



European
Commission

COMMUNICATING COHESION POLICY IN 2021-2027

Regional and
Urban Policy

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1. COMMUNICATING IS A WIN-WIN

Improving the visibility of cohesion policy has become a major priority in recent years. Every year Cohesion funding supports thousands of projects across Europe, embodying the most tangible manifestation of the EU on the ground. More effective communication of these interventions would help boost awareness of the benefits of the EU to people's lives and improve the public image of the Union. In fact, a number of research studies have found evidence that Cohesion Policy has a positive influence on citizens' attitudes towards the European project.

With this in mind, Member States and the European Commission have committed to stepping up efforts in communicating the cohesion funds, including through more cooperation. In its conclusions of 25 April 2017 the Council made a plea to all involved authorities in Member States to engage more in communicating "widely and in a systematic way" the opportunities, results and impact of the policy. This is at once a duty and an opportunity.

A duty because Member States are jointly responsible for the design – and in most instances for the implementation – of EU policies and should thus contribute more to their visibility. Communicating Europe must be a joint responsibility, shared between European, national and local institutions. All the more so in the case of cohesion policy where the principle of shared management applies. It is an opportunity because improving the visibility of EU funding achievements would also benefit the reputation of national and local institutions as they are ultimately in charge of delivering the programmes.

This is the underlying philosophy that should guide, in our view, the communication activities around the next generation of cohesion funds. Communicating the EU and the added value of EU intervention is not at odds with promoting the role played by managing authorities in Member States. The two things should rather go hand in hand as a natural feature of shared management. By the same token, it is important to raise awareness among beneficiaries of the true added value of best communicating their projects. Enhancing the visibility of a project can unlock multiple benefits, for instance by helping its beneficiary to reach out to potential partners for future projects or to attract private investors.

Communicating the EU is not a burden, it is a win-win for everyone!

The regulatory context for cohesion policy communication has gradually evolved throughout successive programming periods, from simple publicity requirements to more detailed communication and transparency obligations. The period 2014-2020 made a decisive step forward acknowledging communication as a strategic function of the programmes. The new provisions for 2021-2027 uphold this approach. They seek to strike a balance between reinforcing the responsibilities of member states/managing authorities and beneficiaries and lightening the regulatory burden on them.

The regulatory framework sets the minimum requirements under which programmes and projects communicate. However, the success of these efforts ultimately depends on the actual commitment, professionalism, expertise of involved authorities and project promoters. Which means going well beyond complying with the regulatory provisions. In other words, communication should not be treated as a bureaucratic box-ticking exercise. It should be a central aspect and a primary concern of programmes and projects.

This booklet points to possible ways to best communicate the funds building on the 2021-2027 provisions.

2. WHAT'S NEW IN THE REGULATION 2021-2027

2021-2027	2014-2020
COMMUNICATION STRATEGY	
<p>Managing authorities shall spell out the planned approach to communication in a dedicated section of the programme.</p>	<p>The communication strategy is a separate document from the programme and is not subject to formal assessment by the European Commission.</p>
RESPONSIBILITIES OF MEMBER STATES	
<p>Member States shall ensure specific visibility to operations of strategic importance.</p>	
EU EMBLEM	
<p>The emblem of the European Union shall be prominently featured on all communication materials alongside the statement “(Co-)funded by the European Union” spelled out in full. The statement does not make reference to the specific fund.</p> <p>Apart from the EU emblem, no other visual identity or logo must be used to highlight the support from the EU.</p>	<p>The EU emblem shall be accompanied by the name “European Union”, spelled out in full, and a reference to the specific fund.</p>

COMMUNICATION OFFICERS AND NETWORKS

Member States shall appoint a single national communication coordinator for all funds.

The role of the communication coordinator in coordinating the visibility measures across the programmes is explicitly recognised.

The Commission shall maintain a single network for all funds comprising communication coordinators and programme communication officers.

Member States can designate a national communication officer for each of the funds individually.

The Commission can set up different networks, for instance by fund, with national and programmes' communication officers to ensure exchange of information.

RESPONSIBILITIES OF MANAGING AUTHORITIES

Managing authorities shall set up a website with information about the programme, within six months of its approval.

Managing authorities are responsible for ensuring the publishing on the programme website, or on the single national website portal, a timetable of the planned and published calls for proposals. The timetable should be updated at least three times a year.

List of operations must be updated every four months

The regulation features only an implicit obligation for programmes to have a website.

List of operations must be updated every six months

RESPONSIBILITIES OF BENEFICIARIES

For operations of strategic importance or above €10m, beneficiaries shall organise a communication event or activity involving the Commission and the managing authority.

Beneficiaries not complying with visibility obligations will face financial corrections of up to 3% of the support received.

Where several operations are taking place at the same location one plaque or billboard shall be displayed.

REPORTING OBLIGATIONS

Annual implementation reports are discontinued. However, Member States shall provide to the Commission information on the implementation of communication and visibility actions of programmes for the preparation of the annual review meeting.

The annual implementation reports submitted in 2017 and 2019 shall provide information on the results of the information and publicity measures of the Funds carried out under the communication strategy.

