



# Training on “Communication and awareness raising” and First meeting of the south-southeastern ENPI CBC National Information Points network

Venue            Regional Council of Tuscany, Via Cavour 4, Florence (Italy)  
Date             22 and 23 June 2009

---

## Outline

### Background

National authorities play a crucial role within ENPI CBC programmes and their active involvement is a key condition to ensure that programmes and projects are implemented efficiently and will produce tangible impacts and benefits. In addition to representing the national and local interests within the Joint Monitoring Committees, they are the national ambassadors of the programmes towards the general public in their countries. Furthermore, national authorities have an important communication role to reinforce the programmes' outreach as well as to disseminate and capitalise the results and impacts achieved through cross border activities. In particular, they act as first contact and source of information for project promoters and partners in order to support project generation and development. As the ENPI CBC programmes are progressively becoming operational and the first calls for proposals will be launched soon, the important role of national contact persons<sup>1</sup> needs to be emphasized and clarified. Which are the relevant services they should (or should not) provide to potential applicants and beneficiaries? What are the relations with the joint programme's structures (JMA, JTS and Branch Office)? These are only some of the significant questions which need to be highlighted and discussed. .

South and south-eastern ENPI CBC programmes<sup>2</sup> are those at a more advanced stage and have just launched or are about to launch the first call for proposals. Moreover they involve the highest number of partner countries, many of which for the first time are actively involved in cross border programmes. To support a smooth implementation of ENPI CBC programmes they should develop organisational solutions allowing them to actively participate into this largely innovative kind of cooperation and enhance technical capabilities of involved human resources. Despite their - experience in European territorial cooperation, participation in ENPI CBC programmes is a challenge also for Member States because of the different legal framework and procedures applying to them. These challenges indicate a generalised need for strengthening the capacities of the national contact persons to enable them to effectively tackle problems due to the novelty of this kind of cooperation but also to take advantage of the opportunities they undoubtedly offer.

### Contents and structure of the two events

To enhance the National Information Point capabilities and knowledge on how to support the implementation of ENPI CBC programmes at national level, INTERACT ENPI intends to support the development of a permanent **network amongst National Information Points of south and southeastern ENPI CBC programmes**. The aim is to provide an inter-programme platform enabling people to learn from each other's experience, transfer know-how, exchange on best practices and share problems and

---

<sup>1</sup> These contacts persons are called “National Information Points” or “National Contact Points” according to each programme arrangements. For the sake of simplicity, hereinafter only the first definition (National Information Points) will be used.

<sup>2</sup> These programmes are: Mediterranean Sea Basin, Black Sea Basin, Italy-Tunisia, Romania-Ukraine-Moldova, Hungary-Slovakia-Romania-Ukraine.



successes. As a starting point of this process a **first meeting** will be organised allowing to jointly discuss about the role of the NIPs throughout the different phases of the project life-cycle, as well as to share ideas and suggestions about the future steps of the network.

A short plenary session will be followed by **two thematic workshops** that will take place twice to allow all participants to exchange on the different addressed topics by each of them. The topics have been chosen following the current debate within the ENPI CBC programmes but also keeping future fields of interest in mind. Each workshop will be introduced by a short presentation by INTERACT ENPI experts including also relevant examples from European territorial cooperation programmes on organisational arrangements and tools. This will be followed by an open discussion allowing participants to present experiences and solutions they have developed as well as the main needs and challenges they are facing. Each working group will nominate a rapporteur who will summarise the main conclusions and suggestions for the next steps of the network to be presented and discussed during the closing session.

Communication is a crucial component of the activities that the National Information Points should carry out in order to maximise awareness and involvement in ENPI CBC programmes and contribute to their implementation. The key role of communication activities should be also seen from the perspective that for many of the involved partner countries and regions these programmes are totally new and they therefore require a specific effort in communicating their aims and their added values as well as their achievements and benefits. Moreover, these activities require a common understanding and a proper coordination between the programme level (JMA and JTS) and the national level (National Information Points) in order to ensure coherence and complementarity both in terms of target groups addressed and contents communicated. This is why INTERACT ENPI offers also a specific **training on the elaboration and implementation of useful communication strategies and tools** taking into account also the obligations set out in "The Communication and Visibility Manual for EU External Actions". This learning event combines up-front plenary sessions with others of a more interactive nature. **Three workshops** will take place twice; as a result, participants are asked to choose two out of the three available workshops.

