

**TELLING THE STORY.  
COMMUNICATING COHESION POLICY TOGETHER  
26 - 27 NOVEMBER 2007, BRUSSELS, CHARLEMAGNE**

**Draft conference programme**

**Monday, 26 November 2007**

08h30-09h45      *Registration, coffee*

10h00-10h30      **Opening plenary session.**

*Key speech:* Danuta HÜBNER, Commissioner for Regional Policy

*Chair:* Dirk AHNER, Director General, European Commission, Directorate General for Regional Policy

10h45-12h45      **Workshops. Session 1**  
**Getting started: basic requirements**

*1.A. Planning efficient communication*

The communication plan is the main tool for efficient information and publicity activities on cohesion policy. It should be prepared based on an evaluation of the specific information needs. Its effectiveness needs to be monitored regularly, in order to introduce necessary changes, if needed.

Presentations:

- 1. Creating a communication plan from evaluation results** - *Ondrej Stefek, Naviga 4, Czech Republic*
- 2. Hungarian Communication Plan**- *Judit Szucs, National Development Agency, Hungary*
- 3. French communication strategy** - *Vasilije Kujacic, DIACT, France*

*Chair:* Jimmy JAMAR, Head of Unit, European Commission, Directorate General for Employment, Social Affairs and Equal Opportunities, Communication and CAD Unit

*1.B. Helping beneficiaries communicate*

The workshop will focus on how managing authorities provide information to beneficiaries on their responsibilities relating to information and publicity. It will also highlight ways of encouraging beneficiaries to communicate effectively on their projects and the support and guidance offered by managing authorities.

Presentations:

- 1. European Funds Fairs** – *Ewelina Budzinska-Gora, Silesia Marhal's Office, Poland*
- 2. Make it sexy! Communication best practice** - *Jean-Christophe Binetti, CONVIS CONSULT & MARKETING GMBH, Germany*
- 3. Media Training for Voluntary and Community Sector Beneficiaries** - *Richard Holmes, Objective 1 Programme Directorate, Government Office for Yorkshire and The Humber, UK*
- 4. Co-Operation of Managing Authority of CSF and Final beneficiaries for the fulfilment of communication strategy** - *Evi Panagiotakopoulou, Ministry of National Economy and Finance, Greece*

*Chair:*

*1.C. Informing the public*

Efficient communication on the Operational Programmes and their objectives, emphasising the European value added, presenting progress in implementation and results to the public are legal obligations for the managing authorities. The workshop aims at facilitating the exchange of experience and ideas in this field.

Presentations:

1. **Nation-wide publicity campaigns in little Estonia** - *Kristi Jõesaar and Annika Vilu, Ministry of Finance of Estonia, Estonia*
2. **Andalusian experience** - *María Goretti Minaya Llatas, Andalusia, Spain*
3. **Polish experience, Integrated Regional Operational Programme** – *Rafal Nowak, Ministry for Regional Development, Poland*
4. **ESF publicity campaign – films** - *Dominique Jeremiasz, DIACT, France*
5. **Commission Representation in Budapest**

*Chair:*

12h45-15h00 **Buffet lunch and networking opportunities**

*Buffet lunch and networking opportunities will focus around thematic corners. There will be experts organising discussion within the corners. The networking space will be equipped with the computer, internet connection and a space to display the information materials. (IMPORTANT: notify us in advance that you want to show a TV spot or place a poster or any other information product, for the question of organisation!).*

**Suggested topics:**

1. **Publicity requirements for beneficiaries:** means of providing information about information and publicity requirements, supporting tools (websites, guidelines, trainings), which work best?

**Expert:** *Angelika Ioannides, Head of Head of Programming and Communication Unit, Management Organisation Unit of the Community Support Framework Greece*

2. **Transparency: Lists of beneficiaries and best projects:** how to present them in an informative and user friendly way? Going beyond the regulatory requirements...  
**Websites:** main tool of communication with beneficiaries and the public. How to create a useful and interactive website.

**Expert:**

3. **Communication plans and evaluation.**

**Expert:**

4. Communication in "non-visible" programmes and projects: training courses, broadband etc. **ESF target groups:** how to reach out and communicate with them?

**Expert:**

5. **Informing the public: programme launches and major annual information activities:** original ideas and approaches. Sharing the best practice.

**Expert:** *Roger Hope, Communications Manager, Special EU Programmes Body, UK*

6. **Building working relations with media.** What to do, what to avoid. Examples of best practice.

**Expert:** *Clare Morgan, Media Relations Manager, Objective One Partnership Office, Cornwall and the Isles of Scilly, UK*

7. **Networking** at various levels. Lessons learnt, experiences to share, how to make them lively and useful.

**Expert:**

15h00-17h00 **Workshops. Session 2  
Tools**

*2.A. Transparency – presenting beneficiaries and projects*

In the 2007-13 programming period cohesion policy, legislation requires for the first time that managing authorities publicise lists of beneficiaries, in order to enhance transparency on the use of the Funds. The

objective of the workshop is to show the practical implementation of this requirement, since already in 2000-06 period some managing authorities followed the transparency approach.

