



Communication in the Common Provisions Regulation and in the Interreg regulation 2021-2027

David Hackling- DG REGIO

4 April 2023



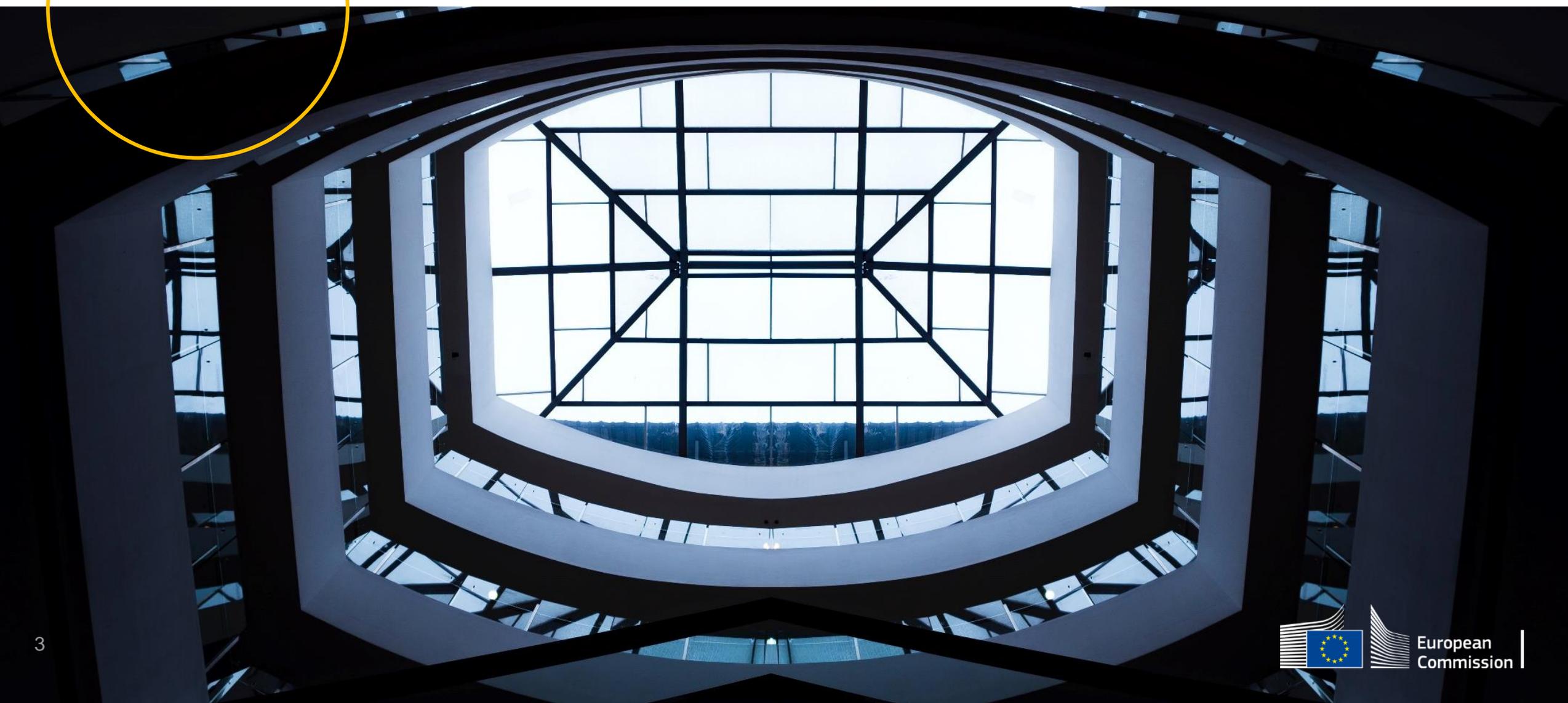
Communication in the CPR & Interreg regulation 2021-2027



David Hackling
DG REGIO

4 April 2023

1 The regulatory framework



Common Provisions Regulation

- Common rule book for EU funds under shared management:
 - Regional policy - ERDF, CF, JTF
 - Social affairs and employment - ESF+
 - Home affairs - AMIF, ISF, BMVI
 - Fisheries & maritime policy - EMFAF
 - (Opt-ins for some parts of the rural development policy – EARDF)
- One single approach for communication

