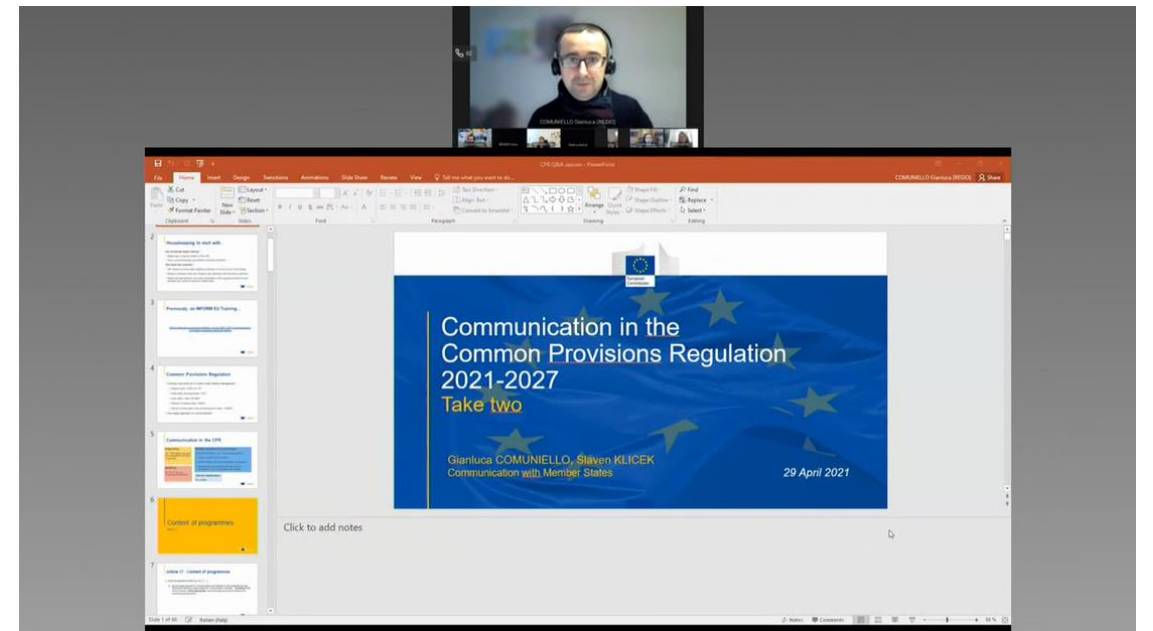


Implementation of the Regulations 2021-2027 and Communication activities on Partnership Agreements

Gianluca COMUNIELLO,
Beatriz ALLUEVA y ALAVA & Florin RUGINA

DG Regional & Urban Policy, European Commission

Previously...



Where are we now?



