



PROGRAMMING OF EUROPEAN  
FUNDS FOR MALTA

2014 2020

**18th December 2015**



OFFICE OF THE DEPUTY PRIME MINISTER  
MINISTRY FOR EUROPEAN AFFAIRS

PARLIAMENTARY SECRETARIAT  
FOR THE EU PRESIDENCY 2017 AND EU FUNDS

# **European Agricultural Fund for Rural Development (EAFRD)**

## **Communication Strategy 2014-2020**

**“Europe investing in rural areas”**

# Legal Basis

EAFRD Regulation (EU) No 1305/2013:

- Article 66(1)(i) and (5)

Commission Implementing Regulation (EU) No 808/2014

- Article 13 and Annex III

Common Provisions Regulation (EU) No 1303/2013

- Articles 115-117

Commission Implementing Regulation (EU) No 821/2014

# Communication: Malta's Experience 2007-2013

- During the 2007-2013 period, the MA ensured a steady flow of information on the implementation of the RDP in order to guarantee that sufficient information is made available
- Several activities have been undertaken to get the message through to potential beneficiaries, beneficiaries and the general public such as:
  - **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**
  - **National Rural Network**

# Analysis of 2007-2013 Implementation

## Good practices:

- Development and maintenance of a regularly updated web portal
- Published Manuals of Procedures together with the Visual Identity/Publicity Guidelines to inform beneficiaries of the necessary requirements from the outset
- Communication with stakeholders and potential beneficiaries

## Lessons learned:

- Lack of regular public opinion surveys or other studies prevented the evaluation of the effectiveness of communication measures
- Communication tools are not static but are fast evolving
- Limited interactive communication measures with the media
- Limited expert resources to implement the Communication Plan by the end of the programming period

## **Mitigating actions 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 of the ESI Funds**

## Objectives of the Strategy 2014-2020

- **Provide transparent information on the opportunities provided by EAFRD assistance to potential project proponents;**
- **Devise a system that provides information about EAFRD interventions to the general public;**
- **Promote the effective implementation of the priorities as set out in the Rural Development Programme;**
- **Inform the media, the general public and interested stakeholders about the role played by the EU in implementing the assistance;**
- **Make visible results achieved through the assistance given by the funds;**
- **Assist all beneficiaries in understanding publicity requirements and undertake appropriate measures to meet them;**
- **Create more visible unity through consistency of messages and branding;**
- **Promote an understanding of the role of EAFRD and the EU's contribution to the overall socio-economic development of Malta and Gozo.**

## Responsibilities of the Managing Authority (1)

- Information for the potential beneficiaries on at least the following:
  - the funding opportunities and the launching of calls under the RDPs;
  - the administrative procedures to be followed in order to qualify for financing under a RDP;
  - the procedures for examining applications for financing;
  - the eligibility conditions and/or criteria for selecting and evaluating the projects to be financed;
  - the names of persons or contacts at national, regional or local level who can explain the way RDPs work and the criteria for selecting and evaluating the operations;



## Responsibilities of the Managing Authority (2)

- the responsibility of beneficiaries to inform the public about the aim of the operation and the support from the EAFRD to the operation;
- the procedures for the examination of complaints under Article 74(3) of Regulation (EU) No 1303/2013.

- Information for the general public:

- of the content of the RDP, its adoption by the Commission and its updates, the main achievements in implementation and its closure, as well as its contribution to the achievement of the Union priorities set out in the Partnership Agreement.

## Responsibilities of the Managing Authority (3)

- the establishment of a single website or single website portal. The establishment of the single website shall not disrupt smooth implementation of the EAFRD and not restrict access for potential beneficiaries and stakeholders to the information.
- Involvement of bodies acting as relays:
  - partners as referred to in Article 5 of Regulation (EU) No 1303/2013;
  - information centers on Europe, as well as Commission representation offices, and Information offices of the European Parliament in Member States;
  - educational and research institutions.

## Responsibilities of the Managing Authority (4)

- Notification of the award of support:
  - the Managing Authority shall ensure that the notification of award of the support informs beneficiaries that the action is being financed under a programme part-financed by the EAFRD and of the measure and priority of the RDP concerned.
- Role played by the National Rural Network (NRN):

The structure of the NRN will serve the purpose of carrying out publicity and information actions to a broader public. Thus, a communication plan outlining the planned activities will be developed, in agreement with the MA, in a manner which is complementary to, and contributes to the achievement of the aims set by this Communication Strategy.

## Responsibilities of the Beneficiaries (1)

- The main responsibilities of the key beneficiaries include:
  - shall acknowledge support from the EAFRD to the operation by displaying the Union emblem and a reference to the support from the EAFRD
  - inform the public about the support obtained from the EAFRD by providing on the beneficiary's website for professional use, where such a website exists, a short description of the operation and highlighting the financial support from the Union

## Responsibilities of the Beneficiaries (2)

- for operations with public support of over €10,000 and depending on the operation funded at least one poster with information about the operation (minimum size A3), highlighting the financial support from the Union, at a visible location
- for operations with public support of over €50,000, the beneficiary shall place an explanatory plaque with information about the project, highlighting the financial support from the Union
- an explanatory plaque shall also be installed in the premises of the local action groups financed by LEADER

## Responsibilities of the Beneficiaries (3)

- putting up, at a visible location, a temporary billboard for each operation consisting of the financing of infrastructure or construction operations with public support of over €500,000
- no later than three months after completion, the beneficiary shall put up a permanent plaque or billboard of significant size at a visible location for each operation that fulfils the following criteria:
  - \* the total public support to the operation exceeds €500,000;
  - \* the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.

## Responsibilities of the Beneficiaries (4)

This billboard shall state the name and the main objective of the operation and highlight the financial support provided from the Union.

- billboards, posters, plaques and websites shall carry a description of the project/operation and the elements referred to further on in this document.
- information shall take up at least 25% of the billboard, plaque or webpage.

## Target Recipients

- Public Sector Organisations, Ministries, Departments, Entities, Authorities, Public Commissions, Public Sector, Local Councils and other Organisations such as Social Partners, Business Organisations, NGOs
- 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 Measures (1)

- **Development of a Visual Identity**
- **Communication and Visual Identity Guidelines**
- **Launch of the Rural Development Programme**
- **Organisation and implementation of common information campaign and activities/events**
- **Participation in related events and activities**
- **Network and exchange of experiences**
- **Participation in European Networks**
- **Promotional material**
- **Media campaign and advertising**

## Communication Measures (2)

- **Outdoor advertising**
- **Communication with media and public relations**
- **Audiovisual products**
- **Informative publications and collateral materials**
- **Maintenance of a single portal on EU funds**
- **Mail shots**
- **Training seminars/courses on information and communication and publicity measures**
- **Information events and sessions**

# 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 to assess the awareness and visibility in relation to RDP 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

# Budget

The indicative budget for the implementation of the EAFRD Communications Strategy 2014-2020 is as follows:

EAFRD Technical Assistance	EAFRD Information and Publicity Allocation
€3,893,076	€389,303

This does not include the Malta Government share of (25%) around €130,000.

**Contact Details:**

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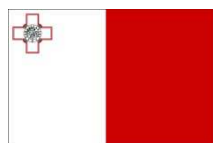
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# Thank You for your attention



**European Agricultural Fund for Rural Development**  
**Co-Financing Rate: 75% EU Funds 25% Beneficiary's**  
**Funds**



*Europe investing in rural areas*