



# Operations of strategic importance

## Interreg Knowledge Fair

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# Today's agenda

Intro: Operations of strategic importance  
– what are they?

Regulatory requirements & way forward

Support materials



# Operations of strategic importance

## A new feature in 2021-2027

- ... to provide a significant contribution to the achievement of programme objectives.
- ... to entail specific monitoring and communication measures.
- ... to **tell the story of a programme.**

A new challenge for communication, monitoring and involvement of EC.



Operations of  
strategic importance

Communicatio  
n

Monitoring

Programming

You

# Programming

A legal requirement to have OSI's in ERDF, CF, ESF+, JTF & EMFAF programmes, including ETC.

MAs submitted list of planned operations of strategic importance within Appendix 3, together with a timetable.

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**In practice:** a message from you to us saying „Hey, we're cooking something big for ya, it's a super-important project to tell the story of basic EU values”

### Appendix 3: List of planned operations of strategic importance with a timetable - Article 22(3) CPR

Indicative themes of planned operations of strategic importance are as follows:

1. Smart, innovative and sustainable agriculture – within PA 1 Smart investments in research, innovation and competitive entrepreneurship, SO 1.1 Developing and enhancing research and innovation capacities and the uptake of advanced technologies. Indicative start of implementation is the 3<sup>rd</sup> quarter of 2023.
2. Small project fund: SMEs facility – within PA 1 Smart investments in research, innovation and competitive entrepreneurship, SO 1.3 Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments. Indicative start of implementation is the 2<sup>nd</sup> quarter of 2023.
3. Improving the response of cross-border emergency services in case of disasters and establishing a disaster prevention and management system – within PA 2 Green investments in environmental protection and efficient risk management, SO 2.4 Promoting climate change adaptation and disaster risk prevention, resilience, taking into account eco-system-based approaches. Indicative start of implementation is the 3<sup>rd</sup> quarter of 2023.
4. Cross-border access to health care services – within PA 3 Accessible and resilient health services, SO 4.5 Ensuring equal access to health care and fostering resilience of health systems, including primary care, and promoting the transition from institutional to family-based and community-based care. Indicative start of implementation is the 3<sup>rd</sup> quarter of 2023.
5. Cross-border cultural routes – within PA 4 Sustainable and inclusive tourism and culture, SO 4.6 Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation. Indicative start of implementation is the 3<sup>rd</sup> quarter of 2023.

[Example of the Interreg IPA CBC Croatia-Bosnia and Herzegovina-Montenegro programme](#)

# Communication & implementation

Keeping an eye on OSI's **progress** within Monitoring Committee meetings & sharing info for the annual review.

Beneficiaries to organise **events** that prominently feature EU support & involve EC & MA\*

*CPR specificity: selecting OSI's and notifying the EC*

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**In practice:** OSIs to become a standing point on MC meetings & they will throw one hell of a party

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\* Also includes Interreg projects > EUR 5.000.000,00



# Is that all?

**Of course not.**

The Common Provisions Regulation lays out communication & visibility requirements that feed into a coherent & comprehensive approach for OSIs:

- The single website portal
- The national communication coordinator
- The national communication network



A photograph of two hikers with backpacks walking along a dirt path on a grassy mountain ridge. The background shows a vast, hazy mountain range under a clear blue sky. The image is partially obscured by a white text box on the right side.

# Role of managing authorities

**Your time to shine.**

The MA holds an important position in kickstarting cooperation between different levels in a Member State.

In practice:

- Make your OSIs known;
- Invite beneficiaries to programme events;
- Find synergies with the national coordinator;
- Feature OSIs on programme's social media channels;
- Promote them on the single portal & programme website;
- Set up other activities.



# Support materials

[The OSI toolbox](#)

But also:

[Communicating Cohesion policy in 2021-2027 booklet](#)

[Download centre](#)

[Operational guidelines on using the EU emblem](#)

[Support kit for EU visibility: brand book](#)

[Inform EU Teams group](#)

# What do we have in that little support document?



<b>What?</b>	The list of planned operations of strategic importance & a timetable	Selecting operations of strategic importance & informing the Commission	Monitoring progress in implementation Providing info for annual reviews	Ensuring visibility of support, in particular of operations of strategic importance	Organising a communication event/activity
<b>Who?</b>	Member State	Managing authority	Monitoring committee Member State and relevant MA	Member State	Beneficiary
<b>When?</b>	At the time of programme submission	Within one month of selection	MC: at least once a year AR: once a year	Throughout 2021-2027	During project implementation
<b>CPR article</b>	Article 22(3) Appendix 3	Article 73(5)	Article 38 (3), 40 (1,g), 41(3)	Article 46(a)	Article 50(1,e)

\* Please note that ETC regulation puts forward a different approach for selection

# What do we have in that little support document?


Communication events - many ways to make it happen, including:



Dedicated **campaigns** revolving around the operation.



Events fostering **higher engagement** and involving end users or target audiences, such as competitions, guided tours, workshops, etc.



**Inauguration or closing events**, such as opening of a centre, finishing construction works, etc.



Specific events offering a **unique project experience**, such as exhibitions, storytelling shows, theatre plays, fashion shows, etc.



Events ensuring **strong media coverage**, such as press conferences, journalists' visits to projects and other formats.



Any other format of a **communication event or activity** that acknowledges support from the Funds and involves the EC and MA.



Activities showcasing **projects' achievements**, e.g. visits to laboratories and renovated facilities, field trips, project open doors, fairs, etc.

\* Please note that ETC regulation mentions only *events* within Article 36(4)(e)

# GROUP EXERCISE

## Mock project

- There is a large river passing through 4 countries. The silt and sediments flowing down the river, as well as the waste (intentional and unintentional) is an issue for all 4 countries as they block the infrastructure and pollute the drinking/bathing water.
- Project partners are local governments and academic institutions.
- Objectives are to improve water management, improve management of various infrastructure on the river, monitor impact of waste and waste-water discharge.
- Activities include construction of two labs, study visits among scientists, purchase of professional equipment, lobbying the decision makers for legal regulations.
- 25M Budget + described as OSI in programme document(s)
- Project has a manager as well as a skilled communication officer.
- Rest of the facts are up to you. If you need a fact, make it up!

### **Your task: Work with the project (communication) officer to prepare a project communication plan.**

- What would you include in the communication plan? Write them under: before | during | after implementation.
- How would you, as Programme, support the communication officer reach out to the audiences outside their project area? (Think about platforms by Interact, EC and other EU institutions)

# Thank you!



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