

ESPON 2020 Cooperation Programme

Communication Strategy

1. Introduction

The Managing Authority of the ESPON 2020 Cooperation Programme will in accordance with the EC Regulation 1303/2013 implement communication activities in order to ensure the widest possible media coverage and information on support from the ERDF Fund. In these efforts the use of various forms of communication is envisaged.

In the case of ESPON 2020 Cooperation Programme however the communication activities will be proportionate to the fact that the programme will have only one single operation and one Single Beneficiary, the ESPON EGTC.

The communication activities of the ESPON 2020 Managing Authority will be guided by a 7 year Communication Strategy 2015-2021 with yearly action plans that will include the information and communication measures to be implemented.

The Communication Strategy has been submitted to the ESPON 2020 Monitoring Committee and approved on 1 June 2015, within the required six months after the adoption of the ESPON 2020 Cooperation Programme in accordance with Art 116 – Reg (EU) No 1303/2013.

2. The Communication Strategy

Aim

The aim for the communication strategy is to inform as widely as possible about the ESPON 2020 Programme and ensure a European wide understanding of (1) the operation and delivery of the programme among the target groups of the programme, including possible “multipliers” and the wider public, (2) the actions and activities foreseen related to territorial evidence, and (3) the (indirect) funding opportunities it offers to different service providers.

The implementation of the Communication Strategy shall contribute to the visibility of the role played by the Community, explain the value added of the Community assistance to the public and raise awareness as well as show the achievements of the ESPON 2020 Cooperation Programme in cooperation with the Single Beneficiary.

Main information and communication measures

Pursuing this aim, the Managing Authority will carry through a communication strategy with the following 8 key communication activities:

1. Major information activities at Member state and European levels launching the ESPON 2020 Cooperation Programme in 2015. This will be implemented as an ESPON

2020 Launch Seminar in Latvia during their EU Presidency and as a briefing of relevant, organisations and representative offices in Bruxelles in cooperation with EU institutions.

2. An annual information activity presenting the main achievements of the ESPON 2020 Cooperation Programme. The annual information activity will use an ESPON web portal as media and be supported by a direct mailing to the target groups of the programme, to beneficiaries, “multipliers” and the wider public. In 2017 and 2020 the annual information activity will as well include an event in coordination with the outreach activities implemented by the Single Beneficiary.
3. In the context of the annual information activity the Managing Authority will address progress on the role and achievements related to EU Cohesion Policy in relation to the policy support with territorial evidence and inform upon the results and impact of the ESPON 2020 Cooperation Programme. A folder serving the purpose offering easy-understandable information that could be widely used will be produced.
4. A Final Event in 2021 winding up the communication activities during the 7 years of the ESPON 2020 Programme and if decided, inform on a continuation of ESPON.
5. An ESPON web portal will be set up and used as main media for communication activities of the Managing Authority. By accessing this portal visitors will be able to access the following information offering full transparency:
 - a. Details on the single operation, which shall be updated at least every six months (if relevant).
 - b. Updated information about programme implementation, including main achievements.
 - c. Examples of projects, communicated as brief texts in English and French.
 - d. Any consultation process undertaken, including surveys on achievements and stakeholders feedback.
6. Support the Single Beneficiary with information and advice on the implementation of the Single Operation and as well to support the outreach of the territorial evidence produced by the Single Operation.
7. The Managing Authority will display the Union emblem at its premises in Luxembourg.
8. The Managing Authority will, in support of the coordination of information and communication activities, designate an information and communication officer.

Target groups to be addressed

The communication activities will be relevant for the target groups mentioned in the ESPON 2020 Cooperation Programme, both for the primary group:

- a. European policymakers, in particular in the field of Cohesion Policy as well as other relevant sectoral and thematic policies and programmes, particularly those currently not fully articulating their territorial approach.
- b. National policymakers and practitioners responsible for territorial cohesion, ETC programmes, macro-regional strategies and Cohesion Policy preparation and implementation at national level, as well as other relevant policy fields.
- c. Authorities implementing ESI Funding programmes and preparing periodical reporting.
- d. Regional and local policymakers and practitioners responsible for territorial development and planning and/or involved in cooperation across borders in larger territories.

