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**ESPON 2013 Programme**  
**COMMUNICATION ACTION PLAN 2010**

*Approved by the ESPON Monitoring Committee on 1 December 2009.  
The approved plan will be sent to the European Commission for information.*

Implementation Framework: The ESPON Communication Plan 2007-2013 approved by the European Commission on 10 June 2008



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## 1. Background

ESPON achieved interesting results so far. Its organisational framework is up and running with 29 National Contact Points, 31 Monitoring Committee Members, 75 Lead and Project Partners from the running projects (6 applied research, 6 targeted analyses and 2 scientific platform projects) and more than 100 potential project partners for Transnational Project Groups / ESPON Partner Café<sup>1</sup>.

A key part of the drive to disseminate information towards potential beneficiaries and the general public has been so far the efficient cooperation and partnerships in a continuous and iterative process with the European Commission DG REGIO and DG COMM under the considerable scope to work together as partners in promoting ESPON. The majority of the ESPON events, press releases, and news have been communicated through the main EC tools (announcements published at the Inforegio Website, press releases inserted at RAPID / the EC Pressroom, events published at the EU Calendar).

Another good example, which has been implemented in compliance with the Commission Regulation (EC) No 1828/2006<sup>2</sup>, is the involvement of the EC Representations to Member States. Several direct mailing campaigns towards them have been implemented and have demonstrated how close cooperation of this kind can work successfully. Their communication resources and know-how at national level are often very significant and their involvement represents a concrete contribution to ensure information and to involve different target groups, including the general public.

In addition to that, for the dissemination of the Call 2009, a partnership has started with the Europe Direct Information relays which provide EU information locally and regionally. The Europe Direct Information Centres are the local face of the Commission's strategy for dialogue with citizens; the network includes 468 Information Centres spread across all 27 member states.

During 2010 those results must be consolidated and in this context the communication of the Programme and its approach is very important. Scientific excellence, i.e., is a prerequisite for the development of effective communications. The quality of ESPON's scientific results and processes (e.g. project specifications, selection of most qualified experts, selection of projects and so on) are critical to the ESPON's attaining its communications objectives.

This document describes the priorities, target groups, actions that will be developed during 2010 by the Managing Authority / ESPON Coordination Unit. It sets out how we will provide information that is timely, clear, and reliable in a form compatible with EC Regulation 1828/2006.

Under the supervision of the Managing Authority and the Monitoring Committee of the Programme, complementary activities should also be carried-out by the ESPON Contact Points in order to ensure that we are robust in our approach to communicating key

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<sup>1</sup> The Calls 2009 have created an enormous interest amongst researchers throughout Europe in the ESPON Programme. The number of registered potential partners for transnational project groups has more than doubled, compared to the situation in May 2009. The overview that is weekly updated on the ESPON Website, by 3 November 2009 contains **126 registered potential partners from 23 countries**. The overview is therefore becoming a more and more useful tool to construct transnational project groups.

<sup>2</sup> Commission Regulation (EC) No 1828/2006, *Article 5* Information measures for potential beneficiaries, 3. *“The managing authority shall involve in information and publicity measures, in accordance with national laws and practices, at least one of the following bodies that can widely disseminate the information listed in paragraph 2: (a) national, regional and local authorities and development agencies; (b) trade and professional associations; (c) economic and social partners; (d) non-governmental organisations; (e) organisations representing business; (f) information centres on Europe as well as Commission representations in the Member States; (g) educational institutions”*.

information about the Programmes through arrangements that are open, effective and engaging in our approach.

## **2. Legal background**

This communication plan is an attempt to work in this spirit of the Structural Funds' rules (Article 69 of the Council Regulation No 1083/2006, Article 2 of the Commission Regulation No 1828/2006). In accordance with these provisions, the ESPON 2013 Programme shall ensure transparency and inform the public of the Community role in the actions funded by the programme. In addition, communication plan should specify the strategy for information and publicity measures to be taken.

This document will provide details on how the ESPON 2013 Programme will ensure that both objectives of transparency and informing the public of the Community role in the actions funded by the programme are realized during 2010.

