



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 beneficiaries 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



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European
Commission



OPPORTUNITIES START HERE.

#InvestEU

EMPLOYMENT
STARTS HERE



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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

Urban Funding Opportunities

Prototype:

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



Call Status

Open

Urban Priority Theme

Air quality in cities
Circular economy in cities
Climate adaptation in cities
Culture in cities
Digital transition in cities
Energy transition in cities
Housing in cities
Innovative and responsible public procurement in cities
Integration of migrants and refugees in cities
Jobs and skills in the local economy
Sustainable use of land and nature-based solutions in cities
Urban mobility
Urban poverty

Fund (MS)

ERDF
ESF
YEI

Fund (EC)

3HP
AGRIIP
AMIF
COSME
CP
H2020
HERC
ISFB
ISFP
JUST
PPPA
REC
RFCS
UCPM

ESIF Operational Programmes 2014-2020 - Planned Investments

Typology of Projects	Title	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 Very high speed broadband network	Sicilia - ERDF	106.021.140,00 €	140.870.850,00 €

EU Calls - managed by Member States

Title of Call	Budget	Deadline	Link	Published on
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	06/10/2017
Incentivi alle imprese per la realizzazione di progetti di industrializzazione - Aree di	3.057.561,49 €	12/12/2017	link	06/10/2017
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 utilizzo di fonte rinnovabili nella	1.385.006,40 €	01/02/2018	link	05/10/2017

EU Calls - managed by the European Commission

Title of Call	Link
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	Link
Community Building at local level for integration including through volunteering activities	Link

Shared Management

981

Direct Management

2,9k

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)



Winner of the 2017 Europe in My Region photo competition