

JUNE 20-21, 2016

1st ENI CBC Communication Managers Network Meeting

Location: Brussels

Venue: Hotel Four Points, Rue Paul Spaak 15

AGENDA Day 1

- | | |
|--------------------|---|
| 12:30-14:00 | <i>Welcome lunch & registration</i> |
| 14:00-14:30 | <i>Introduction and overview of the aims and objectives of the meeting</i> |
| 14:30-16:00 | <i>Interactive workshop on increasing ENI CBC visibility and coordination</i> |
| 16:00-16:15 | <i>Coffee break</i> |
| 16:15-16:45 | <i>Results of workshop on increasing ENI CBC visibility and coordination presented</i> |
| 16:45-18:00 | <i>Key points of the comparative analysis of ENI CBC communication strategies and plans – Link with TESIM communication activities</i> |
| 18:00-18:15 | <i>Conclusions and wrap up of Day 1</i> |



AGENDA Day 2

- 09:00-10:30** **Common branding processes - Update on European Cooperation Day 2016**
(With the contribution of the Interact III programme)
- 10:30-10:45** **Coffee Break**
- 10:45-12:15** **Presentation of the OPEN Neighbourhood Programme (OPEN East, OPEN South and Media Hub projects) - Role and activities of each project and opportunities for cooperation with ENI CBC programmes**
(Team Leaders of OPEN East, OPEN South and Media Hub)
- 12:15-13:30** **Lunch**
- 13:30-15:00** **Adopting a results-based framework for communication**
- 15:00-15:15** **Coffee Break**
- 15:15-15:45** **Preliminary planning of the ENPI CBC closing conference/ENI CBC launching conference**
- 15:45-16:15** **AOB and overall conclusions of the meeting**





1st ENI CBC Communication Managers Network Meeting

Brussels, 20 – 21 June 2016



A project funded by the European Union



Implemented by a consortium led by



Contents Overview



Contents overview



- How to increase ENI CBC visibility and coordination?
- Overview of comparative analysis of ENI CBC communication strategies and plans to include TESIM support
- Towards a common branding for ENI CBC
- European Cooperation Day 2016
- ENPI CBC closing conference/ENI CBC launching conference
- Adopting a results-based framework for communication in ENI CBC



Workshop: Increasing ENI CBC visibility



Increasing ENI CBC visibility



<p>High priority for all</p> <ul style="list-style-type: none"> • CBC alone is not visible • Must now be part of the broader picture 	<p>Together we are stronger</p> <ul style="list-style-type: none"> • Have more concrete results • Ensure a common future 	<p>Proactive coordination / communication</p> <ul style="list-style-type: none"> • Build a CBC community at the EU's external borders • Go out to promote the added value of CBC
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Increasing ENI CBC visibility



AIM OF THE WORKSHOP

- Understand that coordination and visibility of ENI CBC **as a whole** is a top priority for the forthcoming period
- Understand why this is a top priority
- Own the "concept" and plan accordingly : what is already done at the level of programmes, what actions are planned / what else could be done ?
- Discuss possible actions and prioritise these actions if possible



Increasing ENI CBC visibility



WHAT TO KEEP IN MIND WHILE DISCUSSING IN GROUPS

- Think of strategic choices: why is it important for my programme to be more visible and better coordinate in this area ?
- Prioritise and be realistic: do I have the capacity to do this action?
- What are the benefits for my programme ?
- What is the level of intervention: country / project / programme / European?



Increasing ENI CBC visibility



WE PROPOSE AN INTERACTIVE WORKSHOP IN TWO GROUPS

- 14:40 > 16:00
- Two teams to lead you
- Warm up, think individually, discuss and think collectively to reach a consensus



Focus question:

What can you (as programmes) do to increase the visibility of ENI CBC as a whole?



Increasing ENI CBC visibility



WHAT TESIM WILL DO

- Consultation and coordination group of ENI CBC programmes
- Coordination meetings among ENI CBC programmes, incl. the communication managers network
- Capacity building activities in countries and at project level
- Promoting the instrument as a whole: website, social media, E-bulletins, ENI CBC leaflet, national leaflets on ENI CBC, articles for media
- Coordination with OPEN SOUTH / EAST and MEDIA HUB



Increasing ENI CBC visibility



IN EVENTS

- Sessions of ENI CBC in different events: e.g. European Week of Cities and Regions (Open Days) organised by DG REGIO
- Other external events, organised by relevant initiatives linked to the geographical areas covered by ENI CBC programmes
- Participation of ENI CBC programmes in European Cooperation Day
- Annual conference



Increasing ENI CBC visibility



WE NEED YOU AND YOUR STORIES

- Promote ENI CBC at different events – invite projects
- Have material ready when requested: good pictures and videos to show/ stories to tell
- Engage media at European level

Make citizens aware of the many positive stories taking place at the EU's external borders !!



Comparative analysis of ENI CBC communication strategies and plans



Strategies and plans



- Do the plans reflect the strategies?
- Approach is varied
- In some cases, a list of precise activities is provided
- Good practice examples: plans that follow the same logic as the strategy. Focus on objectives, target groups, messages, activities, budget and responsible bodies



Communication channels



CRITERIA

- Which are the most popular tools/channels proposed by programmes?
- Any innovative tools/approaches to be shared?
- Any additional tools which could be proposed?



Communication Channels



TYPES OF COMMUNICATION



Purpose

One programme has identified four principles: **raise awareness, inform, engage, & promote**, which will have an impact on the channels.