2021-2027 Programming

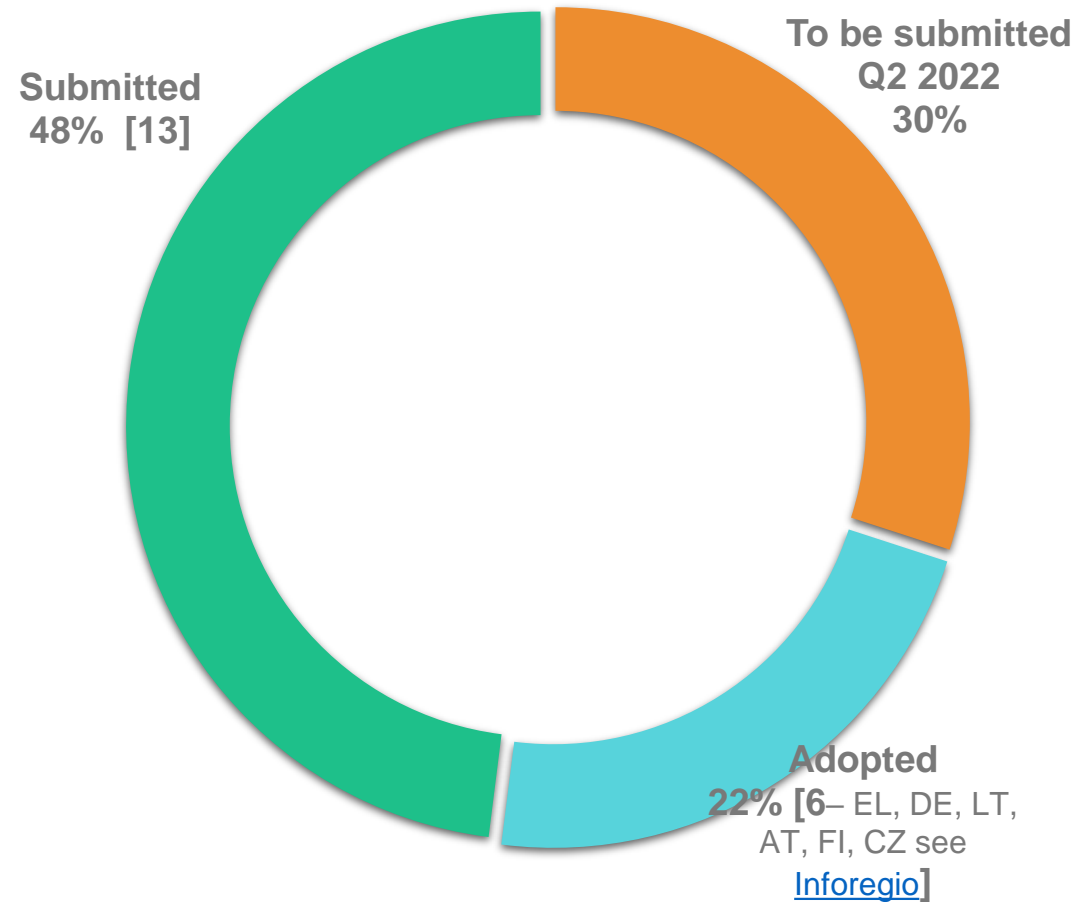
State of play

Coordination of Programmes unit
Directorate-General for Regional and Urban Policy

