



**EUROPEAN COMMISSION**  
Employment, Social Affairs and Inclusion DG  
Resources, Communication  
**Communication, CAD**

Brussels,  
EMPL/G.3/BK

## **SUMMARY REPORT**

### **Activities of the Informal Network of ESF Information Officers (INIO) in 2011**

In 2011, the INIO group held three meetings:

#### **1. 28<sup>TH</sup> INIO MEETING, GHENT (B), 8 MARCH 2011**

The meeting included presentations on ESF communication activities in Belgium and Denmark, as well as on the activities of the respective EU Presidencies of Hungary and Poland. The Commission presented detailed information on the Europe 2020 strategy, the PROGRESS microfinance facility and the new communication campaign "Youth on the Move". The group had a discussion on the publication of data on beneficiaries and on the mid-term review of Member States' communication activities. Furthermore, the Commission presented an update on its ESF communication activities, including the release of a 20-minute film explaining the ESF in detail, available in all official Community languages.

#### **2. 29<sup>TH</sup> INIO MEETING, LJUBLJANA (SI), 15 JUNE 2011**

Delegates from Slovenia and Cyprus presented examples and best practices of national ESF communication activities. The Commission gave an update on its own ESF communication activities and presented a first outline of the envisaged proposal for rules on information and communication for the next programming period for discussion. In dedicated workshops, delegates debated the role of the network and its functioning, as well as possible means for improving its meetings and cooperation and exchange of best practises. Hungary and Poland presented the ongoing or planned activities of their respective EU Presidencies.

#### **3. 30<sup>TH</sup> INIO MEETING, LIMASSOL (CY), 12 OCTOBER 2011**

The Commission presented in detail its proposals for the cohesion policy rules for the period 2014-2020. The group discussed in particular the proposed rules for information and communication. Based on case studies from the United Kingdom, Cyprus, Poland and the Czech Republic, parallel workshops examined issues related to online communication, media relations and information campaigns, as well as guidelines on communication for beneficiaries. Moreover, the group was informed about the Commission's plans for an ESF communication event in 2012 and

exchanged information about upcoming ESF events organised by the Member States.

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