



Communication flagships: Operations of strategic importance

A panel discussion with Member States

Slaven KLICEK

Communication with Member States

REGIO A2.002

15 March 2022

Housekeeping to start with..

How we planned today's training?

- A friendly chat with coffee, cookies & colleagues kindly sharing their experiences
- Focus: practical approaches and experiences of programmes

What about questions?

- Q&A session reserved for last 15 min of the session
- Please no questions in the chat - participants joining by webstream will not be able to see them.

Today's speakers



Adam Radvanszki

ERDF communication officer
Ministry of Economic Affairs, Innovation,
Digitalization and Energy,
North Rhine-Westphalia, DE



Kim De Paepe

ESF communication officer
Regional government of
Flanders, BE



Zrinka Čupić

National communication coordinator
Ministry of Regional Development and
EU Funds, HR

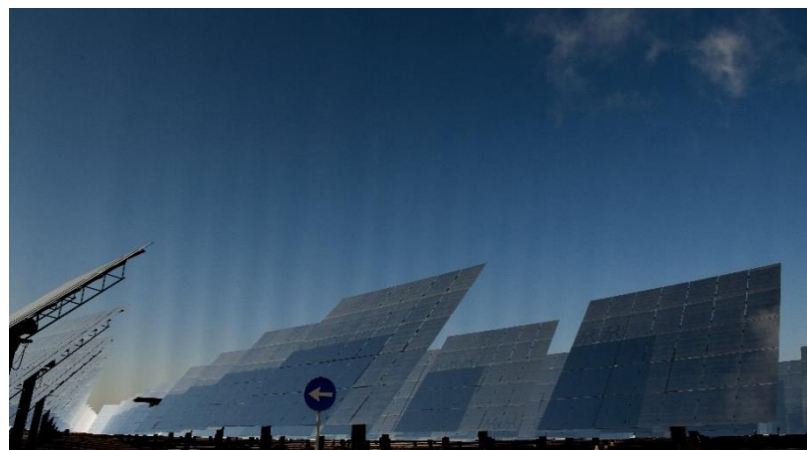
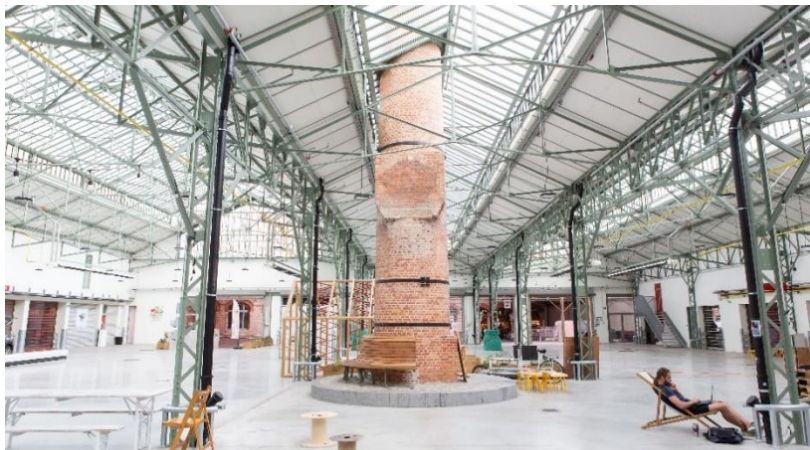


Today's agenda

Intro: Operations of strategic importance
– what are they and what to expect?

Panel discussion: Programming and communicating operations of strategic importance

Q&A for our panelists



**Operations of
strategic importance**
Communication flagships of 2021-2027



A new feature in 2021-2027

Operations of strategic importance

... will provide a significant contribution to the achievement of programme objectives.

... entail specific monitoring and communication measures.

... aim to **tell the story of a programme.**

A new challenge for communication, monitoring and involvement of EC.

Programming

- A legal requirement to have OSI's in ERDF, CF, ESF+, JTF & EMFAF programmes
- MAs to submit list of planned operations of strategic importance within Appendix 3, together with a timetable.
- Tip: find a balance in number of OSI's.

A photograph of an offshore wind farm with several white wind turbines on yellow foundations in the ocean under a blue sky. The image is partially obscured by a white text box on the right.

Communication & implementation

- Selecting osi's and notifying the EC.
- Keeping an eye on osi's progress within Monitoring Committee & providing info for the annual review.
- Ensuring visibility of osi's.
- Beneficiaries to organise **events or activities** that prominently feature EU support & involve EC & MA.

Different stages of implementing operations of strategic importance, including CPR requirements, actors, timeline and legal basis



Programming

Selection

Monitoring

Communication & visibility

What?	The list of planned operations of strategic importance & a timetable	Selecting operations of strategic importance & informing the EC	Monitoring progress in implementation Providing info for annual reviews	Ensuring visibility of support, in particular of osi's	Organising a communication event/activity
Who?	Member State	Managing authority	Monitoring committee Member State and relevant MA	Member State	Beneficiary
When?	At the time of programme submission	Within one month of selection	MC: at least once a year AR: once a year	Throughout 2021-2027	During project implementation
CPR article	Article 22(3) Appendix 3	Article 73(5)	Article 38 (3), 40 (1,g), 41(3)	Article 46(a)	Article 50(1,e)



Expectations

- OSI's are a "multi-level" exercise, with beneficiaries and MAs in the spotlight
- **The potential?** Higher visibility of most representative, most emblematic Cohesion policy projects in your programme
- **Commission?** To capitalize operations of strategic importance in EC campaigns and platforms - Kohesio to start with

How did you uptake the operations of strategic importance?

Which challenges and opportunities you encountered?

Programming operations of strategic importance

What kind of projects did you recognize for OSI's?

Programming operations of strategic importance

How many OSI's have you recognized so far?

Which thematic areas do they cover?

Programming operations of strategic importance

**How do you see the communication potential of
osi's in your programme / country?**

**Is it useful to compare osi's and 'regular
projects' when it comes to communication?**

**Communicating operations of
strategic importance**

What role will the managing authority and Member State play in communication, in line with the beneficiary's responsibility to organise a communication event / activity?

Communicating operations of strategic importance

Do you already have some ideas for the communication event or activity?

Communicating operations of strategic importance

Q&A for our panelists

Shoot away.

If you were asked to pick one thing that you believe is key for operations of strategic importance, what would that be?

Thank you!



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