

Training

INTERACT workshop “Communication Plan and tools for cross-border programmes”

Venue, date

Malta, La Valletta, 31 May 2007

Participants

Approx. 30, National and Programme authorities involved in the programme communication policy

Outline

Background

Under INTERREG III programme authorities had to present the “measures intended to publicize the operational programme” (Council Regulation (EC) No 1260/1999) in a Programme Complement. With the new European territorial cooperation programmes, the Programme Complement is not requested anymore, but it is now mandatory for programme authorities to develop and submit a specific “Communication Plan”, as provided by Article 2 of Commission Regulation (EC) No 1828/2006.

Whereas there is a need for clarification on the new requirements and related procedures, as compared to those contained in repealed Commission Regulation (EC) No 1159/2000, existing good practices should also be used as sources of inspiration for the new Communication plans.

Following up on a request by the Planning and Priorities Co-ordination Division of the Maltese office of the Prime Minister, INTERACT Point Managing Transition and External Cooperation intends to organise a workshop for programme authorities. Moreover, INTERACT Point Tool Box would like to present the first results of its on-going study on Communication Plans.

Objective

The general objective of the workshop is to address common challenges for cross-border programme authorities, arising from the preparation and implementation of the Communication plan.

Even though the provisions of Commission Regulation (EC) No 1828/2006 are very detailed, many issues still need to be clarified:

- What changes from INTERREG III?
- Drawing up a Communication plan for a cross-border programme: what must be taken into account for the content? How detailed shall the content be?
- What are effective tools for informing potential beneficiaries (e.g. existing good practices)?
- Useful information practices and approaches for better project generation.
- How to enhance communication and information flows between project partners and managing bodies (including how to handle conflicts / claims and how to coordinate with auxiliary bodies).
- How to inform projects on their communication duties? How to control their fulfilment?
- How to collect and present project results, in order to capitalise on them (especially with the media)?

Participants: 30 participants, National and Programme authorities involved in communication policy

Training

INTERACT workshop “Communication Plan and tools for cross-border programmes”

Venue, date

Malta, La Valletta, 31 May 2007

Participants

Approx. 30, National and Programme authorities involved in the programme communication policy

Working language: English**PROVISIONAL DRAFT PROGRAMME**

09.00 – 09.30 Registration

09.30 – 11.00 First session: Presentations

Welcome address by INTERACT Point Managing Transition and External Cooperation and Office of the Prime Minister, Malta

Presentation of the Communication Plan study by INTERACT Point Tool Box.

Questions and answers.

11:00 – 11:30 *Coffee break*

11:30 – 13:00 Presentations by experts from INTERREG Cross-border programmes.

Questions and answers.

13.00 – 14.00 *Lunch break***14:00 – 15:30 Second session: Identifying effective communication tools to be included in the communication plan****Part A:** How can the programme authorities inform/support potential project proponents for a more strategic project generation? How to increase visibility of the programme, also for general audience/political acceptance?15:30 – 16:00 *Coffee break***16:00 – 17:30 Part B:** What are the Communication requirements for project owners and how can the information flow between project partners and programme authorities be improved? How can we capitalise on the collected project results?

17:30 – 18:00 Feedback from the working sessions and conclusions.

Follow-up

- Evaluation of the information transfer.
- Good practices and challenges ahead to be taken into account for the up-coming study by INTERACT Point Tool Box.

Registration

If you are interested in participating, please send an e-mail with your details, function and role in the programme to:

Mauro Novello, mauro.novello@interact-eu.net or/and Elise Blais, elise.blais@interact-eu.net .