INIO MEETING - 30 MAY

This session, involving INIO members, was chaired by INIO coordinator at DG EMPL Aris Peroulakis, and focused on the recent adoption of the new ESF+ regulation and the ways to implement and communicate the European pillar of social rights.

Loris Di Pietrantonio, Head of Unit in DG EMPL, presented via video the rationale and implications of the new ESF+ regulation. Laura Pascual Jimenez, DG EMPL, focused on how to better communicate the European Pillar of Social Rights at EU level, through available tools, promotional items and related projects and events. Finally, Estelle Roger, DG EMPL, presented practical ways to enable communication through ownership on both ESF and European Pillar of Social Rights, as they are strongly linked.

A discussion followed focusing on the ESF+ link with the European Pillar of Social Rights and the need to combine all efforts and funding. Other issues discussed: transnational actions encouraged within the new ESF+ and the need to have one single EU branding for every EU funded project.
PLENARY SESSION – 30 MAY

THE NEW COHESION POLICY

Five main objectives will drive EU investments in 2021-2027:

- **Smarter Europe**, through innovation, digitisation, economic transformation and support to small and medium-sized businesses
- **Greener, carbon free Europe**, implementing the Paris Agreement and investing in energy transition, renewables and the fight against climate change
- a more **Connected Europe**, with strategic transport and digital networks
- a more **Social Europe**, delivering on the European Pillar of Social Rights and supporting quality employment, education, skills, social inclusion and equal access to healthcare
- a **Europe closer to citizens**, by supporting locally-led development strategies and sustainable urban development across the EU.

**Cohesion Policy keeps on investing in all regions**, still on the basis of 3 categories (less-developed; transition; more-developed).

**The allocation method for the funds is still largely based on GDP per capita.** However, to better reflect the reality on the ground, **new criteria are added** (youth unemployment, low education level, climate change, and the reception and integration of migrants).

**outermost regions** will continue to benefit from special EU support.

The new framework offers **less red tape, with simpler ways to claim payments** using simplified cost options. To facilitate synergies, **a single rulebook now covers 7 EU funds**
implemented in partnership with Member States (“shared management”). The Commission also proposes lighter controls, with an increased reliance on national systems and the extension of the “single audit” principle, to avoid duplication of checks.

The link with the European Semester and the Union’s economic governance is strengthened.

Interregional and cross-border cooperation will be facilitated by the new possibility for a region to use parts of its own allocation to fund projects anywhere in Europe, jointly with other regions.

Member States and regions will hold reinforced responsibilities in terms of communication, such as the organisation of events for the opening of projects and the development of social media outreach plans. At the same time, communication on EU-funded projects is simplified, with a single branding covering all different EU funds, a single portal displaying all available funding and a single project database run by the Commission.

More information:


RULES 2014-2020

Member States (MS) and Managing Authorities (MA) should ensure all the provisions are applied, in particular:

- List of operations – open format, containing all the data fields listed in Annex XII of the Common Provisions Regulation, accessible through the national portal
- Indicate on SFC the national and programme communication officers that have been designated
- Examples of projects on national portal and programme website

OMNIBUS ("mid-term" revision of the regulation) introduces few changed in the communication rules:

- Annual review meeting shall review the communication activities
- Monitoring committee shall examine information and communication measures, and measures to enhance the visibility of the Funds
- Concept of visibility is introduced alongside with information and communication
• New tasks for the communication networks:
  o enable joint planning or coordination of communication activities between
  the Member States and the Commission;
  o debate and assess the effectiveness of information and communication
  measures;
  o propose recommendations to enhance the outreach and impact of
  communication activities and raise awareness about results
• Responsibility of MAs and MS: increase digital presence ("communication adapted to
  technological innovation")

NEW RULES POST-2020

The proposal goes in the direction of having simpler, clearer, stronger rules harmonized
through all EU funds and programmes, as discussed in INFORM/INIO meetings and
dedicated brainstorming.

Main highlights:

• Harmonized EU rules across all the funds
• Single branding (no reference to fund or programme level) + single funding portal at
  EU level containing all the call for proposals + common list of operations
• Single national website proving access to information on all EU programmes and
  funds
• Special visibility for operation of strategic importance and operations above € 10
  million
• National communication coordinators to oversee all EU funds + important role for
  programme communication officers
• Communication strategy (in a lighter version) included in the content of the
  programme
• MAs shall apply financial corrections (up to 5%) to beneficiaries non-compliant with
  communication rules
• Re-use of communication material > MAs to make sure to retain the rights to re-use
  the communication materials produced and make available to EU institutions (upon
  request)

Communication provisions in the new regulations: Artt. 41-45, Annex VIII Art. 17, Art. 35 >

PILOT ACTION ON MONITORING AND EVALUATING COMMUNICATION MEASURES
Commission presented a pilot action consisting in designing and implementing a common framework of indicators for the evaluation of communication measures at OP or national level. The aim is to lay the groundwork for setting up a more comprehensive guidance on communication evaluation in the frame of post 2020 programming period. The action relies on the active cooperation of a group of interested MAs, as it adopts a bottom-up approach building on existing practices on the field. Activities are expected to kick-off by mid-June.

Interested MAs should contact Francesco Molica: Francesco.Molica@ec.europa.eu

**UPDATE ON ON-GOING CAMPAIGNS**

- **#EUinmyRegion 2018**
  - Over 1500 events on the map > [http://www.euinmyregion.eu/](http://www.euinmyregion.eu/)
  - Hashtag #EuinmyRegion became the most used one for cohesion policy: over 17 000 mentions
  - Partners in the regions to help promoting photo and blogging competitions and the quiz > for instance by embedding the code
  - Possibility to have customized postcards to reward the best communicating projects
  - Partners of the campaign to reply to the survey on the organization of the event: [https://oldcontinent.typeform.com/to/ZHeSLE](https://oldcontinent.typeform.com/to/ZHeSLE)

- **Road Trip Project**
  - MAs have significantly contributed to identifying the projects to visit of the Road Trip Project, along four routes.
  - The Mediterranean Route took place from 14 April to 12 May: [https://roadtripproject.eu/route-details/mediterranean/](https://roadtripproject.eu/route-details/mediterranean/)
  - The Atlantic Route is ongoing, started on 19 May and will end on 19 June > [https://roadtripproject.eu/route-details/atlantic/](https://roadtripproject.eu/route-details/atlantic/)
  - Soon to start the Danube Route (23 June-21 July) and the Baltic Route (28 July-25 August).
  - Follow the travellers on [Facebook](https://www.facebook.com), [Instagram](https://www.instagram.com) and [YouTube](https://www.youtube.com)

- **Call for media**

Budget: 5 million for grants to be given to projects promoting cohesion policy. Eligible applicants include media, universities, private and public companies (at the exception of managing authorities and intermediate bodies). Each applicant may apply for funding of a project from EUR 70 000 to EUR 300 000 and, if selected by the Evaluation Committee, will receive a grant covering 80% of the cost of the project. The deadline for the submission of applications is 28 June.

30 years of Cohesion Policy

The branding and the communication materials are available here: http://ec.europa.eu/regional_policy/en/policy/communication/cohesion_30/

MArs are invited to flag to EC any event they organize within the framework of Cohesion@30 and could be listed in the above page


Project video case studies "What Cohesion Policy has ever done for ...?": https://www.youtube.com/watch?v=lMljeEiS2CY&index=3&list=PL0ga7xzPa5G10a064_flZeV01lwM1C7xk

Video "This is cohesion policy" for social media use: https://www.youtube.com/watch?v=nUNlljeiuR4&list=PL0ga7xzPa5G1WBekjqTsM2W6TRaoJWI&t=0s&index=4

Local debates

Dialogues are organised across Austria, Belgium, Denmark, France, Germany, Italy, the Netherlands and Sweden http://ec.europa.eu/regional_policy/en/policy/communication/local_debates/

7 Joint Communication Actions one year after

The implementation of the 7 Joint Communication Actions was discussed at the General Affairs Council meeting in April. The Council took note of the steady progress in implementing these various initiatives, while encouraging the Member States and the Commission to continue their efforts to enhance communication on cohesion policy. Council's conclusions are available here
GDPR - GENERAL DATA PROTECTION REGULATION

- Regulation applies directly as of 25 May 2018, even if it has not yet been enacted into national legislation
- What action, if any, do you need to take?
  - Existing consent does not have to be renewed, but there should be a record of the consent and it should be explicit (no ‘soft opt-in’)
  - Consent not necessary if you have other grounds: contract, legal obligation, vital interests, public interest and legitimate interests.
  - Citizens have the right to copy and reuse their own data, and to request they be deleted.

