

Version 22 June 2017

ESPON 2020 Programme
Communication Action Plan for 2017
(Approved by the ESPON 2020 Monitoring Committee
on 10 July 2017)

For the year 2017 the Managing Authority will implement the following communication activities with its relevant indicators:

Yearly Information Activity in 2017

Between the period of 2015 and 2021 in every second year (in 2017 and in 2019) the Managing Authority will organize a major information event presenting the main achievements of the ESPON 2020 Cooperation Programme. The event will target the wider public and the stakeholder of the programme. In particular, in the context of this annual information activity, the Managing Authority will address and explain how the territorial evidence resulting from ESPON activities can be useful in the context of EU Cohesion Policy. The leaflet developed in 2016 will be distributed in order to serve easy-understandable information on the programme.

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 event will take place in Brussels and be held most probably in the second half of the year 2017. In order to reach the maximum number of audience the MA will consider the organization of the event back to back with other important event(s) at EU level.

Target groups: wider public, stakeholders.

Output indicator: number of participants.

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

Internal information flow in particular towards the Single Beneficiary

In order to enable the flow of information between the various authorities and bodies involved in the implementation of the programme and the Single Beneficiary (e.g. the MA, Single

Beneficiary (EGTC), CA, AA) regular meetings and contacts between the different actors will be implemented. The MA will in addition continue providing additional information and training to the Single Beneficiary and the First Level Controller in order to ensure a smooth implementation of the Single Operation.

The coordination meeting(s) with the Single Beneficiary will also aim at ensuring coordination between the activities of the Communication Strategy and the outreach activities that are part of the obligations of the ESPON EGTC.

Target groups: programme owners and authorities.

Output indicators: number of reports distributed/year, number of meetings held/year.

Result indicator: efficiency in performing the tasks.

Website information on the Programme

The MA has implemented a webpage to serve as a direct outflow of information on the progress with the implementation of the Cooperation Programme. The webpage will be continuously updated and filled with all relevant information on the programme and its implementation with direct link to the Single Beneficiary's website.

Hyperlinks to other programmes will also be included, as well as to applicable sites of the EC and to relevant institutions and organisations acting in the Partner and Member States. During 2017 a more close coordination of the web based information on the Cooperation Programme and on the Single Operation will be ensured, this in the framework of the revision and upgrade of the www.espon.eu website managed by the Single Beneficiary. In this context, the web portal will be discussed and implemented.

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

In order to promote the ESPON 2020 Programme and the role played by the EU, the Managing Authority will during 2017 use the participation in key occasions, such as conferences, seminars, exhibitions organised by different institutions and/or organisations to present the ESPON 2020 Programme. These interventions can as well be coordinated with other activities in the cooperation with the Single Beneficiary.

Budget:

In relation to the budget, it has to be underlined that the amounts already allocated for 2015 and 2016 for the web-portal and the translations have not been used and therefore no additional financial allocations are needed.

Activities	2017
Annual information activities	20.000 €
Networking at external event	TA
Information measures for the Single Beneficiary	-
TOTAL	20.000 €

Recommendations to the Monitoring Committee

The Monitoring Committee is recommended to:

- To approve the Communication Action Plan 2017