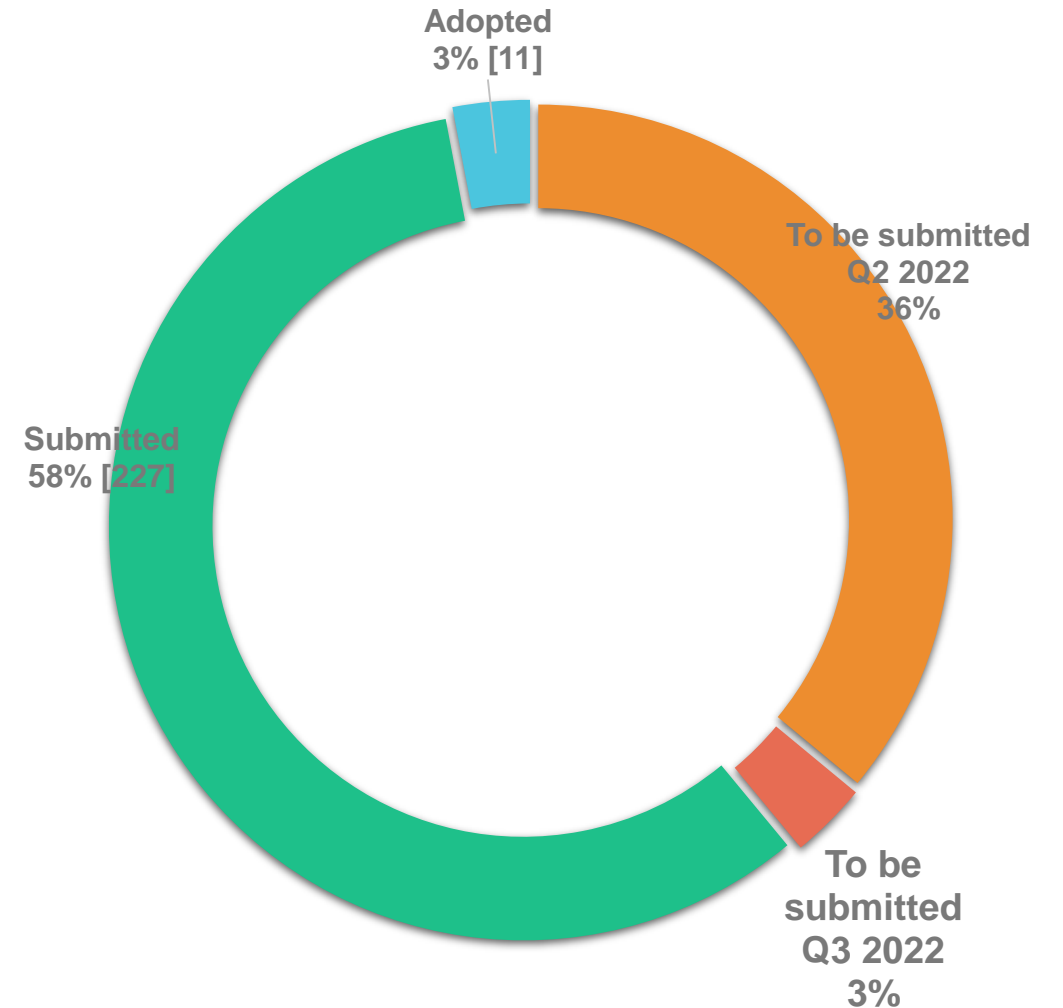


Progress with cohesion policy programming

Partnership Agreement

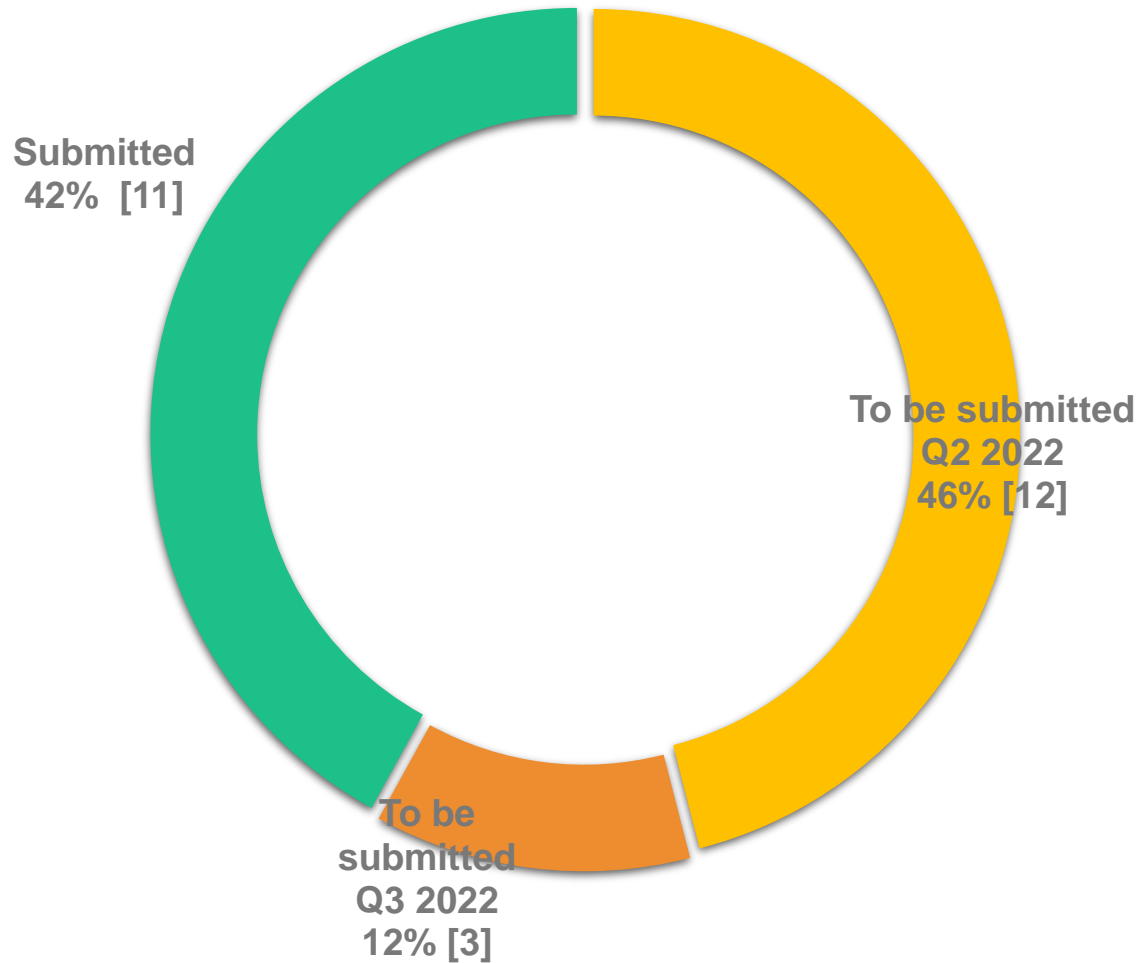


Programme

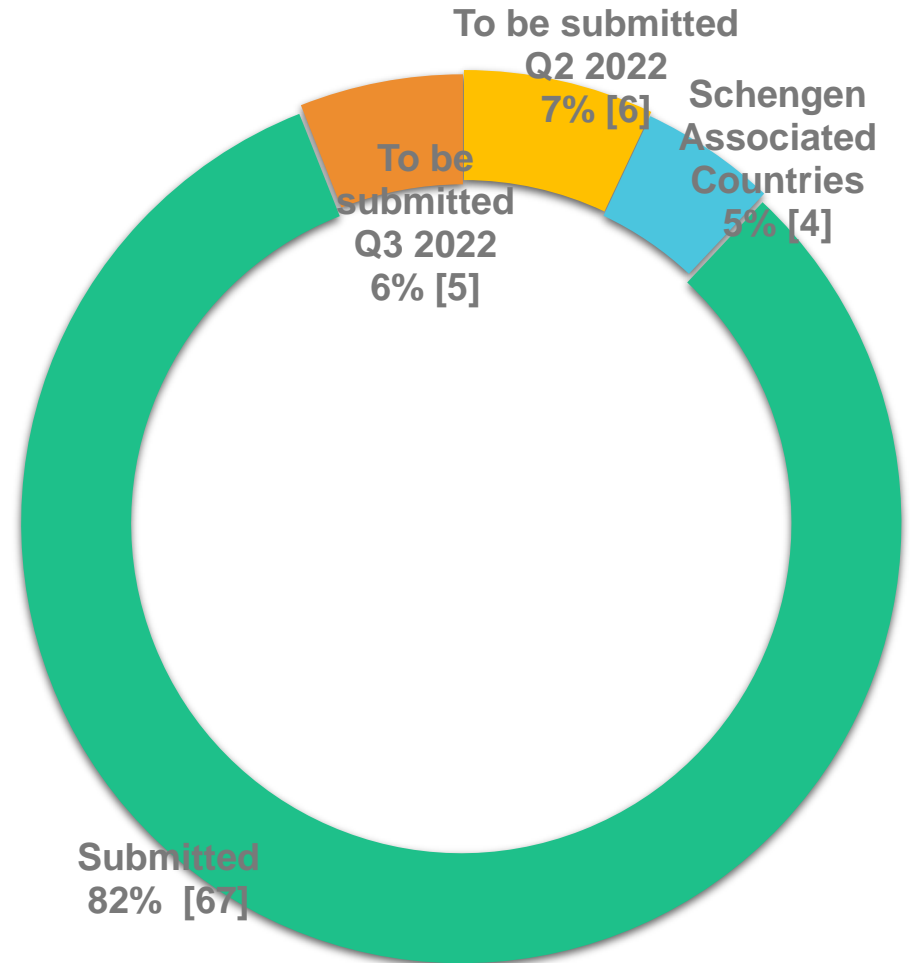


Progress with MARE and HOME programming

MARE Programmes



HOME programmes



Where do we go from here?

Assessment of Communication chapters is ongoing

Definition of objectives
Communication channels
Target audiences



Budget
Operations of Strategic Importance
Indicators and monitoring

Things to retain- article 46

- Operations of Strategic Importance: handle with special care
- The Single Website Portal (19 out of 27 up and running)

Things to retain- article 47

- The emblem. Use it, wear it, breath it

[Download centre](#)

[Brand book](#)

Co-funded by the European Union (horizontal and vertical)



Co-funded by
the European Union

EU Languages: bg ca es et fi fr ga hr hu it lt lv nl pl pt ro sk sl sv

Non-EU Languages: ar da de el en es eu fr ga hr hu it lt lv nl pl pt ro sk sl sv



Things to retain- article 48

- Appoint a Communication coordinator at national level
- Appoint a Communication officer at programme level
- Join INFORM EU, it's fun