Communication Channels



External communication tools

Popular tools/channels

- Website a central tool (mostly in all programme languages)
- Visual identity guides for all promo & information materials
- Calls for proposals - which ensure consistent promotion

Innovative practices

- Email info. networks
 - Yearly communication campaigns
- The creation and reinforcement of links with EU delegations



Communication Channels



External communication - events

Popular tools/channels

- Different types of events from internal to external
- Most will have a launching conference (& closing) - a good opportunity to promote ENI CBC visibility

Issues to note

- Participation by the programme in external events mostly not foreseen (one exception)
- An opportunity to increase coordination & visibility of ENI CBC.
- 'Awareness raising' not common in the description of events



Communication Channels



Internal communication

Popular tools/channels

- Internal communication addressed in most strategies (as a principle or a target group)
- Improving internal comm. often a key lesson learnt
- Not all outlined tools to be used
- Range of tools - events, website, email networks, MIS, written correspondence, trainings, meetings.

Issues to note

- With the exception of the programmes using MIS there are no other online platforms or electronic tools mentioned in the strategies, eg. Skype, Confluence or other platforms



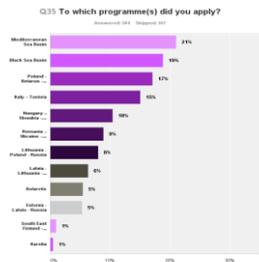
Needs analysis findings



- Survey conducted in April-May 2016
- Topics, among others:
 - what kind of skills and information are needed
 - preferred medium for receiving such support
- Results to be used to inform the development of training and other support by TESIM and also the MA & NA
- In total, 951 responses were received



65% have experience of ENPI-CBC



Conclusions



- Problems related to **finding partners**, or communicating or collaborating with them, were the number one challenge
- Budget and co-financing** related bottlenecks also featured prominently
- The attention for **project design** skills has become stronger
- The types of support that are considered to be most useful continue to be **information and training events**
- In terms of the sources of information, the **programme structures** are still the most important source
- National authorities** have become more important



Please give us your feedback!

- ❖ Challenges?
- ❖ Support needed?



Awareness-raising packs



How can TESIM assist in raising awareness



TESIM approach to support



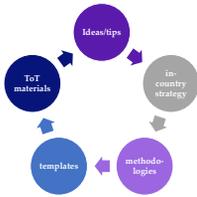
- Programme support via our website and e-bulletins & specific support
- Direct support in Partner Countries & Turkey
- But.... in close collaboration with the Managing Authorities & in support to National Authorities
- 'Assist' rather than 'replace'



TESIM approach to support (2)



- Awareness Raising Packages – mix of templates & tips - Smorgasbord from which to choose (MA/NA - examples follow)



For the launch of Calls for Proposals



- Publicise calls via TESIM website, social media, e-bulletins
- In Partner Countries & Turkey**
- Templates for media releases/media packs
 - How to mobilise media for information events e.g. media breakfasts (before the events)
 - Templates for newspaper ads (print & on-line)



Support for awareness raising/info events



- ❑ Sharing methodology and materials for awareness raising/info events

In Partner Countries & Turkey

- ❑ Support for implementation of awareness raising/info events (own events or input to programme events)
- ❑ Templates for invitations, media relations, advertisements
- ❑ Liaison with EU Delegations



Awareness raising during project implementation



- ❑ On the TESIM website - blogs by successful beneficiaries & quarterly themes (to publicise success & inspire other potential & actual beneficiaries)

In Partner Countries & Turkey

- ❑ Tips for media placement in special interest media
- ❑ Ideas for media articles that can be promoted to journalists
- ❑ Methodology for Press safaris (to publicise successful projects & show the qualitative added value)
- ❑ Tips for piggy backing on other events (e.g. Europe Day)



Ongoing



- ❑ Publicising programme milestones & other (via TESIM website, social media, e-bulletins)
- ❑ Enhancing social media efforts (tips, re-tweet, likes, etc.)

In Partner Countries & Turkey

- ❑ Outline of an awareness raising strategy
- ❑ Tips on media liaison by National Authorities



Guidance to projects



CRITERIA

- What support and guidance for communication is foreseen in the JOP for projects?
- What are the programme requirements for project communication plans (minimal or detailed, at the application stage and later)?
- Any guidance on budget, activities/tools?



Guidance to projects



RESULTS

- Support & Guidance**
- Guidance not a primary focus yet (with GfA)
 - Focus on info. to beneficiaries to ensure adequate comm, planning & resources at app. stage
 - Compliance with EC guidelines (as a minimum)
 - Guidance through 'toolboxes', dedicated section of websites
 - visibility material & comm manual (Kar)
 - comm & visibility guidelines & specific trainings (Koi)



Media



"TRADITIONAL" MEDIA

- Frequent reference made to "mass media"
- Level of media targeted is not often mentioned
- Actions, means and frequency of contact not often outlined
- Good practice examples include: level of media targeted is specified, development of press kits, media campaigns, media contact databases, procedure developed for approaching media



Media



SOCIAL MEDIA

- Social media is referenced in most strategies
- Main channels are Facebook and Twitter
- Information on the type of usage is limited: post frequency, main content, monitoring etc (social media strategy)



Please give us your feedback!

- ❖ Challenges?
- ❖ Support needed?



Publicity/Capitalisation



PUBLICISING RESULTS

- Varied approach
- Several programmes note this as a lesson learnt
- Variety of channels proposed for dissemination of results: mass media, social media, website, email networks, publications and communication campaigns
- Focus is on disseminating expected results, little reference to ENPI CBC results



Publicity/Capitalisation



CAPITALISATION

- Reference is made in several programmes
- Approach varies from continuing a capitalisation strategy already in place, developing a capitalisation strategy to making use of capitalisation activities
- Precise capitalisation measures are rare
- References made to capitalisation at project level: creating synergies, thematic partnership forums, plans for capitalisation of results in project communication plans



Please give us your feedback!

- ❖ Challenges?
- ❖ Support needed?