Explanations in EN: https://ico.org.uk/media/1624219/preparing-for-the-gdpr-12-steps.pdf


PLENARY SESSION – 31 MAY

HOW TO RECONNECT WITH CITIZENS THROUGH COHESION POLICY?

Anna Frankowska presented the key findings and policy recommendations of COHESIFY, a H2020 project that researched the impact of Cohesion Policy (and its communication) on European Identification.

The 27-month project showed that EU spending through Cohesion Policy can make a real difference to how citizens perceive the EU and European integration and the degree to which they identify with the EU.

In particular, spending needs to be regionally and local differentiated – and seen by citizens to be addressing regional and local needs and development challenges. A more citizen-focused approach to the programming of EU funds is needed with a significantly upgraded role for communication. It could be achieved by introducing participatory democratic tools to connect with citizens.

More information:

Policy Brief: conclusions and recommendations – Document + Infographic
PARALLEL SESSIONS

ORGANIZING EVENTS, OPEN DAYS AND OPEN DOORS

6 colleagues (Claudia Dominicus and Lara Jansen, NL; Michal Klusak, CZ; John McCandless, UK; Bože Čolak, HR; Eleni Pouliasi, EL) pitched their recent events/comms activities (5 min)

Participants, divided into 5 groups, were requested to listen carefully with, for each group, 1 screening question in mind, namely:

- Why (reasons for the event)
- Innovative elements
- Success/impact
- Challenges encountered and overcome
- Evaluation

Reasons for the events organised varied greatly from targeting the youth (music festival in CZ) to influencing decision makers (PEACE programme exhibition, notably at the European Parliament).

The latter was per se an innovative feature, as was the EL midnight walk across EU funds or else the NL decision to postpone the usual May "Kijk Dagen" to link it to another existing event like the October Research days to maximise outreach and impact.

The main challenge was obviously of an organisational nature, given limited human and financial resources, as well as to tailor-make the event to the targeted audience.

All 5 acknowledged they had struggled with impact measurement, even though the request to redo the event next year (EL case) was probably a distinctive sign of success.

DEVELOP A STRONG DIGITAL PRESENCE

The Interreg community represented by Laura Pugieu, Frank Schneider, Eloy Gomez and Arkam Ograk shared their experience and demonstrated how they succeeded in:

- Delivering a common “Interreg” branding for ETC programmes thus ensuring their visibility and recognition in the vast European world.
- Implementing a two-fold strategy to guarantee Interreg digital presence:
  o Top down – Once the Interreg brand was in place, programmes ensured their implementation. Not only were project beneficiaries provided with logos complying with Interreg common branding, but also with
complimentary digital platforms and tools. If advantages are obvious (cost saving, viability, visual identity), it requires resources.

- Bottom up – The common brand needed a common platform to be accessible and easily understandable. This is why Interreg came up with a joint portal, facilitating and boosting its digital presence.

- More detailed information, including the pros and cons of Interreg’s approach can be found in the joint Interreg presentation.

Sebastian Witt presented #LookatEU, a PokémonGo-like hunt for EU funded projects. Starting from stickers on buildings, the user launches a progressive web app providing information on the project and invites to hunt for other geo-localised projects in the vicinity. Sebastian raised the questions of partnership with managing authorities on the financing model and re-use of existing data.

Sylva Havlu from DG EMPL presented the latest trends on video production.

- Video represents a wide majority of the internet traffic
- Competition is high and attention time is low
- Live video is trending and possible with some material and preparation
- In-house production offers more efficiency
- Do series instead of one-shot and think about long-term communication

**PARALLEL WORKSHOPS**

**TRAINING ON AUDIO-VISUAL COPYRIGHTS, LICENSING AND CREATIVE COMMONS**

Maarten Zeinstra gave a general overview on different aspects on Intellectual Property (copyright, neighbouring rights, GDPR, intermediary liability, database rights), including some practical tips on creative common licensing and on which platforms find free-for-use images, sounds and videos. Check the interesting presentation.

**TRAINING ON PUBLIC SPEAKING AND STORYTELLING**

Georgia-Zozeta Miliopoulou offered an interactive training mixing storytelling and public speaking with a live exercise for all the participants.

Main takeaways:

- Two ways to use storytelling:
  - Work with actual facts but purposefully synthesize or re-arrange to show cause & effect or consequences
Use parables or analogies. Tell a story with a similar cause-effect pattern & make the connection evident.

- Find a conflict which resonate with your audience, find a hero your audience will identify with, find the end and work the plot backwards, and do not let the narrator be the hero.

- Public speaking:
  - Focus on the topic and the audience, not on yourself
  - Prepare and rehearse
  - Let your story guide your body
  - Let the words guide your voice

PITCHING COMPETITION

And the winner is the #inclusivegrowthnetwork @InteractEU project!

All the presentations used during the great pitches are published here: http://ec.europa.eu/regional_policy/en/policy/communication/inform-network/
FUTURE OF THE NETWORKS

The discussion turned around 6 objectives of the INFORM and INIO networks:

1. exchange of information on the **implementation of the communication strategies**
2. the exchange of experience in **implementing the communication measures**
3. the exchange of **good practices**
4. enable **joint planning or coordination of communication activities** between MS and with the Commission
5. debate and assess the **effectiveness of the communication measures**
6. propose **recommendations to enhance the outreach** and impact of communication activities and to raise awareness about the results

The objectives were translated into 4 main questions:

**What is the best way to exchange good practices and information on communication measures** among the network members?

- Continue networks **meeting 2 times per year**
- Having national **meetings with communication unit + geographical desk officers**
- Have a **space on the web** where to exchange good practices
- **Establish working group** with the networks (e.g. on evaluation)
- **Structure better the work required** by the networks members and don't ask for too many actions to the MAs. **Focus on the key campaigns** and follow the established strategy
- Refrain from having "too many ideas" and campaigns

**Which are the communication activities** that could be implemented in coordination between MS and EC **in the next 12 months**? How to do it?

- **Continue EUinmyRegion** but adapt the materials to regions
- **Closer cooperation with EC Representations**: have regular meetings
- Prepare the **communication materials** for the campaigns **much in advance**
- **Make LookatEU a wide campaign**
- Commission to give **more feedback on the campaigns realised**
- **Adapt the Road Trip project to Member States**: develop the concept further on the ground

**How do you assess the effectiveness of your communication measures?** And the effectiveness of the INFORM/INIO networks?
• Communication actions:
  o Share evaluation’s best practices
  o Develop guidance and trainings on evaluation
  o Dedicate minimum one session on evaluation per year
  o Collect the best actions and describe them in detail
• Networks:
  o Video conference to be available on podcast
  o Organise special meetings for the core members
  o List of participants should include photos and flags
  o Dedicate more time to the country team discussions
  o New tool to replace Yammer

List 3 actions you will propose to enhance the outreach and impact of communication activities?

• Single branding for the network, including a a new name
• Edit a booklet of good practices and make available online, plus a toolkit for beneficiaries
• Propose workshops at the next EuroPcom conference and present a few communication campaigns from the networks
1) Make the country team work effectively

Commission informally invited by the German INFORM members to take part in the national meeting in September. The core member was not present but is going to invite EC formally.