The ESPON 2013 Programme will go beyond the minimum requirements of making information available by putting effort into communicating with and reaching out to stakeholders, beneficiaries and (to some extent) citizens. This effort can also attract better quality projects and generate support from citizens as well as policy makers to ensure a positive impact of the programme.

## **3. Roles and Responsibilities**

Managing Authority: Official communication with programme bodies and European Commission.

Coordination Unit: Overall programme level communication to general public, potential beneficiaries, beneficiaries, project partners, programme bodies.

ECPs: Informing on ESPON activities to relevant regional / national and academic stakeholders in the transnational context; promoting ESPON in their countries by increasing the national networks around ESPON.

Projects Partners: Developing mandatory set of communication and fulfilling information requirements; participating in meetings, seminars and other events to present results of the projects.

## **4. Coordination and Synergies between Communication and Capitalisation Activities**

To maximise synergies, a substantial effort will be undertaken to coordinate foreseen actions in the Communication Plan and the awareness raising actions financed under Priority 4 as part of Capitalisation Activities. The close coordination of Communication Plan and the Capitalisation Activities will ensure (1) that transparent information on the programme and the role of the Community will be provided, (2) that the new knowledge, evidence, data, indicators and tools resulting from activities of the ESPON Programme will be disseminated to potential beneficiaries, beneficiaries and indirect beneficiaries, as well as to all stakeholders identified in this programme document and to the general public.

The communication activities are fully complementary with the capitalisation activities that are an inherent part of the overall ESPON Work Plan for 2010.

The key messages of the Communication Plan will be as well channelled through media and action belonging to the Capitalisation Activities, in particular: the ESPON website, Newsletters, Press Releases, Seminars and workshops targeting the programme stakeholders.

## **5. Aim and Objectives 2010**

The overall aim of the ESPON Programme is to support policy development in relation to the aim of territorial cohesion and a harmonious development of the European territory. Its specific objectives can be summarized as follows:

- to enhance the availability of robust and comparable European facts and evidence about regions and cities;
- to explore territorial structures, trends, perspectives and policy impacts;
- to address themes of high relevance for policy makers in support of EU Cohesion Policy, including territorial cohesion;
- to ensure awareness raising, involvement and dialogue between policymakers, practitioners, stakeholders and scientists;
- to ensure the use of results, promoting a European perspective in cooperation with stakeholders;
- to support the building of a European research area in the field of territorial science.

For the 2010 the following priorities will be addressed:

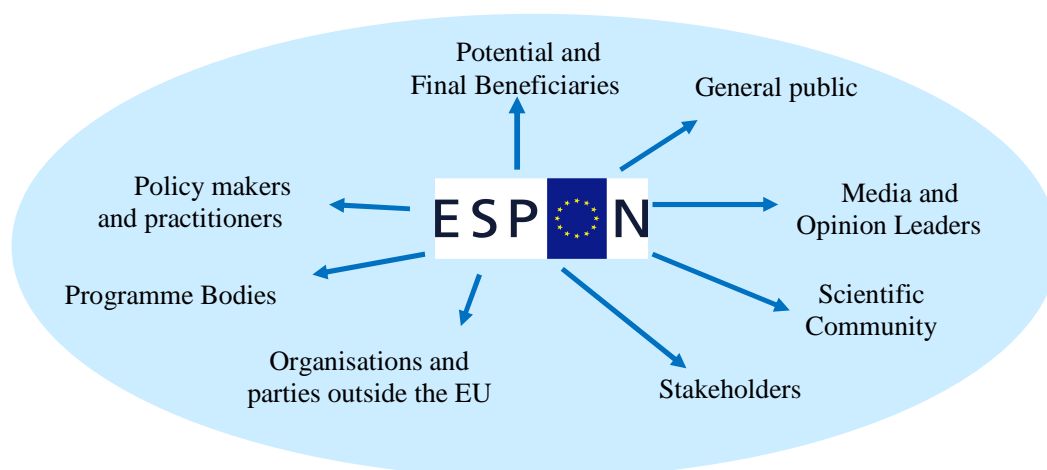
- a) Inform potential beneficiaries and raise awareness and transparency of the opportunities on offer by calls opened by the Programme.
- b) Attract potential beneficiaries to submit good quality project applications.
- c) Provide beneficiaries with complete, accurate and updated information about regulations, guidelines for good project management in order to maximise the quality of project implementation.
- d) Inform and raise awareness amongst the general public of the role of the Community in the actions funded by the Programme.
- e) Inform the programme's partners and stakeholders about the programme's management, progress being achieved and raise awareness of issues that may impact on its management and delivery.
- f) Inform project partners and raise awareness of the responsibilities they have under the regulations (with particular reference to information and publicity), provide guidance and advice to help ensure compliance, ensure that results are communicated by the project partners and the programme jointly in order to make the programme operations tangible and visible.
- g) Publicise the achievements of the ESPON Programme to inform and raise audience awareness of the projects carried out with ESPON and the impact that the projects make.
- h) Support the communication with additional promotional material, including a promotional brochure building on the first results of the ESPON 2013 Programme.

