SWMED Project
Legal framework on Communication for ENPI Programmes

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http://www.enpicbcmed.eu

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Legal framework on Communication for ENPI Programmes:

Regulation EC N° 951/2007:

➔ **Article 42 (Information and visibility of the JOP - Joint Operational Programme): The JMA shall be responsible for implementation of information and visibility actions relating to the JOP.** In particular, the JMA shall take all necessary steps to ensure the visibility of the Community financing or co-financing in relation to its own activities and to the activities of the projects financed under the Programme. **Such measures shall comply with the relevant rules on the visibility of external actions published by the Commission** **(Communication and Visibility Manual for EU external actions).**

➔ **Article 28 (Annual reports of the JMA):** each annual report should include a detailed description of the measures taken by the JMA (supported by the JTS) in order to ensure the quality and the efficiency of the information and communication activities.

The Programme Communication Plan main features

➔ **Coherence with the JOP (Joint Operational Programme) Overall Objectives:**

1. **The effective Communication of the EU Political and Strategic Aims to the Public Opinion;**
2. **The Guarantee of the Transparency principle in the use of EU resources;**
3. **The Awareness of the Programme Purposes and Opportunities for the Potential Beneficiaries.**

➔ **Realism: as we have budget limitations, we selected the most effective channels and measures**

➔ **Main questions kept in mind: WHO (target), WHAT (actions), WHEN (Gantt), HOW TO MEASURE (indicators)**

➔ **Repartition of tasks between JMA/JTS, BO (Branch Offices) and NCPs (National Contact Points) with regard to the implementation of communication activities**

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The Programme Communication Plan main actors

Planning, implementation and coordination by:

 JMC (Joint Monitoring Committee)

 JMA (Joint Management Autority)

 JTS (Joint Techical Secretariat)

Planning and implementation by:

 BO (Branch Offices)

Implementation by:

 NCPs (National Contact Points)

 Other actors as EU Delegation or Interact

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The Branch Offices role in Programme activities

The Programme complexity and the wide extension of the eligible area requires to decentralize the management of some activities to two offices located in representative geographical areas:

  ➢ the Western and the Eastern Mediterranean

The decentralization aims to:
  ➢ favor the potential beneficiaries participation in the Programme;
  ➢ ensure closer proximity to the beneficiaries and main actors involved al local level.

The BOs are functionally dependent and carry out their activities in close coordination with the JMA and JTS.

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The Branch Offices involvement in the communication activities

Supporting the JMA and the JTS in the implementation of activities related to:

Information - Communication - Promotion

These activities are addressed to :

➢ **the eligible actors at local level, in order to inform them of the opportunities offered;**

➢ **the general public, to illustrate the results and impact of the Programme itself.**

The Branch Offices geographical coverage area

Branch Office of Valencia - ES (the Western Mediterranean Area)

The related countries are France - Portugal - Italy - Spain - Malta - Tunisia

Branch Office of Aqaba - JO (the Eastern Mediterranean Area)

The related countries are Cyprus - Jordan - Greece - Lebanon - Egypt - Palestinian Authority - Israel - Syria

The NCP (National Contact Point) involvement in the communication activities

➢ **Develop a regional and national circulation list for their respective countries and share it with the JMA/JTS**

➢ **Disseminate information to regional and national contacts**

➢ **Disseminate information from JMA/JTS to all contacts and to the media**

➢ **Disseminate press kit, press releases, newsletters, invitations to events (etc)**

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Contractual requirements/1

GENERAL CONDITION - ARTICLE 6 - VISIBILITY MANUAL

Art. 6.1:

the Beneficiary must take all necessary steps to publicise the fact that the EU has financed or cofinanced the Action. <u>Such measures must comply with the Communication and Visibility Manual for EU External Actions</u>

Contractual requirements/2

GENERAL CONDITION - ARTICLE 6 - VISIBILITY MANUAL

Art. 6.2:

- **The Beneficiary shall mention the Action and the EU's contribution in information given to the final recipients of the Action, in its internal and annual reports, and in any dealings with the media.**

- **It shall display the EU and Programme logo**

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Contractual requirements/3

GENERAL CONDITION - ARTICLE 6 - VISIBILITY MANUAL

Art. 6.3:

- Any notice or publication by the Beneficiary, including those given at a conference or seminar, must specify that the Action has received EU funding.

- Any publication by the Beneficiary, in whatever form and by whatever medium, including the internet, must include the following statement:

  "This document has been produced with the financial assistance of the European Union under the ENPI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of <Beneficiary's name> and can under no circumstances be regarded as reflecting the position of the European Union or the Programme's management structures."

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Contractual requirements/4

EU Visibility Guidelines - annex 2

- With regard to EU visibility after completion of the action state that 6 months after the phase funded by the EU has finished, no EU symbol may be included in any communication tools of the action, with the exception of any commemorative plaques.

- However, the action may continue to be managed by the beneficiary and its partners; in such a case the following sentence must be included on the material with the same prominence as was given to the EU flag: *"The initial phase <dates> if this project was supported by the EU"*

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What happens if projects do no fulfill their duties?

➢ **A sanction system could be developed.**

➢ **Sanctions should be graduated:**

<u>1° Level :</u> Explain the problem to the project and give guidance and training in solving the problem (how to improve the fulfilment of communication requirements?)

<u>2° Level :</u> Apply sanctions – do not recognise costs for communication activities that do not respect requirements

Programme & Project
A win-win relationship/1

Project is the best ambassadors of the Programme

➢ Project is expected to communicate their results towards the general public in an effective and accountable way

➢ Project should provide visual example of <u>what</u> and <u>where</u> has been accomplished from EU funds

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Programme & Project
A win-win relationship/2

Programme to Projects

➢ Supports the rules and obligations of information and publicity

➢ Supports the project's communication activities (technical workshops and trainings, templates, guidelines/manual, individual consultations…)

➢ Further dissemination of project results

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Programme & Project
A win-win relationship/3

Projects to Programme

➢ Consultation with the communication officer within the JMA/JTS concerning communication plan and activities

➢ Sending out regular contents (texts, photos, events…) which may constitute a resources for Programme's communication

➢ Informing and inviting the programme to projects events

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How the Programme can increase the projects' visibility/1

➤ Promoting networking among communication staff from each project

➤ Promoting inter-projects cooperation and cluster projects around a common theme (transports, river basin....) in view of organising joint promotional events

➤ Organising thematic events using inspiring flagship-quality projects with concrete outcomes and strategic value

➤ Identifying stories with policy interest, a concrete community value (how a project has changed things on the ground) and write a story for the media

❑ **All this should be organised in collaboration with BO and NCP**

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How the Programme can increase the projects' visibility/2

➢ Developing since the beginning a Communication Plan shared with your partners

➢ Ensuring wider dissemination and visibility on what your project does and what the benefits are with regard to regional social and economic development

➢ Reaching all your different stakeholders with tailor made messages

How we'll work together to increase the Projects and Programme visibility

The programme website will have a section dedicated to the Projects containing mainly:

➢ Database with queries by country & region, priority & measure, contacts details etc.

➢ Calendar with events foreseen by the projects

➢ Intranet with guidelines, internal documents and models for reports

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THANK YOU FOR YOUR ATTENTION

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