Things to retain- article 49

- A programme website- 6 months from adoption
- Timetable with planned calls
- List of operations updated at least every 4 months.
Make Kohesio strong and happy

Things to retain- article 50

- Highlight the support from the Union on websites, social media, documents, communication materials
- Did we mention to handle OSIs [with special care?](#)
- Create great plaques, billboards and posters. You can use the [Online generator- Training](#)

Step 1 : FORMAT SELECTION

Posters



A3



A2



A1



A0

Billboards



2000 mm * 2000 mm



4000 mm * 2000 mm



4000 mm * 5300 mm



3000 mm * 4000 mm

Plaques



279mm * 420mm



300mm * 400mm



400mm * 300mm

Next step

Step 2 : PROJECT DETAILS

Title

(max 60 characters)

THE TRAVELLING SOLIDARY CANNERY

Start month

04

Start year

2022

End month

03

End year

2025

Description

(min 200 and max 400 characters)

The Travelling Solidarity Cannery trains people in Belgium's Walloon Region in fruit and vegetable processing, conservation and packaging techniques. It supports the growth of economic initiatives centred on production, distribution and marketing of local and seasonal products, as well as the use of unsold supermarket food and surplus from harvests.

Total budget

Please specify the currency

1 633 201 EUR

EU funding

Please specify the currency

711 073 EUR

Website of the project

www.provincedeliege.be

Previous step

Next step

STEP 3 : PICTURE & LOGOS

EU funding statement



Co-funded

nederlands

Partner logo

(max 3 logos)



Picture

(minimum width: 2480px)



Re-frame the image

Copyright

Province Liege

Responsible for publication

Province Liege

Previous step

Next step

STEP 4 : PREVIEW - Poster A3



Display problems may occur on large formats due to display limits set by Adobe Acrobat.

Generate PDF with crop marks?

Crop marks are used by professional printers, when the document is printed in large quantity (more than 100 ex)

YES

NO

Previous step

Download PDF

Communication & visibility rules checklist

COMMON VISIBILITY & COORDINATION

- Visibility of support ensured with the **emblem** and funding **statement**. Once is enough, no duplication
- My programme appointed the best **communication officer** ever.
- Can't wait for him/her to take part in Inform EU **networks**.

WHEN THE MA COMMUNICATES...

- I have a **programme website** and it rocks.
- My programme has a sexy **list of operations** excel file. The **funding calls timetable** ain't so bad either.
- Did I tell you both of them are in **open formats**?
- Can't wait to grant the Union all the **rights to use** my communication materials.

WHEN PARTNERS/BENEFICIARIES COMMUNICATE...

- All of my projects described what they're doing on their **websites & SoMe**.
- Oh boy oh boy, do they use the (co-)funding **statement** to highlight Interreg support.
- They have the prettiest **plaques**.
- Posters** ain't so bad either.
- Operations of strategic importance really know how to throw a party. **Events** too.
- A **financial correction** way-to-go is set up in case the beneficiaries miss out on something. But they won't.

My Partnership Agreement is
adopted...
can I throw a party?

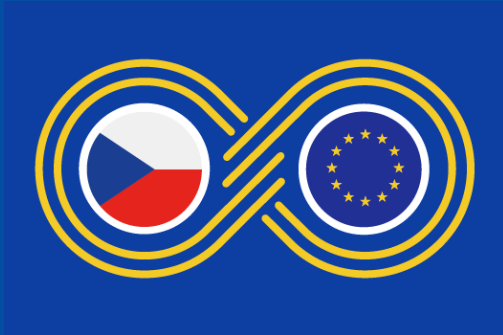
Communication activities on Partnership Agreements

1. Press release
2. Visuals for social media
3. Launch event

Press release

- REGIO (CF, ERDF) + EMPL (ESF+) + MARE (EMFAF)
- Published by EC Spokesperson's Service in coordination with the Representation in the Member State (EN + MS language)
- We can share it earlier with you (under embargo)

Visuals for social media



- Visual identity
- Visuals for social media in English and specific language
- Ask your country team coordinator

Launch event in the MS



- Event on the date of approval of the PA by the EC
- Ceremony with Commission and Member State representative
- Press conference + technical briefing (ideally)

