	Number of participants – 70	Q4 2024 – Q1 2025	5
4	Discussion on Programme means and objectives with representatives of regional politicians and representatives of municipality administrations. Discussion to present the planned improvement of obstetric and children health care services in the context of ongoing health system reforms.	representatives of municipalities (politicians, regional government administrations, heads of health care institutions)	1-day live seminar-discussion. The activity will be implemented by MoH.	Number of participants – 70	Q4 2024 – Q1 2025	5
5	Information and communication activities for project promoters to Assure proper implementation of projects and programme (information events, round-table discussions, surveys, etc.)	representatives of project promoters, MoH, CPMA, other stakeholders (if necessary)	0.5-1 day live or hybrid events. The activity will be implemented by PO (CPMA).	Number of participants – about 10-15	At least once a year 2025-2028	4
6	Familiarisation with Programme results and changes in satisfaction with services in the Vilnius (Capital) region The presentation of Programme results in the region, taking into account the specificities of it. The changes in the provision	representatives of Programme target group	1-day live seminar-discussion. The activity will be implemented by MoH	Number of participants – 100	Q 1-2, 2029	5

No.	Title and objective of the action	Target audience	Measure	Indicators	Year	Preliminary budget, thousands of EUR. Total.
	of services in a specific region and satisfaction of services are planned to present, as well as the advantages and disadvantages of the implementation of the Programme are expected to discuss in political and administrative/institutional aspects. The format of the event is a seminar-discussion, so the possibility to evaluate "lessons learned" and further changes.					
7	Familiarisation with Programme results and changes in satisfaction with services in the Kaunas-Klaipėda (Central and Western) region The presentation of Programme results in the region, taking into account the specificities of it. The changes in the provision of services in a specific region and satisfaction of services are planned to present, as well as the advantages and disadvantages of the implementation of the Programme are expected to discuss in political and administrative/institutional aspects. The format of the event is a seminar-discussion, so the possibility to evaluate "lessons learned" and further changes.	representatives of Programme target group	1-day live seminar-discussion. The activity will be implemented by MoH	Number of participants – 100	Q 1-2, 2029	5
8	Programme closing event. To present the results and achievements of the Programme.	representatives of hospitals, patients' representatives, health care	Conference (website, social and regional media). The	Number of participants – about 100	Q 3-4, 2029	40

No.	Title and objective of the action	Target audience	Measure	Indicators	Year	Preliminary budget, thousands of EUR. Total.
		specialists' organisations representatives, regional politicians and representatives of municipality administrations', representatives of Switzerland	activity will be implemented by PO (CPMA).			

3. Main activities plan of Programme "Vocational Education and Training" *

No.	Title and objective of the action	Target audience	Measure	Indicators	Year	Preliminary budget, thousands of EUR. Total.
1	Programme launch event. To introduce the Programme, to present the planned improvement of mastery qualifications acquired in the workplace, quality assurance model for practical work-based training, integration of migrants and refugees into labour market through VET and related services.	employers organizations (associations) and private companies' representatives, administrators of the Lithuanian qualifications system and national institutions that support employee training, state institutions and NGOs supporting integration of migrants and refugees, VET institutions' representatives, representatives of Switzerland	Conference (website, social and regional media). The activity will be implemented by PO (CPMA).	Number of participants – about 100	Q4 2024	40
2	Information and communication activities for project promoters to Assure proper implementation of projects and programme (information	representatives of project promoters, MoEI, MoESS, CPMA, other stakeholders (if necessary)	0.5-1 day live or hybrid event. The activity will be implemented by PO (CPMA).	Number of participants – about 10-15	At least once a year 2025-2028	4

No.	Title and objective of the action	Target audience	Measure	Indicators	Year	Preliminary budget, thousands of EUR. Total.
	events, round-table discussions, surveys, etc.)					
3	Programme closing event	employers organizations (associations) and private companies' representatives, administrators of the Lithuanian qualifications system and national institutions that support employee training, state institutions and NGOs supporting integration of migrants and refugees, VET institutions' representatives, representatives of Switzerland	Conference (website, social and regional media). The activity will be implemented by PO (CPMA) .	Number of participants – about 100	Q 3-4, 2029	40

