

Regulatory framework for communication post-2020

Ideas from DG REGIO

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Our questions...

- 1. Can we do better in promoting the EU through our programmes/projects?
- 2. Do we make the best use of our resources at our disposal?
- 3. What can we do to make things easier for beneficiaries and authorities?



Our answers...

- 1. Yes, we can do better!
 Increasing the visibility for the EU through programmes and projects is possible.
- 2. No, we don't! Enhancing the efficiency and effectiveness of communication measures is needed.
- 3. Yes, we can!
 There is potential for simplification and streamlining and reduce audit risks.



The process

- 1. June: Brainstorming with all REGIO staff on communication post-2020
- 2. October-November: Brainstorming sessions with...
 - Selected communication officers of DGs
 - Communication officers of programmes and national authorities
 - Communication officers of DG REGIO's Geographical Units
 - + Mapping of existing rules across the Commission
- 3. December: 'Reality check' of our proposal at INFORM-INIO meeting (EU-28 communication officers for ERDF, CF and ESF)





A two-fold proposal from DG REGIO

- 1. A simplified, but more coherent set of communication rules for our programmes (ESIF?)
 - Covering specificities of regional programmes
 - Focus on operational aspects and structures
- 2. A single rule book for publicity and information for all EU funding instruments
 - Covering three common aspects
 - Focus on EU visibility, user-friendliness for project beneficaries and citizens



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Towards a common set of rules (1): **A single 'branding'**

- Simple, easy-to-use reference to EU funding
- Obligatory display for EU-funded projects (billboards, websites, publications)
- No further reference to funds or instruments
- Clear message for citizens
- Reduction of audit risks for projects/programmes















European Regional Development Fu Investing in your Future







Towards a common set of rules (2): A single EU funding portal

- Easy, central access to EU funding information
- Covering all EU programmes and instruments display of open calls
 - Search based on: post code, topic, type of beneficiary
 - Pre-condition: implementing authorities to submit structured information on calls (fields: geographical coverage, topic, type of beneficiaries, link to call)
- Pilot project on urban investment



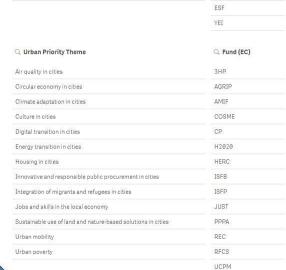
Q Fund (MS)

ERDF

Q Call Status

Urban Funding Opportunities

Prototype: Integration of information from Member States and the Commission on ESIF calls - an example with Italy



Shared Management ₽

Direct Management

2,9k

ESIF Operational Programmes 2014-2020 - Planned Investments

Typology of Projects Q	Title Q	Planned Amount	Remaining Available Funding
Support to environmentally-friendly production processes and resource efficiency in SMEs	Puglia - ERDF/ESF	280.999.070,00€	226.999.070,00€
Reducing and preventing early school- leaving and promoting equal access to good quality early-childhood, primary and	Puglia - ERDF/ESF	280.000.000,00€	219.801.480,00€
Sustainable integration into the labour market of young people, in particular those not in employment, education or	Emilia-Romagna - ESF	257.103.810,00€	162.290.731,00€
Preparation, implementation, monitoring and inspection	Puglia - ERDF/ESF	203.677.578,00€	151.575.363,00€
ICT: Vary bigh anough broadband natwork	Ciallia EDDE	106 021 1/0 00 6	1/0 070 050 00 6

EU Calls – managed by Member States

Title of Call Q	Budget	Deadline Q	Link Q	Published on Q	
Totals	12.243.515.835,94€			•	
Percorsi finalizzati alla promozione dei Circoli di studio. Emanazione dell'avviso per la presentazione delle	80.000,00 €	21/09/2017	link	09/10/2017	
Atelier ABC: Interventi di sostegno alla qualificazione e all'occupabilità delle risorse umane	1.650.000,00€	30/11/2017	link	96/19/2017 96/19/2017	
Incentivi alle imprese per la realizzazione di progetti di industrializzazione - Aree di	3.057.561,49 €	12/12/2017	link		
Avviso pubblico per la presentazione di operazioni relative ad azioni finalizzate all'inserimento lavorativo	2.600.000,00€	02/11/2017	link	05/10/2017	
Interventi di efficienza energetica e	1.385.006,40€	01/02/2018	link	05/10/2017	

EU Calls - managed by the European Commission

Title of Call Q	Link	Q
Improving access by innovative SMEs to alternative forms of finance	Link	
Integration of Third-Country Nationals	Link	
Call for proposals to support awareness raising and information campaigns on the risks of irregular migration in selected third-countries	Link	
Raising Awareness on migrant's contribution to EU Societies		
Community Building at local level for integration including through volunteering activities	Link	

Regional Policy



Towards a common set of rules (3): A single project data base

- Easy, central access to information about EU-funded projects
- Covering all EU programmes and instruments display of information of projects
 - On-line platform with interface to monitoring systems or possibility for authorities to enter themselves
 - Basic information (beneficiary, project content, budget, duration, geo-localisation) for closed projects
- 'Deeper' information for a limited number of projects only





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Revised rules for cohesion policy (1): **Planning and implementation**

- Communication chapter in programmes
 - Result-based approach clear targets (KPI)
 - Strategic orientations of planned communication activities
 - Budget, corresponding to the level of ambition set out through targets
 - Complemented by communication action plans, listing concrete actions and implementation steps
 - Replaces communication strategy



Revised rules for cohesion policy (2): **Planning and implementation**

- Communication officers
- Communication networks (INFORM)
- Notion of ,Flagship projects'
- Financial instruments



Revised rules for cohesion policy (3): **Responsibilities**

- Beneficiaries
- Managing authorities
- Member States
- Monitoring committees
- European Commission



What do we expect?

- Increased clarity in the use of publicity requirements and higher visibility for the EU – corporate approach
- Reduction of legal provisions (no more Fund-specific provisions or implementing acts) and compact presentation of requirements, hence
- Simplification for both authorities and project promoters (better access to funding; use of publicity rules)

