



Bi-annual meeting of the Commission with programme communication officers

25 May

What is it about?

- Country teams are **part of the Inform EU network**, where Member States [or Interreg programmes] and Commission counterparts take part in country-specific exchanges addressing communication issues
- For the Commission: important role in **stock-taking and gathering knowledge**
- For programmes: **opportunity to discuss implementation topics** with Commission representatives in a less formal setting

DG REGIO communication tools and activities

- INFORM EU trainings (more information on future trainings is shared via the [INFORM EU Trainings webpage](#))
- INFORM EU 4th Plenary Meeting (5-7 June in Zagreb)
- Download centre for EU emblem and funding statements (https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)
- Kohesio- knowledge management platform capturing lists of operations and displaying projects via an interactive map
- Smart Regions – three-minute episodes on smart projects broadcast every two weeks on Euronews

DG REGIO communication tools and activities

- Regiostars Awards – yearly competition for best EU cohesion policy projects
- Media call – provide support grants for the production and dissemination of information and content linked to EU Cohesion policy
- Europe in my Regions Umbrella campaign – a range of different services made available to MAs on an ongoing basis to promote their co-funded projects and communication activities
- REGIO Flash – Weekly newsletter on Regional and Urban Policy
- Panorama magazine (https://ec.europa.eu/regional_policy/whats-new/panorama_en)

DG REGIO communication tools and activities

- Youth4Regions programme for aspiring journalists
- EUinmyRegion train trip – follow the young people's trip on @EUinMyRegions accounts
- Eurobarometer 2023
- Flagship projects/ major inaugurations

Interreg in 2023

Our 86 Interreg programmes are adopted ! 🥳

Interreg  Co-funded by the European Union

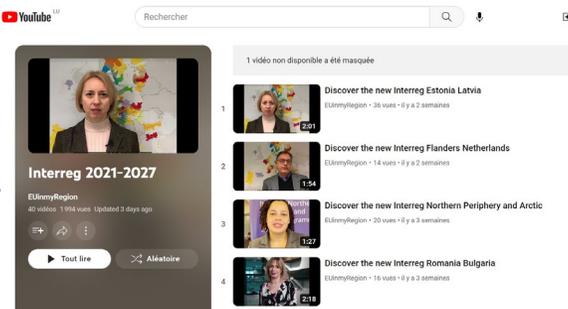
Interreg  Co-funded by the European Union

IPA

Interreg  Co-funded by the European Union

NEXT

[Interreg 2021-2027 - YouTube](#)



3 Main topics this year

(1) Interreg x the EU Year of Skills

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(2) Interreg for Energy Poverty & Energy Transition

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(3) Interreg tools for accession countries

Help us to promote!

- ✓ We are always looking for examples of projects for **social media / news / events**
- ✓ Follow @RegioInterreg on FB and Twitter

What we will discuss today

1. Programming and legal framework

- Operations of Strategic Importance (OSIs)
- Financial measures
- SFC 2021

2. Campaigns and activities

- Upcoming events in 2023
- European Year of Skills

3. Interreg-specific points

- Questions on EC-led campaigns
- Plans for EC cooperation day

Operations of Strategic Importance (OSIs)

- *"Operation of strategic importance means an operation which provides a significant contribution to the achievement of the objectives of a programme and which is subject to particular monitoring and communication measures, as defined in Article 2(5) CPR"*
- Which thematic areas do operations of strategic importance in your programme cover?
- Have operations of strategic importance been already selected?
- Is there a provisional timeline for 2023? How many are expected to be selected and start implementation still this year?
- Have you started planning communication of operations of strategic importance (*i.e. do you plan to promote it on your SoMe, single website portals...? Do you have a specific format foreseen that you would recommend to beneficiaries? How will you work with the media*)?
- Do you plan to support beneficiaries of operations of strategic importance (*e.g. publications, trainings, paid promotions...*)?
- Do you plan to set up joint communication actions with operations of strategic importance?

Financial measures

- *In case the beneficiary does not comply with obligations of article 47 or 50 (1 and 2) of the CPR, and where remedial actions have not been put into place, the managing authority shall apply measures, taking into account the principle of proportionality. For Interreg, the managing authority may cancel up to 2% of the support based on specific conditions set out in art. 36(6) of the ETC regulation*

SFC 2021 & the Visibility, Transparency & Communication module

- SFC 2021 includes a specific section where MAs should submit information about nominated communication officers and coordinators, single website portals and programme websites, list of operations and timetables for planned calls for proposals and communication event/activities for operations of strategic importance
- > Please use the module regularly

Social Media

- Tell us about your SoMe activities with the lowest and highest engagement
- Are you rolling over 14-20 profiles or are you setting up new ones?

2. Campaigns and activities

- Inform EU plenary, Zagreb, 5-7 June 2023
- European Cooperation Day 21 September
- EURegionsWeek in Brussels 9-12 October
- EU Strategy for the Baltic Sea Region Annual Forum 4-5 October in Riga, Latvia
- EU Strategy for the Alpine Region Annual Forum 18-19 October in Bad Ragaz, Switzerland
- EU Strategy for the Danube Region Annual Forum 24-25 October in Brdo pri Kranju, Slovenia
- Interreg Annual Event, 25-26 October
- Inform EU plenary in Ostrava end of November/Beginning of December
- Event on Harnessing Talent in shrinking EU Regions – End of 2023 tbc

2. Campaigns and activities

- What are your upcoming events/ project inaugurations in 2023?

2. Campaigns and activities

- European Year of Skills 2023
 - How do you engage? Are you already running campaigns in your country, regions or programmes?

3. Interreg specific points

- What are your plans to promote the Interreg Cooperation Day? (21 September)
- Do you have questions on EC-led campaigns?

Thank you for the meeting!