National authorities requested an accompanying teleconference call to go with the monthly INFORM mails. EC will try a short video of 2-3 mins to accompany the next mail and see if we the teleconference still needs to be implemented.

National authorities would like to receive more material from DG EMPL colleagues and would like information to be included in the mails and the teleconference.

The present colleagues confirmed that they do not use Yammer much for the moment, as it is very crowded and there is too much material. Futurium was well received as a potential future solution.

The national authorities also requested to make it possible for them to update the project sheets which are in EC project repository.

2) Feedback on the new legislative proposal

The national authorities expressed their concerns about the lower threshold for communication activities of ESF projects (100 000 instead of 500 000 for ERDF and CF).

3) Planned communication actions

EU in my Region will definitely be continued. Düsseldorf will open the series of events in May 2019.

4) Specific requests to the Commission

More tactical planning was requested by the member states' representatives. The 3-4 key communication moments of next year should be clear around September in order to be able to plan accurately. A broader, possibly more visual overview of the different activities of the EC would also be much appreciated.
Key moments for the period 2021-2027 should also be predicted by the EC. This way the national communicators would know what the EC takes care on corporate or DG level and what the national level should focus more on.

According to the feedback, products developed for kids should be reproduced (travel kit, cards... etc). As per experience on the ground, these materials work much better with adults as well.

National authorities would appreciate more simple products/goodies to be distributed at events as well.

5) Integrating Commission communication campaigns in your activities

As discussed under point 4, working together would be facilitated if EC would inform the member states in a timely manner.

6) Media call

The national authorities were not aware of the first media call. EC will give extra explanation in the proposed new format in the course of the next communication towards the INFORM members.

7) Exploiting the communication potential of the selection of 30 emblematic projects

Both member states were interested in the BD. The Austrian Europe Directs even take part in the Comic Fair.

Videos need to be adapted to the national context with German voiceover and subtitles.

8) AOB

The member states will send EC some best practice examples; eg an escape the room game on BREXIT from Salzburg.

BELGIUM and LUXEMBOURG

Anne Verbist, Argiris Peroulakis and Giulia Grimaldi

1) Make the country team work effectively

- 2x/an INFORM/INIO: ok mais attention trop d'information en début de réunion.
- 1x par mois mail avec les nouveautés : très apprécié et à continuer
- Se réunir entre eux par pays à tour de rôle : idée mise sur la table
• LUX : FSE est en contact avec la REP mais certains messages ne sont pas très clairs en ce qui concerne notamment les campagnes réalisées par la DG COMM.

• Trop de requêtes de la Commission avec un délai trop court; trop de campagnes en même temps, difficulté de voir la stratégie derrière; réutiliser de ce qui est fourni et avoir un feedback de ce qui est fait du matériel transmis

• Plus compliqué pour le FEDER de se mettre en avant par rapport au FSE, car les projets sont moins concrets pour le citoyen

• Agenda partagé / google drive mise en commun des projets pour les bénéficiaires

2) Feedback on the new legislative proposal

• Drapeau uniquement : Très bonne chose

• Ajouter dans la lettre aux bénéficiaires un message unique et commun à tous pour promouvoir l'Europe et expliquer l'enjeu => à faire par les pays/régions

3) Planned Communication actions

FEDER:
*Pour la Flandre, le budget alloué est mince ce qui ne simplifie pas le travail pour la communication par rapport à l’impact. Document EFRO mai 2018 reçu de la Flandre.

*Pour la Wallonie : il faudrait communiquer en continu pour avoir plus d'impact. Suite à l'évaluation d'un bureau indépendant, la campagne a été évaluée comme positive (même si faible) pour une campagne institutionnelle

*Pour Bruxelles: met en avant les 5 films EUandME avec un message commun et simple FSE : explique d’office au bénéficiaire via des ateliers ce qu'est le FSE : c'est obligatoire

5) Integrating Commission communication campaigns in your activities

• COMICS : les BD actuelles: public jeune pas intéressé

• BD ont été produites par FSE + BD à colorier : énorme succès contact de J. Charlier

• 3D pourrait être intéressant pour le projet et proposition d'utiliser google street view

6) Media call

Belgique et Luxembourg: faire la promotion du media call. Cela a été entamé en BE. Avant le mail, BE/LU n’avaient pas vu l’appel
7) AOB

- Campagne #EUandMe appréciée par BXL mais dommage qu'elle ne puisse pas être mise au cinéma
- Idée de faire un spot qui aille au cinéma avec un QR code
- Voir campagne HUMANS OF EUROPE ! ➔ un message par pays !
- LU: proposition de créer un jour férié européen commun à tous les pays membres (de préférence le 9 mai) pour fêter l’anniversaire de l’Union européenne, l’Unité et la Paix. Ce serait un message fort pour tous les européens.
- Noah arrive en Belgique. FSE inaugure jeudi soir une exposition de photos prise au sein de projets IEJ à la Cité Miroir à Liège. Elle sera visible jusqu’au 20 juillet. Noah est le bienvenu!

BULGARIA, CROATIA and SLOVENIA

Diego Villalba de Miguel

1) Make the country team work effectively

- Overall satisfaction with the country teams' record so far
- E-mail is a simple and convenient channel for communication among country team members
- Country teams' members should share the functional e-mail boxes of their respective departments with REGIO and EMPL Communication Units. This will help ensure messages reach the relevant staff in those departments
- Contacts should be updated every sixth months
- Country teams would like to receive (bi-)weekly updates from the Commission
- Contacts of varying frequency with Commission representations

2) Feedback on the new legislative proposal

- Overall welcome of the new draft communication provisions
- Communication officers / coordinators: they should involve the 7 funds that will be covered by the new CPR. Positive experience in HR, where there are regular meetings involving the members of the national network (thanks to a common Outlook Calendar)
- Use of the emblem: overall satisfaction on the single branding principle, which does not preclude using an additional branding when it is widely recognised by stakeholders. HR/SL report ad-hoc arrangements for keeping on acknowledging EU
support on short radio spots. SL reports that several ministries insist on having their respective logos displayed instead of a single one for the Republic of Slovenia

- **Communication strategy**: no need for an extensive communication strategy, as Art. 17 (3) (i) of the draft CPR already requires programmes to display detailed information: "the envisaged approach to communication and visibility for the programme through defining its objectives, target audiences, communication channels, social media outreach, planned budget and relevant indicators for monitoring and evaluation". Art. 35 (1) (f) of the draft CPR requires the Programme Monitoring Committee to examine "the implementation of communication and visibility actions"

- **Period during which plaques / billboards should remain displayed**: chapter III of the draft CPR on visibility, transparency and communication does not provide for any particular period, but Article 59 on durability requires operations to remain basically unchanged for 3 or 5 years depending on whether a SME is involved. The Commission will provide further comments.

- **Power Point Presentation on 2021-2027**: the Commission to share asap

### 3) Planned communication actions

1) **Bulgaria**

   - **Central Coordination Unit for EU Funds in Bulgaria**
     - National debate on 2021-2027 cohesion policy in late Sept-Oct 2018, under the umbrella of cohesion@30. Mainly for stakeholders, but coupled with citizens' dialogues
     - In 2019, plan to be active on EUinMyRegion campaign
     - No specific action in view of EU elections

   - **ESF Managing Authority**
     - Pop concert to encourage the youth to go to Labour Offices
     - BG Presidency conference on EU Pillar of Social Rights
     - Reflection on how to connect the ESF with the EU elections

   - **National Operational Programme for Environment**
     - "Green Olympics" campaign - The first part of the campaign will take place on September 2018. "Green Olympics" is an educational online platform of a competitive nature that OP Environment has created and distributed to all schools in Bulgaria (as well as to Bulgarian schools abroad). Students will solve online tests and write essays on eco topics related to the programme's priority axes. The winners will be awarded during 4 pop concerts with the participation of popular Bulgarian singers (planned for November and December 2018);
     - Project "Green classroom". They are planning a partnership with the biggest platform for online education in Bulgaria. The website covers 97% of the study material for students from 1 to 12 grade. They plan to produce and publish a number of educational eco lessons on
ecological topics (planned for October 2018). The platform has an extremely rich database. By using this channel the messages of OP Environment will access every home with students (this is a way to reach students not only in big cities but also in smaller towns which sometimes tend to stay isolated in terms of communications). They are also going to benefit from the FB and YouTube channels with a large number of users.