MONITORING COMMITTEES (MC)

MC “shall examine the implementation of communication and visibility actions”

(Role of the MC in supervising the performance of programme, including on communication, is strengthened)

MC “shall examine the communication strategy for the operational programme

3. RESPONSIBILITIES OF MEMBER STATES

Art. 41

Each Member States shall ensure:

a) the visibility of support in all activities relating to operations supported by the Funds with particular attention to operations of strategic importance;

b) communication to Union citizens of the role and achievements of the Funds through a single website portal providing access to all programmes involving that Member State.

Member States have a responsibility to provide detailed and accurate information about the funding. A single national website shall be established to provide this information.

3.1 How to best structure the single national website?

The single national website is the single entry point for most users to information on the funds. It therefore needs to ensure the highest possible degree of navigability and accessibility while providing relevant and accurate content.

The homepage of the single national website should prominently feature the following, either directly or by providing links to internal pages:

- A short, clear description of scope and aim of cohesion policy and structural funds (example 1)
- Achievements illustrated both with examples of funded projects and with data (example 2)
- List of programmes and direct link to their homepages, or internal pages or subsection if these programmes are integrated in the single national website (example 3)
- Updates on the implementation of programme(s) (example 4)

It is for Member States to decide whether the single national website includes the programmes' official pages or whether the programmes set up separate dedicated websites. Ideally, it should give access to the programmes' list of operations.

Ideally, the single national website is up and running as soon as the programming period starts

Example 1 - Explaining the policy

Single National Portal France 2014-2020

Example 2 – Showcasing the achievements

Single National Portal Slovenia 2014-2020



EUROPEAN UNION
EUROPEAN STRUCTURAL
AND INVESTMENT FUNDS

Color theme | Cohesion by 2013 | SLOVENŠČINA

In focus | **Cohesion by 2020** | List of projects | Post-2020 | Blog

HOME / COHESION BY 2020 / SUCCESS STORIES OF 2014-2020

Success stories of 2014-2020

Cohesion by 2020

Key documents

Implementation

Success stories of 2014-2020

Hundreds of projects throughout Slovenia have received cohesion policy support in the programming period 2014-2020 and countless success stories have been created thanks to EU funding. This page has been created for you to have a look at some of the projects that were successfully implemented. The projects were either nominated by our readers or featured in our annual campaign EU Project, My Project. These projects make our everyday better and more beautiful and make the benefits of EU funding more visible. You can **nominate** successful EU-funded projects yourselves or browse through a **list of all co-financed projects** compiled on our website.

Show all

Select sector

Select region



On-the-job-training



Fair Employment



Include and Activate!




Multigenerational centres


EU project, My project campaigns

- 2015
- 2016
- 2017
- 2018


Single national website Poland




European Funds Portal




About the Funds | Information Points

Search  Programme Websites


Learn more about European Funds




Discover how the Funds work



Look through the documents




Locate the Information Point



Search through the projects

Press to roll down



Projects successes

Equipment and modernisation of the integrated science and research laboratories of the Excellence Centre BIOANIREP


EU grant value
107 685 562.41 PLN

[View the project on the EU grants map](#)

17 052
enterprises supported

4 001
product innovations

3 015
premises adapted to the needs of persons with disabilities



Locate the Information Point

Forum of Cities and Regions

Home Page




Polish Website

Privacy Policy

Contact us

Publications

Videos

Example 3 – Providing access to programmes

Single National Portal Belgium 2014-2020

Single National Portal Czechia 2014-2020

It is the intention of the European Union to ensure that the ESI funds contribute as much as possible to the implementation of the concept Europe 2020 – A Strategy for Smart, Sustainable and Inclusive Growth. With regard to this strategy the Partnership Agreement defined national development priorities for the programming period 2014-2020. The priorities are achieved thanks to individual programmes, which enable drawing finances from the ESI funds. They can be divided into thematic programmes, focused on specific areas, and European Territorial Cooperation programmes, the absorption of which requires cooperation across the borders of a single Member State.

Thematic operational programmes

Operational Programme Enterprise and Innovation for Competitiveness	Operational Programme Research, Development and Education	Operational Programme Employment
Operational Programme Transport	Operational Programme Environment	Integrated Regional Operational Programme
Operational Programme Prague – the Growth Pole of the Czech Republic	Operational Programme Technical Assistance	Operational Programme Fisheries
Rural Development Programme	European Territorial Cooperation Programmes	

Example 4 – State of play of implementation


Single National Portal Italy 2014-2020

OPENCOESIONE
Towards better use of development resources. Find out, follow, press forward.

[HOME](#) [PROJECTS](#) [PROGRAMMES](#) [ENTITIES](#) [PROGRAMMING RESOURCES AND INSTRUMENTS](#) [OTHER CONTENTS](#)

The 30th Summer Universiade begins today in Naples, Italy. A new data card with OpenCoesione projects related to the refurbishment, extraordinary maintenance and other projects concerning the area's sports facilities (arenas, stadiums, swimming pools, gymnasiums, and more) that will be hosting competitions for the event is online.

[Read the Data Card.](#)



FINANCING OPPORTUNITIES 2014-2020
Go here to find and download funding opportunities for potential beneficiaries for the execution of investment projects financed by 2014-2020 cohesion policy resources.