## 6. Target Groups - Identification

The ESPON “Communication Plan on Information and Publicity Measures” for the programming period 2007-2013 defined and clarified the primary targets and recipients of its communications activities<sup>3</sup>.

The concept *target group* is complex and evolving. A specific target group analysis should be conducted before each major information initiative. Lists of target groups are continuously updated but there is a need to build an indexed data base to create opportunities for selective dissemination of information to different groups of interested parties. The possibility of grouping our audience means that we will be able to quickly reach out with information that is adapted to different parts of an interested party, for example with newsletters and invitations.

The primary target groups for information are listed below. At any given time additional groups may be added to this list, although it is our assessment that these groups are relevant for the entire programme period.



In different stages of the programme implementation, different target groups will be prioritised. In general, the following order applies:

- Potential and final beneficiaries: public or public-equivalent bodies described in the Programme Manual and governed by public law. By September 2009 private bodies are included in this group.
- Policy makers and practitioners (target group of the results of the Programme) involved in carrying through programme and project activities outside and within Structural Funds’ funded programmes dealing with territorial development and cooperation;
- Programme Bodies: MC, ECPs, Paying Authority, European Commission;
- Stakeholders (users) of the Programme results: authorities and policy makers at all levels of administration (local, regional, national, European), Structural Funds Programmes (Objectives 1, 2 and 3) as well as groups of regional/local administrative entities (regions, cities), economic and social organizations, NGOs, university and research institutes, politicians and members of parliaments.
- The Scientific Community: this group encompasses the scientists with an interest in research ESPON topics. It includes potential applicants for ESPON funding, as well

<sup>3</sup> Cf 3. Target groups, “Communication Plan on Information and Publicity Measures” for the programming period 2007-2013 2006.

as those with a specific interest in the direction of ESPON and the outputs it will produce.

- Media and Opinion Leader: for journalists working for regional, national and European media; the immediate services for this audience concern the provision of press releases and media packages and announcement on events.
- General public, in particular to underline the central role that the European Union plays in the ESPON 2013 Programme in cooperation with the Member and Partner States. This objective will be achieved by marketing the programme through different kinds of media, in particular the website.
- Organisations and parties outside the EU and the Member/Partner States: Institutions, Administrative Authorities having an interest in the ESPON Programme. It is the intention to consider involving further countries in the applied research and targeted analysis. EU Candidate Countries and direct neighbours of the EU will be primarily taken into account.

## **7. Communications Strategy towards Individual Target Group**

When delivering messages we will take into account the target group and the type of message to be delivered. The message will then be delivered through the most appropriate tools. The nature of any communication will determine the information and publicity measures used to reach the desired audience. For example, global messages aimed at all segments of the target audience will be communicated through mediums such as press releases, newsletters and website statements. Alternatively, specific messages to particular sections of the target audience will require a different approach such as seminars and workshops.

To be effective communications should be targeted and where possible, tailored to meet the needs of its audience in terms of style, language and delivery. Many target audiences have been identified and they can be reached in different ways depending on the subject areas of communications that they require.

In terms of communication, the Programme Bodies and the Final Beneficiaries represent an important segment of the ESPON as i.e. ECPs and Lead and Project Partners are ambassadors in their countries and scientists shall deliver research of high quality that will advance understanding of the territorial cohesion and development that can serve policy making.