## Target group

The two events are targeted to the **following ENPI CBC programmes**:

- Black Sea Basin
- Hungary-Slovakia-Romania-Ukraine
- Italy-Tunisia
- Mediterranean Sea Basin
- Romania-Ukraine-Republic of Moldova

Are invited to attend both events:

- **National Information Points or National Contact Points** following each programme arrangement. In case they are not yet established or forecast, the addressees are the national representatives at the Joint Monitoring Committees.
- **Communication staff of the JMAs/JTSs** of the five above mentioned ENPI CBC programmes.

Moreover, **communication officers of the JMAs/JTSs of remaining ENPI CBC programmes** are invited to attend the training on communication and awareness raising on **day 1**.

Due to the nature of both events, and in order to allow for interactive group work, capacity is limited to a maximum of **50 participants in day 1** and **40 in day 2**. In particular, please, note that the participation of **national representatives is limited to 1 person per country per programme**. As for **communication officers of the JMAs/JTSs**, participation is limited to **1 person per programme**. In both cases, upon request and within the maximum capacity set for each event, additional participants may be pre-registered.



# Training on “Communication and awareness raising”

Venue I Regional Council of Tuscany, Via Cavour 4, Florence (Italy)

## Provisional Agenda

### Day 1 Monday 22 June 2009

09.00 - 09.30	Arrival and registration of participants								
09.30 - 10.45	<b>Welcome and introduction to the meeting</b> <ul style="list-style-type: none"> <li>■ Welcome address by INTERACT ENPI</li> <li>■ Introduction to the aims of the event: overview on benefits of sound communication strategy by PR experts</li> <li>■ Presentation by a limited number of programmes of their Communication Plans</li> <li>■ Presentation on mains contents and obligations set out in “The Communication and Visibility Manual for EU External Actions”:</li> <li>■ Presentation on effective means to identify and address target groups of communication activities by PR experts</li> <li>■ Discussion among participants for identification of success factors and of gaps areas</li> </ul>								
10.45 - 11.00	<i>Coffee Break and organisation of participants in 3 work groups</i>								
11.00 - 13.00	<b>Parallel workshops: Communication in practise - Session I</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Workshop 1</i> (max 10 people)</th> <th style="text-align: center;"><i>Workshop 2</i> (max 20 people)</th> <th style="text-align: center;"><i>Workshop 3</i> (max 20 people)</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <b>Media Training and media relations:</b> presenting the programmes to the media and publicising programmes through them </td> <td style="vertical-align: top;"> <b>Creativity:</b> brainstorming and expert advice on how to get the best possible publicity and press coverage </td> <td style="vertical-align: top;"> <b>Non media public relations:</b> tools and tactics to generate publicity and interest in the programmes </td> </tr> </tbody> </table>			<i>Workshop 1</i> (max 10 people)	<i>Workshop 2</i> (max 20 people)	<i>Workshop 3</i> (max 20 people)	<b>Media Training and media relations:</b> presenting the programmes to the media and publicising programmes through them	<b>Creativity:</b> brainstorming and expert advice on how to get the best possible publicity and press coverage	<b>Non media public relations:</b> tools and tactics to generate publicity and interest in the programmes
<i>Workshop 1</i> (max 10 people)	<i>Workshop 2</i> (max 20 people)	<i>Workshop 3</i> (max 20 people)							
<b>Media Training and media relations:</b> presenting the programmes to the media and publicising programmes through them	<b>Creativity:</b> brainstorming and expert advice on how to get the best possible publicity and press coverage	<b>Non media public relations:</b> tools and tactics to generate publicity and interest in the programmes							
13.00 - 14.30	<i>Lunch</i>								
14.30 - 16.30	<b>Parallel thematic workshops: Communication in practise - Session II</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Workshop 1</i> (max 10 people)</th> <th style="text-align: center;"><i>Workshop 2</i> (max 20 people)</th> <th style="text-align: center;"><i>Workshop 3</i> (max 20 people)</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <b>Media Training and media relations:</b> presenting the programmes to the media and publicising programmes through them </td> <td style="vertical-align: top;"> <b>Creativity:</b> brainstorming and expert advice on how to get the best possible publicity and press coverage </td> <td style="vertical-align: top;"> <b>Non media public relations:</b> tools and tactics to generate publicity and interest in the programmes </td> </tr> </tbody> </table>			<i>Workshop 1</i> (max 10 people)	<i>Workshop 2</i> (max 20 people)	<i>Workshop 3</i> (max 20 people)	<b>Media Training and media relations:</b> presenting the programmes to the media and publicising programmes through them	<b>Creativity:</b> brainstorming and expert advice on how to get the best possible publicity and press coverage	<b>Non media public relations:</b> tools and tactics to generate publicity and interest in the programmes
<i>Workshop 1</i> (max 10 people)	<i>Workshop 2</i> (max 20 people)	<i>Workshop 3</i> (max 20 people)							
<b>Media Training and media relations:</b> presenting the programmes to the media and publicising programmes through them	<b>Creativity:</b> brainstorming and expert advice on how to get the best possible publicity and press coverage	<b>Non media public relations:</b> tools and tactics to generate publicity and interest in the programmes							
16.30 - 16.45	<i>Coffee break</i>								
16.45 - 18.00	<b>Closing session: Conclusions and outline for the future</b> <ul style="list-style-type: none"> <li>■ Final discussion, debate and feedback about how public relations can support implementation of ENPI CBC programmes facilitated by PR experts and INTERACT ENPI</li> <li>■ Conclusions from the learning event by INTERACT ENPI</li> </ul>								