Open: 241 (€ 4.7 billion)
Expiring in next 7 days: 0 (€ 0)

2014-2020 programming period [GO TO LIST OF PROJECTS](#)

Funding monitored (including leveraged public resources) € 49.0 billion	Payments monitored (including leveraged public resources) € 10.8 billion	Projects monitored 296,924
✔ Completed projects 5%	👉 Settled projects 1%	🔄 Open projects 80%
⊖ Not started projects 13%	⊕ Undetermined 0%	

Data in euro Updated on 28/02/2019, 2017-13 UE Programmes data [under review](#) and 2014-20 UE Programmes [progressive loading](#)

Single National Portal Czechia 2014-2020



[Log in](#)

[How EU funds help](#) [How to obtain a subsidy](#) [EU funds in the Czech Republic](#) [Statistics and Analysis](#) [Contacts](#)

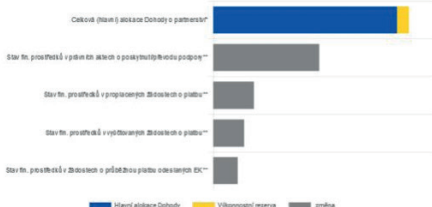
Statistics and Analysis > Absorption in the period 2014-2020

Absorption in the period 2014-2020

In the current programming period the Czech Republic has at its disposal nearly 24 billion euros. The current progress of the absorption can be thanks to summarized information as well as the depiction of the month-on-month progress. For illustrative purposes the data have been projected into charts and tables. The attached files also contain summarized monthly information and quarterly reports on the ESI Funds implementation in the CR.

Monthly summary of the ESI Funds implementation in the CR in the period 2014-2020 (bn CZK)

k 30. 6. 2018



The enclosed chart shows the balance of the drawing in all of the programmes against the total volume of finances available to the CR during the period 2014-2020.

More information is available in the Czech

3.2 How should Member States ensure visibility to operations of strategic importance?

Operations of strategic importance are projects providing a key contribution to the achievement of the objectives of a programme. They are intended to be the most representative projects of the programmes embodying its very goals.

Communication activities deployed by Member States that could best highlight this role comprise:

- Dedicated (mini) campaigns revolving around the project(s)
- Organisation of inauguration events
- Promotion of strong media coverage of the projects, more so when they reach a certain level of maturity (press conference, press release, inviting journalists to visit the project, other media event)
- Dissemination of information on the projects through the single portal/programmes' website (e.g. a specific section on the single portal)
- Development of promotional material (e.g. leaflets) - also for the use of the Commission

These actions would be best implemented in close cooperation with the concerned managing authority and the beneficiary as common, coordinated efforts will yield a higher added value than fragmented actions.

4. NATIONAL COMMUNICATION COORDINATOR AND COMMUNICATION OFFICERS

Article 43

1. Each Member State shall identify a communication coordinator for visibility, transparency and communication activities in relation to the support from the Funds, including programmes under the European territorial cooperation goal (Interreg) where that Member State hosts the managing authority. The communication coordinator may be appointed at the level of the body defined under Article 65(6) and shall coordinate communication and visibility measures across programmes.

The communication coordinator shall involve in the visibility, transparency and communication activities the following bodies:

(a) European Commission Representations and European Parliament Liaison Offices in the Member States, as well as Europe Direct Information Centres and other relevant networks, educational and research institutions; (b) other relevant partners and bodies as referred to in Article 6.

(b) other relevant partners and bodies as referred to in Article 6.

2. Each managing authority shall identify a communication officer for each programme ('programme communication officer'). A communication officer may be responsible for more than one programme.

3. The Commission shall maintain the network comprising communication coordinators, programme communication officers and Commission representatives to exchange information on visibility, transparency and communication activities.

The new regulation promotes a greater harmonisation of visibility measures across the board through a strengthened national coordination and more cooperation among all involved stakeholders.

4.1 What is the role of the national communication coordinator and communication officer?

The rationale behind appointing a national communication coordinator responsible for all funds in addition to communication officers for each fund individually is to deliver a stronger coordination at national level across all programmes, including INTERREG.

The national communication coordinator is entrusted by the regulation with ensuring a better alignment and integration of programmes' communication measures. This task could be best fulfilled, amongst others, through the adoption of common visuals, claims and messages. At the same time, we suggest leaving individual programmes enough scope to design and implement actions based on their specific communication needs.

To ensure effective coordination it is essential to establish a national network comprising the communication officers of all programmes (including, where possible, rural development programmes). The network provides a platform for exchanging know-how and developing common approaches. It should meet on a regular basis, at least twice a year. The national coordinator could also invite representatives of bodies mentioned in art. 43 (1)(a)(b), such as the EC and EP representations or the Europe Direct Information Centres, to participate in the national network's meetings, on a regular or occasional basis. Ideally, the communication coordinator and the programmes communication officers would be full-time positions occupied by people with proven experience in the field of communicating Cohesion Policy.

When the organisational structure allows, the national communication coordinators could act as spokesperson for EU funds for the country.

