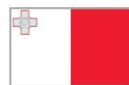


Communication Strategy for Malta's European Structural and Investment Funds 2014-2020

*OP I Monitoring Committee
22nd May 2015*



European Union
European Structural and Investment Funds



Overview

- Legal Basis for the Communication Strategy 2014-2020
- Main Objectives of the Communication Strategy 2014-2020
- Information and Publicity Measures during the 2007-2013 Programming Period
- Information and Publicity Measures during the 2014-2020 Programming Period
- Monitoring and Evaluation
- Timeline
- Communication Activities Budgets
- Communication Annual Plan 2015

Legal Basis - Communication Strategy 2014-2020

- Common Provisions Regulation (CPR) No. 1303/2013:
 - Article 115 – Information and Communication
 - Article 116 – Communication Strategy
 - Articles 2 and 4 under Annex XII

- In relation to the technical characteristics of information and communication measures, the European Commission has also drawn up three Implementing Regulations:
 - Implementing Regulation (EU) 763/2014
 - Implementing Regulation (EU) 808/2014
 - Implementing Regulation (EU) 821/2014

Legal Basis - Communication Strategy 2014-2020

- In the case of Malta, a common Communication Strategy will be drawn up for the five European Structural and Investment Funds in line with Article 116(1) of Regulation (EC) 1303/2013
- In accordance with Article 116(2) of the same regulation, the Monitoring Committee for the European Regional Development Fund and the Cohesion Fund will be responsible for the approval of the common Communication Strategy and for the approval of any subsequent amendments of that strategy

Communication: Malta's Experience 2007-2013

- During the previous programming period, the Managing Authorities ensured a steady flow of information on the implementation of the Programme in order to guarantee that information is available to all interested parties on how European funds are being used in Malta
- Several activities have been undertaken to get the message through to potential beneficiaries and the general public in line with the obligations emanating from the respective Commission Regulations and Communication Plans

Communication: Malta's Experience 2007-2013

- Communication activities during the 2007-2013 programming period included:
 - Fairs and Events
 - Information and Briefing Sessions
 - Leaflets and Publications
 - Articles and Newsletter
 - TV and Radio Programmes
 - Setting up the general E-mail Helpdesk
 - Website and Social Network Page
 - Local Information and Publicity Network (LIIP)
 - EU Communication Networks

Publicity Measures used by the Intermediate Bodies and Beneficiaries during the 2007-2013 Programming Period

- Intermediate Bodies
 - The Intermediate Bodies have complemented the actions carried out by the Managing Authority through a series of activities to promote and further disseminate information on the Aid Schemes they manage
 - These measures included publicity in the media, websites as well as marketing and information measures with potential Beneficiaries

- Beneficiaries
 - A considerable number of publicity actions was also implemented also by the Beneficiaries
 - Such publicity measures included a good mix of publicity actions such as media, websites, launch events, collaterals, etc. in order to promote their respective projects

Analysis of the Implementation of the Communication Plan during the 2007-2013 Programming Period

- General Findings
 - The mandatory requirements for visual and publicity adhered to the respective mandatory requirements stipulated in Regulations (EU) 1826/2006, 1689/2005, and 498/2007.
 - Information was made readily available to the general public, beneficiaries and potential beneficiaries via the Managing Authority's websites and helpdesk
 - A substantial amount of press and publicity was generated from most major EU funded projects

Analysis of the Implementation of the Communication Plan during the 2007-2013 Programming Period

- Examples of Good Practices
 - Development and maintenance of a regularly updated web portal
 - Published Manual of Procedures together with the Visual Identity Guidelines to inform beneficiaries of the necessary requirements from the outset
 - Training for beneficiaries on publicity requirements
 - Communication with stakeholders and potential beneficiaries such as through information sessions and the provision of guidance
 - Communicating through social media

Analysis of the Implementation of the Communication Plan during the 2007-2013 Programming Period

- Identified Areas for Improvement
 - Lack of regular public opinion surveys or other studies prevented the evaluation of the effectiveness of communication measures
 - Limited expert resources to implement the Communication Plan by the end of the programming period
- Recommendations
 - Centralised body to implement the Communication Strategy 2014-2020
 - Regular training for information experts on all aspects of communication activities
 - Strengthening the Communications Team to coordinate all information and communication activities for all Managing Authorities

Objectives of the Communication Strategy 2014-2020

- **General Objectives**
 - Promote the role of the EU and the European funding
 - Ensure transparency in the process of the implementation and management of the programmes
 - Increase visibility and awareness