4. Main activities plan of Programme Operator's "Civic Engagement" *

No.	Title and objective of the action	Target audience	Measure	Indicators	Year	Preliminary budget, thousands of EUR. Total.
1	Programme Launching Event	representatives of municipalities, municipal NGOs councils, NGOs, volunteers and residents with migratory background, representatives of Switzerland	Conference: (website, social and regional media). The activity will be implemented by PO (CPMA) .	Number of participants – about 100	Q4 2024	40
2	Publications in portals/social media.	Programme target group	Publications in social media portals. The	At least 4 publications each year	2025-2029	16

No.	Title and objective of the action	Target audience	Measure	Indicators	Year	Preliminary budget, thousands of EUR. Total.
	Awareness-raising of Programme activities and Programme results among target groups and general public.	and general public	activity will be implemented by MoSSL.			
3	Information and communication activities for project promoters to Assure proper implementation of projects and programme (information events, round-table discussions, surveys, etc.)	representatives of project promoters, MoSSL, CPMA, other stakeholders (if necessary)	0.5-1 day live or hybrid event. At least once a year. The activity will be implemented by PO (CPMA).	Number of participants – about 25-30	2025-2028	4
4	Programme closing event. To present the results and achievements of the Programme in the end of the implementation of the Programme.	representatives of municipalities, municipal NGOs councils, NGOs, volunteers and residents with migratory background, representatives of Switzerland	Conference (website, social and regional media). The activity will be implemented by PO (CPMA).	Number of participants – about 100	Q 3-4, 2029	40

In the scope of the Programme “Civic Engagement” one sub-component (pre-defined project) (budget ~CHF 1,87 million, planned to be implemented by the MoSSL) shall be dedicated to improving the integration environment for residents with migratory background by raising public awareness to increased positive attitudes towards civic participation of people with a migratory background. The aim of this pre-defined project is to develop communication strategy for the creation of a more multicultural environment and to implement communication campaign aimed at creating a more multicultural environment. The planned activities and budget of this pre-defined project will be detailed in the Programme’s Proposal.

** As Programmes’ proposals are still developed and Programmes’ agreements are not signed yet, initial communication plans at the Programmes’ level can be modified during the preparation and coordination of the Programmes proposals until the signature of the Programmes’ agreements.*

NCU COMMUNICATION AND INFORMATION ACTIVITIES

May 2024-May 2025

No.	Title and objective of the action	Target audience	Measure	Indicators	Year 2024-2025	Preliminary budget, thousands of EUR. Total.
1	Publication of information on the Cooperation Programme on the website to provide basic information related to funding and to ensure transparency	General public, social and economic partners, representatives of the institutions, journalist	website finmin.lrv.lt Šveicarijos ir Lietuvos bendradarbiavimo programa - Lietuvos Respublikos finansų ministerija (lr.v.lt)	publication of key documents and up-to-date versions thereof	2024 2025	0
2	Ensuring the dissemination of news and events related to the implementation of the Cooperation Programme	General public, potential applicants, project promoters, representatives of Switzerland	website cpva.lt	every year: 7 news on implementation processes 7 successful stories related to project implementation (in LT and EN languages)	2024 2025	0
3	Publication of news from the Cooperation Programme for information purposes. A program presentation in social media. A children's drawing contest in social media with prizes	General public, potential applicants, project promoters, journalist General public	Facebook Social media	12 news	2024 2025 2024	0 0
4	Opening Event to Announce Swiss Financial	General public potential applicants,	event	1000 participants	01 08 2024 Palanga	45

No.	Title and objective of the action	Target audience	Measure	Indicators	Year 2024-2025	Preliminary budget, thousands of EUR. Total.
	Contribution and Cooperation with Lithuania	project promoters				
5	The publicity campaign aims to raise awareness of Swiss funding and close cooperation between the countries: - a radio show/game; - press releases and advertisement about the first projects.	General public, social and economic partners, representatives of the institutions, journalist	soc. networks, radio	reach an audience of 0.5 million a year	2025	7,8
6	Other publicity activities		as needed		2024 2025	1