IMPORTANT: The implementation of a consistent framework for the communication of the funds would benefit from a timely appointment of the communication coordinator, namely as soon as the programming period kicks off. By the same token, managing authorities are advised to appoint a communication officer as soon as the programme is adopted. We suggest notifying the appointment in a timely manner to the Commission to facilitate exchange.

Examples of common communication elements across programmes :

France –“L'Europe s'engage en....”

In the period 2014-2020 France adopted a single logo and claim (“l'Europe s'engage en....”) for all ESIF programmes across the country with the possibility to customise it by fund and Region.



In 2014-2020 Poland adopted a common template, visuals and structure for all programmes' webpages.



4.2 How shall the communication coordinator involve the bodies specified in art. 43? What other stakeholders would be important to be involved?

National and programme authorities should not communicate alone. Cooperation with a wide spectrum of bodies is key in enhancing the outreach and impact of the communication efforts. It is for communication coordinators to define the most effective way to liaise with these entities based on the specificities of the national system and/or existing practices. It would be important to spell out the nature of their involvement in the communication strategies/plans. It is equally important to involve, where possible, bodies listed in art. 6 as they can play a significant role as multipliers. Ideally, regular meetings should take place with representatives of these bodies.

4.3 How will the network of communication officers work?

Building on the experience of previous periods the network will provide a platform for exchanging information and discussing common challenges. For the first time it will cover all CPR funds.

5. RESPONSABILITIES OF MANAGING AUTHORITIES

Article 44

1 *The managing authority shall ensure that, within six months of the programme's approval, there is a website where information on programmes under its responsibility is available, covering the programme's objectives, activities, available funding opportunities and achievements.*

2 *The managing authority shall ensure the publishing on the website referred to in paragraph 1, or on the single website portal referred to in point (b) of Article 41, a timetable of the planned calls for proposals that should be updated at least three times a year with the following indicative data:*

- (a) geographical area covered by the call for proposal;*
- (b) policy objective or specific objective concerned;*
- (c) type of eligible applicants;*
- (d) total amount of support for the call;*
- (e) start and end date of the call.*

3 *The managing authority shall make the list of operations selected for support by the Funds publicly available on the website in at least one of the official languages of the Union and shall update that list at least every four months. Each operation shall have a unique code. The list shall contain the following data:*

- (a) in the case of legal entities, the beneficiary's and, in the case of public procurement, the contractor's name;*
- (b) where the beneficiary is a natural person the first name and the surname;*
- (c) for EMFF operations linked to a fishing vessel, the Union fishing fleet register identification number as referred to in Commission Implementing Regulation (EU) 2017/218;*
- (d) name of the operation;*
- (e) the purpose of the operation and its expected or actual achievements;*
- (f) start date of the operation;*
- (g) expected or actual date of completion of the operation;*
- (h) total cost of the operation;*
- (i) Fund concerned;*
- (j) specific objective concerned;*
- (k) Union co-financing rate;*
- (l) location indicator or geolocation for the operation and country concerned;*
- (m) for mobile operations or operations covering several locations the location of the beneficiary where the beneficiary is a legal entity; or the region on NUTS 2 level where the beneficiary is a natural person;*

(n) type of intervention for the operation in accordance with Article 67(3)(g); For data referred to in points (b) and (c) of the first sub-paragraph, the data shall be removed after two years from the date of the initial publication on the website.

4 The data referred to in paragraphs 2 and 3 shall be published on the website in open, machine-readable formats, as set out in Article 5(1) of the Directive 2019/1024 of the European Parliament and of the Council, which allows data to be sorted, searched, extracted, compared and reused.

5. The managing authority shall inform the beneficiaries that the data will be made public before the publication takes place in accordance with this Article.

6. The managing authority shall ensure that communication and visibility material including at the level of beneficiaries is made available upon request to Union Institutions, bodies or agencies and that a royalty-free, nonexclusive and irrevocable licence to use such material and any pre-existing rights attached to it is granted to the Union in accordance with Annex VIII. This shall not require significant additional costs or a significant administrative burden for the beneficiaries or for the managing authority.

The regulation strengthens the responsibilities of the managing authorities in terms of transparency and visibility. At the same time, legal requirements are simplified and made less burdensome.

5.1 How should a programme webpage/website look like?

The programme webpage/website is the main source of information for potential beneficiaries and citizens. In accordance with the regulation, the website shall be online at the latest within six months from the adoption of the programme but for the sake of transparency the sooner the website is up and running the better.