# First meeting of the south-southeastern ENPI CBC National Information Points network

Venue I Regional Council of Tuscany, Via Cavour 4, Florence (Italy)

## Provisional Agenda

Day 2 Tuesday 23 June 2009

09.00 - 09.15	Arrival and registration of participants					
09.15 - 10.45	<b>Welcome and introduction to the meeting</b> <ul style="list-style-type: none"> <li>■ Welcome address by Massimo Toschi, Regional Minister for International cooperation of the Tuscany Region</li> <li>■ Setting the framework: <ul style="list-style-type: none"> <li>■ Objectives of the meeting: why a south - south eastern network of ENPI CBC NIPs? by INTERACT ENPI</li> <li>■ Overview of the role of NIPs in ENPI CBC programmes by INTERACT ENPI</li> <li>■ Discussion among participants and expectations</li> </ul> </li> <li>■ Introduction to the thematic workshops by INTERACT ENPI</li> </ul>					
10.45 - 11.00	<i>Coffee Break and organisation of participants in 2 work groups</i>					
11.00 - 13.00	<b>Parallel thematic workshops: Role of the NIPs, tasks and tools - Session I</b> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center; width: 50%;"><i>Working group 1 (max 20 people)</i></td> <td style="text-align: center; width: 50%;"><i>Working group 2 (max 20 people)</i></td> </tr> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>■ <b>Communicating</b> to programmes' stakeholders and general public</li> <li>■ <b>Capitalising and disseminating</b> programmes and projects results</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>■ <b>Promoting</b> viable and effective trans-national <b>partnerships</b></li> <li>■ <b>Supporting</b> high quality projects generation and development</li> </ul> </td> </tr> </table>		<i>Working group 1 (max 20 people)</i>	<i>Working group 2 (max 20 people)</i>	<ul style="list-style-type: none"> <li>■ <b>Communicating</b> to programmes' stakeholders and general public</li> <li>■ <b>Capitalising and disseminating</b> programmes and projects results</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Promoting</b> viable and effective trans-national <b>partnerships</b></li> <li>■ <b>Supporting</b> high quality projects generation and development</li> </ul>
<i>Working group 1 (max 20 people)</i>	<i>Working group 2 (max 20 people)</i>					
<ul style="list-style-type: none"> <li>■ <b>Communicating</b> to programmes' stakeholders and general public</li> <li>■ <b>Capitalising and disseminating</b> programmes and projects results</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Promoting</b> viable and effective trans-national <b>partnerships</b></li> <li>■ <b>Supporting</b> high quality projects generation and development</li> </ul>					
13.00 - 14.30	<i>Networking Lunch</i>					
14.30 - 16.30	<b>Parallel thematic workshops: Role of the NIPs, tasks and tools - Session II</b> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center; width: 50%;"><i>Working group 2 (max 20 people)</i></td> <td style="text-align: center; width: 50%;"><i>Working group 1 (max 20 people)</i></td> </tr> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>■ <b>Communicating</b> to programmes' stakeholders and general public</li> <li>■ <b>Capitalising and disseminating</b> programmes and projects results</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>■ <b>Promoting</b> viable and effective trans-national <b>partnerships</b></li> <li>■ <b>Supporting</b> high quality projects generation and development</li> </ul> </td> </tr> </table>		<i>Working group 2 (max 20 people)</i>	<i>Working group 1 (max 20 people)</i>	<ul style="list-style-type: none"> <li>■ <b>Communicating</b> to programmes' stakeholders and general public</li> <li>■ <b>Capitalising and disseminating</b> programmes and projects results</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Promoting</b> viable and effective trans-national <b>partnerships</b></li> <li>■ <b>Supporting</b> high quality projects generation and development</li> </ul>
<i>Working group 2 (max 20 people)</i>	<i>Working group 1 (max 20 people)</i>					
<ul style="list-style-type: none"> <li>■ <b>Communicating</b> to programmes' stakeholders and general public</li> <li>■ <b>Capitalising and disseminating</b> programmes and projects results</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Promoting</b> viable and effective trans-national <b>partnerships</b></li> <li>■ <b>Supporting</b> high quality projects generation and development</li> </ul>					
16.30 - 16.45	<i>Coffee break</i>					



