

Monitoring Committee – Cohesion Policy 2007-2013  
Operational Programme II

**Communication Plan for Malta's  
Operational Programmes  
2007-2013**

Planning and Priorities Coordination Division  
Office of the Prime Minister – Malta  
5<sup>th</sup> December 2007


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**Structure of this Presentation:**

- Policy and Legal Basis of the Communication Plan
- The Communication Plan in Context
- The Communication Strategy
- Information and Publicity Measures
- Monitoring and Evaluation

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Communication Plan for Malta's  
Operational Programmes 2007-2013

**The Policy and Legal Basis**

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**EU Communication Policy and Initiatives**

- Plan D for Democracy, Dialogue and Debate, 2005;
- Action Plan to Improve Communicating Europe, 2005;
- White Paper on an EU Communication Policy, 2006;
- European Transparency Initiative, 2006 and follow-up, 2007.

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**Council Regulation 1083/2006, Article 69**

- **Responsibility:** Member State and the Managing Authority (MA) are responsible for providing information and publicity.

**Commission Regulation 1828/2006, Article 2**


- **A Communication Plan**, as well as any major amendments to it, shall be drawn up by the MA for the OP for which it is responsible or by Member State to cover several or all operational programmes.

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- **Examination of the Plan:** The Plan is to be submitted to the Commission within four months after the date of adoption of the last of the OPs covered by the Plan.
- If the Commission sends observations within two months of receipt, the Member State shall re-submit the revised Plan within two months.

[Commission Regulation, Article 3]

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**Communication Plan for Malta's Operational Programmes, 2007-2013:**

- Malta has drawn up one Communication Plan 2007-2013 covering both OPI and OPII. It allows for general activities as well as specific activities for each Fund individually.
- The final draft Communication Plan was submitted to the Commission for approval on 25<sup>th</sup> October 2007. Responsibility for implementation of the Plan lies with PPCD's Communications and Training Unit.
- The indicative budget for OPII Communication Initiatives is €1.2 million, 85% of which is ESF.

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**Communication Plan for Malta's Operational Programmes 2007-2013**

**The Context and Background**

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## The Context and Background:

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- The Communications Plan is built on experience obtained through Malta's Communication Strategy and Action Plan for the Structural Funds Programme 2004-2006.
- During the 2004-2006 period, the MA conducted:
  - Ongoing and ad hoc information measures and events.**
  - A structured publicity campaign** (Main activities: May 2006 to May 2007).

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## The Context and Background

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**Ongoing and ad hoc information measures for 2004-2006** included the issuing of press releases; adverts; organisation of and participation in events and fairs, press conferences, media interviews, seminars and workshops and manning an Email Helpdesk.

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## The Context and Background

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- The structured EU4U Publicity Campaign included TV and radio commercials; a 30 minute TV documentary; a 16-page booklet; newspaper adverts; a Roadshow organised in four localities over 24 days; and the setting up of a Structural Funds website ([www.eu4u.gov.mt](http://www.eu4u.gov.mt));

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## Lessons Learnt, 2004-2006

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- Greater impact obtained through organisation of focused, 'high visibility' events than long-term 'low intensity' campaigns.
- Working with different Agencies [short-term service contracts] allows for access to a wider range of creative input.
- Experience highlighted the need to coordinate and synchronise communication initiatives and media relations by setting up a specialised Communications Unit within PPCD.
- Television is the most effective medium, followed by newspapers and magazines, posters/billboards and radio.

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## Communication Plan for Malta's Operational Programmes 2007-2013

### Communication Strategy

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### Strategic Objectives

The Plan's strategic objectives are based on Article 69 of the Council Regulation:

- **Increasing visibility and awareness:** Communication activities should highlight the role of the Community in Cohesion Policy, raising awareness and knowledge of the socio-economic benefits and results.
- **Ensuring transparency:** Communication activities should ensure that assistance from the funds is transparent and accessible.


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### Operational Objectives

Based on Section 5.3.6 of OP11 as follows:


- Provide transparent information on the opportunities provided by Structural Funds and the Cohesion Fund assistance to potential project proponents;
- Devise a system that provides information about Structural Funds and Cohesion Fund interventions;

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### Operational Objectives continued...

- 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;
- Promote an understanding and appreciation of the role of Structural Funds and the Cohesion Fund and the EU's contribution to the overall socio-economic development of Malta and Gozo.

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## Key Message Content

As per Commission Regulation, Articles 5 and 7:

- Ensuring Transparency: Financial, Technical and Procedural Information
- Increasing Visibility and Awareness: Information relating to Strategy, Aims and Results.