It would be important to ensure that the design of the website allows for easy navigation. There is no single formula for this. However, a few basic criteria that could be taken into account are:

- Ensure a lean navigation through streamlined content, navigation hierarchy and responsive design
- Websites should strive to meet **W3C criteria for accessibility**
- The pages should display accurate and easily recognisable navigation titles (and icons!). Visitors should have a general idea of what they should find on a page even before clicking any link.
- Mobile optimization

5.2 What information should the programme website contain?

In accordance with the regulation, the homepage shall provide easy and direct access to the following:

- A section spelling out in simple terms the main programme's information: objectives and priorities, geographical and/or thematic scope, the total amount allocated (Example 1)
- Call for projects (Example 2)
- A section on results showcasing data and examples of projects (Example 3)

Important information that needs also to be provided in the webpage is:

- Contact details of the Managing Authority
- Programme documents
- List of operations

Furthermore, the landing page should:

- display the EU logo and (Co-)funding statement according to technical standards set in the regulation prominently. This can be achieved by placing the elements inside the viewing area of a digital device, without requiring a user to scroll down the page.
- feature prominently social media share and follow buttons to the programmes' social media accounts
- provide a search functionality and/or an easy menu navigation ('sitemap')

Example 1 – Providing overall information about the programme’s Website Interreg Central Europe 2014–2020



Example 2 – Calls for project OP Norte 2020 – Calls for projects

The image shows the website for the NORTE2020 Operational Program. The main navigation menu includes: PROGRAMA, CONCURSOS, DOCUMENTOS, REGULAMENTAÇÃO E NORMAS, APOIO AO UTILIZADOR, and REGRAS DE COMUNICAÇÃO. There are also social media icons for Twitter, Facebook, and Instagram.

The 'ÚLTIMAS ATUALIZAÇÕES' (Latest Updates) section lists:

- 02-08-2019: Concursos abertos
- 05-08-2019: Normas e Orientações
- 29-07-2019: Regulamentação Comunitária
- 29-07-2019: Regulamentação Nacional

The 'CONCURSOS | CONCURSOS ABERTOS' (Calls for projects) section features a search filter with fields for 'Data de início', 'Codigo de Aviso', and 'Designação do Concurso'. Below this is a 'LISTAGEM DE AVISOS POR CATEGORIAS' (List of calls for projects by category):

- COMPETITIVIDADE E INTERNACIONALIZAÇÃO (06 AVISOS)
- INCLUSÃO SOCIAL E EMPREGO (5 AVISOS)
- CAPITAL HUMANO (3 AVISOS)
- SUSTENTABILIDADE E EFICIÊNCIA NO USO DE RECURSOS (0 AVISOS)
- ESTRATÉGIAS E INTERVENÇÕES TRANSVERSAIS (2 AVISOS)
- ESTRATÉGIAS DE EFICIÊNCIA COLETIVA PROVIDER - PROJETOS ÂNCORA - 2º Aviso 2018

The selected call for projects is 'AVISO N° NORTE-28-2018-37'. It includes the following details:

- Data de início: 29/11/2018
- Data de encerramento: 30/09/2019
- Alteração ao Aviso (14/02/2019)
- Alteração ao Aviso (31/05/2019)
- Anexos

A red box labeled 'Balcão 2020' contains the text: 'O seu ponto de acesso para apresentação de candidaturas' with a circular arrow icon.

OP Calabria 2014-2020 – Calls for projects

The screenshot shows the 'Bandi' (Calls) section of the Calabria Europa website. At the top, there are navigation tabs: HOME, DIPARTIMENTO - POR - SS BANDI, BENEFICIARI - PARTENARIATO - COMUNICAZIONE - ASOC - CONTATTI. Below the navigation is a search bar with the text 'parole chiave' and a search icon. There are also filters for 'Stato' (set to 'Tutti') and 'Ordina' (set to 'Modificati di recente'). The main content area displays six call banners:

- Garanzia Giovani Tirocini**: Al lavoro per una Calabria al lavoro. Ultimo aggiornamento 02-08-2019. PUBLICAZIONE. Programma Garanzia Giovani Calabria.
- LIVING LAB**: Soluzioni innovative per problemi di rilevanza sociale. Ultimo aggiornamento 02-08-2019. PUBLICAZIONE. LIVINGLAB.
- Realizzazione indagine demoscopica multiscopo**: Avviso esplorativa. Ultimo aggiornamento 02-08-2019. PUBLICAZIONE.
- Bando Master Universitari - Annualità 2019-20-21**: Una Calabria sempre in crescita. Ultimo aggiornamento 01-08-2019. PUBLICAZIONE. Bando Master Universitari Annualità 2019-2020-2021.
- Bando voucher percorsi di Alta Formazione professionalizzante inclusi nel catalogo regionale**: Una Calabria sempre in crescita. Ultimo aggiornamento 01-08-2019. PUBLICAZIONE. Voucher Alta Formazione.
- Bando Fare Scuola Fuori dalle Aule - III edizione - Anno 2019**: Una Calabria sempre in crescita. Ultimo aggiornamento 23-07-2019. PREINFORMAZIONE. Bando Fare Scuola Fuori Dalle Aule III Edizione.

Example 3 – Communicating results

OP Podkarpackie Voivodship 2014-2020

The banner features a photograph of a modern building with a distinctive orange-colored facade. On the left, there is a blue text box with the following information:

University Center for Innovation and Transfer of Technical and Natural Knowledge
 University Center for Innovation and Transfer of Technical and Natural Knowledge
 co-financing from the EU
 PLN 114 447 290,33
[Go to the grant map](#)

MESSAGES

For yourself, loved ones, everyone!