- 3D mapping campaign (planned for both 2018 and 2019). Each campaign will last for 2 weeks, targeting the general public. They are planning the production and projection of multimedia projects lasting 5-7 minutes with the main theme "Operational Programme Environment". The focus is on the attractive visualization of the main topics of the program - water, waste, biodiversity, air, floods and landslides.
  - National Operational Programme “Science and Education for Smart Growth”:
    - focus on science in 2018 (previously education)

2) Slovenia: unfortunately, fund managers cannot commit on any action at this stage, as the new government might not agree with the actions that are in the pipeline; updated information will be provided as soon as it is available.

3) Croatia
  - Conference on "regional development with EU funds" in the second semester, involving 700 participants, including a Polish delegation. Focus on funding possibilities and results
  - Regional Days EU Funds: 30 events over 2 years targeting the general public
  - Media campaign on results targeting the general public (TV, radio, Facebook advertising, infographics, video)
  - TV/radio programme: "World of EU Funds": shows addressing different topics related to EU Funds, including always at least one success story. Data on outreach known very soon. Costs limited as broadcasted on national television
  - Bike tour EU projects, targeting the general public. High visibility, thanks among others to a minister’s participation
  - 5 years of accession on 1 July: event still to be defined.

4) Specific requests to the Commission

- Country team members did not receive DG REGIO Communication Unit’s survey, which seeks to ascertain stakeholders’ expectations and suggestions with regard to their communication activities. DG REGIO will share it asap.
- HR were surprised not to have been involved in the preparation / implementation of the Croatian section of the Mediterranean Road Trip for youth, in spite of having expressed availability. The Commission clarified at a later stage that they already had sufficient information, as this was a RegioStars rewarded project. However, it was
agreed that a closer involvement next time will certainly be helpful. **Takeaway:** systematically put the INFORM/INIO member in the loop (when contacting the projects) + give sufficient time for action

5) Integrating Commission communication campaigns in your activities: **Cohesion@30**

1) **Croatia:** limited use of the material, to avoid overlapping with 5 years of accession
2) **Bulgaria:** limited use, to avoid overlapping with the Presidency
3) **Slovenia:** use in newsletters, social media...

8) **AOB: use of social media**

Following interest of country team members during discussions on the previous points, the Commission proposed to make a specific point under AOB.

1) **Bulgaria:** the ministry of Environment is particularly cautious about possible scandals, which explains some shyness on social media use, but would like to make it less formal and more interactive
2) **Croatia:** improvement with regard to the previous government. At present, there is a rulebook at ministry level
3) **Slovenia:** no restrictions

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**CZECH REPUBLIC and SLOVAKIA**

**Francesco Molica** and **Sylva Havlu**

1) **Make the country team work effectively**

**CZ:** More frequent exchanges compared to previous years; the Commission should apply a **differentiated approach** in dealing with national communication officers and OPs communication officers, reflecting the difference between these two roles, in order to avoid confusion and overlaps; **Yammer should be scrapped** in favour of a more easy-to-use platform/tool such as FB closed groups (SK) or simply emails (CZ).

SK-CZ: The Commission should **keep an updated list of national and OPs communication officers.** In the past, it failed to update the contacts list very often in spite of being duly notified any new designation via email and SFC.

Both the SK and CZ national networks meet three-four times a year.

2) **Feedback on the new legislative proposal**
CZ: **A national approach on communication is necessary.** The regulation should have included a requirement to drafting a national communication strategy or having a communication and visibility section in the partnership agreement. The fact that this requirement applies to the content of the programmes only might produce fragmentation and inconsistency in communication measures, especially in those countries with a large number of national OPs. **Financial corrections will not pass very well with the beneficiaries.** A softer approach should have been better. The forthcoming CZ position on post 2020 CPR will feature a detailed section on communication provisions which will be drafted under the supervision of the national communication officer. Hopefully, other MS will follow this example.

3) **Planned communication actions**

CZ:

- Travelling photo exhibition on EU funded projects (7 cities involved)
- Dedicated stand and banners in one of biggest CZ music festivals (25,000 participants expected) – this communication action was also presented in the pitching contest.
- Open days (7 new events scheduled in September)
- Mass media campaign to start in November (tendering procedure ongoing)
- New website launched (among new features: georeferenced map of all projects)

SK

- Media campaign (ongoing)
- Schools roadshow (also presented in the of pitching contest)
- Europe4Culture, specific campaign linked to European Year for Cultural Heritage

4) **Specific requests to the Commission**

CZ-SK: The Commission should provide to MS/MA **more detailed information about its activities**, and more in advance when it concerns campaigns, events, etc. It should run more surveys on MS/MA communication officers and gather their feedbacks more frequently and wider range of themes/actions.

5) **Media call**

CZ-SK: Aware of 2018 call and will disseminate it to interested stakeholders.

CZ: Will try to get in touch with CZ beneficiary of 2017 call. Aware of a first bunch of action it is implementing for the project and has some reservations on their effectiveness

SK: Will try to get in touch with SK beneficiary of 2017 call.
1) Make the country team work effectively

- More clarity for the role of country teams & country team correspondent (to facilitate improved communication between national and regional communicators and Commission).
- In order to make the most of the country teams (information sharing, good practices, implementation of new regulation) a group (Facebook/Yammer) rather than merely email exchanges was suggested. Two groups: one for all countries, and another one for DK, FI, SE and possibly EE. Country team correspondent could function as facilitator. Follow-up: to find suitable platform and set-up the group.
- Participation of EC for the national communication officers meeting was considered useful.

2) Feedback on the new legislative proposal

Generally communication part was considered good among the participants, however some thoughts/questions had arisen:

- Major communication activity (of the 2014-2020 regulation) is not part of the post-2020 regulation. Instead there are communication responsibilities for operations of strategic importance and operations above EUR 10 million.
- (Art 17) Discussion and consideration on how to prepare a communication strategy for the whole period and the level of detail that can be adopted
- (Annex VIII; 1.7.) "The European Union emblem shall not be modified or merged with any other graphic elements or texts. If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size as the biggest of the other logos. Apart from the Union emblem, no other visual identity or logo must be used to highlight the support from the Union." Are possible national logos allowed next to the Union emblem or not? How does the text read? (In Finland "leverage from the EU" logo is already well known) → national logos can be used next to the Union emblem as the sentence underlined prior the last sentence.
3) Planned communication actions

**Denmark**: workshops/training for project/beneficiary employees on social media, press and others basic, but important communication tools and capabilities, with the aim that projects become ambassadors of the policy *beyond obligations* (move from central communication decentralized and local communication).

**Finland**: video challenge for projects and immigration/integration conference in September

**Sweden**: National conference on results of EU policies/funding, together with Agri & fisheries) October/November

**ESF**: participation to Almedalen Week (most important forum in Swedish politics) with 6 major seminars 2 hours each. Participation also to Järnaveckan with seminars and live podcast. Podcast continues.

**ERDF**: project conducted by an external communication agency that will create articles and videos on long term impact in different thematic areas of ERDF-funding

4) Specific requests to the Commission

Fact sheet/information leaflet in national language about cohesion policy to be utilized for EU in my region –campaign (to distribute to projects which could distribute it further).

