



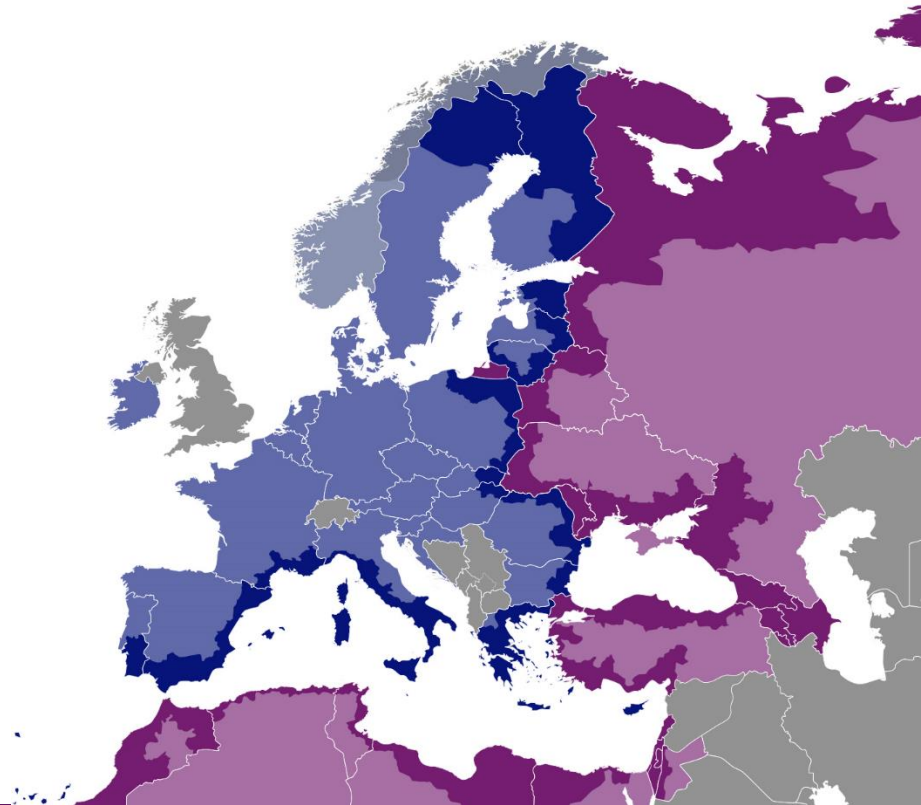
TESIM

Technical support to the implementation
and management of ENI CBC programmes

On-line network meeting of ENI CBC communication managers

9 June 2020 (10:00 CET)

Agenda



Introduction

The preparation to the 2021-2027 programming period is on-going in the entire ENI CBC community, communication and visibility being an important part of the preparatory work.

This year's communication network meeting aims to give an overview of the regulatory framework 2021-2027 regarding communication in the future external cooperation programmes. The **first session** will present **the new communication requirements** addressing the specificities of the ENI CBC programmes, with attention to the future branding. Among the issues to be covered:

- Communication chapter in the OP, a new reporting process, the role of the Monitoring Committee in the implementation of activities
- EU emblem and single branding: which elements will be compulsory for external programmes, and which can be added
- Visibility: the specific role of operations of strategic importance - how will both Member States and Partner Countries follow the new visibility rules? Member States will have a single national website: what about Partner Countries? Communication officers and networks: if Member States appoint a single national coordinator, what about Partner Countries? A re-defined INFORM EU network, the 'country team' meeting, the cooperation coordinators
- Single project data & calls system: how it will it be connected to Keep, how it should it be fed and what inputs are required from comm managers

This session will give room for an open discussion with the representatives of the European Commission, also in relation to the questions raised in the survey carried out in March about programmes' branding.

The approach to communication envisaged in the Common Provisions Regulation 2021-2027 stresses the importance of the orientation towards results in planning of communication activities (Art. 17 (3) (i): 'the envisaged approach to communication and visibility for the programme through defining its objectives, target audiences, communication channels, social media outreach, planned budget and relevant indicators for monitoring and evaluation'). Building on this approach and on the necessity to streamline and rationalise the process of planning communication activities in the ENI CBC programmes, during the **second session**, TESIM and DG REGIO will present the **final Annual Communication Plan** template to be implemented from next year, and explain further use of this tool by the programmes.



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Session 1 *Please note that starting time is 10:00 CET*

10:00-10:15	Opening of the event, presentation of the event objectives, the speakers; technicalities - TESIM
10:15-11:40	EU communication rules for 2021-2027 programming period Presentation by the European Commission
	Single branding – Interreg NEXT Summary of the programmes proposals - TESIM Reflection by the European Commission
	Open discussion Note: the participants will be able to address their questions/issues to the representatives of the EC regarding the new communication requirements for 2021-2027 period. <u>New requirements: Common Provisional Regulation – proposal, CHAPTER III Visibility, transparency and communication (articles 41-43); Specific Provisional Regulations (INTERREG) – proposal CHAPTER IV, monitoring, evaluation, communication (art. 35)</u>

Session 2

12:00-12:10	Introduction, overview of the session – TESIM
12:10-13:00	Annual Communication Plan – updates Presentation by TESIM and European Commission
	Q&A
	Closing remarks