- **Specific Objectives**
 - Provide transparent information on the opportunities provided by ESIF assistance to potential project proponents
 - Devise a system that provides information about ESIF interventions to the general public
 - Promote the effective implementation of the priorities
 - Make visible results achieved
 - Assist all beneficiaries in understanding publicity requirements and undertake appropriate measures to meet them
 - Create a more visible unity through consistency of messages and branding
 - Promote an understanding of the role of ESIF and EU's contribution to the overall socio-economic development of Malta and Gozo

Responsibilities of the Managing Authorities

- Information and communication measures are implemented in line with the Communication Strategy
- Major information activity publicising the launch of the Operational Programmes
- Organising a yearly information activity/event to promote the funding opportunities and ongoing achievements of the Operational Programmes
- EU flag is displayed at Managing Authorities' premises
- List of operations is published and updated every 6 months
- Examples of projects are posted on the website
- Updated information about programme implementation is published, including main achievements
- Necessary guidelines is provided to the beneficiaries, including publicity kits
- Involve other stakeholders

Responsibilities of the Beneficiaries

- Any communication has to acknowledge support from the Funds by displaying the EU emblem, with a reference to the EU and specific Fund
- Information about the project has to be provided on the beneficiary's website, including a short description of the aims and results, and highlighting the support received from the EU
- Upon request of the Managing Authority, communication activities have to be described already at the project application stage
- Placing at least one poster with information about the project at a location readily visible to the public
- For ESF operations and other educational projects supported by ERDF or CF, the beneficiary shall inform participants of this funding
- A billboard or permanent plaque shall be displayed for ERDF/CF infrastructure/construction operation receiving above €500,000 of public funding

Responsibilities of the Intermediate Bodies

- Intermediate Bodies are mandated by the Managing Authority to act as contact points for state aid schemes in line with Clause 106 of Regulation (EU) 1303/2013
- The Intermediate Bodies are responsible to adopt information measures primarily in order to ensure the wide dissemination and take-up of the aid schemes among potential beneficiaries

Target Groups

- Potential Beneficiaries as defined in the broad target groups identified in the respective funds. These include Public Sector organisations, Ministries, Departments, Entities, Authorities, Public Commissions, Public Sector, Local Councils and other organisations such as Social Partners, Business Organisations, NGOs who conform to the eligibility criteria as well as private firms which may be eligible for funding through aid schemes
- Beneficiaries, that is, organisations responsible for implementing projects selected for funding under Article 2 of Regulation (EU) 1303/2013
- The public which can be further sub-divided into the professional public and the general public

Communication Messages

- Key Communication Message
 - The Managing Authority will develop one or two overarching messages to reach all the target audiences

- Key Message Content
 - Clear, consistent and focused message content will be adapted to suit the needs of the different target groups

- Style and Approach
 - Adoption of an informative style and tone

Communication Measures

Measures	Potential Tools	Target Groups	Fund Specific/ Common for all Funds
Development of a Common ESIF logo and fund specific logo	To be used on all communication tools and measures, together with the co-financing banner and flags	All target groups	ESIF Fund Specific
Development of the Communication and Visual Identity Guidelines	A single Communication and Visual Identity Guidelines available on the MAs' website	All target groups, particularly beneficiaries, profession public and horizontal stakeholders	ESIF
	<ul style="list-style-type: none"> ▪ Training sessions ▪ One-to-one consultation sessions provided through the helpdesk and telecom conversation 		
Launching of the Operational Programmes	<ul style="list-style-type: none"> ▪ Print advertorials ▪ Social media ▪ MA's website ▪ Information Seminars 	All target groups	ERDF, CF & ESF EMFF EAFRD

Communication Measures

Measures	Potential Tools	Target Groups	Fund Specific/ Common for all Funds
Annual Events	Annual Information Events, such as national conferences, road shows, site open days / onsite talks, exhibitions, seminars, etc.	All target groups, particularly beneficiaries, media and general public	ESIF Fund Specific
Informative Publicity Campaigns			
Other related National Events and Activities			
Networks and Exchange of Experiences	Local Networks	Managing Authorities, Beneficiaries and Stakeholders (including the media)	ESIF
	Participation in European Networks	Managing Authorities	Fund Specific
Promotional Material	A series of branded items will be developed as free promotional materials to be distributed at the Managing Authorities' key events	All target groups	ESIF Fund Specific

Communication Measures

Measures	Potential Tools	Target Groups	Fund Specific/ Common for all Funds
Media Campaign	Media advertising: <ul style="list-style-type: none"> ▪ TV and radio advertorials ▪ Advertisements in magazine and other targeted publications 	All target groups	ESIF Fund Specific
	Outdoor advertising: Billboards		
	Audio-visual products- short features		
Media Relations	<ul style="list-style-type: none"> ▪ Articles, fact sheets and advertorials ▪ Press conference ▪ Participation of the Managing Authority, Intermediate Bodies and Beneficiaries in popular radio and/or TV shows 	General and professional public, and potential beneficiaries	ESIF Fund Specific