5) Integrating Commission communication campaigns in your activities

- The purpose of video case studies not clear, but could potentially be used as part of presentations. Please find the video case studies here:
  - Finland: [https://www.youtube.com/watch?v=biWPdU07hR4&t=61s](https://www.youtube.com/watch?v=biWPdU07hR4&t=61s)
  - Romania: [https://www.youtube.com/watch?v=kh84CJ5oOAA](https://www.youtube.com/watch?v=kh84CJ5oOAA)
  - Danube region [https://www.youtube.com/watch?v=cB6PBQ5i8M](https://www.youtube.com/watch?v=cB6PBQ5i8M)
  - Ireland and Northern Ireland: [https://www.youtube.com/watch?v=IMljeEiS2CY&t=12s](https://www.youtube.com/watch?v=IMljeEiS2CY&t=12s)

- On a general note, more attention should be paid that the visuals represent the whole of Europe (including the Nordic countries), at the moment there seems to be lack of Nordic images/imaginary in the campaign visuals (e.g. EU in my region). Also national language should be taken better into account, given enough time, help at the national level could be provided with this.

6) Media call

- Media call was not considered relevant/suitable for the press in the Nordic countries. Perhaps only small specified magazines might be interested.
• Hereby the media call: http://ec.europa.eu/regional_policy/en/newsroom/funding-opportunities/calls-for-proposal/

7) Exploiting the communication potential of the selection of 30 emblematic projects

Cohesion 30 somewhat difficult to communicate nationally: meaning of cohesion not clear, and 30 years does not match with years of countries' membership. Visuals utilized only a little, e.g. email signatures, newsletters...

8) AOB

Leena Lyra interested in participating to the evaluation exercise of the communication strategies.

ESTONIA, LATVIA and LITHUANIA

Lavinia Hodut and Corinne Wenn

1) Make the country team work effectively

• The frequency of exchanges is appropriate;
• A dedicated group on Yammer for Baltic countries and REGIO colleagues in charge;
• Communication officers don't gather regularly (3 countries / languages involved);

2) Feedback on the new legislative proposal
E-mail will be sent in the coming weeks with the comments

3) Planned communication actions

LT

• Omnibus survey / public consultation on EU funding (2019)
• Story-telling campaign: start end of June and end Sept – Oct; only for ESF;
• Running for the Olympic Committee of Lithuania: during the Olympic day in Lithuania, several actions will be put in place on air pollution to emphasize the role of ERDF in buying machines to clean the streets; a mascot representing the Olympic team will compete against a mascot representing the pollution which will run slower;
media involved but not directly; there is a significant interest from national media, also observed in the previous years; other communication channels: Facebook, internet website, press release; LT to tag Commission on social media to share their campaign and promote it;

- Social campaign "I am your neighbour, don't recycle me": to counteract the discrimination of people leaving in social housing; a survey will be conducted in 3 different cities (not capital city) in Q2 2018 with people neighbouring others living in social housing where they will be asked if they are disturbed by their social aided neighbours and their accommodations; in addition, an experiment will be conducted with people leaving in social flats and actors where they will be asked to choose their neighbours; videos will be made to show how people feel when they are not chosen; discussions will follow; the campaign is covered on advertisement space, Facebook, events with municipalities’ members; EC presence will be appreciated, maybe to present what is the feeling in other countries; REGIO to connect them with colleagues from FR (Bretagne) where a similar campaign took place
  

- Rounds of discussion: to be organised in 2019 with the participation of project managers to help evaluate the impact of the projects on the ground;

- "European Sails" (Europos burės) event: project competition (kind of local RegioStars), where projects from all three Baltic countries can participate (mostly Lithuanian projects do, though, due to language barrier).

EE

- TV campaign: a special TV show (16 episodes, each dedicated to one county) will be organised on the national TV channel (free for all citizens) between 8 Sept-Dec 2018 having a weekly program of 1 hour to present 6 EU co-funded projects (each week); the cost is expected to be around EUR 200.000; 400 projects submitted / best 90 were selected; with a wrap-up discussion on the 16th (last) edition; the TV show will include 2 reporters presenting the projects on the ground and studio discussions with celebrities from EE; the citizens will be involved by SMS, open line for telephone calls.; the EE communication representatives are expected to send the precise dates of the show to REGIO; REGIO to share and promote the event on social media;

- Campaign with 60 Success stories + photos: 40 new photos were ordered for publication on the webpage of the MA (we suggested to have them submitted to the
photo competition and proposed that REGIO could send a set of post cards made from them);

- Exhibition in Nov 2018 (TBC): EE musicians will visit/play in Brussels and they are thinking of organising an exhibition at the same time in REGIO premises;

LV

- Annual event from the MA: Cohesion 30 event on TV, radio, billboards or international conference (TBD) expected for autumn (Sept-Nov);
- Free Outdoor "Conversation festival" (275 events) LAMPA 29-30 June https://www.festivalslampa.lv/en (yearly event organised in a park with wide participation of students, opinion leaders, etc): a bottom-up approach entailing informal discussions in tents on Cohesion policy, EU2020, etc; MA will be present with their tent
- Intermediate body: procurement procedures are ongoing on new videos/photos that could be good for communication purposes; Q2 2018 and 2019;
- EU in my region open day took place beginning of May;
- Ask models of beautiful / nice looking billboards to be shared!

Baltics turn 100 years in 2019 – celebrations will be organised – more to come

4) Specific requests to the Commission

- More factual information should be dispatched; the toolkit from ESF 2017 was very useful but more information is needed
- Welcome a FAQ on publicity rules to be created/updated;
- Welcome a Q&A on billboards and share examples expected from REGIO on the buildings considered cultural heritage;
- Welcome a "link" with all INFORM/REGIO colleagues and short job descriptions and photos to know who to contact on each topic;
- Regio to invite the Baltic colleagues on Yammer and send them the direct link to best practices folder/files;
- EC presence is more than appreciated in the "internal" country meetings;
- To provide more information about the cohesion data: will there be an EU "all funds" platform?

5) Integrating Commission communication campaigns in your activities
EUROPEAN COMMISSION

- Interested in combining their events with Commission campaigns (already done for EU in my region); for the future campaigns, the Baltic representatives will check the possibility of using Commission visuals from EU open day and the photos winning the photo competition; they will let us know if and when needed;
- Interested at having the travelling photo exhibition
- Interested in the Cohesion30 exhibition (EC to send visuals and size to see if they can fit it)

6) Media call

Aware of the new call; no winner from the Baltic countries in 2017.

7) Exploiting the communication potential of the selection of 30 emblematic projects

Comic books

FRANCE

Olivia Bruyas

1) Make the country team work effectively

General request: towards a more formal recognition of the INFORM contribution to unlock the potential of communicating Europe in the regions (vital link). This would help to have local decision makers acknowledge the role of their staff as part of INFORM, to make them more receptive to what is being done, and to have them develop the reflex to rely on the network also in their interest (synergies, joined up activities)

Proposal:

- Develop a general mission statement for the network
- Set shared objectives, with a focus on the country teams’ remit.
- Develop a generic job description for the role and tasks of Inform member

Beyond INFORM annual meetings (pitching session): leverage good practices more systematically and formally. Reference them and share them (shared platform, or similar) so that every partner can access a set of inspiring examples/actions done by others and can replicate them in his/her region.

2) Feedback on the new legislative proposal
Request: a **recap note** to the network, summing up the main changes and actions to take.

- **Before:**
- **After:**
- **To do:**

Also: **in the text of the proposal**, it is constantly referred to “Member States”, not to “Managing Authorities”, which might lead to some confusion when it comes to implementation.

> **Possibility to get** a guidance document clarifying interpretation/roles (when the proposal is adopted)?

**Omnibus/Visibility**: it was supposed to replace the previous provisions, now it seems that it comes in addition.

**Threshold of 500 000 euros**: very high, and an intrinsic contradiction with the call to “Reconnect the citizen”, as many lower sized projects are of more significance for proximity communications.