And for the secondary target groups, that are important as receivers and users of territorial evidence:

- e. Organisations promoting different regional/urban interests at EU level.
- f. University academics, both researchers and students as future decision makers.
- g. The private sector and wider European audiences.

Support and guidance to the Single Beneficiary

The MA will provide support and guidance to the Single Beneficiary in relation to the correct use of the ERDF support received and for the implementation of the Single Operation. An implementation guidelines document will be provided to the Single Beneficiary which will be updated during the programme implementation, if needed.

In addition, close coordination will be ensured between the activities of the Communication Strategy and the outreach activities that are part of the obligations of the ESPON EGTC. The communication activities of the ESPON MA according to the Communication Strategy and the outreach activities to be implemented by the ESPON EGTC in accordance with specific objective 4 of the ESPON 2020 Cooperation Programme will be closely coordinated to ensure complementary and be resource efficient.

In particular, the Managing Authority will ensure that the Single Beneficiary contributes to the information of the wider public about aim of the single operation and the support from the ERDF.

3. Annual Communication activities

Content of the annual Communication activity

The Managing Authority will once a year publish updated information on the ESPON web portal. This yearly communication activity will provide:

- a. Updated information about the programme implementation

- b. Information of activities of the ESPON 2020 Cooperation Programmes in the coming year
- c. Examples of projects in 2 languages once new project results are available.

4. Indicative Budget for the Communication Strategy

Overall budget with budget lines

The budget provision for the Communication Strategy of the ESPON 2020 Managing Authority is part of the overall budget for Technical Assistance to the ESPON 2020 Cooperation Programme.

Breakdown to yearly budgets with budget lines

The yearly breakdown of the communication budget line on activities is as follows:

| Euro | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | Total |
|-------------------------------|---------------|--------------|---------------|---------------|-------------|--------------------|--------------------|----------------|
| Launch events | 25.000 | - | - | - | - | - | | 25.000 |
| Annual Information activities | - | (*) | 20.000 | (*) | (*) | 25.000 (+5.000) | - | 45.000 |
| Final event | - | - | - | - | - | - | 30.000 (+5.000) | 30.000 |
| Web-portal | 0 (-4.000) | | | 0 (-1.000) | | 0 (-1.000) | | - |
| Folder | - | 5.000 | - | - | - | - | - | 5.000 |
| Translations | 0 (-2.000) | | | 0 (-2.000) | | | | - |
| Total | 25.000 | 5.000 | 20.000 | - | - | 25.000 | 30.000 | 105.000 |

(*) the annual information activities in 2016, 2018 and 2019 are mainly digital (web) and direct mailing campaigns promoting the implementation of the programme and the support from the ERDF.

5. Administrative body

Responsible body and staff resources

The Ministry of Sustainable development and Infrastructures in Luxembourg is as Managing Authority for the ESPON 2020 Cooperation Programme responsible for communication activities related to EC Regulation 1303/2013. The communication activities of the MA shall be considered in the light of the implementing framework of the ESPON 2020 Programme, with one Single Operation and one Single Beneficiary and the outreach activities foreseen carried through by the ESPON EGTC which explains why only limited resources are foreseen at the side of the Managing Authority.

Designated communication officer

The ESPON 2020 Managing Authority has designated Eva Szarazi as communication officer.

6. Mechanism for on-going assessment of the Communication Measures

Yearly indicative stock taking

The ESPON 2020 Managing Authority will implement an on-going assessment of the effects of the communication measures. The input for this assessment will include the following:

- a. The number of participants in events
- b. The number of visits on the ESPON web-portal related to the communication activities

The ESPON 2020 Managing Authority will based on this information provide an assessment of the effect of the communication activities to the ESPON 2020 Monitoring Committee and propose changes of the communication efforts for MC decision (if any).