Towards a common branding for ENI CBC



Group Discussion



ENI CBC COMMON BRANDING

1. What could be the first elements of a common branding for ENI CBC?
2. What are the main obstacles?
3. How can TESIM support this process?
4. Please discuss and give feedback on the following proposed tagline for ENI CBC:

" Cooperation across EU external borders"





EC Day 2016



OVERVIEW

- Coordinated by the Interact Programme and supported by the European Commission, the European Parliament and the Committee of the Regions
- Over 700 local events in 4 years
- Events in over 40 countries
- 70% of Interreg, IPA CBC and ENPI/ENI CBC participate



EC Day 2016



CELEBRATING 5 YEARS

- Kick - off event: 16 September, Bratislava, Slovakia
- Contest: EU wide photo contest for local events – through EC Day mobile app
- Promotional video: animation, both celebratory and explanatory
- Promotional materials: order deadline was 20 June!
- Slightly revamped website available by the end of June www.ecday.eu



EC Day 2016



CELEBRATING 5 YEARS

- Facebook and Twitter channels active from now
- New visual identity to be ready by the end of this month
- For event inspiration, consult the Interact publication *When horses challenge tractors* http://www.interact-eu.net/library#field_fields_of_expertise_tid=27#356



EC Day 2016



NAME CHANGE?

- Interreg Day?
- Interreg ENI Day?
- Keeping European Cooperation Day?



ENPI CBC closing conference/ENI CBC
opening conference



OPEN Programme



Adopting a results-based framework for ENI
CBC



Results-based communication



OVERVIEW OF COMPARATIVE ANALYSIS

- Not all programmes have yet foreseen measures for monitoring and evaluation of communication activities
- As a minimum, an overview of communication activities to be given in the programme annual report to the EC
- Indicators to be used are mainly quantitative
- Qualitative indicators consist of questionnaires and oral feedback
- Some indicators are allocated by type of communication activity or by specific objective and activity therein
- No information given as yet on monitoring and evaluation of communication activities at project level



Results-based monitoring framework



THE VALUE OF MONITORING

Improves the quality and output of your programme/projects by contributing to:

- Guiding the programme/project implementation
- Ensuring your communication activities are headed in the right direction towards the set communication objectives
- Provides you with information and suggestions to correct any deviations
- Giving recommendations aimed at improving quality of your communication efforts
- Contributes to the creation of quality mechanisms of reporting to donors, end-users etc.



Results-based monitoring framework



Results-based monitoring focuses on:

The collection and analysis of data on:

- Implemented activities
- Budget and spending
- Changes in the level of knowledge, behaviour or practice



So what is results-based monitoring?



A continuous and systematic process carried out during the duration of an intervention, which generates quantitative and qualitative data on the intervention.

It helps you report on: inputs and outputs, initial and intermediate results of project implementation and objectives



Horizontal lines for notes

Results-based monitoring



A system of verification and collecting comprehensive information on status of indicators, expenditures or activities against action plan. Monitoring is carried out by using the following tools:

- Reports, surveys, reviews etc
- Consultations with relevant interested parties (stakeholders) and beneficiaries during/after the implementation of both those identified and those not identified in the original strategy/project/activity plan



Horizontal lines for notes

Measurement and monitoring of results



- Essential for people, organisations, programmes and projects to be able to assess whether their efforts are bringing about the expected results – comprehensive performance measurement is the first step
- Indicators help us measure whether the results have been achieved
- Baseline data gives us a starting point from which to measure the change
- Monitoring is a planned systematic process of evaluating the target vs. actual results and all related factors



Horizontal lines for notes

Performance monitoring framework



The key elements of the performance monitoring framework include:

- ❑ Results: what will be achieved in the short, medium and long term?
- ❑ Indicators: evidence which helps measure progress towards the set objectives
- ❑ Data sources: individuals, organisations, documents or reports from which data is drawn
- ❑ Data collection methods and techniques: which methods and techniques will be used to measure results? Examples include: semi-structured interviews, mapping, focus groups, surveys, monitoring reports etc.



Terminology used in performance monitoring



- ❖ Outputs
- ❖ Outcome
- ❖ Indicators
- ❖ Baselines
- ❖ Target groups
- ❖ Stakeholders



Indicators



- ❑ An indicator is a variable that provides a simple and reliable means to measure achievement, to reflect changes connected to an intervention
- ❑ It measures actual results vs planned results in terms of quality, quantity and timelines



Selection criteria for indicators



SMART CRITERIA

- Specific: indicators are clear in what is being measured, they are precisely formulated, not vague, and capture the essence of the achievement that is to be measured
- Measurable: indicators must be defined in a way so that their measurement is unambiguous, i.e. 2 people would measure it in the same way
- Achievable: indicators must be related to data that can actually be measured and collected
- Relevant: indicators should be a valid measure of the outcome
- Time-bound: indicators should be collected in a defined timely manner or time frame



Performance Monitoring Framework



The **Performance Monitoring Framework** is designed to facilitate and guide the process of data collection and consequently, the reporting on the progress made towards the results and indicators defined in the logical framework



Group work exercise



- Elaborate SMART indicators and its linked Performance Monitoring Framework



Results Based Monitoring Framework

	A	B	C	D	E	F
	Indicator	Indicator Definition	Data Source and Collection Method	Reporting Frequency	Responsible Person(s)	Targets
1	Overall Objective:					
2	OO Indicator 1.					
3	OO Indicator 2.					
4	Specific Objective 1. Increase the visibility of ENI CBC on the whole as a community					
5	SO Indicator 1.1					
6	SO Indicator 1.2					
7	SO Indicator 1.3					
8	Specific Objective 2. To widely disseminate the results of the program					
9	SO Indicator 2.1					
10						

	Indicator	Indicator Definition	Data Source and Collection Method	Reporting Frequency	Responsible Person(s)	Targets
	SO Indicator 2.3					
	Specific Objective 3. Increase public awareness of the programme and transparency on the actions performed					
	SO Indicator 3.1					
	SO Indicator 3.2					
	Specific Objective 4. Ensure proper implementation of communication procedures and plans among programme bodies to fulfill the programme objectives and results					
	SO Indicator 4.1					
	SO Indicator 4.2					
	SO Indicator 4.3					





Thank you for your attention!

