



Communication Country Team - Interreg



7 November 2023

Agenda

1. News from the Commission
2. Operations of Strategic Importance
3. Reporting & budget
4. An important final point

News from the Commission

2024 involvement opportunities

1. Commissioners' legacy 2014-2020 & EP elections
2. #20years challenge
3. 2014-2020 closure campaign
4. Macro-Regional and Sea Basin Strategies Days
5. The WEEK
6. #EUinMyRegion

Commissioners' legacy 2014-2020 & EP elections

40 projects proposals received as follow up of e-mail 5 February (**those who haven't done so far please submit asap**)

DG COMM peak of the EP elections campaign will be in April 2024 with the goal to augment the voters turnout.

For action: MAs to include EP election topic in their activities.

How: Project examples and stories from EU-funded projects. Showing EU values via Cohesion Policy projects in the light of the 2024 Elections to the European Parliament

Use common hashtag **#EUElections2024**

Narrative: The more people vote, the more legitimate the decisions being made become, also including which projects will be co-financed with the future Cohesion Policy=Interreg (what would be the focus: green projects, digital, citizen engagement, security, efficient administration? – the newly elected Members of the European Parliament will be the co-legislators for the future Interreg). Because it can be easy to forget, that all these decisions start with your vote. All the individual votes make up the united decisions of Europe. If you don't vote, you could say, you live in someone else's democracy – and, unquestionably, you live by someone else's decisions.

Who to inform? Mainly young people/first time voters and others who can make a difference (who are supportive to the EU and/or engaged in society), it can be in form of competitions etc.

Website: [European elections 2024: all you need to know \(europa.eu\)](https://europa.eu)

Example from ALCOTRA: [PODCAST – La jeunesse ALCOTRA parle de l'Europe : pourquoi voter aux prochaines élections européennes ? | Alcotra 2021 - 2027 \(interreg-alcotra.eu\)](https://www.interreg-alcotra.eu/).

#20yearsChallenge

On the occasion of 20 years accession anniversary for **programmes including PL, CZ, SK, SI, LV, LT, EE, HU, CY and MT** in your social media please consider the 'before' and 'after' campaign
Hashtag **#20yearsChallenge**

2014-2020 closure campaign

Aggregated achievements of your respective programmes which the Commission would then transform into visuals and share (we will come back to the issue and collect information from you once closure approaches)

Macro-Regional and Sea Basin Strategies Days

12 - 14 June 2024 at The Egg in Brussels. The event is co-organised by DG Regional and Urban Policy and DG Maritime Affairs and Fisheries.

This year the former EU Macro-regional Strategies Week becomes a two-day **onsite event** where sessions will cover topics of interest to both the **4 Macro-regional strategies and the 3 Sea Basin Strategies**. Under the slogan **#Strategies4Cooperation**, the focus will be on present and future synergies between the seven EU macro-regional and sea basin strategies.

We would expect programmes which have synergies with the 7 Strategies to support our efforts to publicize the event in your respective regions. We will share with you info and visuals once available.

The WEEK

Motto: "Empowering Communities"

Themes:

1. Competitiveness and convergence: two sides of the same coin. Cohesion Policy enabling the Single Market to expand and thrive.
2. Regions strengthening European Democracy. Local and regional decision-making empowering Europeans and strengthening EU
3. Smart and sustainable growth for regions. AI, digitalisation and greening is changing Europe's regions and cities
4. Regions got talent. Building, retaining and attracting skills and capacities

This year

- 40 sessions of European Commission (Committee of the Regions will have its 40 events)
- 4 High Level Session (venue BERL)
- 36 sessions (9 per topic) of either: 60 minutes (form of hackathon), 30 minutes (form of classical session) or 15 minutes (talks) which contribute to the 4 overarching High Level Sessions. (venue CCAB)

Other details:

- Application for partner sessions opened on 22 February [Home | European Week of Regions and Cities \(europa.eu\)](#)
- REGIOSTARS will be presented during the EU Week in Brussels (not in InformEU network). The finalists are invited to Brussels during the EU Regions' Week to pitch their projects and to participate in the REGIOSTARS ceremony, where the winners of each category will be awarded.
- REGIOSTARS in 5 categories according to 5 priorities. Training on RegioStars on 12 March 2024.
- Possibility of stands for partners in CCAB (TBC due to security)

For action: send applications for the REGIOSTARS by 31 May 2024 via platform [Home | REGIOSTARS \(regiostarsawards.eu\)](#)

#EUinMyRegion

New edition of the REGIO campaign will include:

- Regional campaign in all MS + JTF regions
- EU in my school (already successful campaign in Hungary and Slovenia around an Interreg project)
- SoMe support to MAs

[April 2024 webinar](#) for MAs on the new edition of #EUinMyRegion

Link to the survey

With this survey we want to gather up-to-date information about implementation of communication provisions by the programmes according to the "country team mission statement". **Everyone's response is important:** tell us about your challenges, share your good practice – the intention is that everyone benefits from the outcomes.