12-06-2019

[read more](#)

Invitation to public consultation on the draft Assumptions for the Partnership Agreement for 2021-2027

31-07-2019

[read more](#)

Training for Beneficiaries of Measure 1.4.1. Direct grants, project type: SME development

31-07-2019

[read more](#)

2513 SIGNED CONTRACTS	PLN 9238 million VALUE OF SIGNED CONTRACTS	PLN 6394 million THE VALUE OF CO-FINANCING FROM THE EU
PLN 3927 million BENEFICIARIES WERE PAID	190 ORGANIZED TRAINING	12605 TRAINING PARTICIPANTS

5.3 How can managing authorities best comply with the requirement to pre-publish information about the planned calls?

The rationale for this requirement is to enhance the transparency of funding calls, in particular to allow for a more ample, timely and informed participation of potential beneficiaries.

Managing authorities could publish the schedule of the planned calls on a dedicated section of the website prominently referenced on the homepage (e.g. a focus/window/section on the homepage listing the upcoming calls with a clickable link to have more information).

Managing authorities should strive to present this information in a plain and simple language.

Pursuant to the regulation, the following indicative information for each upcoming call shall be provided in the timetable of the planned calls, which should be updated at least three times a year with the following information:

- geographical area covered by the call for proposal;
- policy objective or specific objective concerned;
- type of eligible applicants;
- total amount of support for the call;
- start and end date of the call.

Additional useful information concerns the types of projects supported, eligible expenses and procedures for applying.

Example: Communicating Calls for Projects

Finnish Ministry of the Interior, Home affair funds

- **6 months before:** a news item with basic information about the call (+ tweet)
- **2-3 months before:** a news item with more specific information
- **1 month before:** a news item about “call clinics” (45 min one-on-one with an applicant, last-minute questions about the application, etc.)
- **On the day the call opens:** press release out, a news item on our website and the Ministry’s website, an ad in the biggest newspapers published
- **Call ends:** a news item about the received applications + a list of the applications, email to monitoring committees
- **Funding decisions ready:** a press release about the funded projects with a link to the updated project lists on the website, email to monitoring committees

Example: Horizon 2020 work programmes (EU participant portal)

SEARCHING & FILTERING | HOW TO REGISTER | PROJECTS & RESULTS | WORK & PARTICIPATE | SUPPORT

Horizon 2020 Framework Programme (H2020)

From Monday 16:00 until Tuesday 17:00 (UTC+1)

Legal notice and Bank Account information only - all enquiries should be directed to the Grant Management Service. This meeting, Bank Account, Contract and Progress Submissions on the Future Area of our FET Portal will be unavailable.

Log in your account | Search while working only

GRANTS | TENDERS

Filter by submission status

INSTRUCTIONS | OPEN | CLOSED

Filter by programme (only for grants)

SELECT

Filter by programme part

Industrial Leadership

Filter by focus area

Select a focus area

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Select a Priority

Funding and tenders

760 results

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NEW	Five European advanced manufacturing assistance and training for SMEs (H2020-01-00-2020)
Type of action:	Coordination and support action Programme: Horizon 2020
Publication date:	Monday 04 August 2020
Deadline date:	Tuesday 07 December 2020 17:00:00 (UTC+1)

NEW	Phetexica Innovation Hub (H2020-01-00-2020)
Type of action:	Innovation action Programme: Horizon 2020
Publication date:	Monday 09 November 2019
Deadline date:	Monday 04 April 2020 17:00:00 (UTC+1)

NEW	Boost rural economies through cross-sector digital service platforms (H2020-01-00-2020)
Type of action:	Innovation action Programme: Horizon 2020

SEARCHING & FILTERING | HOW TO REGISTER | PROJECTS & RESULTS | WORK & PARTICIPATE | SUPPORT

Horizon 2020 Framework Programme (H2020)

From Monday 16:00 until Tuesday 17:00 (UTC+1)

Legal notice and Bank Account information only - all enquiries should be directed to the Grant Management Service. This meeting, Bank Account, Contract and Progress Submissions on the Future Area of our FET Portal will be unavailable.

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GRANTS | TENDERS

Filter by submission status

INSTRUCTIONS | OPEN | CLOSED

Filter by programme (only for grants)

SELECT

Filter by programme part

Industrial Leadership

Filter by focus area

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Example – Pre-publication of information on planned calls

Webpage OP Calabria 2014-2020 (summary of an upcoming call)

The screenshot shows the Calabria Europa website interface. At the top, there are logos for Calabria Europa, the Dipartimento Programmazione Nazionale e Comunitaria Regione Calabria, POR Calabria 2014-2020, and the European Union, Italian Republic, and Calabria Region. A navigation menu includes HOME, DIPARTIMENTO, POR, 53 BANDI, BENEFICIARI, PARTENARIATO, COMUNICAZIONE, ASOC, and CONTATTI. The main content area features a large banner for the 'Bando Fare Scuola Fuori dalle Aule - III Edizione' with an illustration of children and a teacher. Below the banner, the text reads: 'Bando Fare Scuola Fuori dalle Aule - III edizione - Anno 2019', 'Asse: 12 / Azione: 10.1.1 / Fondo: FSE / Stato del bando: [grainformazione](#)'. A sidebar on the right lists 'Altri bandi' with dates and titles: '02/08/2019 Garanzia Giovani Tirocini', '02/08/2019 LIVING LAB', '02/08/2019 Realizzazione indagine demoscopica multiscopo', '01/08/2019 Bando Master Universitari - Annualità 2019-20-21', '01/08/2019 Bando voucher percorsi di Alta Formazione professionalizzante inclusi nel catalogo regionale', and '23/07/2019 Bando Fare Scuola Fuori dalle Aule - III edizione - Anno 2019'. The main content area also includes a section 'Una Calabria sempre in crescita' with sub-sections 'Obiettivi' and 'Beneficiari'.