A project funded by the European Union



Implemented by a consortium led by:



INTERact



Interreg harmonised branding

21 June 2016 | Brussels, Belgium

Linda Talve, Interact

Interact is co-financed by the European Regional Development Fund (ERDF)





A brand - A name

1990 - 2006

• Interreg

2007 - 2013

- European Territorial Cooperation
- Coopération territoriale européenne
- Europäische territoriale Zusammenarbeit
- Европейско териториално сътрудничество
- Evropská územní spolupráce
- Europæisk territorielt samarbejde
- Euroopa territoriaalne koostöö
- Ευρωπαϊκή εδαφική συνεργασία
- Cooperación territorial europea
- Europska teritorijalna suradnja
- Cooperazione territoriale europea
- Eiropas teritoriālā sadarbība
- Europos teritorinis bendradarbiavimas
- Európai területi együttműködés
- Il-Koperazzjoni Territorjali Ewropea
- Samenwerking binnen de EU
- Europejska współpraca terytorialna
- Cooperação territorial europeia
- Cooperarea teritorială europeană
- Európska územná spolupráca
- Evropsko teritorialno sodelovanje
- Euroopan alueellinen yhteistyö
- Europeiskt territoriellt samarbete

2014 - 2020

• Interreg



The past picture





A harmonised logo for all Interreg programmes

Process timeline

- October 2012:** Communication managers of transnational cooperation programmes started working together on the development of this joint branding initiative.
- April 2013:** The initiative was presented in a workshop during European Territorial Cooperation annual meeting 2013, and was positively supported by other programmes present.
- April 2013:** Cross border cooperation programmes join discussion
- June 2013:** Meeting for a joint seminar of CBC and TN communication network in Milan, around 40 communication managers of CBC (including IPA) and TN cooperation programmes supported to promote the initiative in their programmes.
- October 2013:** An email survey lead by INTERACT shows that
- 88% of responding programmes support the development of a common name for ETC,
 - 82% support the development of a joint logo for ETC
- October 2013:** Meeting with DG Regio (CBC + TN + Communication units). DG region acknowledges the added value of the initiative.
- November 2013:** Presentation of the initiative to cabinet to Commissioner Hahn.
- December 2013:** First task force meeting in Brussels discussing the content of a tender for the development of a harmonised brand
- The number of supporting programme is growing: 21 programmes officially confirmed their support to the initiative (decision at MC or joint programming committee)
 - The European Commission also expressed its support to the initiative with INTERREG as brand name
 - 19 December, invitation to submit quotation for the development of the harmonised brand



Communicating Interreg



Interreg

European Regional Development Fund



EUROPEAN UNION





Thematic objectives



Research and innovation



Information and communication technologies



Competitiveness of SMEs



Low-carbon economy



Combating climate change



Environment and resource efficiency



Sustainable transport



Employment and mobility



Better education, training



Social inclusion



Better public administration



Added value of the joint brand I

Member States and Programmes

- Increased profile of programmes as being part of ETC
- Better reach of potential new beneficiaries as well as policy makers
- Easier justification of importance of ETC
- Higher sustainability of results as part of a bigger mass
- Cost savings because programme design development is reduced
- Time savings from design implementation becoming easier
- Positive spill-over effects of communication activities of other programmes
- Easier cross-fertilisation among projects, also from different programmes

Policy and Decision Makers (including DG Regio)

- Better understanding of ETC on all governance levels
- Increased recognition and relevance of ETC
- Easier categorisation of ETC results as non-investment results



Added value of the joint brand II

Potential Beneficiaries

- Programmes can clearly be identified as part of ETC
- Easier search for regionally available ETC funding
- Easier identification of potential partners from already implemented projects

Beneficiaries

- Savings from design implementation becoming easier
- Low risk of non-compliance with EU rules, as this would be checked by programmes
- Positive spill-over effects of communication activities of other projects
- Easier cross-fertilisation among projects, also from different programmes
- Better contact to policy and decision makers as a clear part of ETC



Interreg

European Regional Development Fund



Thank you

Please do not hesitate to contact us for any further information
or visit www.interact-eu.net



OPEN Neighbourhood SOUTH

Brussels, 21 June 2016



Valentina BONACCORSO
Team leader & OPEN Neighbourhood Coordinator

OUR ACTIVITIES

1. Real-time Dissemination
2. Information (and Social Media) Campaigns
3. Opinion Surveys & Media Monitoring





The screenshot displays the EU Neighbourhood Info Centre website. At the top, there is a navigation bar with links for HOME, INFO CENTRE, PARTNERSHIP, COOPERATION, and EU LINKS. A search bar and language options (EN, FR, AR, RU) are also present. The main header features the text "EU Neighbourhood Info Centre NEWS SERVICE" and a message: "The Info Centre is now managed by a new team. The news service will be updated soon." Below this is a map of the EU Neighbourhood region with navigation arrows. A sidebar on the right offers links for "ABOUT ENP", "TAKE A TOUR", and "VISIT OUR LIBRARY".

