



Communication in the Common Provisions Regulation and in the Interreg regulation 2021-2027

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INFORM EU Training

For those who missed it:

<https://webcast.ec.europa.eu/training-on-cpr-2021-2027-communication-provisions-explained-article-by-article>

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 - EMFF
 - (Opt-ins for some parts of the rural development policy – EARDF)
- One single approach for communication

Communication in the CPR

Programming

Art. 17(3) defines approach to communication for each programme

Monitoring

Art. 35-37 sets out monitoring requirements

Visibility, transparency & communication

CHAPTER III of CPR - Art. 41-45 sets the frame for

- Common visibility of EU funding
- Communication officers & coordination mechanisms
- Requirements for managing authorities and for beneficiaries, i.e. for transparency and visibility

Technical specifications

EU emblem

Communication in the Interreg regulation

Programming

Art. 17(3).h defines approach to communication for each programme

Monitoring

Art. 29-32

Transparency & communication

Art. 36 together with articles 42 to 44 of CPR

Technical specifications

Art.36 together with Annex VIII of CPR

Programming

Article 17 – Content of Interreg programmes

Article 17 - Content of programmes

3. Each programme shall set out: (...)

- (h) the envisaged approach to communication and visibility for the Interreg programme through defining its objectives, target audiences, communication channels, **including** social media outreach, **where appropriate**, planned budget and relevant indicators for monitoring and evaluation;

4500 characters to do that!!!!

Monitoring

Article 29 – Composition of the monitoring committee

Article 30 – Functions of the monitoring committee

Article 31 – Review

Article 32 – Transmission of data

Monitoring committee composition- transparency

Article 29.2

The managing authority shall publish a list of the members of the monitoring committee on the website referred to in Article 36(2) (*the programme website*).

Monitoring committee's functions

Article 30.1(e)

The Monitoring Committee shall examine...

(e) the implementation of communication and visibility actions

NOT AN A.O.B. POINT!!!

Art. 31 - Review

2. At the request of the Commission, the managing authority shall, within one month, provide the Commission with concise information on the elements listed in Article 30(1). **This information shall be based on the most recent data available to the Member States and, and, where applicable, third countries, partner countries and OCTs.**

Art. 32 – Transmission of data

5. The managing authority shall publish **or provide a link to** all the data transmitted to the Commission on the website referred to in Article 36(2).

Transparency & Communication

Article 36 - Responsibilities of managing authorities and partners with regard to transparency and communication

Art. 36

1. Each managing authority shall identify a communication officer for each Interreg programme ~~under its responsibility~~ (**'Interreg programme communication officer'**), **who may be responsible for more than one programme.**
2. The managing authority shall ensure that, within six months of the Interreg programme's approval, there is a website where information on each Interreg programme under its responsibility is available, covering the programme's objectives, activities, available funding opportunities and achievements.
3. Article [44(2) to (76)] of Regulation (EU) [new CPR] on the responsibilities of the managing authority shall apply....

(Art. 44 CPR)

2. The managing authority shall ~~publish~~**ensure the publishing** on the website referred to in paragraph 1, ~~at the latest one month before~~**on** the ~~opening~~**single website portal referred to in point (b) of Article 41**, a ~~call for proposal, a short summary~~**timetable of the** planned and ~~published~~**calls for proposals that should be updated at least three times a year** with the following **indicative** data: (...)
- (a) geographical area covered by the call for proposal;
 - (b) policy objective or specific objective concerned;
 - (c) type of eligible applicants;
 - (d) total amount of support for the call;
 - (e) start and end date of the call.