Communication in the CPR

Programming

Art. 22(3) defines approach to communication for each programme

Monitoring

Art. 38-43 sets out monitoring requirements

Visibility, transparency & communication

Art. 46-50 sets the frame for

- Common visibility of EU funding
- Communication officers & coordination mechanisms
- Requirements for managing authorities and for beneficiaries, i.e. for transparency and visibility

Technical specifications

EU emblem

Communication in the Interreg regulation

Programming

Art. 17(3).h defines approach to communication for each programme

Monitoring

Art. 28-34

Transparency & communication

Art. 36 together with articles 47 to 49 of CPR

Technical specifications

Art.36 together with Annex IX of CPR

Communication & visibility rules checklist

COMMON VISIBILITY &

COORDINATION

- Visibility of support ensured with the **emblem** and (co-)funding **statement**.
- My programme appointed the best **communication officer** ever.
- Can't wait for him/her to take part in ICON and Inform EU **networks**.

WHEN THE MA COMMUNICATES...

- I have a **programme website** and it rocks.
- My programme has a sexy **list of operations** excel file. The **funding calls timetable** ain't so bad either.
- Did I tell you both of them are in **open formats**?

WHEN PARTNERS COMMUNICATE...

- All of my projects described what they're doing on their **websites & SoMe**.
- Oh boy oh boy, do they use the (co-)funding **statement** to highlight Interreg support.
- They have the prettiest **plaques**.
- Posters** ain't so bad either.
- Operations of strategic importance really know how to throw a party. **Events** too.
- Small project funds** are fun guys too, they know how to deal with their final recipients.
- A **financial correction** way-to-go is set up in case the partners miss out on something. But they won't.

Monitoring

Article 29 – Composition of the monitoring committee

Article 30 – Functions of the monitoring committee

Article 31 – Review

Article 32 – Transmission of data

Monitoring committee composition- transparency

Article 29.2

The managing authority shall publish a list of the members of the monitoring committee on the website referred to in Article 36(2) (*the programme website*).

Monitoring committee's functions

Article 30.1(e)

The Monitoring Committee shall examine...

(e) the implementation of communication and visibility actions

(f) the progress in implementing Interreg operations of strategic importance and, where applicable, of large infrastructure projects; and

NOT AN A.O.B. POINT!!!

Art. 32 – Transmission of data

5. The managing authority shall publish **or provide a link to** all the data transmitted to the Commission on the website referred to in Article 36(2).

2 Managing authorities' responsibilities

Transparency & Communication

Article 36 - Responsibilities of managing authorities and partners with regard to transparency and communication

Art. 36

1. Each managing authority shall identify a communication officer for each Interreg programme (**'Interreg programme communication officer'**), **who may be responsible for more than one programme.**
2. The managing authority shall ensure that, within six months of the Interreg programme's approval, there is a website where information on each Interreg programme under its responsibility is available, covering the programme's objectives, activities, available funding opportunities and achievements.
3. Article [49(2) to (6)] of Regulation (EU) 2021/1060 on the responsibilities of the managing authority shall apply....

(Art. 49 CPR)

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 46, 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.

(Art. 49 CPR)

3. The managing authority shall make the list of operations (...) 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;
 - e. the purpose of the operation and its expected or actual achievements;

(...) where the beneficiary is a natural person the first name and the surname;

(...) specific objective concerned;

(...) location indicator or geolocation for the operation and country concerned;

(...) 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;

(Art. 49 CPR)

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 (EU) 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 (...) This shall not require significant additional costs or a significant administrative burden for the beneficiaries or for the managing authority.