Two regional portals are shown below the main page:

- EuroMed:** Features a "NEWS" section with a photo of a workshop. The article title is "European Endowment for Democracy hold workshop on innovative media activism in Egypt, Syria and Morocco". The text describes a workshop organized by the EED at the Global Media Forum on 14 June in Bonn, featuring participants like Lina Atallah, Charif Kiwan, and Ismail Ihsouk.
- EuroEast:** Features a "NEWS" section with a photo of a traffic light and the EU flag. The article title is "EU extends Crimean sanction for one more year". The text states that following the illegal annexation of Crimea, the Council of the European Union announced on Friday the extension of restrictive measures for two more years, until 23 June 2017.



www.euneighbours.eu

www.euneighbours.eu/east
www.euneighbours.eu/south



NEWS ALERTS

- 5 NEWS ALERTS PER DAY
- NEED A LINK TO AN OFFICIAL SOURCE
- E-mail to Lamia.Bounekraf@mwhglobal.com



YOUTH

Education

Innovation

Entrepreneurship

Jobs Creation



STRATEGY

1. Clearly enshrines our main **objectives**
2. Segments the target **audiences**
3. Foresees **solid tools**
4. Includes **visible actions**
5. Delivers **messages** in a clear, sustained and informative manner



TARGET COUNTRIES

Algeria Lebanon Egypt Morocco
Jordan Palestine Israel Tunisia

The campaign will run from **September 2016** to **March 2017**



TOOLS & ACTIONS

- Ad-hoc factsheets
- Visuals and Photos
- Networking events
- Media relations





Your Gateway to the **European Neighbourhood Policy** in the Mediterranean region

www.eu-neighbours.eu



Name: _____
Occupation: _____
Email: _____

Sign me up

I'm interested in:

Economic and Social Development

- Economy & Trade
- Employment & Entrepreneurship
- Youth
- Gender issues
- Education & Vocational Training
- Culture, Media & Civil Society
- Research & Innovation

Energy, Transport and Environment

- Energy
- Transport
- Environment & Climate Change

Political and security dialogue

- Governance, rule of law and human rights
- Security
- Migration and mobility

EU Neighbourhood Info Centre – SOUTH

The portal is a hub of information and resources on EU activities in the Southern Mediterranean region.

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www.eu-neighbours.eu





KEY FACTS

- The new European Neighbourhood Instrument (ENI) worth €15.4 billion for the period 2014-2020 is the main financial instrument for implementing the ENP.
- The bulk of ENI funding is used for bilateral cooperation, tailor-made to each Neighbourhood partner country.
- Bilateral ENP Action Plans (AP) are mutually agreed between the EU and each partner country. They set out an agenda of political and economic reforms with short and medium-term priorities.
- In addition to bilateral cooperation, ENI funding also supports regional, Neighbourhood-wide and Cross Border Cooperation (CBC) programmes.
- Regional cooperation in the Southern Neighbourhood region also includes activities financed through the "EU Regional Trust Fund in Response to the Syrian Crisis" and the North Africa window of the "Emergency Trust Fund for stability and addressing root causes of irregular migration and displaced persons in Africa".

European Neighbourhood Policy (ENP): a stronger partnership for a stronger neighbourhood

The European Neighbourhood Policy (ENP) aims at bringing Europe and its neighbours closer, to their mutual benefit and interest. It was conceived after the 2004 Eastern enlargement, in order to avoid creating new borders in Europe.

The ENP governs the relations with 16 of the EU's closest Southern and Eastern Neighbours. To the South: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine*, Syria** and Tunisia and to the East: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. Russia takes part in Cross-Border Cooperation activities under the ENP and is not a part of the ENP as such. The ENP supports political and economic reforms in Europe's neighbouring countries as a means of promoting peace, stability and economic prosperity in the whole region. It is designed to give greater emphasis than previously to bilateral relations between the EU and each neighbouring country.

ENP review: focus on stabilisation

The ENP was reviewed in 2011, following the 'Arab Spring' uprisings. However, given the significant developments in the Neighbourhood, it became essential to undertake a further review. Following a public consultation in 2015, involving partner countries, international organisations, social partners, civil society and academia, a Joint Communication setting out the main lines of the review of the ENP was published on 18 November 2015. Under the revised ENP, stabilisation of the region, in political, economic, and security related terms, will be at the heart of the new

* This designation shall not be construed as recognition of a State of Palestine and is without prejudice to the individual positions of the Member States on this issue.
** The EU suspended all its bilateral cooperation with the Government of Syria and its participation in regional programmes in 2011.



The ENP supports political and economic reforms in Europe's neighbouring countries as a means of promoting peace

KEY FIGURES

ENP SOUTH IN FIGURES: INDICATIVE ALLOCATION FOR 2014-2020

BILATERAL PROGRAMME SOUTH:
Algeria: €221 – €270 million
Egypt: €756 – €924 million
Israel: €2 million (2016)
Jordan: €567 – €693 million
Lebanon: €315 – €385 million
Libya: €126 – €154 million
Morocco: €1.323 – €1.617 billion
Palestine:
Tunisia: €725 – €886 million

REGIONAL SOUTH PROGRAMME:
€674 – €824 million
3.455 billion, of which €1.407 billion for umbrella support

CROSS-BORDER CO-OPERATION PROGRAMME:
€489 – €598

ENP EAST IN FIGURES: INDICATIVE ALLOCATION FOR 2014-2020

BILATERAL PROGRAMMES EAST:
Armenia: €252 – €308 million
Azerbaijan: €139 – €169 million
Belarus: €129 – €158 million
Georgia: €610 million – €746 million
Moldova: €610 million – €746 million
Ukraine: €1 billion

REGIONAL EAST PROGRAMME:
€741 – €906 million

EUROPEAN NEIGHBOURHOOD-WIDE PROGRAMME: €3.084 - 3.455 billion, of which €1.407 billion for umbrella support

CROSS-BORDER CO-OPERATION PROGRAMME:
€489 – €598 million



policy. The EU offers to refocus relations with its neighbours in order to address the political priorities regarded by both sides as the basis of the partnership.

Differentiation, ownership and more flexibility

The revised ENP puts a strong emphasis on two principles:

- the implementation of a differentiated approach to the EU's neighbours, to respect their different aspirations, and to better answer EU interests and the interests of its partners;
- an increased ownership by partner countries and Member States. The new strategy seeks to deploy the available financial resources in a more flexible manner, so that the EU can react more swiftly to new challenges in the region.

