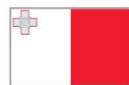


# Communication Strategy and Evaluation Plan 2014-2020

Operational Programme II  
Investing in Human Capital to Create More  
Opportunities and Promote the Well-being of Society

**Monitoring Committee Meeting**

**13<sup>th</sup> March 2015**



European Union  
European Structural and Investment Funds



## Legal Basis - Communication Strategy

- Common Provisions Regulation (CPR) No. 1303/2013:
  - Article 115 – Information and Communication
  - Article 116 – Communication Strategy
  - Articles 2 and 4 under Annex XII
- Commission Implementing Regulation (EU) No. 821/2014 in relation to the technical characteristics of information and communication measures

## Communication Strategy

- In the case of Malta, there will be one communication strategy covering all the five European Structural and Investment (ESI) Funds
- Article 116(2) of Regulation (EU) 1303/2013 states that the communication strategy shall be submitted to the Monitoring Committee six months after the adoption of the Operational Programmes

## Communication Strategy

- The Communication Strategy will include:
  - General communication approach
  - Description of materials that will be available in format accessible for persons with disabilities
  - Indicative budget for the implementation of the strategy
  - Description of the various administrative bodies
  - Ways of how the information and communication measures shall be assessed
  - Description of how the communication activities are to be carried

## Communication Strategy Timeframes

- The kick-off meeting was held in January 2015
- The Inception Report was submitted in February 2015
- Draft Communication Strategy submitted to the MA in March 2015
- Review is ongoing and MA will provide its feedback by end of March 2015
- The Communication Strategy is expected to be presented to the MC in May 2015 to be in line with Article 116(2) of Regulation (EU) 1303/2013

## Communication Activities in 2015

- Tender launched for the provision of services for the development of an Action Plan to publicize Malta's ESI Funds. Evaluation is expected to be completed by April 2015;
- Main objectives:
  - Develop a multi-faceted Action Plan to publicise Malta's Operational Programmes in relation to the five ESI Funds during the first year after their launch;
  - Increase awareness of the Operational Programmes and their respective thematic areas (Priority Axes) among the general public, stakeholders, the media and beneficiaries;
  - Highlight the achievements obtained in the 2007-2013 programming period.

## Legal Basis - Evaluation

- Common Provisions Regulation (CPR) No. 1303/2013:
  - Article 54 – General Conditions;
  - Article 55 – *Ex Ante* Evaluation;
  - Article 56 – Evaluation during the Programming period;
  - Article 57 – *Ex Post* Evaluation;
  - Article 114 – Evaluation.

## Evaluation

- The main aim of evaluation is to:
  - Improve the design and implementation of the programmes;
  - Assess the effectiveness, efficiency and impact of the programmes through a result-oriented approach.



## Evaluation Plan

- Article 114(1) of Regulation (EU) 1303/2013 stipulates that the Evaluation Plan is to be approved by the MC one year after the approval of the Operational Programmes.
- Main objectives:
  - Improve the quality of evaluations through proper planning, including through identification and collection of necessary data;
  - Enable informed programme management on the basis of evaluation findings;
  - Ensure that evaluations provide inputs for annual implementation and progress reports.

## Evaluation Plan Timeframes

- Tasks requirements identified;
- Engagement of support in the development of the Evaluation Plan;
- Draft Evaluation Plan is expected to be completed by July 2015;
- The Evaluation Plan is expected to be presented to the Monitoring Committee in October 2015 for review and necessary approval to be in line with Article 114(1) of Regulation (EU) 1303/2013.

## Contact Details:

*Secretariat to the Monitoring Committee,  
Planning and Priorities Co-ordination Division,  
Triq il-Kukkanja,  
Santa Venera  
Tel: + 356 22001142  
Fax: + 356 22001141  
Email: [info.eufunds@gov.mt](mailto:info.eufunds@gov.mt)  
Website: [www.eufunds.gov.mt](http://www.eufunds.gov.mt)*



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