

Version 3 December 2018

## **ESPON 2020 Programme**

### **Communication Action Plan for 2019**

The Managing Authority will contribute to the following communication measures with its relevant indicators in 2019:

#### **Annual Information Activity in 2019: Direct mailing**

The annual information activity in 2019 will be mainly digital (web-base) including direct mailing campaign promoting the implementation of the ESPON 2020 Programme and the support from ERDF. The purpose of this campaign is to inform as widely as possible the target groups on the results and achievements of the ESPON 2020 Programme. The mailing will inform on the main progress of the ESPON 2020 Programme implemented in 2019, the final results of the mid-term evaluation and the follow-up actions decided by the MC and will give an outlook on the discussion related to the post-2020 ESPON programme. In addition, the mailing will provide preliminary information on the annual information event taking place in the first half of 2020. The Citizen Summary for the Annual Implementation Report 2019 will be enclosed to the mail.

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. During 2020 the publication of the Annual Implementation Report and the final mid-term Evaluation Report will be ensured. The Citizen Summary will be given more visibility.

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.

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

- ESPON – Interact joint workshop, January 2019
- Open Days in Brussels, October 2019
- 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 promote the ESPON Programme and provide information for the next programming period.

**Budget:**

All described activities 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.

<b>Activities</b>	<b>2019</b>
Annual information activities	-
Networking at external event	-
Information measures for the Single Beneficiary	-
Web-portal	-
Translation	-
<b>TOTAL</b>	-