Priority sectors

The new ENP mobilises efforts to support inclusive economic and social development; creating job opportunities for youth is among the key measures of economic stabilisation. There is a new focus on stepping up work with partner countries in the security sector, mainly in the areas of conflict-prevention, counter-terrorism and anti-radicalisation policies. Safe and legal mobility on the one hand and tackling irregular migration, human trafficking and smuggling on the other are further priorities. Finally, greater attention is paid to working with partners on energy security and climate action.

EU Neighbourhood Info Centre

www.eu-neighbours.eu

European Neighbourhood Policy website

http://ec.europa.eu/enlargement/neighbourhood/overview/index_en.htm

ENI programming documents

http://eeas.europa.eu/enp/documents/financing-the-enp/index_en.htm

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OUR APPROACH

Our overall human-touch and storytelling approach is, therefore, dedicated to:

- Involve
- Engage
- Touch
- Listen
- Surprise

audiences and target groups with our messages and activities.



MEDIA MONITORING

- FOCUS: Print, broadcast and web
- DURATION: during Thematic Campaigns
- KEYWORDS: to be determined according to each Campaign



THANKS

FOR YOUR ATTENTION!





OPEN Neighbourhood

*Communicating for a stronger partnership:
connecting with citizens across the Eastern
Neighbourhood
(CSP East Project)*

21st June 2016





OUTLINE

1. Project Objectives
2. Results to be achieved
3. Project components
 - Component 1 – Awareness raising and information campaign
 - Component 2 – Activities and services complementing the communications activities on country or regional level
 - Component 3 – Use of opinion surveys and media monitoring to improve communication activities
 - Component 4 – Coordination
4. Findings of the Inception Phase
5. Challenges
6. Project Approach
7. Overarching Campaign
8. Keep in Touch



PROJECT OBJECTIVES

Overall objective

To contribute to the *improvement of public perception* of the EU & *a better understanding* of European policies and their impact through the regional and bilateral EU support and cooperation programmes in the Eastern Partnership countries

Specific objectives

- To **improve the knowledge & understanding** of the EU's policies and their related development and cooperation activities among *the target groups*
- To **illustrate the impact of the projects** financed through EU bilateral and regional support
- To **enhance the capacity of beneficiaries and agencies** implementing EU support
- To **measure the support for, and where relevant monitor the public perception** of the EU in the partner countries