> **How to reconcile the 2 objectives?**

Question about “**délai d’affichage**”: what about a provision on how long the projects should continue displaying the EU visibility? Too many discontinue the display when they stop receiving funding.

3) **Planned communication actions**

**Help connect the dots** (between actions but also between main players: EC, EC Rep, Managing authorities, EDICs) to **mainstream activities** (indeed, **less is more** if properly coordinated)

Example: Meeting of French “Directeurs Europe and DIRComms” convened by the EC Rep (6-7 June, Brussels) without notification to the INFORM coordination. Missed opportunity to **bring together political and operational levels**. Risk of “reinventing the wheel” due to lack of knowledge of what is happening on the ground, and especially what is deployed by the INFORM network in direct collaboration with us (hence the request in point 1)

4) **Specific requests to the Commission**

Thanks for **online training sessions** in relation to EUinmyRegion - well received. More would be welcome, **especially about social media**, as activities by INFORM members are still limited or started rather recently.
Question: **where can we see the podcasts?**

To be considered: a **formal recognition of participation in these training sessions** as part of the training scheme of the French administration (carte de formation). How can Commission facilitate this? Certificates of attendance with description of content?

Continue the **good practice of conference calls**

**5) Integrating Commission communication campaigns in your activities**

- Natural integration EUinmyRegion/Joli Mois de l’Europe
- Seamless cooperation on the Road Trip Project, precious input on the French sections of the road (notably active participation of PACA and Normandie)
- Takeaway: systematically put the Inform member in the loop (when contacting the projects) + give sufficient time for action.
- EU delivers in the regions: genuinely a joined-up approach. Close contacts and cooperation with the 9 regions who expressed their interest. To be followed.

**6) Media call**

Duly noted

**GREECE and CYPRUS**

Stamatia Papaki

**1) Make the country team work effectively**

It is not possible for all the colleagues from the MA to participate in the INFORM meeting, but they all participate in the national communicators' meetings.

The meeting held in April in Athens with the participation of Commission was highly appreciated. EC will be invited in future meetings.

The tools already used are adequate, no need for new groups/other communication tools.

**2) Feedback on the new legislative proposal**

Simplification, single rule-book and single branding were positively accepted by the EL-CY colleagues.
Clarifications were asked concerning the billboards, the definition of "operations of strategic importance", the use of social media and the content of websites.

It was also stressed that even though according to the new regulation the MS can apply financial correction up to 5% to non-compliant beneficiaries, there is no reference in the responsibilities of the MA to inform the beneficiaries about their responsibilities.

An email will be sent to Commission with all the questions received.

3) Planned communication actions

Activities under the EUIMR campaign are uploaded on our interactive map and a dedicated banner has been created in the national website for all OPs.

Most of the EL MA will organise a communication event during the Monitoring Committees and colleagues from DG REGIO will participate.

4) Specific requests to the Commission

All the participants stressed the need to have a workshop organised by the Commission, with the participation of Commission, Perm Rep and EDICs. The purpose is to strengthen cooperation between the MAs and EDICs and address the needs that the EL Communicators will have to face in the post 2020 programming period and are not prepared for, such as the use of social media. CY colleague mentioned that training on social media was given by the Perm Rep in CY.

6) Media call

No winners from EL. The new call is published in the MAs website and more applicants from Greece are expected.

7) Exploiting the communication potential of the selection of 30 emblematic projects

The comic book is the preferred option. If it is an animated story, it could be presented also in the Animasyros festival.

8) AOB

**EU delivers in the regions:** There is no progress on the ground yet. The meeting planned with the HAVAS local agency and the regions has not yet taken place. Attention should be given because for most of the proposed projects the campaign would have a bigger impact if it was launched during the summer, so we risk losing the momentum.

**EU Roadtrip:** The concept is considered successful, but it was mentioned that more focus should be given in promoting the projects during the trip.
National OPs: Agenzia Coesione Territoriale, Governance and Institutional Capacity, Education, Enterprises and Competitiveness, ESF National

Regions: Campania, Marche, Calabria, Umbria.

Malta: EU funds Coordinating Division

1. Make the country team work effectively

- **E-mail is** a simple and convenient channel for communication among country team members but **not enough**
- Gianluigi Ilardi (OP Governance) to **set up a Google Drive** to serve as repository, and as common calendar
- Contacts of the networks to be checked by Oriana Blasi and Orsola Fornara, core members. EC to send the lists
- Malta – easier communication as few actors are involved. Good collaboration with EC Rep

2. Feedback already on the new legislative proposal

- Italian network to collect the **comments on the new legislative proposals** and share with Commission by September. IT networks will take further steps in contacting the IT PermRep and some MEPs to raise awareness them on the communication provisions.
- Malta will do the same

3. Communication actions planned in the second semester 2018 and during 2019

- Include a **point on communication at the next annual review meeting in Matera**, end of September. EC to coordinate with the network the presentation
- **Survey on awareness and perception** on cohesion policy in Italy to be launched soon. Results ready in first semester 2019.
- Work on the simplification of the language
- Malta – **Running a photo competition** for university students and ask for some support on procurement of the new website

4) Specific requests to the Commission
As previously discussed, EC is happy to welcome regional journalists and organize specific press trips to EU institutions.

5) Integrating Commission communication campaigns in your activities

- Increased participation of Italian OPs to EuinmyRegion campaign, positive social media collaboration, and promotion on several websites
- Several events and conference organized within the framework of Cohesion 30 in Italy
- Malta took part to EuinmyRegion with a photo competition

6) Media call

- 4 winners from Italy: Sole24Ore, Fanpage, Ansa and Radiophonica. Commission to write to the winners and send the contact of the OP communication officers who could help media to develop their stories, and also to write to country team the name of the coordinators of the 4 media
- OPs will help promoting the new media call

7) Exploiting the communication potential of the selection of 30 emblematic projects

- Interested in receiving the travelling photo exhibition. Commission to check the size of the exhibition.

8) AOB

- A couple of MAs interested in taking part in the pilot action on monitoring and evaluating communication strategies

THE NETHERLANDS

Alain Vanden Borre

Participants: Mieke Cornet de Vries (ERDF), Cornelia Dominicus (ERDF), Fayral Gilliot (ESF), Miriam Raben (ERDF) and Marianne Scharma (ERDF). Discussed on the phone with Klasja de Ridder from the REP.

1) Make the country team work effectively
No email. Try a regular conference call. Commission sends too many surveys and ask for lists of projects. Better coordination with requests is needed.

3) Planned communication actions

- Main communication action planned on 6-7 October. Wetenschapdag - Projects Like open Doors.
- ESF NL Awards on 7 November

4) Specific requests to the Commission

- EU communication is perceived as propaganda and NL network insists for a cautious approach.
- Press trip? Nice, let’s explore.
- Use their Europa om de Hoek branding.

5) Media call

It could backlash should some "negative" media hear about it and NL network do not intend to make publicity.

6) Exploiting the communication potential of the selection of 30 emblematic projects

- Cohesion 30? Why yet another branding? What is the target?
- Comic book? Why not. But funny then

7) AOB

National Portal Problem: From 2023 the national portal (Europaomdehoek.nl) contract will end. The next generation has to be led by the REP as it is difficult to agree between the ministries.

POLAND

Małgorzata Kucińska / Maria Galewska / Julia Majewska

1) Make the country team work effectively
• To improve the work efficiency it was agreed that Polish Unit representatives will be invited for regular meetings of the Steering Committee on Communication (next meeting will take place mid-June in Łódź).
• Emails exchange is the best way to communicate. Additional communication channels (e.g. Yammer) are not necessary and could cause the chaos in information exchanges. The biggest obstacle in the exchange of communication best practices would be the need for translation.
• Polish delegation was informed that Florin Rugina is the new contact point for PL in REGIO Communication unit.
• Polish Unit remark: during the Network meeting the Polish delegation included only 3 regions out of 16, delegation was dominated by the Ministry (5 people). Commission recommends higher participation from the regions next time in order to receive more feedback from regional operational programmes.

