



National INFORM networks: where do we stand?

Gianluca COMUNIELLO
Communication with Member States

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Menu of the day

How we planned today's training?

- It always starts with the CPR...
- State of play
- Issues
- Questions/experiences sharing

Common Provisions Regulation

- Common rule book for EU funds under shared management:
 - Regional policy - ERDF, CF, JTF
 - Social affairs and employment - ESF+
 - Home affairs - AMIF, ISF, BMVI
 - Fisheries & maritime policy - EMFAF
 - (Opt-ins for some parts of the rural development policy – EARDF)
- One single approach for communication

Art. 48 Communication officers and networks

1. Each Member State shall identify a communication coordinator (...). The communication coordinator may be appointed at the level of the body defined under Article 71(6) (*coordination body set up at the initiative of the MS*) and shall coordinate communication and visibility measures across programmes. The communication coordinator shall involve (...) the following bodies:
 - (a) European Commission Representations and European Parliament Liaison Offices in the Member States, as well as Europe Direct Information Centres and other relevant networks, educational and research institutions;
 - (b) other relevant partners and bodies as referred to in Article 8 (*regional, local, economic actors, social partners, universities...*).

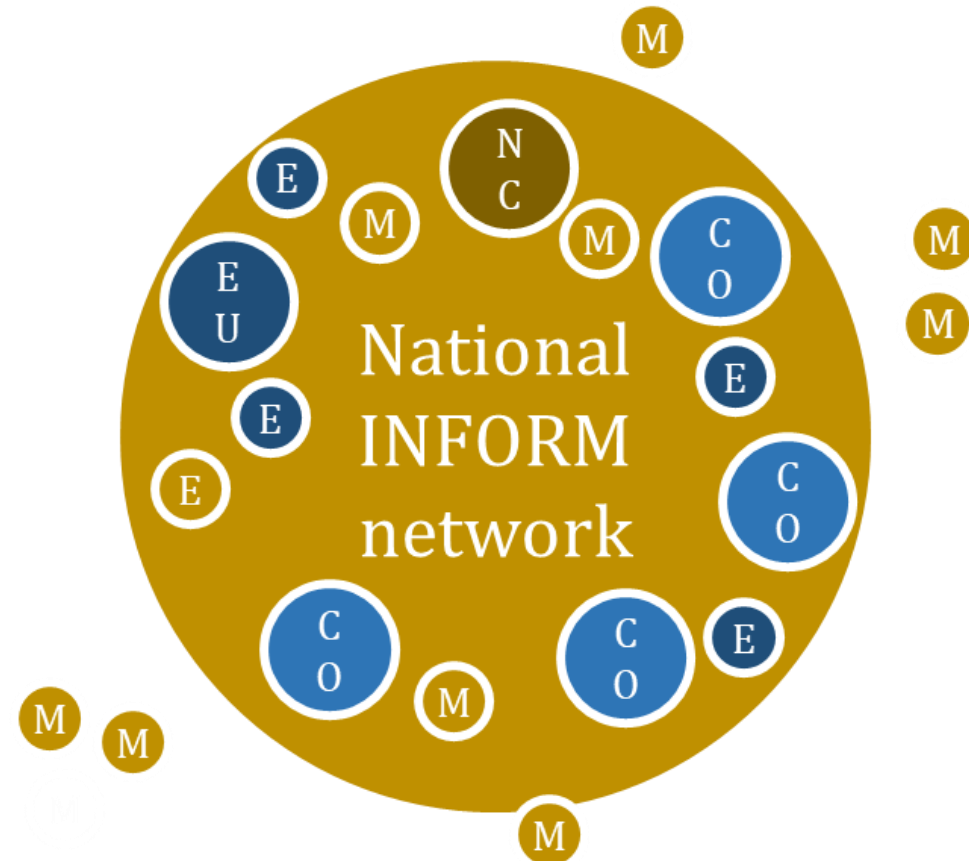
In practice



- Communication coordinator
 - To cover all programmes of all CPR funds of the Member State
 - To coordinate communication activities across the funds (better impact)
 - To organise and steer the national communication network with defined stakeholders for all CPR funds (meetings at least twice a year)
 - To represent the MS in the INFORM EU expert group (steering committee)

National Inform Networks

Members of National networks



How to best structure the single national website?

The homepage of the single national website should prominently feature the following, either directly or by providing links to internal pages:

- A short, clear description of scope and aim of cohesion policy and structural funds
- Achievements illustrated both with examples of funded projects and with data
- List of programmes and direct link to their homepages, or internal pages or subsection if these programmes are integrated in the single national website
- Updates on the implementation of programme(s)
- **Info on national network activities?**



How often should the national network meet?

National network

- In order to allow effective coordination of actors relevant for communicating Cohesion policy in MS, the network should meet at least twice per year.
- Suggested criteria to help in the frequency of meetings:
 - Communication activities planned and taking place;
 - Number of projects and beneficiaries involved;
 - Other stakeholders' activities;
 - Ongoing CPR communication requirements-related activities...



If a country has only two managing authorities, does it still have to create a national network?

National network

- No matter the number of MAs in MS, the national network should be set up and maintained as a platform to engage stakeholders, bodies and other partners relevant for communicating Cohesion policy.

State of Play- where we are with national networks?

Source of information: EU survey gathering data in two different moments of 2021

15 July

15 October

State of Play- where we are with national networks?

Three groups of countries:

- Frontrunners
- Advanced developers
- Working on it

Frontrunners...

- National coordinator appointed
- All CPR funds involved
- RRF and rural development involved
- EC REP, EDICs, EP liaison office
- Other partners involved

(Slovenia, Lithuania)

Advanced developers...

Same as above, but with a couple (or 3...) actors still missing:

- RRF (Croatia, The Netherlands, Belgium, Denmark, France)
- National coordinator (Austria- provisionally appointed)
- EARDF (Belgium, Croatia, Hungary)
- EDICs (Denmark, Latvia)
- EP liaison office (Belgium, Czech Republic, Denmark, Greece, France, Latvia)
- Other partners (Austria, France, Croatia, Latvia)

Working on it...

Countries with four or more of the mentioned actors still missing in the network

Issues in building the network

Difficulties in start coordinating:

Who is taking the lead?

Suggestion: the sooner the national coordinator is empowered, the better

Issues in building the network

Difficulties in information gathering:

Where do I look for the person I am looking for?

Issues in building the network

Cooperation is a new job:

Little to no cooperation with other funds

*Suggestion:
persevere.*

Rome wasn't build in a day

Issues in building the network

The „tribe“ effect:

Who are you, stranger(s)?

Suggestion:

Meet. Talk. Find a digital place to discuss. Persevere.

Q&A&E(xperiences)



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