Open Data Platform

InfoRegio

Kohesio + Keep

3 Partners' responsibilities



Art. 36

Each partner of an Interreg operation or each body implementing a financing instrument shall acknowledge support from an Interreg fund, including resources reused for financial instruments in accordance with Article [56] of Regulation (EU) [new CPR], to the Interreg operation by:

- (a) providing on the partner's official website or social media sites, where such sites exist, a short description of the Interreg operation, proportionate to the level of support provided by an Interreg fund, including its aims and results, and highlighting the financial support from the Interreg fund;

Art. 36

- b) providing a statement highlighting the support from an Interreg fund in a visible manner on documents and communication material relating to the implementation of the Interreg operation, intended for the general public or for participants;
- (c) publicly displaying plaques or billboards as soon as the physical implementation of an Interreg operation involving physical investment or the purchase of equipment starts, the total cost of which exceeds EUR 100 000;
- (d) for Interreg operations not falling under point (c), publicly displaying at least one poster of a minimum size A3 or equivalent electronic display with information about the Interreg operation highlighting the support from an Interreg fund, except when the beneficiary is a natural person;

Art. 36

(e) for operations of strategic importance and operations whose total cost exceed EUR 5 000 000 organising a communication event and involving the Commission and the responsible managing authority in a timely manner.

The term 'Interreg' shall be used next to the emblem of the Union in accordance with Article [47] of Regulation (EU) 2021/1060...

(Art. 47 CPR)

Member States, managing authorities and beneficiaries shall use the emblem of the European Union in accordance with Annex IX when carrying out visibility, transparency and communication activities.

Art. 36

5. For small project funds and financial instruments, the beneficiary shall ensure by means of the contractual terms that final recipients comply with the requirements to communicate publicly on the Interreg operation.

For financial financial instruments, final recipient shall acknowledge the origin and ensure the visibility of the Union funding (in particular when promoting the actions and their results), by providing coherent, effective and targeted information to multiple audiences, including the media and the public.

Art. 36

6. 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 2% of the support from the Funds to:
- (a) the beneficiary concerned who does not comply with its obligations under Article [47] of Regulation (EU) 2021/1060 or paragraphs 4 and 5 of this Article; and/or
 - (b) the final recipient concerned of a small project fund and financial instruments which does not comply with the requirements set out in paragraph 5.

(Art. 48 CPR- Communication officers and networks)

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.



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.

... which aims to **tell the story of a programme.**

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

Who does what?



Programming



Selection



Monitoring



Communication and visibility



What?	The list of planned operations of strategic importance & a timetable	Selecting operations of strategic importance	Monitoring progress in implementation Providing info for annual reviews	Ensuring visibility of support, in particular of operations of strategic importance	Organising a communication event
Who?	Member State	Managing authority	Monitoring committee Member State and relevant MA	Member State	Project partners
ETC article?	Article 17(3)	Article 22	Article 30(1,f) Article 31(2)	Article 46(a) (CPR)	Article 36(4,e)

What could a communication event look like?



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.

Communication & visibility rules checklist

COMMON VISIBILITY &

COORDINATION

- Visibility of support ensured with the **emblem** and (co-)funding **statement**.
- My programme appointed the best **communication officer** ever.
- Can't wait for him/her to take part in ICON and Inform EU **networks**.

WHEN THE MA COMMUNICATES...

- I have a **programme website** and it rocks.
- My programme has a sexy **list of operations** excel file. The **funding calls timetable** ain't so bad either.
- Did I tell you both of them are in **open formats**?

WHEN PARTNERS COMMUNICATE...

- All of my projects described what they're doing on their **websites & SoMe**.
- Oh boy oh boy, do they use the (co-)funding **statement** to highlight Interreg support.
- They have the prettiest **plaques**.
- Posters** ain't so bad either.
- Operations of strategic importance really know how to throw a party. **Events** too.
- Small project funds** are fun guys too, they know how to deal with their final recipients.
- A **financial correction** way-to-go is set up in case the partners miss out on something. But they won't.

Useful resources

- [Communicating Cohesion policy in 2021-2027](#) booklet
- [Download centre](#), including ready-to-use emblems and PO icons.
- [Operational guidelines on using the EU emblem](#)
- [Support kit for EU visibility: brand book](#)
- [Inform EU Teams group](#)

Thank you!

David.hackling@ec.europa.eu



[@EU_Commission](https://twitter.com/EU_Commission)



europa.eu/



[europeancommission](https://www.instagram.com/europeancommission)

[#EUinmyRegion](https://twitter.com/EUinmyRegion)



© European Union 2022

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.