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## Target Recipients

As outlined in Article 2b, Commission Regulation:

- **Potential Beneficiaries**, as defined in the broad target groups identified by OPI and OPII.
- **Beneficiaries:** organisations responsible for implementing projects selected for funding.
- **The Public:**
  - The Professional Public and Potential Multipliers of Information;
  - The General Public, including both the population as a whole and specific sub-groups which particular Programmes or measures are designed to benefit.

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## Language, Style and Approach

- **Both Maltese and English** are to be used, depending on the target audience. The use of Maltese is encouraged to reach the widest audience possible.
- **Informative style and tone** to ensure that communication activities are neutral, unbiased and factual;
- **An Educational approach** may be taken where the target audience also requires training, as in case of Beneficiaries.
- **Entertainment-style measures** will be used mostly to introduce or illustrate information designed to target the General Public or Potential Beneficiaries.

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## Communication Plan for Malta's Operational Programmes 2007-2013

### Information and Publicity Measures: Increasing Visibility and Awareness Ensuring Transparency

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## Development of a Visual Identity

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- EU flag to be flown outside MA premises for one week starting on 9<sup>th</sup> May, as required by Commission Regulation, Article 7.
- EU emblem and Malta flag to feature on all publicity and information material at both programme and project level, as per Commission Regulation Article 9 and Annex I.

Operational Programme II – Cohesion Policy 2007-2013

Project part-financed by the European Union  
European Social Fund (ESF)  
Co-financing rate: 85% EU Funds; 15% National Funds  
*Investing in your future*

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## Development of a Visual Identity

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- All information and publicity measures shall include the statement: **'Investing in your future'**, as per Commission Regulation, Article 9.
- One logo to be used, slightly adapted for use on each of the Structural Funds and the Cohesion Fund.
- Visual Identity Guidelines to be issued by the MA to ensure consistency across publicity measures at programme and project level.

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## Logo for Cohesion Policy 2007-2013

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INVESTING IN YOUR FUTURE

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## Communication Tools

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- **Advertising:** Media and Outdoor Advertising;
- **Promotional Material** and branded items;
- **Audiovisual products and documentaries**
- **Website**
- **Publications**, flyers, leaflets, brochures;
- **Media Relations**, Support to Media Multipliers;
- **Information Events**, including compulsory launch and annual events, as per Commission Regulation, Article 7;
- **Networks** and exchange of experience
- **MA Helpdesk**
- **Cooperation** with Commission Representation and EU Information Agencies in Malta.

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## Annual Events: Launch of OPI and II, 18<sup>th</sup> July 2007



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## Communication Plan for Malta's Operational Programmes 2007-2013

### Monitoring and Evaluation

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### Monitoring

- **Monitoring** – Ongoing data collection and fine-tuning of the communication measures. Plan may be adjusted or fine-tuned according to results of ongoing monitoring and evaluation activities;
- MA shall inform the Monitoring Committee of:
  - a) The Communication Plan and its implementation;
  - b) Information and Publicity Measures;
  - c) The Means of Communication used; [Art. 4.1]

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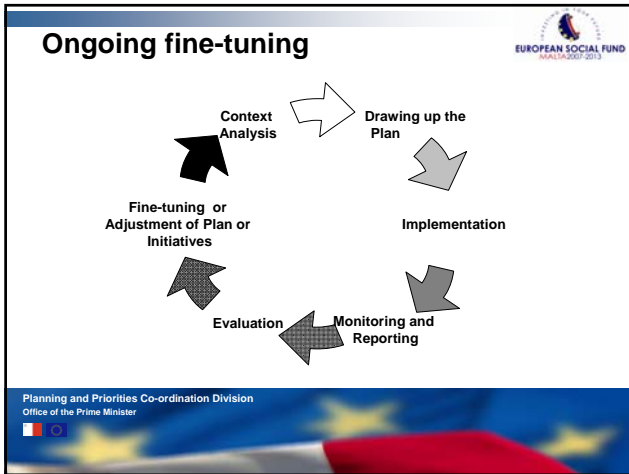
### Evaluation

**Evaluation** - Annual implementation report for 2010 and the Final Implementation Report shall assess results of the information/publicity measures in terms of visibility and awareness of the OPs and the EU's contribution [Commission Regulation, Art.4.2]

- Ad hoc, mid-term and ex-post research exercises. Main impact indicators:
  - Increase in public awareness of EU Cohesion Policy and its results.
  - Increase in public positive attitude towards EU cohesion policy.

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## Thank you for your attention

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## Contact Us

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