2) Feedback on the new legislative proposal

• On the Omnibus modifications: participants welcomed and considered especially important the strengthened role of INFORM and INIO networks, especially when it comes to the networks recommendations.
• On post-2020 proposal:
  o Single website portal providing access to all programmes: Polish delegation had many technical questions: What they need to adjust compared to the 2014-2020 portal? The Ministry considered that their current set-up (one general website directing to all OPs websites, as well as collecting in one place information about all competitions, events, projects, etc. – in one search engine) is the most efficient. In case of EU portal – who would be responsible for providing input for the websites and who would finance it (if other programmes Cosme/Horizon are included in the single portal how would the eligibility be regulated)? Some of them didn’t see the added value for the single portal on the EU level.
  o Special visibility for operations of strategic importance: Strategic operations should be already identified/defined during Programmes’ negotiation process. It was suggested that this provision could be required on the level of selection criteria and co-financing agreement. Also it was suggested that beneficiaries should be obliged to provide the "project fiches" in the application form or in the co-financing agreement as an annex. Beneficiaries should get ready to use templates (for word doc, power point etc) which they could use whenever the present the project.
  o Communication coordinators in MS and programmes / roles of the MAs: Polish delegation (Ministry) would like to strengthen the role of communicators at the national level in the current proposal. There is a clear role for beneficiaries and MAs and they would like to see the same for
national level. They asked if the MS coordinator should be a person or an institution as it is now. The Ministry will send us their position on that (the Ministry's position was not consulted with Managing Authorities of the regional programmes thus represents only Ministry's opinion).

- **Financial correction to the beneficiaries:** positive feedback. Currently it is difficult to enforce communication obligations from beneficiaries. Also despite the information effort from the MAs, beneficiaries sometimes don't respect their communication obligations. Possible financial correction would mobilise them.

- **Re-use of communication materials:** Polish delegation asked if all communication materials should be available to the EU institutions upon request. The issue here is the increased costs of such open access: service providers would ask for higher fees if the materials will be used as well abroad. They asked if this availability could be granted only for a part of materials but not for everything.

3) **Planned communication actions**

- The Ministry will send a list of the most important upcoming events.
- Participating regions mentioned the following:
  - Łódzkie region: in September at the occasion of the call for proposals on health projects there will be a promotion conference about regional policy mentioning 30 years of cohesion policy. This region is planning to invite a DG REGIO representative for this event. In addition Łódzkie started the 2 years campaign including many events and happenings in the region.
  - Mazowsze region: 5 conferences in different parts of the region in September on what the EU did for sub-regions. They would like to promote 30 years of cohesion policy at this occasion and they would like to ask the EC for 30 years CP visuals, materials, stands to advertise it during the events as well as ESF materials. Also on 17-18 October there will be Development Forum of Mazowsze together with the Convent of Marshals and they would like to do the exhibition about 30 years of cohesion policy.
  - Śląsk region: in autumn they organise debates at schools on the future of cohesion policy, they are interested in promoting 30 years of cohesion policy (exhibition?).

4) **Specific requests to the Commission**

At the occasion of different events they asks us to help them to find high level speakers from the EC for conferences, seminars, meetings or other events in order to increase the citizens attention.
5) Media call

There are 2 winners from Poland of media call 2018 (Agora S.A. and Fundacja Rozwoju Demokracji Lokalnej). The Ministry and regions are hesitant when it comes to contacting/trying to influence these medias to avoid the opposite effect.

6) Exploiting the communication potential of the selection of 30 emblematic projects

- Polish delegation was not enthusiastic about this project. Among all proposals only one from PL was selected and they consider it as not particularly interesting (Railway line). Big infrastructural projects are not any more attractive from communication point of view in PL.
- There was discussion about the idea of comic book for the selected project. Delegation was not convinced if this book would reach the high number of people. There was idea that instead of a book there could be an on-line series of comics or few Internet mems prepared. They gave example of the visual done by DG REGIO about Polish Pope and regional policy, which they really liked and would like to have it translated to PL.

7) AOB

Participants were informed about the possibility to participate in the pilot project on evaluation of communication strategy: the Ministry and regions are interested and will communicate their choice of strategies by the end of June. However, they would welcome more technical details of the whole process and the need of involvement of MAs in it.

PORTUGAL

Jose Antonio Pinto and Silvia Vincitorio

1) Make the country team work effectively

1 mail/month + in the future probably a Futurium group + 1 visit per year upon PT network invitation

2) Feedback on the new legislative proposal

The request to have the calls ready 1 month before publication seems challenging

3) Planned communication actions
I. At national level: Regiostars PT possibly before the final of the year, the implication of all OPs it’s taking longer than expected

II. MEPs are going to visit 4-5 European projects in Portugal on the 28-29 June

III. In October PT will be an event on the cohesion report as a result of the 3 last seminars on cohesion already organised.

IV. At OP level: multiple campaigns on the ground with TV series, videos in minute, campaign videos, etc..

4) Specific requests to the Commission

I. Include indicators from social networks in the OP report to keep track of the evolution. Now the report was too reduced, PT assume it is not easy to explain what they did.

II. Campaign materials need to be customizable to be able to include images from the real project (reference to EUinmyRegion materials). Reduction of the full panel to a simple label on the image of the project.

III. The materials to promote have low impact (posters...) instead they would prefer social media training or any other training for communicators.

IV. Visit to Brussels institutions and trainings for communicators

5) Integrating Commission communication campaigns in your activities

All the campaigns done, those under development:

I. Regiostars PT: rules of the awards are being written.

II. Tour of capitals: PT unit in REGIO in collaboration with EC Rep will be on the lead

III. Video competition: will start after the RegioStars PT

6) Media call

Promoting the new call. PT did not yet contact the winner of the 2017 call.

7) Exploiting the communication potential of the selection of 30 emblematic projects

Comic book not necessary, it seems that will not have the desired impact and not covers all publics. PT networks proposes instead to have an animated video of 2 minutes max.

8) AOB
• Portugal champion in the #EUinmyRegion campaign being one of the top users of the hashtag, using all the budget allocated and even Prime Minister tweeted about this
• Portugal got 2nd in the pitch competition
• The multiple good results it’s increasing the already good team spirit and they want to keep the good dynamic

ROMANIA

Florin Rugina

1) Make the country team work effectively

• Agreed to have monthly exchanges. However, the flexibility principle applies in this respect in order to ensure that the country team responsibilities do not become an extra burden. The discussions will be moved to Futurium as soon as this platform becomes available in the new format and if the team members find it more efficient.
• The list of country team members (and implicitly INFORM members) needs to be updated as some communication officers do not receive the updates REGIO sends. Mălina Frăteanu has agreed to provide a more comprehensive and updated list. Interreg colleagues could be added too, as well as the contact points for URBACT and INTERACT.

2) Feedback on the new legislative proposal

• Country team members should register for the Commissioner SPP (Spokesperson Service) newsletter to receive timely updates outside the usual REGIO updates: http://europa.eu/rapid/search.htm
• Country team members asked for further clarifications regarding the logo, specifically where the text should be placed. They recommended having it under the visual part.
• Members also recommended for the Commission to set up a standard file format for reporting on open calls available.
• They welcomed the 5% maximum ceiling and recommended to also have a minimum one of 0.5%.
• There are no intellectual property issues in Romania with regards to promotional materials (although after attending the workshop on copyright rules, the Romanian team considers that further measures can be taken regarding this issue and ensuring the observance of copyright reglementations).
• The members signalled a recurring issue: that beneficiaries were required to provide the full project title and objectives on the banner / plaque. The suggestion would be to give the possibility for shorter titles and even remove the requirement to present the objectives, because usually the objective is more than 3 lines.
• RO representatives had asked if there will be any provision with regards to projects that cover a large surface and the project is physically interrupted, such as bike paths. Will there need to be a plaque on every section?
• Also, about the possibility to have one billboard for several operations – what does that mean, how will the information be presented on the billboard?
• Another question raised was whether the beneficiaries will need to have a website and if they should promote the projects on their website. Because the current regulation says that the project beneficiary must create a page in order to promote the project if they have a web page. There is a problem if we speak about SMEs, since many of them have no webpages. For the closed call for proposals nothing can be done now, especially because the budget for communication was already established and is very small. What about the next call for proposals? Shall we make them create webpages and consider this as eligible activity that can be reimbursed?
• The team members will look for videos of projects and send them to REGIO for the Open Data Platform.
• The team members welcomed the proposal to have the communication strategy as part of the programme.