<https://ec.europa.eu/eusurvey/runner/InterregCountryTeamSurveySpring2024>

Operations of Strategic Importance

Operations of strategic importance



Communication operations of strategic importance in 2021-2027: a practical toolbox

- A support tool covering relevant operations of strategic importance provisions
- Updated this month to include new info on SFC2021
- Translations to all EU languages are under way: latest release in BG, CZ, DE, FI, FR, NL

Is there something missing in the toolbox?

Strategic projects

Three strategically important operations will be financed within the Interreg V

1. ADRIONCYCLETOUR
2. POSEIDONE
3. KRAS-CARSO II

1. Strategic project ADRIONCYCLETOUR

Strategic project ADRIONCYCLETOUR contributes to define the cycling route r
Adriatic Sea in Italy (Friuli Venezia Giulia and Veneto regions) and in Slovenia (c
cycle connections to the hinterland areas (inland network), and supports the c
innovative and attractive crossborder/transnational tourism product on the A

Operations of strategic importance

How programmes communicate?

Legal provisions set out specific requirements for OSIs, namely for projects.

However, it is quite important that programmes communicate on OSIs too.

How does your programme ensure information & communicates about OSIs?

Operations of strategic importance

$\theta' < 0$ (> 0)

$E_p = E_{p,max} \Rightarrow \sin^2\left(3t_p + \frac{\pi}{3}\right) = 1$
 $= \sin^2\left(\frac{\pi}{2} + n\pi\right); n = 0, 1, 2, \dots$
 $t_p = \frac{\pi}{3}\left(n + \frac{1}{6}\right); n = 0, 1, 2, \dots$
 $E_c = E_{c,max} \Rightarrow \cos^2\left(3t_c + \frac{\pi}{3}\right) = 1 \Rightarrow \cos\left(3t_c + \frac{\pi}{3}\right) = \pm 1 = \cos(n\pi) \Rightarrow t_c = \frac{\pi}{3}\left(n - \frac{1}{3}\right)$

$\omega = \sqrt{\frac{k}{m}} = \sqrt{\frac{4\pi m_1 k_F}{3m_1}} = \sqrt{\frac{4\pi k_F}{3}}$
 $\omega = \sqrt{\frac{g_0}{R_0}}$
 $T = \frac{2\pi}{\omega} = 2\pi \sqrt{\frac{R_0}{g}} = 5,03 \cdot 10^3 \text{ s.}$

$Q_{41} = v_C T_1(1 - \epsilon^{1/2}) + v_C v_T T_1(\% - 1)$
 $Q_{34} = v_C v_T T_1(\% - 1) + v_C T_1(1 - \epsilon^{1/2})$
 $1/2, \frac{T_3}{T_2} = \%, \frac{T_2}{T_1} = \epsilon^{1/2}, \frac{T_4}{T_1} = \%$

I [mA]	0	0	4	50	104	170
U [V]	0	0,5	0,6	0,8	0,9	1,0
I [mA]	0	-1,05	-2,1	-3,2	-4,2	-5,3
U [V]	0	-1	-2	-3	-4	-5
I [mA]	0	0	4	44	115	175
U [V]	0	0,4	0,6	0,8	0,9	1,0
I [mA]	0	-0,4	-0,76	-1,12	-1,5	-1,9
U [V]	0	-1	-2	-3	-4	-5
I [mA]	0	1,4	2,8	4,2	5,6	7,1
U [V]	0	1	2	3	4	5
I [mA]	0	-1,4	-2,8	-4,2	-5,6	-7,1
U [V]	0	-1	-2	-3	-4	-5

Do you think there is a secret formula for communicating this type of projects?

Reporting

Reporting

- A new requirement to include a point on communication in Monitoring Committees (MCs) and Annual Review Meetings (ARMs)

Reporting – your practice & experience

- A new requirement to include a point on communication in Monitoring Committees (MCs) and Annual Review Meetings (ARMs)
- Feedback from the survey
 - Mainly you provide updates on the communication activities
 - Mainly the feedback is “*It's ok. Some comments here and there*”
 - Some good practices:
 - Focus on targets & goals achieved, capitalisation
 - Engaging the MC members in communication activities

Budget

- The communication chapters were required to include an estimation of the budget.
 - Based on the data from previous programming periods our recommendation was at least 0,3% of the programme's budget
 - As a good practice, indication on how the budget is split up (platform or time)

Budget – your practice and experience

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 - Based on the data from previous programming periods our recommendation was at least 0,3% of the programme's budget
 - As a good practice, indication on how the budget is split up (platform or time)
- Feedback on the survey:
 - Main lines of consumption: programme website & events (external audience or stakeholders?)

An important final point

Make sure that communication contacts in SFC are up-to-date!