

Version 25 November 2019

ESPON 2020 Programme

Communication Action Plan for 2020

The Managing Authority will contribute to the following communication activities with its relevant indicators in 2020:

Annual Information Activity in 2020: Annual Information Event

The main annual information activity in 2020 will be the organization of the annual information event at the CoR in Brussels on 18 March 2020. The MA will ensure sufficient coordination with the Single Beneficiary for the implementation of this event in order to avoid duplication and overlapping with the outreach activities implemented in the framework of the Single Operation. The main purpose of the event is to raise awareness and increase the visibility of the current ESPON Programme at the new Commission, EP and as well as the CoR and national and regional stakeholders. Another important purpose is to open the debate on the future of the ESPON programme with stakeholders by testing the favourable reception of the main ideas for future types of activities, outputs and deliveries. The maximum number of participants that are expected will be around 120. The morning session of this one day event will be organized by the MA focusing on the main achievement and the future of the programme, the afternoon session will be organised by the Single Beneficiary on the still available opportunities for support coming from the programme under the current programming period.

Target groups: new Commission, EP, CoR, academic actors in the field of territorial studies, stakeholders and the wider public.

Output indicator: number of participants.

Result indicators: level of knowledge at EU level on the programme, level of awareness of the general framework of the programme, level of knowledge in the public on the programme.

Support the Single Beneficiary

The MA will continue to provide additional support to the Single Beneficiary in relation to the correct use of the ERDF support received and in order to ensure the smooth implementation of the Single Operation. In order to enable the internal information flow between the various authorities/bodies (e.g. the MA, CA, AA) and the Single Beneficiary continuous contacts/meetings between the different actors will be implemented.

Target groups: programme owners and authorities.

Output indicators: number of meetings held/year.

Result indicator: efficiency in performing the tasks.

Website on the Programme at <http://amenagement-territoire.public.lu/fr/espon2020.html>

The MA will ensure the continuous update on the MA's webpage with all the necessary information and data on the progress of the ESPON 2020 Programme. During 2020 the publication of the Annual Implementation Report together with the Citizen Summary will be ensured.

Target groups: general public, stakeholders, programme owners/authorities.

Output indicator: number of visits to the website.

Result indicator: awareness and better knowledge of the programme framework.

Networking and external events

The Managing Authority will continue to participate in key occasions, such as conferences and seminars organised by different institutions and/or organisations to present the ESPON 2020 Programme and to promote its role played by the EU. These interventions can as well be coordinated with other activities in the cooperation with the Single Beneficiary. Another important role of the Managing Authority is to be ready to prepare the ESPON post-2020 Programme.

The following opportunities are of interest (not exhaustive list):

- Open Days in Brussels, October 2020
- Interact events organized in the framework of the Institutional Capacity Network
- Interreg Annual Event organized by the European Commission
- Coordination meeting with URBACT, INTERREG EUROPE and INTERACT programmes
- Coordination with the Commission's services related to knowledge production as JRC, DG Regio
- Relevant other events that could provide information for the next programming period in the field of simplified cost options and the new legislative framework of the Post 2020 period.

Budget:

All described activities except the Annual Information Event will be implemented at no additional costs as they will be implemented directly by the MA support staff and travel covered by the travel budget lines under the Technical Assistance budget.

Activities	2020
Annual information activities	30.000
Networking at external event	-
Information measures for the Single Beneficiary	-
Web-portal	-
Translation	-
TOTAL	30.000