16.45 - 18.00

**Closing session: Conclusions, evaluation and next steps**

- Presentation of the main conclusions of each workshop by a Rapporteur
- Presentation of a methodology and of some ideas for an action plan to sustain networking activities among NIPs by INTERACT ENPI
- Discussion among participants
- Wrap-up and next steps by INTERACT ENPI
  
- Closing remarks, by a representative of the Tuscany Region





## Practical information

### ⇒ Pre-registration

Please pre-register **not later than 10 June 2009** by filling the attached registration form and send it back by e-mail or fax at the contacts below. Please, note that the number of participants is limited; you will therefore receive a confirmation after pre-registration.

When you pre-register, please, do not forget to indicate which ones of the workshops on day 1 you want to attend up to a maximum of 2.

### ⇒ Working language

English will be the official language for presentations and discussions (no simultaneous interpretation in other languages).

### ⇒ Location

The meetings will take place at the Regional Council of Tuscany located in Via Cavour 4, Florence, Italy, close to Piazza del Duomo and in a walking distance from the city centre.

It will take about 20 min to reach the city center from the International Florence airport by bus or taxi. For more info please go to: <http://www.aeroporto.firenze.it/EN/index.php?percorso=contents&jk=18&curr=0>

### ⇒ Travel and Accommodation

Participants are expected to make their own arrangements for travel and accommodation. Nevertheless, in order to facilitate their attendance the INTERACT ENPI will finance the travel and accommodation costs of 1 participant per partner country (two in the case of the Republic of Moldova, Ukraine and Tunisia). Therefore, after having received the confirmation of their pre-registration they are kindly invited to contact us.

### ⇒ Invitations/Visa

Please contact us if you need a personalised invitation to apply for a visa.

### ⇒ Contacts

INTERACT ENPI South

c/o Tuscany Region - Via Martelli, 6, Florence - Italy

Tel.: + 39 0554384997 - Fax: +39 055 280155

Email: [umiliana.grifoni@interact-eu.net](mailto:umiliana.grifoni@interact-eu.net) or [carlos.bolanos@interact-eu.net](mailto:carlos.bolanos@interact-eu.net)

[www.interact-eu.net](http://www.interact-eu.net)