Presentations:

- 1. Transparency in agricultural policy** – Directorate General for Agriculture and Rural Development
- 2. Transparency in Latvia** – Sanda Rieksta, Ministry of Finance, Latvia
- 3. Transparency for ESF in Flanders** - *David Mellaerts, ESF-agentschap Flanders, Belgium*
- 4. L'application du principe de transparence au sein du programme INTERREG III B Sud-ouest européen : avantages et outils** - *Isabelle Roger, Joint secretariat INTERREG III B South West of Europe, Spain*

*Chair:* Michael NIEJAHR, Head of Unit, European Commission, Directorate General for Agriculture and Rural Development, Coordination of horizontal questions concerning the clearance of accounts

#### *2.B. Going beyond press releases: media relations, how should we tell the story?*

The workshop will look into the ways of telling the story to journalists, establishing efficient working relations with them and making the best use of written and audiovisual media.

Presentations:

- 1. Building media relationships** - *Carleen Keleman, Objective One Partnership for Cornwall and the Isles of Scilly, UK*
- 2. Guidelines about the organisation of a press office on structural funds** - *Claudia Salvi, FORMEZ, Italy*
- 3. Putting the media in its place** - *Roger Hope, SEBUP, Northern Ireland, UK*
- 4. Experience of the Commission Representation in France** - *Maria Kokkonen, Head of Press Service, Commission Representation in France*

*Chair:*

#### *2.C. Structural funds and the internet.*

Many managing authorities use the internet to inform and communicate on a daily basis with beneficiaries and public. The workshop would like to look at examples of the most user friendly, interactive and innovative websites.

Presentations:

- 1. Using internet sites to inform potential beneficiaries and the public: the Greek experience** - *Ivana Doulgerof, CSF Management Organisation Unit SA, Greece*
- 2. Single Window eCommunication** - *Peter Farago, National Development Agency, Hungary*
- 3. Innovative ways of reaching out to stakeholders** - *Kirsti Mijnhijmer, Interreg IIIB/IVB North Sea Region Programme, Denmark*
- 4. Europa-MV.de – a regional one-stop-shop for EU-funding and networking** – **Wolf Born**, Deputy Director, Mecklenburg-Vorpommern Information Office to the EU

*Chair:*

17h00-18h00      *Networking cocktail*

20h00              **Conference reception.**

Key speech: tbc

*Venue to be announced shortly*

**Tuesday, 27 November 2007**

09h00–11h00      **Workshops. Session 3**

## Communicating together

### 3.A. Networks: working together on communication

The Commission encourages communication officers to set up regional and national networks. It also coordinates two Community networks: one for the European Regional Development Fund and the Cohesion Fund and another for the European Social Fund. The workshop will provide an opportunity to share experience resulting from the current networks and collect ideas for joint work in the new period.

Presentations:

**1. Growing with Europe - from Murcia via Brussels to Burgenland** - *Sonja Seiser, Regionalmanagement Burgenland GmbH, Austria*

**2. Networking for success communication: past experiences for the future Plan** - *Anna Maria Linsalata, Regione Emilia-Romagna, Italy*

**3. Practices and experiences from Europe Direct network** - *Claire Sarda Vergès, Europe Direct Pyrénées Languedoc Roussillon, France*

*Chair:*

### 3.B. Cooperation with the Commission Representations and other information relays.

This workshop will look into the possibility of developing working contacts between the Commission Representations, Directorates General for Regional Policy and Employment, Social Affairs and Equal Opportunities and the managing authorities, in order to communicate cohesion policy more effectively.

Presentations:

**1. Experience of the Commission Representation in the UK** – Sarah Lambert, Commission Representation in London

**2. Experience of the Commission Representation in Germany** – Commission Representation in Berlin

**3. Europe Direct Hungary** - Barbara Kerner, Europe Direct Budapest, Hungary

**4. Europe Direct Denmark** - Niels Chresten Andersen, Head of Europe Direct Bornholm, Denmark

*Chair:* Thierry DAMAN, Head of Unit, European Commission, Directorate General for Regional Policy, Information and Communication Unit

### 3.C. Crossing borders – communicating cohesion policy across Europe

The objective of this workshop is to have a discussion on communication in the regional cooperation programmes, which must take into account geographical distance as well as cultural and language differences. Communication officers in the managing authorities need to inform beneficiaries about information and publicity requirements. Beneficiaries for their part play an important role in the communication of the outcomes of projects to the public.

Presentations:

**1. Understanding communication - A clear and consistent message** - *Henrik Josephson, The Interreg IVB North Sea Region Programme, Denmark*

**2. Building the CENTRAL Community - enabling and monitoring beneficiaries** - *Claus Schultze, CENTRAL EUROPE Programme JTS, Austria*

**3. Experience from INTERREG IIIA/TACIS** - *Giedrius Surplys, INTERREG Joint Technical Secretariat, Lithuania*

*Chair:*

11h00-11h30      *Coffee*

11h30-12h30      **Conference conclusions.**

Debriefing from 9 workshops.

Chair: tbc