5.4 How should the list of operations be compiled?

The list of operations should be easily accessible from the homepage. It should be provided in a machine-readable format (CSV, XLS) and updated every four months. The headings should follow the same order listed in the regulation – and, if possible, be available in English or French.

6. RESPONSIBILITIES OF BENEFICIARIES

Art. 45

1. Beneficiaries and bodies implementing financial instruments shall acknowledge support from the Funds, including resources reused in accordance with Article 56, to the operation by:

(a) providing on the beneficiary's official website, where such site exists, and social media sites, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;

(b) providing a statement highlighting the support from the Funds in a visible manner on documents and communication material relating to the implementation of the operation, intended for the public or for participants;

(c) displaying durable plaques or billboards clearly visible to the public, presenting the emblem of the Union in accordance with the technical characteristics laid down in Annex [VIII], as soon as the physical implementation of operations involving physical investment starts or purchased equipment is installed, with regard to the following:

(i) operations supported by the ERDF and the Cohesion Fund the total cost of which exceeds EUR 500 000;

(ii) operations supported by the ESF+, the EMFF, the ISF, the AMIF and the BMVI the total cost of which exceeds EUR 100 000.

(d) for operations not falling under point (c), displaying at a location clearly visible to the public at least one poster of a minimum size A3 or equivalent electronic display with information about the operation highlighting the support from the Funds; Where the beneficiary is a natural person, the beneficiary shall ensure, to the extent possible, that appropriate information is available, highlighting the support from the funds, at a location visible to the public or through an electronic display; Where an ESF+ beneficiary is a natural person, the obligation in paragraph (d) shall not apply.

(e) for operations of strategic importance and operations whose total cost exceed EUR 10 000 000 organising a communication event or activity, as appropriate, and involving the Commission and the responsible managing authority in a timely manner.

For operations supported under the specific objective set out in Article 4(1)(xi) of the ESF+ Regulation, the requirement set out in point (d) shall not apply.

By derogation from points (c) and (d) of the first subparagraph, for operations supported by the AMF, the ISF and the BMVI, the document setting out the conditions for support may establish specific requirements for the public display of information on the support from the Funds where this is justified by reasons of security and public order in accordance with Article 63(4a).

2. For small project funds, the beneficiary shall ensure that final recipients comply with the requirements set out in paragraph 1.

For small project funds, the beneficiary shall comply with the obligations under Article 36(5) of Regulation (Interreg Regulation)

For financial instruments, the beneficiary shall ensure by means of the contractual terms that final recipients comply with the requirements set out in point (c) of paragraph 1.

3. Where the beneficiary does not comply with its obligations under Article 42 or paragraphs 1 and 2 of this Article, and where remedial actions have not been put into place, the managing authority shall apply measures, taking into account the principle of proportionality, by cancelling up to 3% of the support from the Funds to the operation concerned.

Beneficiaries' publicity requirements are also simplified and harmonised across the funds.

Managing authorities have developed a vast array of guidance and support intended for beneficiaries to successfully promote their projects and EU-funding. Under the principle of shared management, they are the best placed to guide and support beneficiaries in their communication activities.

Hereunder, a few practical suggestions, primarily based on questions and feedback from the INFORM network.

6.1 How can a beneficiary acknowledge the EU support on social media accounts?

The EU support can be prominently displayed in the description of the social media account of the beneficiary. Information mentioned in Article 45(1)(a) of the CPR can be provided in the bio/profile description to be always visible. Posts used to give regular updates on the activities and results could also feature personal stories of real end users of the project.



The image shows a screenshot of a Twitter profile for the SHERPA Project (@SherpaMED) and a search results page for 'SHERPA Project'. The profile page includes a header with the project name and 564 tweets, a profile picture showing a group of people in front of a building, and a bio describing the project as a 'Shared knowledge for Energy Renovation in buildings by Public Administrations' (SHERPA) Testing and capitalising activities. It also shows the account was joined in December 2016, has 394 following and 495 followers, and is followed by BBSO CPMR, EUSAIR, and 23 others. A pinned tweet from July 4th mentions the 5th Newsletter is out and lists ongoing activities like Regional Capitalisation Workshops and a video on testing results. The search results page shows a grid of images related to the project, including a group of people and a presentation slide, and lists 'You might like' accounts such as Consumeless, Interreg MED RE, and Maestrale project, along with 'Trends for you' like bruxelles, #beringen, and brexit.

6.2 How long does a billboard or a plaque stay in place?

Permanent billboards or plaques should be placed on the operation site, as soon as it starts, as stated in Article 45(1)(c) and (d) of the CPR. Managing authorities can aid beneficiaries in choosing the most suitable format by giving them enough flexibility in terms of sizes and materials to be used.