Communication Measures

Measures	Potential Tools	Target Groups	Fund Specific/ Common for all Funds
Informative Publications and Collateral Material	<ul style="list-style-type: none"> ▪ Posters ▪ Flyers, leaflets and brochures 	All target groups	ESIF Fund Specific
Website	<ul style="list-style-type: none"> ▪ Mail shots ▪ Official website: www.eufunds.gov.mt ▪ Helpdesk 	All target groups	ESIF Fund Specific
Social Media	<ul style="list-style-type: none"> ▪ Facebook 	All target groups, particularly the general public	ESIF
Training and Information Sessions	<ul style="list-style-type: none"> ▪ Training seminars ▪ Information sessions 	All target groups, particularly the potential beneficiaries and beneficiaries	Fund Specific

Annual Communication Plans

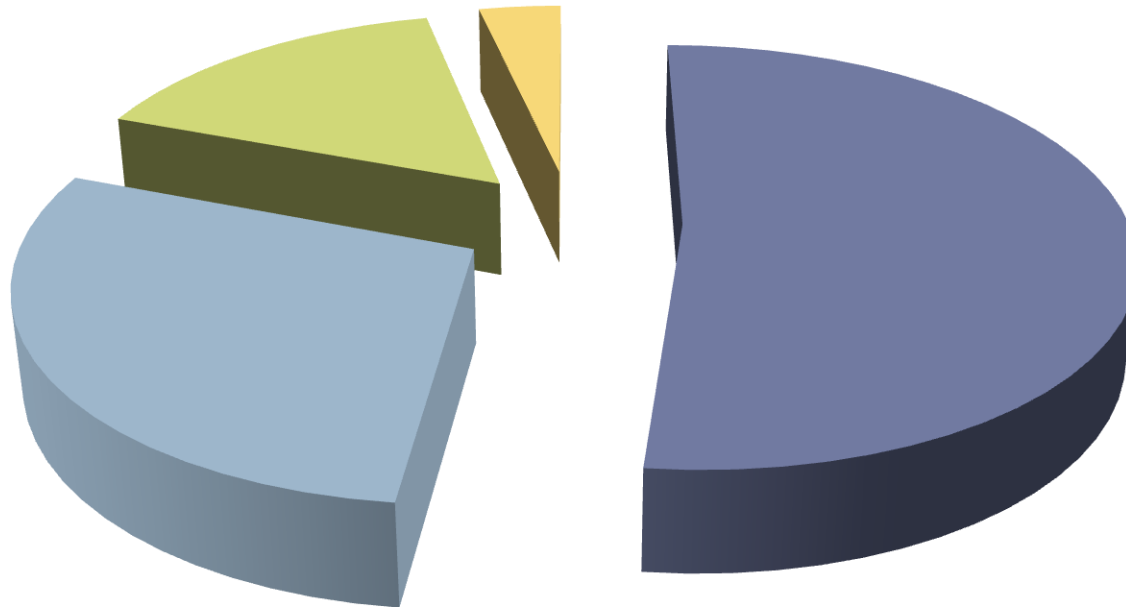
- Systematic reporting and review of the communication activities in the respective Annual Monitoring Committees (from the second year onwards)

- During the same meeting, a communication activity plan for the following year shall be adopted which will mainly contain:
 - Summary of the communication measures/activities for the given year
 - Setting of objectives for the given year
 - Description of communication activities in relation to the target groups
 - Indicative schedule of activities and budget
 - Description of the entities involved including human resources responsible for the implementation of information and promotion measures
 - Schedule of evaluation and reporting of the fulfilment of indicators

