



# 2021-2027 Communication, Transparency, Visibility

Gianluca COMUNIELLO & Hanna SODERSTROM  
Communication with Member States  
Directorate-General for Regional & Urban Policy

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# Approach to communication 2021-2027

- A single rule book for communication
  - Single set of rules for all programmes (simplified, harmonised)
  - Single branding (EU as our brand)
  - Single project data and calls system (transparency and accessibility for citizens)
  - Single network & coordination (communication networks & coordinators)
- Best possible alignment with EAFRD/CAP and directly managed funds

# A single set of rules for programmes

Setting the frame for communication actions of programmes

CPR Art. 17 (3)

# A single set of rules for programmes

- Communication chapter in operational programmes
- Art. 17 (3) – Mandatory elements to be covered in communication chapters
  - Communication objectives, Target audiences, Channels and social media outreach, Planned budget, Indicators for monitoring and evaluation
- Implementation progress to be reported in Monitoring Committees (MC) and Annual Review Meetings (ARM)

# Support tools

- Support & inspiration
  - Elements to be covered in the communication chapters:  
Best practice from 2014-2020 as inspiration for 2021-2027
  - Evaluation & monitoring: Methodological support & sample of suitable indicators
  - Additional support for communication officers through the INFORM & INIO expert group meetings and technical seminars (since 2019)



# Single branding

The EU emblem as our strongest, most recognisable brand

CPR Art. 42 (EU emblem), 45 (Responsibilities of beneficiaries),  
Annex VIII

# Single branding

- EU support as our central message for citizens
  - No more reference to funds or individual programmes (except Interreg)
- Alignment between the seven CPR funds and directly managed funds
- Simplicity & reduced risk of error



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OPPORTUNITIES START HERE.

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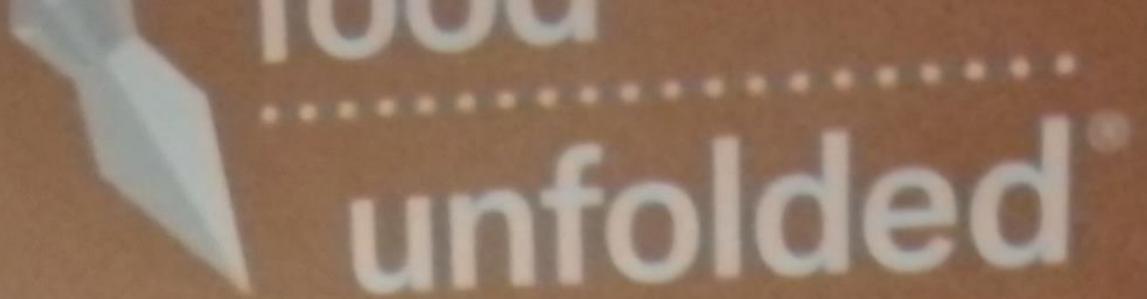
# Single branding - Interreg

- Different threshold for publicity applies – Interreg regulation, art. 35 (4) (c)
- Visual elements
  - ‘Interreg’ to be used next to emblem, also in the future
  - Applicable provisions: CPR Art. 42 + CPR Annex VIII + Interreg regulation, art. 35 (4):



# Support tools

- DG REGIO to provide on-line generator (for billboards, plaques & posters)
- Brand book with illustrations + “Do’s & Don’ts” from 2014-2020



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# Single project data and calls system

Improving the transparency & accessibility of funding

CPR Art. 44 (Responsibility of managing authorities)

# Single project data & calls system

- Improved transparency and accessibility of EU funding through
  - Information on up-coming funding calls - Art. 44 (2)
  - Information on projects - Art. 44 (3) (list of projects updated every three months)
- Ultimate goal: Bringing together information from shared & directly managed funds on one platform
- Applies to Interreg – connection to KEEP for project information (tbd)

# Single network & coordination

Better coherence through closer cooperation

CPR Art. 43 (Communication officers & networks)

# Single network & coordination

- Introduction of a single communication coordinator per Member State
  - Art. 43 (1)
    - All CPR funds & a broad range of stakeholders to be involved
    - Central & important position
    - Creation of national communication networks
    - Does not apply to Interreg

# Single network & coordination

- Re-definition of the existing 'Union networks' (INFORM & INIO 2014-2020) to cover all seven CPR funds
  - REGIO in the lead for the set-up of „INFORM EU“ (expert group)
- Includes Interreg programme communication officers

# Single network & coordination - Interreg

- No communication coordinator for Interreg as a whole – however, proposed structure of INFORM EU includes ‘cooperation coordinators’ (also from other funds)
  - Possibility to nominate one cooperation coordinator for ERDF (= Interreg)
- Relay function is currently missing – ICON as an equivalent to a national network?

# Conclusions

- Increased importance of communication aspects in 2021-2027 (programming)
- Simplification and harmonisation across different funds & instruments (branding, transparency aspects)
- Closer cooperation across the board (network, Commission services)
- Interreg identity & Interreg specificities

# Some questions and answers

*While articles mentioning requirements for Managing Authorities are generally clear for Interreg programmes, articles 41 and 43.1 mention Member States, leaving some room for doubts, namely on*

Operations of strategic importance: whose responsibility?

Single national website: No programme website?

Single national communication coordinator: not a different coordinator for Interreg programmes

- As a general comment, when implementing Article 41 of proposed CPR, in accordance with Art 2(2) proposed Interreg Regulation, where provisions of proposed CPR refer to “Each Member State”, this shall be construed as meaning “the Member States and, where applicable, third countries, partner countries and OCTs participating in a given Interreg programme”.
- A) According to Article 35(4)(e) of the proposed Interreg regulation, the obligation to acknowledge support from an Interreg programme in case of operations of strategic importance **belongs to each partner of an Interreg operation** or each body implementing a financing instrument.
- B) In accordance with Article 35(2) of proposed Interreg regulation, the managing authority shall ensure that there is a website available with the information covering the Interreg programme. One website can cover several programmes. The single national portal referred to in Article 41(b) CPR should function as aggregator of information coming from all programmes of a given Member State, including Interreg programmes.
- C) As proposed in Article 43(1) of the CPR proposal, there should be **one single** national communication coordinator in relation to the support from the Funds, including for Interreg programmes where that Member State hosts the managing authority. Member States can however appoint one Cooperation Coordinator for all Interreg programmes if they so wish.

*In a specific location we have operations funded both by Interreg and mainstream programmes. For the mainstream programme we can have the plaque/billboard in the national language and this is fine. For the Interreg programmes, it is often useful to have several languages on the plaque/billboard. Would it be feasible to foresee several plaques/billboards?*

One of the objectives of the 2021-2027 regulatory package is to simplify the communication vis à vis the citizens. Hence, the requirement, as proposed in Article 45(1)(c) and Annex VIII of the CPR proposal as well as Article 35(4)(c) of the proposed Interreg regulation, is to have one plaque or billboard with the statement „(Co-) funded by the European Union” next to the emblem of the European Union per operation. There are no exceptions proposed in this respect for the Interreg operations. Therefore, it is not recommended to display several plaques or billboards in different languages.

# Updates on negotiations



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