Plaques and billboards shall stay in place permanently.

A common problem is meeting the obligation of permanent information materials under rigorous historical reconstruction rules. A simple, adaptable template with no restriction on materials and a minimal restriction on sizing aids the beneficiaries and reduces the need for individual counselling.

6.3 What are the additional obligations for the projects of strategic importance?

At least one event or activity should be organised where EU-support is featured prominently. If only one such event or activity is organised, ideally, it should be the inauguration of the project. The managing authority and the Commission should be notified in due time, for example at least three months ahead, to give them the possibility to attend the event. The event or activity should be accessible to media, and possible end users should be invited to take a first look at the new achievements. Furthermore, such activities could include an open day during the implementation of the project.

6.4 How shall a Member States determine the rate of financial corrections?

It is for Member States to decide the most suitable and efficient way to implement this provision. The determination of the financial correction needs to be proportionate to the size of the project and the scale of deficiency detected.

6.5 What is the rationale behind the new publicity provisions for financial instruments?

The share of cohesion funding channelled through financial instruments (FIs) has been steadily growing over the past programming periods. The 2021-2027 regulation introduces simplified provisions aiming to expand their use even further. Visibility provisions applying to financial instruments are thus reinforced. Bodies implementing financial instruments have a legal obligation to communicate about the support of the funds. Final recipients are equally required to respect the same publicity requirements applying to grants' beneficiaries. In the light of this, it is important that managing authorities pay specific attention to the visibility of financial instruments too. This would be best delivered by rolling out ad hoc communication measures using tailor-made messages to target the potential beneficiaries of these instruments. Results of FIs should also be communicated more vividly. Managing authorities should encourage implementing bodies to step up their communication efforts, where appropriate supporting them. It is essential to take into account that FIs require a specific approach to communication vis-à-vis grants.

7. ENGAGING WITH CITIZENS

Engaging with citizens on a constant basis is essential to strengthening European identity and democracy and ensuring greater ownership of the European project. Commissioners are actively encouraged to participate in dialogues with citizens across the Union.

Citizen engagement will only work if it goes both ways. These dialogues are opportunities to present the Commission's political agenda and, more importantly, to listen to citizens' ideas and expectations.

Initiatives with the aim of fostering authentic debate with citizens and their active participation throughout the entire policy cycle can become very powerful tools for raising awareness of the policy and creating genuine ownership and support among the people.

The following are a few examples of initiatives developed by the Commission that national and regional authorities can adhere to or replicate and adapt to the local context.

At the School of Open Cohesion

At the School of Open Cohesion (ASOC) is an educational challenge and a Massive Online Open Course designed for high-school students. It promotes the engagement of students in monitoring the effectiveness of EU cohesion policy investments via the use of public open data. The initiative also aims at fostering the culture of active citizenship, promoting accountability for public institutions and raising awareness of Cohesion Policy among young people. The educational challenge is coupled with a competition: participating students will produce a communication product to illustrate the results of their work and compete with their peers nationally and at European level.

[At the School of Open Cohesion](#)

#EUinmyregion

This is a European Union-wide campaign encouraging citizens to discover European projects near them.

[EU in My Region/Projects Open Days](#)

#EUinmyregion/Regional Campaigns

Regions of Europe are partnering up with the Commission to run a series of regional campaigns with an ultra-local flavour, and with a smile!

[EU in My Region/Regional Campaigns](#)

REGIOSTARS

Since 2008 the European Commission has handed out annual REGIOSTARS awards to EU-funded projects which demonstrate excellence and new approaches in regional development. With the goal of inspiring other regions and project managers across Europe, participating projects are in the spotlight of communication activities at European level. The REGIOSTARS are awarded to projects in five thematic categories (smart, sustainable and inclusive growth, urban development and a topic of the year).

[Further details on this year's competition.](#)

Smart Regions

Smart Regions, in collaboration with Euronews, takes a tour of Europe, visiting the cities and towns where Cohesion Policy projects are reducing regional disparities and bringing real, tangible benefits to communities across the EU.

[Smart Regions](#)

Project database

Hundreds of thousands of projects throughout the EU have benefited from investment through EU regional policy programmes over the years. Take a look through our database to discover some examples of the wide range of projects which have received support.

[Project database](#)

ESIF Open Data Platform

The ESIF Open Data Platform allows anyone and everyone to check progress in delivering investments at EU level, by theme, by country or by fund. Datasets can be visualised, embedded in other sites or downloaded to analyse.

[ESIF Open Data Platform](#)

EURegionsWeek

The European Week of Regions and Cities is an annual four-day event during which cities and regions showcase their capacity to create growth and jobs, implement European Union cohesion policy, and prove the importance of the local and regional level for good European governance.

[EURegionsWeek](#)

EMFAF success stories

“EMFAF success stories” is a campaign showcasing the positive results of the EMFAF funding. It aims to raise awareness and garner support among wider non-expert audiences and to encourage coastal communities, entrepreneurs, researchers to rely on EU support for their projects.

[Maritime and Fisheries Policy homepage](#)

#EUinmyregion



ec.europa.eu/info/region



EUinmyregion