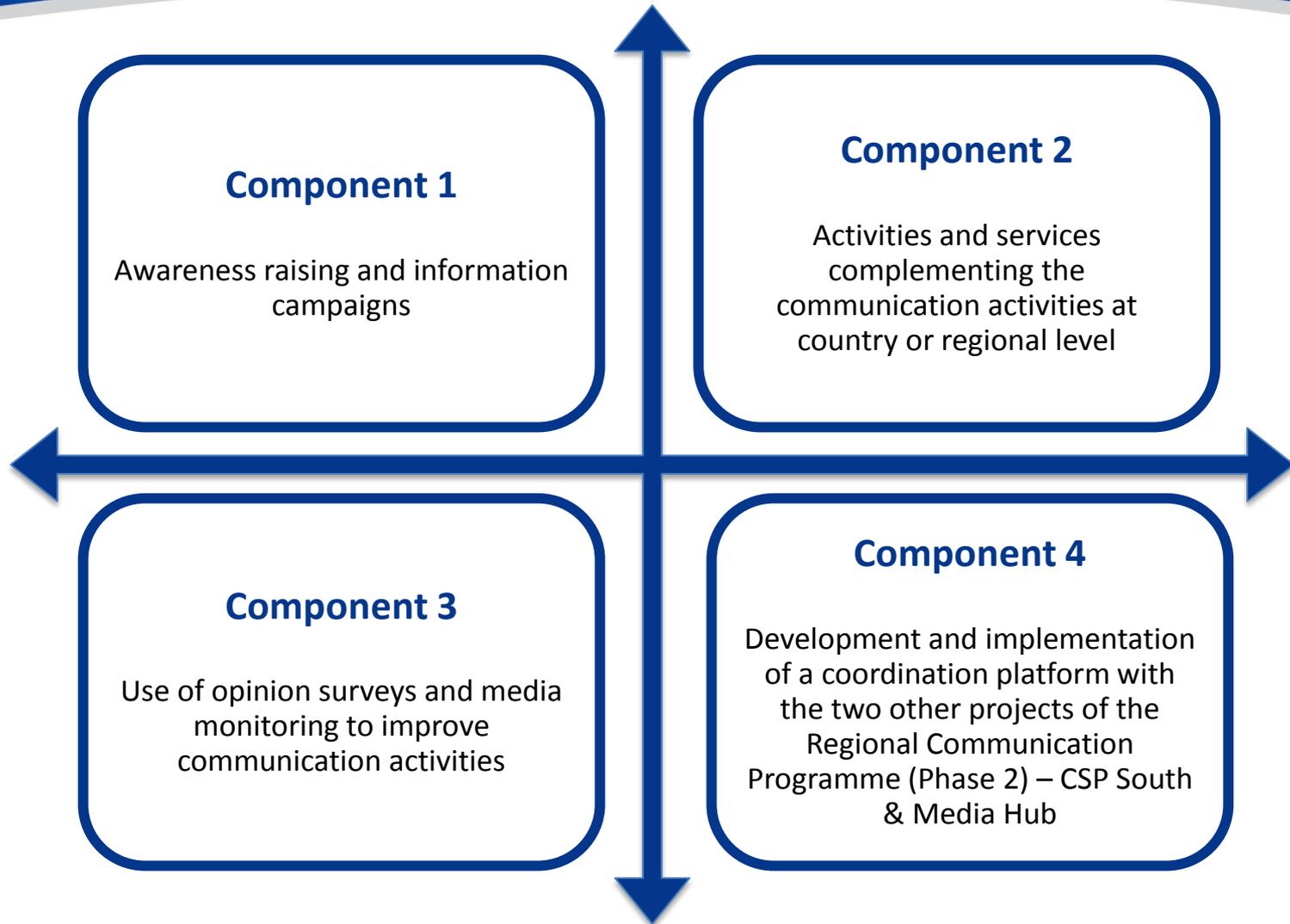


RESULTS TO BE ACHIEVED

- ✓ **Improved public perception of the EU and increased understanding** of the EU policies and their impact on daily life of people
- ✓ **Increased awareness** among target groups
- ✓ **Effective communication support** is provided to complement the communication activities of the EU in the region
- ✓ An effective centrally managed **information & communication platform** is established in coordination with the CSP South project
- ✓ **Coordination mechanism** between the three projects of the OPEN Programme is established



PROJECT COMPONENTS





Component 1

Awareness raising and information campaign

Actions:

- ☑ Design & carry out **awareness raising and information** campaigns
- ☑ Regional & cross-border campaigns focusing on **cross-cutting themes** (Gender, Poverty, Environment)
- ☑ Provision & dissemination of real-time information (*EU Neighbourhood Info Centre – <http://www.enpi-info.eu>*)
- ☑ Creation of **synergies**
- ☑ Continuous **M&E** of the campaign

Tools:

- Conventional & innovative technologies
- Real-time information dissemination portal
- Multi-media packages, press articles & releases, feature stories, etc..



Component 2

Activities and services complementing the communications activities on country or regional level

- ☑ Activities & products to **illustrate the results** of the EU support
- ☑ Production of tailored **publications**
- ☑ Drafting & publishing of **articles**
- ☑ **Multimedia** project
- ☑ Shareable **visual content** (*infographics, animations, videos, etc..*)
- ☑ Actions to enhance cooperation with the **local media**
- ☑ Participate in the annual regional **network** meeting
- ☑ **Pilot country support** in project driven communications activities
- ☑ Others as designed



Component 3

Use of opinion surveys and media monitoring to improve communication activities

Specific Objectives:

- ☑ To **measure** the awareness of target audiences on specific themes linked to EU support in the EaP countries
- ☑ Identify specific themes and **assess** the impact of campaigns
- ☑ Provide accurate & timely **media monitoring** through the use of the open source news aggregator

Tools:

- Qualitative and Quantitative surveys
- Open source news aggregator



Component 4

Coordination

- ☑ To coordinate the activities under **three clusters** (components) of the CSP East project
- ☑ To proactively coordinate the activities of the CSP East with the other two projects of the OPEN RCP (Phase II) in order to ensure **complementarity & coherence** of actions
- ☑ Creation of a **coordination mechanism** between CSP East and its stakeholders



FINDINGS OF THE INCEPTION PHASE

- ✗ Questionable assumptions:
 - Target group(s)
 - Trickle-down effect
 - Sources of information
- ✗ Gap in communication
- ✗ Need for public diplomacy
- ✗ Too many messages
- ✗ Too little EU visibility in small towns and rural areas – concentration on capital cities
- ✓ Need to **develop new tools** in communication and move away from events driven communication
- ✓ Need to further **professionalise** communication approach
- ✓ EU neighbourhood info centre portal to be **better promoted**



CHALLENGES

- To develop a **holistic, integrated approach** to communication
- **Public diplomacy & dialogue** driven activities
- **Coordination** with stakeholders
- Obtain a more sophisticated **understanding of target audiences**
- In-country comprehensive **media monitoring**



PROJECT APPROACH

- **5Cs: Complementarity, Concentration, Coherence, Critical mass, Coordination**
- **Less** is often **more**
- Activities will be developed & managed **centrally**, but targeted & implemented **locally**
- Close **coordination** with the HQs and the EU Delegations and other Stakeholders
- Focus on **dialogue driven activities** and consultation
- Use of **innovative tools** in communication with special emphasis on digital campaigns & social media
- Go **out of the capital** cities
- Constant measurement & reporting of **effectiveness** and **impact**
- Feeding back **lessons learned** from opinion polling & monitoring in order to improve the design and efficacy of future campaigns
- The focus will be upon **impact** and **sustainability**, through constant reinforcement of public perception & understanding – revisiting themes in the subsequent years of the project



OVERARCHING CAMPAIGN

What does it mean?

A HOLISTIC, INTEGRATED APPROACH

NO RISK OF OVERLAP & DUPLICATION WITH OTHER CAMPAIGNS

PROVIDES A CONTEXT FOR OTHER CAMPAIGNS

DIRECTLY TACKLES THE ISSUE OF “AFFECTION” FOR THE EU

ONE CAN NOT ASSUME THAT SECTOR CAMPAIGNS WILL CHANGE PEOPLE’ PERCEPTIONS

THE SECTOR CAMPAIGNS WILL DIRECTLY ADDRESS THE POLICY DIALOGUE – OUR TASK IS TO
ADDRESS THE **PUBLIC DIALOGUE**

IF WE ARE SERIOUS ABOUT PUBLIC DIPLOMACY, WE NEED TO FOCUS ON **GENERIC ISSUES**



OVERARCHING CAMPAIGN

Campaign overall message to be defined



*The three levels will be interlinked and active in parallel



OVERARCHING CAMPAIGN

Preliminary approach to Target Groups in the six countries of the Eastern Neighbourhood

State & Non-state actors
Academia
Mass media
Other Opinion Formers

General Public
(with emphasis on Youth & Teachers)

EU Member States & Other Stakeholders

INDICATIVE TOOLS

- Digital campaign
- Print and on-line articles, news alerts
- Media & CSOs packs
- Publications & other editorials
- Audio-visual materials
- Focus on social media
- Others