7. Yearly Communication Action Plans

Every year the Managing Authority will draft and implement Communication Action Plans.

The Action Plan for 2015 is attached to the Communication Strategy,

Annex:

- Communication Action Plan 2015 (not included)

ESPON 2020 Programme

Communication Action Plan for 2015

For 2015 the Managing Authority will implement the following activities:

Events

(1) Official Launch Seminar of ESPON 2020 on 3-4 June 2015

The event is organised in cooperation with the Latvian Presidency of the Council of the European Union. The European Commission, the Trio of EU Presidencies, the Committee of the Regions, the European Investment Bank and other stakeholders will actively contribute to the launch event providing policy insight and expectations for future ESPON territorial evidence.

Participants will in particular get the chance to learn:

- How ESPON 2020 will be implemented, what is different to ESPON 2013;
- How stakeholders, researchers and experts will be involved;
- The type of actions and activities that ESPON 2020 will carry through;
- How to participate in the ESPON 2020 Programme and how to benefit from it.

(2) Briefing on ESPON 2020 on 15 June 2015

In cooperation with the Committee of the Regions, a Lunchtime Briefing “The new ESPON 2020 programme: what's in it for regions and cities?” will take place in Brussels.

Representatives of the European Commission's DG for Regional and Urban Policy and of the ESPON 2020 programme will present its possibilities for regional and local authorities and research institutes, in particular:

- How will the ESPON 2020 programme be implemented and how can regions and cities benefit from it?
- What are the main differences compared to the previous programme, the thematic priorities and the key challenges of implementation?
- What are the main ESPON 2020 events and activities planned in 2015 and beyond?

The target group of this EU level event are officials working for regional and local administrations and the offices and representations of regions and member states in Brussels, EU institutions, associations, think-tanks and similar organisations.

The speakers' presentations will be followed by a Q+A session.

This event can be followed live on the web.

Website

The Managing Authority will open dedicated pages to the ESPON 2020 Programme at the website of the Ministry of Sustainable Development and Infrastructure Department for Spatial Planning and Development (DATER), <http://www.dat.public.lu/index.html>.

These pages will inform, in English and French, about the implementation of ESPON 2020 and main activities.

List of operation

Details on the Single Operation, which shall be updated at least every six month, will be published at the above mentioned websites.

EU Flag

The Managing Authority will ensure that the EU flag is displayed at its premises.

Networking and external events

In order to promote the ESPON 2020 Programme and the role played by the EU, the Managing Authority will during 2015 use the participation in key occasions, such as conferences, seminars, exhibitions organised by different institutions and/or organisation to present the ESPON 2020 Programme. These interventions can as well be coordinated with other activities in the cooperation with the Single Beneficiary.

The following two opportunities are of interest:

- Interreg 25 Years in September 2015 in Luxembourg, in the framework of the celebration of the 25th anniversary of Interreg, the Managing Authority in cooperation with the Luxembourgish Presidency of the European Council and the European Commission will take part in a series of activities.
- Open Days in October in Brussels, the annual Brussels-based four-day event during which officials from regions and cities' administrations, as well as experts and academics, can exchange good practices and know-how in the field of regional and urban development.

Information measures for the Single Beneficiary

The Managing Authority will ensure that the Single Beneficiary has access to the relevant information for a sound implementation of ESPON 2020, including eligibility of expenditures, description of procedures, responsibility of the Single Beneficiary related to the information and communication measures, etc.

Budget 2015

| Activities | 2015 |
|---|--------------------------------------|
| Launch event in Latvia on 3-4 June 2015 | 25.000 |
| Briefing at the CoR on 15 June 2015 | TA-Travel reimbursement for speakers |
| Web-portal | 4.000 |
| List of operation | TA |
| Translations | 2.000 |
| EU flag | - |
| Networking and external events | TA |
| Information measures for the Single Beneficiary | - |
| TOTAL | 31.000 |