Monitoring and Evaluation

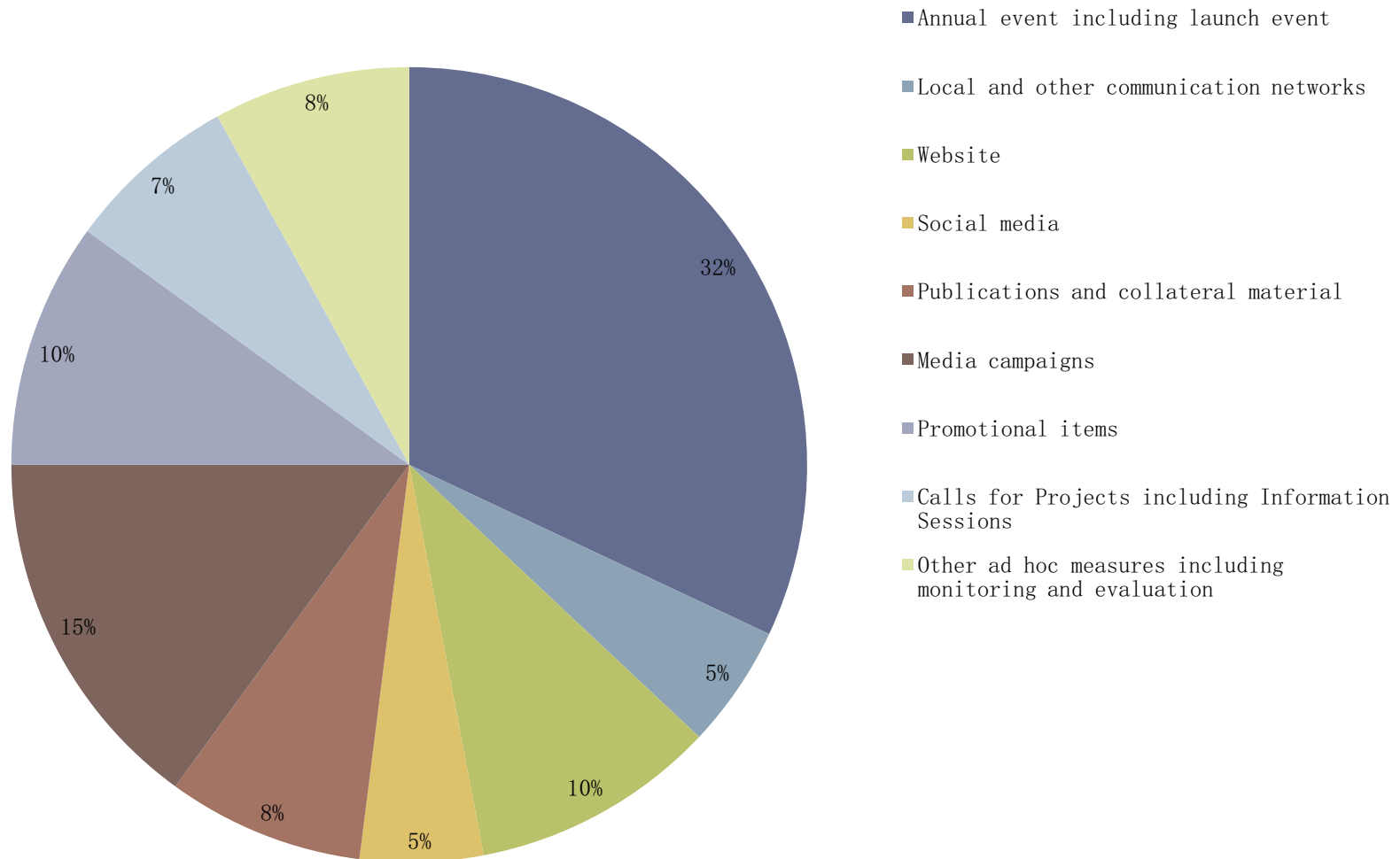
- Information and communication activities set out will be measured against:
 - Achieved performance/progress (outputs)
 - Analysis of effects/results through surveys/assessments
- Evaluation of the implementation of the information and communication activities will be mainly performed through:
 - Conducting national representative surveys/questionnaires following major communication campaigns and the annual events in order to assess the awareness and visibility in relations to the programmes and operations
 - Regular media monitoring and content analysis of publications and other material related to ESIF topics
 - Reporting system for monitoring and summarising the data submitted by programmes for reporting of activities they perform at programme level
 - An evaluation analysis of the overall implementation of the annual plans for information and communication on the programmes

Communication Activities Budget



■ ERDF & CF: 51.8% ■ ESF: 28.9%
■ EAFRD: 15.8% ■ EMFF: 3.5%

Communication Activities Budget



Annual Communication Plan 2015

- The Managing Authority had issued a call for tenders for a media action plan covering the first year after the launch of the Operational Programmes in Q1 2015
- This years annual event will focus on an Information Campaign in order to further promote the 2014-2020 Operational Programmes and also highlight the achievements obtained in the 2007-2013 programming period
- The Managing Authority will be using the following communication tools:
 - Media advertising
 - Communication with media and public relations
 - Audio-Visual products
 - Informative publications and collateral materials
 - Maintenance of a single portal on EU Funds
 - Social Media

Annual Communication Plan 2015

- The Managing Authority will also be developing/organising the following:
 - Information and training seminars/sessions
 - Networks and exchange of experiences
 - Visual Identity through the creation of a common logo
 - Communication and Visual Identity Guidelines, complemented by the information and publication guidelines

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
Website: www.eufunds.gov.mt*



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