



Communicating European Territorial Cooperation Obligations, expectations, solutions

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Selected obligations

Annual major information action: it does not necessarily have to be an event. So, what can be meant by it?

- It must be adapted to the programme particularities and target groups' needs, as set up in communication plans.
- It is meant for **the general public**, and not for the narrow groups of experts or programme stakeholders;
- It is to **raise awareness of the programmes and EU cohesion policy** among the public, especially among target groups defined in the communication plans;
- It must present the achievements of the operational programme, highlight the flagship projects;
- It must emphasise the role played by the European Union in the existence and the implementation of the policy;
- It can comprise various information actions, such as e.g. media inserts + billboard campaigns, media campaigns, events, etc).



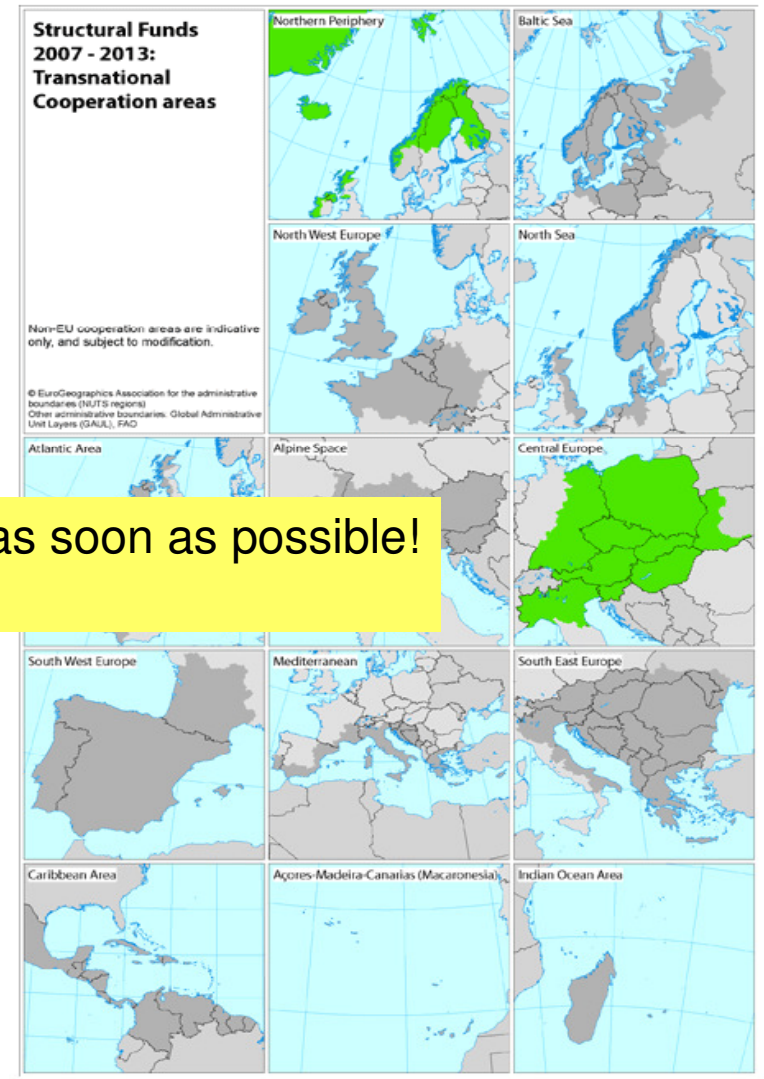
Obligation: publication of beneficiaries State of play

Transnational Cooperation

Cross-border programmes



■ Lists of the ERDF beneficiaries published
■ Not yet published



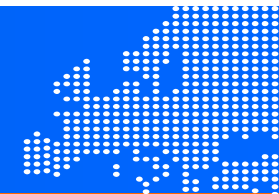
■ Lists of the ERDF beneficiaries published
■ Not yet published

Please send the missing links as soon as possible!
Regio-infopub@ec.europa.eu



Monitoring and evaluation

- **Inform the monitoring committees on:**
 - Progress in the implementation of the communication plan
 - What concretely has been done and achieved: show the examples (pictures from the events, provide links to the websites, publications, dvd, etc.)
- **The annual reports to contain:**
 - Examples of information actions carried out
 - Recommended to include achievements, examples of good practice and significant event
- **Reminder:** evaluation of information and publicity measures to be prepared in 2010 and at the end of the programming period.



Announcement board



➤ **RegioStars 2010 – website competition**

In 2010 the crystal trophy will be awarded to the best programmes' websites (one of the categories).

The deadline for applications is 17 July 2009

To read more on the competition:

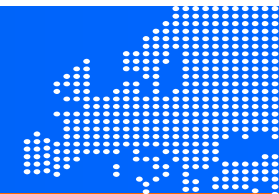
http://ec.europa.eu/regional_policy/cooperation/interregional/ecochange/regiostars_en.cfm?nmenu=4#2010

➤ **INFORM meeting, 15-16 June, Brussels.** The third meeting of the Community network of the communication officers for the ERDF and Cohesion Funds programmes.

To join the INFORM mailing list, contact regio-infopub@ec.europa.eu .

More information about the network and the information materials:

http://ec.europa.eu/regional_policy/country/commu/index_en.cfm



Thank you for your attention!



Please send:

- ✓ your questions on information and publicity requirements
- ✓ information materials
- ✓ information about the projects
- ✓ links to the beneficiaires' publication to:

E-mail: regio-infopub@ec.europa.eu

European Commission

Directorate General for Regional Policy

Unit: Communication, information and relations with third countries

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