INDICATIVE ACTIONS

- Discussion clubs
- Round tables
- Community events
- TV & Radio talk shows
- Others

INDICATIVE TOOLS

- Digital campaign
- Print and on-line articles
- Feature-stories
- Animated videos
- Publications & other editorials
- Quizzes & Competitions
- Focus on social media
- Others

INDICATIVE ACTIONS

- Network of young EU Ambassadors
- Competitions (video, photo, best articles, on-line quizzes, schools, universities, etc.)
- Community events
- Others

INDICATIVE TOOLS

- Digital campaign
- Print and on-line articles, news alerts
- Feature-stories
- Animated videos
- Publications
- Focus on social media
- Others

INDICATIVE ACTIONS

- Discussion clubs
- Roundtables
- Others



OVERARCHING CAMPAIGN

Regional Programmes

The Regional Programmes will benefit from all tools & actions of the campaign:

- Regional Programmes & Projects Fiches on ENIC portal
- Real time information dissemination system
- Multiplication of the information through the ENIC portal, news alerts & social media
- Multimedia project
- Opinion polling results
- News Aggregator
- Infographics
- Interactive map
- Digital campaign
- Feature stories & articles
- Info Packs and handbooks
- Webinars
- Quizzes & Competitions



In the 1990s the partner states in the east aspired to European values, to the European way, to the European project. That sense of aspiration is missing in the current climate. The European project has lost its sparkle...

We, therefore, proposed not a multitude of thematic campaigns that will risk overlapping with the great efforts that are put in at the country level by the EU Delegations & other stakeholders, but to focus our efforts on re-invigorating those aspirations; of re-promoting the European way and combating the negative imagery.

A common voice should be developed with all the stakeholders involved in communicating about EU.

We need to breath life into the European project.

Thank you.





KEEP IN TOUCH

EU OPEN Neighbourhood

Communicating for a stronger partnership: connecting with citizens across the Eastern Neighbourhood (CSP East Project)

@: csp.east@ecorys.com

(: +32 2 743 8922 | Skype: csp.east

Rue Belliard 12, 1040 Brussels

EU Neighbourhood Info Centre



EU Neighbourhood Info Centre – www.enpi-info.eu



EU Neighbourhood Info Centre - Jobs, Opportunities and Networking



EU Open For You



@enpi_info



OPEN Neighbourhood “Media Hub: Networking, on-the-job training and support to media professionals across the EU Neighbourhood area”

Presentation

Coordination CBC Tesim

21. June 2016



This project is funded by
the European Union

Advanced Broadcast Training,
Chisinau, Moldova

Overall objective

To contribute to:

- the **development of independent media** in the Neighbourhood
- a more **accurate presentation and understanding of EU policies and support** to the region, along with their impact
- Establishment of a **culture of transparency, dialogue and mutual understanding** between EU citizens and those from the Neighbourhood

How:

- Via the training of journalists and media professionals and support to production of audio-visual and online material

Planned results

In support of these objectives the Terms of Reference expect that:

- At least **700 journalists and media professionals** have received training in all activities combined;
- There are at least **80 cases of in-depth training**;
- At least **4,500 media outputs** are produced over the course of the project;
- **The network of journalists and media professionals** is active and is used as a professional resource;
- There is **increased access to EU related information** across the Neighbourhood region and where relevant information on the Neighbourhood for the general public in the EU;
- The Media Hub project is well **coordinated** with the two CSP projects for high impact and synergy.

Management Master Classes

- 1 *Addressing issues identified from media landscape needs, commit with Incentive Package, fine-tuning activities (mentoring, training);*
Target: Managers (editors, directors, owners)

Advanced training for journalists

- 2 *A skill-enhancing hands-on training, fostering trainer-supported production, focusing on newsworthy EU-relevant issues*
Target: Experienced journalists mostly from media who signed up MOUs
Target 2: Previous beneficiaries Media Neighbourhood + EU Funded media

Media management mentoring

- 3 *Follow-up, on-the-job skill-support to solve identified managerial and editorial issues*
Target: Media managers and journalists involved previously

In-depth production workshops

- 4 *To build on skills, feed Content Exchange Platform with newsworthy EU-relevant issues;*
Target: Experienced journalists mostly from media who signed up MOUs
Target 2: Previous beneficiaries Media Neighbourhood + EU Funded media

Training for young reporters to cover the EU

- 5 *Practical new skills on distance sourcing and local coverage of EU-led actions resulting in production.*
Target: Young journalists, freelance and MOUs signatories, beneficiaries EU Funded media programmes

Peer-to-peer events

- 6 *To engage with the EU28 media outlets and professional community (business events)*
Target: already trained managers, editors and journalists

- 7 More **calls for production** to keep the journalists engaged

Cascading of interventions

- A Seven steps approach to activities, with a parallel incentive the Launch a call for productions – to stimulate interest and engage former project participants;
- Annual Calls for Production Support: 2/4 project selected from pitches. Being 20 series. 3000 to 8000 EUR per production. 3/8mn feature to 26 mn documentary

Coordination with TESIM

1 . Planning Activities events

a. Discuss Potential Visibility Targets

b. Flag EU funded projects that could be showcased

c. Help securing contacts project contractors so we can contact them and identify potential interviewees among beneficiaries in ENI regions

2 . Dissemination and Showcasing

a. Disseminate course production and media reports (Posts)

b. Feedback from EU projects (Monitoring)



Key Experts



Dominique Thierry
Key Expert 1: Team Leader

Anthony Headley
Key Expert 2: Senior Executive Producer



Petko Georgiev
**Key Expert 3: Senior media
training and exchange expert**



Thank you.

Thomson Foundation

46 Chancery Lane London,

WC2A 1JE

United Kingdom

T +44 (0)203 440 2440

F +44 (0)207 504 8500

E info@openmediahub.com

www.openmediahub.com



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