

16 November 2017

ESPON 2020 Programme

Communication Action Plan for 2018

The Managing Authority will contribute to the following communication measures with its relevant indicators in 2018:

Annual Information Activity in 2018: Direct mailing

The purpose of the yearly information activity is to inform as widely as possible the target groups on the results and achievements of the ESPON 2020 Programme. The annual information activity in 2018 will be mainly digital (web-base) including direct mailing campaign promoting the implementation of the ESPON 2020 Programme and the support from ERDF. The mailing will inform on the main progress of the ESPON 2020 Programme implemented in 2018 and will give an outlook on the coming year with an emphasis on the possibilities to participate in and benefit from the ESPON 2020 Programme in 2019. In the second part of 2018 preliminary discussions will take place on the organization of the coming year's annual information event, which will be organized most probably in the first half of 2019.

Target groups: wider public, stakeholders.

Output indicator: number of mailing/year.

Result indicators: level of knowledge in the public on the programme, level of awareness of the general framework of 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. The webpage includes all the relevant information of the programme with its main achievement with direct links to the Single Beneficiary's newly designed and restructured website.

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.

Budget:

Activities	2018
Annual information activities	-
Networking at external event	-
Information measures for the Single Beneficiary	-
Web-portal: 1.000 € (*)	-
Translation: 2.000 € (*)	-
TOTAL	-

(*) - In relation to the budget, it has to be underlined that the amounts allocated for 2018 for the web-portal and the translations are not committed to be used.