(Art. 44 CPR)

3. The managing authority shall make the list of operations (...) and shall update that list at least every ~~three~~**four** months. Each operation shall have a unique code. The list shall contain the following data:
 - (a) in the case of legal entities, the beneficiary's **and, in the case of public procurement, the contractor's** name;
 - e. the purpose of the operation and its **expected or actual** achievements;
- (...) where the beneficiary is a natural person the first name and the surname;
- (...) specific objective concerned;
- (...) location indicator or geolocation for the operation and country concerned;
- (...) for mobile operations or operations covering several locations the location of the beneficiary where the beneficiary is a legal entity; or the region on NUTS 2 level where the beneficiary is a natural person;

(Art. 44 CPR)

4. The data referred to in paragraphs 2 and 3 shall be published on the website in open, machine-readable formats, as set out in Article 5(1) of the Directive (EU) **2019/1024** ~~2003/98/EC~~ of the European Parliament and of the Council, which allows data to be sorted, searched, extracted, compared and reused.
5. The managing authority shall inform the beneficiaries that the data will be made public before the publication takes place in accordance with this Article.
6. The managing authority shall ensure that all communication and visibility material (...) **This shall not require significant additional costs or a significant administrative burden for the beneficiaries or for the managing authority.**

Art. 36

Each partner of an Interreg operation or each body implementing a financing instrument shall acknowledge support from an Interreg fund, including resources reused for financial instruments in accordance with Article [56] of Regulation (EU) [new CPR], to the Interreg operation by:

- (a) providing on the partner's ~~professional~~ **official** website **or social media sites**, where such a ~~website exists~~ **sites exist**, a short description of the Interreg operation, proportionate to the level of support provided by an Interreg fund, including its aims and results, and highlighting the financial support from the ~~Union~~ **Interreg fund**;

Art. 36

- b) providing a statement highlighting the support from an Interreg fund in a visible manner on documents and communication material relating to the implementation of the Interreg operation, ~~used~~ **intended** for the **general** public or for participants;
- (c) publicly displaying ~~public~~ plaques or billboards as soon as the physical implementation of an Interreg operation involving physical investment or the purchase of equipment starts, the total cost of which exceeds EUR 100 000;
- (d) for Interreg operations not falling under point (c), publicly displaying at least one ~~printed~~ **poster of a minimum size A3** or **equivalent** electronic display ~~of a minimum size A3~~ with information about the Interreg operation highlighting the support from an Interreg fund; **except when the beneficiary is a natural person;**

Art. 36

(e) for operations of strategic importance and operations whose total cost exceed EUR ~~10 000 000~~ **5 000 000** organising a communication event and involving the Commission and the responsible managing authority in a timely manner.

The term 'Interreg' shall be used next to the emblem of the Union in accordance with Article [42] of Regulation (EU) [new CPR]...

(Art. 42 CPR)

Member States, managing authorities and beneficiaries shall use the emblem of the European Union in accordance with Annex VIII when carrying out visibility, transparency and communication activities.

Art. 36

5. For small project funds and financial instruments, the beneficiary shall ensure **by means of the contractual terms** that final recipients comply with the requirements **to communicate publicly on the Interreg operation** ~~set out in point (c) of paragraph 4.~~

For financial financial instruments, final recipient shall acknowledge the origin and ensure the visibility of the Union funding (in particular when promoting the actions and their results), by providing coherent, effective and targeted information to multiple audiences, including the media and the public.

Art. 36

6. Where **remedial actions have not been put into place, the managing authority shall apply measures, taking into account the principle of proportionality, by cancelling up to 2% of the support from the Funds to:**

(a) the beneficiary **concerned who** does not comply with its obligations under Article [42] of Regulation (EU) [new CPR] or paragraphs 4 ~~4~~ and ~~2~~ **5** of this Article, ~~the Member State shall apply a financial correction by cancelling up to 5% of the support from the Funds to the operation concerned;~~ **and/or**

(b) **the final recipient concerned of a small project fund and financial instruments which does not comply with the requirements set out in paragraph 5.**

(Art. 43 CPR- Communication officers and networks)

2. Each managing authority shall identify a communication officer for each programme ('programme communication officer'). **A communication officer may be responsible for more than one programme.**
3. The Commission shall ~~run a~~ **maintain the** network comprising communication coordinators, programme communication officers and Commission representatives to exchange information on visibility, transparency and communication activities.

Support tools by DG REGIO

- Support tools

- Communicating Cohesion Policy Booklet (2019)
 - Updated version out soon in EN, FR, DE, IT, ES, PL and RO
- Monitoring & Evaluation Booklet (2019)
- Online generator for templates (only mainstream)
- Brand book (for all programmes)



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