

Version 16 November 2020

ESPON 2020 Programme

Communication Action Plan for 2021

The Managing Authority will contribute to the following communication activities with its relevant indicators in 2021:

Annual Information Activity in 2021: Annual Information Event

The main annual information activity will be the organization of the postponed annual information event most probably in the first half of 2021. The main purpose of the event is to raise awareness and increase the visibility of the current ESPON Programme and to open the debate on the future ESPON 2030 Programme including the discussion on the general topics for the first set of TAPs together with the stakeholders and scientists. Depending on how the COVID situation is evolving the meeting can be organized either in online or in a hybrid format. The maximum number of participants that are expected will be around 100. The event will be webcasted and direct participation will be ensured to all participants. The MA will start coordination with the MC members and the ECPs as soon as possible. The closure event of the ESPON 2020 Programme is postponed to 2022 and will be combined with the launch of the ESPON 2030 Programme.

Target groups: Commission, EP, CoR, academic actors in the field of territorial studies, stakeholders, scientists 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 2021 the publication of the Annual Implementation Report together with the Citizen Summary will be ensured. A dedicated sub-page for the 'Future ESPON Programme' will be developed under the main page including the programming process with its timeline.

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 2030 Programme.

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

- European Week of Regions and Cities, October 2021
- 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. It has to be underlined that the amount already allocated for 2020 for the Annual information event have not been used and are transferred to 2021.

Activities	2021
Annual information activities	30.000
Networking at external event	-
Information measures for the Single Beneficiary	-
Web-portal	-
Translation	-
TOTAL	30.000