3) Planned communication actions
Ioana Păslaru will send the action plan regarding future events in RO (press visits, high-level conference, 3 video spots campaign, video-blogging competition, TV shows) and specify if they require REGIO support.

4) Specific requests to the Commission
• Andra Mihălcioiu requested REGIO support to promote their interactive movie: http://calatorprinlumearegio.inforegio.ro.
• Mălina Frăteanu will consult with the colleagues in Communication Directorate and will send an e-mail back with possible requests.

5) Integrating Commission communication campaigns in your activities
• REGIO will inform team members as soon as more details are available regarding the Road Trip Project trip in Romania.

6) Media call
A list of 2017 winners can be provided. Communication officers are encouraged to engage with them as the winners need data to report on.


7) Exploiting the communication potential of the selection of 30 emblematic projects

For ELI-NP a possibility would be to do an interactive movie. However, it should be checked on the spot how much can be filmed. The Commission should provide financial support.

UK & IRELAND

Simon Litton

1) Make the country team work effectively

- Marked preference for email. Database has been updated as some had missed recent emails.
- Some use Yammer but notifications are random and sporadic and posts are not always relevant.
- UK has no regular meetings. Communications are bespoke and for specific geographical areas, with little in the way of national coordination.
- IE also tends to act locally with less in the way of national coordination.

2) Feedback on the new legislative proposal

None had had time to properly read the proposals. But 5% correction and single branding are welcome changes.

3) Planned communication actions

- IE developing a case studies and photo library. Also an event in early June “When Science Met Business” [http://www.southernassembly.ie/events/event/when-science-met-business](http://www.southernassembly.ie/events/event/when-science-met-business)
- IE ESF attendance at many upcoming events, including a stand at major agricultural show National Ploughing Championships in September.
- Scotland planning a Cohesion 30 event in August, concentrating on the Highlands and Islands. There will also be a booklet on smart, inclusive and sustainable projects.
- England is focusing on the progress of the programme rather than featuring individual projects.
Northern Ireland is focusing on video case studies and testimonials for social media, plus an online directory of ESF projects.

4) Specific requests to the Commission

Print media and TV are key to achieving more impact with the general public.

5) Integrating Commission communication campaigns in your activities

General request for more advance warning on EU-level campaigns, to allow better planning and integration with national efforts. This would also help with planning budget allocation.

Hashtag #EUinmyRegion is useful and is used on a regular basis.

7) Exploiting the communication potential of the selection of 30 emblematic projects

No interest in comic book. Due to cultural differences comics tend not to be used in the UK or Ireland for serious topics, and are not generally read by adults. Videos would be welcome but marketing is key. Lots of great videos go unseen.

8) AOB

- UK: simplification is key. EU still associated with red tape.
- IE: Public still gets most of its information from TV. Print material still important for reaching the general public, and the directing them towards more information online.
- Irish Blue Star project a great example of promoting EU knowledge through schools: http://www.bluestarprogramme.ie/

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1) Make the country team work effectively

- Is the frequency of exchanges appropriate? Colleagues welcome the regular updates sent by email and warmly thanked Lina for her super regular heads up on everything (long applause)
- Do you like the tools we use or do you have different suggestions? (e-mail, dedicated group on Yammer, LinkedIn, Facebook ...) IBM Connections (which has recently replaced Basecamp) is satisfactorily used for Interaction with Interreg Comms officer
- Do communication officers in your member state gather regularly? Please consider REGIO participation. N/A and no need (Interreg are the best) – Yearly Interreg Comms seminar in the Spring + Cap&Com seminars organised by Interact
- NB: there is however no such thing as invitation of Interreg programmes by National Inform Core Members when national Inform meetings do exist

2) Feedback on the new legislative proposal

- Concerns expressed as regards:
  - Exact implication of the new **emblem** requirement on the Interreg logo – wording "same size" open for interpretation (preferred redrafting : same height)
  - Absence of requirement to ensure **capitalisation** / sustainable results from one project to another across EU (co)funded programmes
  - **Geolocation** and concrete application, deemed tricky whereas sole reference of the lead partner would not convey a fair view of project reality on the ground
  - Unclear separation of responsibilities between **Member States** and **Managing Authorities**
  - **Comms officer**: need to have programme comms officers **100% on comms**, as the latter is still too often the last task ensured when everything else is done + Call for 2 days’ **training a year on communication for all MAs and JTS staff** as effectiveness of comms actions in programmes relies way too much on personal zeal

*Followed by discussion on:*

- Need for **REGIO Desk** officers to insist on systematic Communication point on the agenda of Monitoring Committees and **not as the last point**
- Culture change with regard to communication – that should actually be **embedded into every single point on the agenda** as well as in every step of 2021-2027 programming!
- Interact intends to prepare and suggest to Interreg programme a **project selection template with communication as selection criteria**
NB: MEP rapporteurs Krehl and Novakov for CPR to be confirmed, rapporteurs not known yet for ETC and ECBC legal instrument (Commission to provide info when known)

3) Planned communication actions

- HU-SK: EYCH photo competition with exhibition at 21 Sept European Cooperation day
- Interact: reminded us all of the opportunity to feed the online ECDay platform and map with planned events (apparently no order placed by D1-D2 units to promote the event this year)
- 8-11/10/2018 @EURegionsWeek activities Interact: Interact project slam (call still open), workshop + Interreg Europe Ideas Lab, RegionsTalk and exhibition
- Interact Interreg Portal – all programmes invited to publish their calls
- Interact Blog project to be launched 21 September
- Interact preparing a Communication Camp in Lyon for the 2nd half of November
- DE-NL: will join the October research kijkdagen (importance of linking comms activities together to resonate better)
- FR-IT Alcotra: photo competition ongoing on non-discrimination, sustainability and gender equality – vote on line – awards in July to replace ECDay celebrations
- AT-SK: Bratislava-Vienna train to be transformed into an art gallery for 21 Sept ECday + staffing issues mentioned (IVY reinforcement to be sought via IVY@aebr.eu)

4) Specific requests to the Commission

- Proceed with regular exchange of information
- Communicate asap replacements of Gianluca Comuniello in D2 and future replacement of Lina Marcinkute in D1
- See above: Offer/ impose 2days communication training to MAs and JS

5) Integrating Commission communication campaigns in your activities

Need for REGIO Desk officers to insist on systematic Communication point on the agenda of Monitoring Committees and not as the last point

6) Media call

See: Inforegio communication page with links to winners of the 2017 call for partnerships
with media, 2018 ongoing call until 28 June, EU in my region campaign, Youth Road Trip project, ongoing local debates and EU delivers in the regions campaign yet to come

7) Exploiting the communication potential of the selection of 30 emblematic projects

- **Video** case study – should be deployed across the 30 – Dissemination to be discussed bilaterally with PEACE and EMR programmes
- **3D** simple virtual look-around at the project site/ Interactive 3D virtual tour of the project: **PEACE** very much in favour and ready to provide material – Contact: john.mccandless@seupb.eu - be checked with EMR programme (not present)
- **Comic** – not deemed appropriate for PEACE – - **to be checked with EMR programme**