ESPON's communications strategy focuses on Media and Opinion Leader as well by providing that segment with the information they require and with messages that can be further adapted and tailored to meet specific audience needs. Media as well as the EC Representations to MS are an important channel for reaching these groups as well as a broader audience with more targeted messages.

Stakeholders and Policy makers must be aware of ESPON and its benefits in order to take it into account in their policy and strategic planning. At the European level, it will be particularly important to address EC services as well as groups of the European Parliament in charge of regional topics. However, observations on territorial development and cohesion are important to everybody and ESPON's work can therefore be of interest to a wide range of audiences and ultimately to the general public. Whilst ESPON findings cannot cater to all the information needs of the public at large, it must nevertheless be understandable to non-scientists and within a broader public audience be meaningful and relevant to those with an interest in ESPON. ECPs help to expand communications outreach and understanding of messages by audience at national level.

A large part of communication is choosing the most effective channel and design for each specific target group. To successfully convey our message, we need to emphasise the correct

information using the correct channels in the correct manner. To be efficient, the communication activities require a better coordination by implementing the visual identity based on the new graphic and design rules (to be applied to the website, newsletter, corporate tools, promotional materials and so on).

Under each target group, we list which measures can contribute to achieving the objectives for that group. The list, which is attached at Annex A, is not exhaustive, but rather serve as examples. Some measures could be applied to all target groups, for example the website.

## **8. Information and Publicity Measures 2010**

ESPON will work in partnership with the ECPs and MS and PS to provide information and to promote the Programme. The ESPON CU will keep ECPs informed of all activities that will be undertaken over the year. Lead and Project Partners will provide significant input to communications activities in accordance with their respective contracts.

All actions will be implemented in the full respect of the information and publicity requirements of the ESPON Programme as well as of EU Requirements as stated in Articles 8 and 9 of Commission Regulation 1828/2006.

For the year 2010, the ESPON Managing Authority, with the support of the ESPON Coordination Unit, intends to implement the following actions:

### **8.1. Information tools**

#### **8.1.1. Programme Manual and Applicants' package**

The applicants' package and the programme manual will be updated and completed prior the opening of the Calls to be launched in May and August 2010. They will include the relevant information providing a detailed picture of the priorities, their background and objectives, the principles for applying, assessing, approving and monitoring projects and the application form, the Operational Programme and the Regulation providing the legal framework for the ESPON 2013 funded operations. They will be published on the ESPON website and disseminate during the info day event and on demand.

#### **8.1.2. Official Journal EU**

The Calls will be announced at the Official Journal in two steps: the pre-announcement and the announcement.

#### **8.1.3. Programme Managing Support System**

The Programme Management Supporting System (PMSS) of the ESPON 2013 Programme became operational in the course of 2009. In order to make the system more efficient and useful, some additional features are still foreseen to be developed during 2010. The PMSS shall ensure a reliable monitoring and financial reporting system as well as stores information about the projects and subsequently also information about the various priorities and measures on the programme level. The database will serve as the main source for both quantitative and qualitative data on projects implementation and achievement.

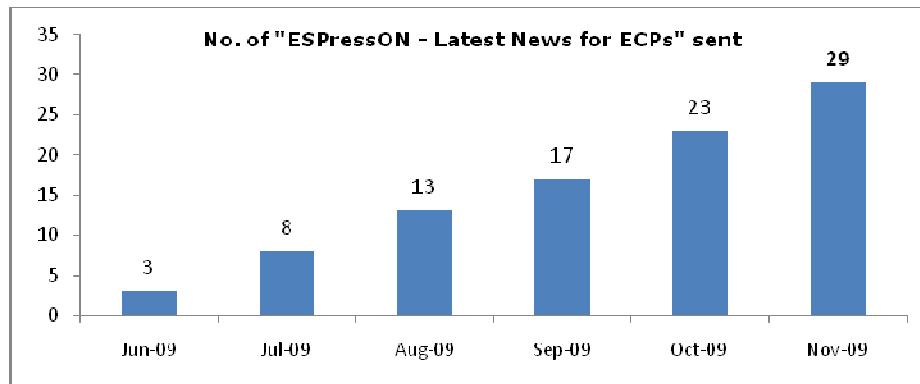
#### **8.1.4. Programme Bodies**

The programme bodies –MC Members and ECP network, - will be involved in reaching potential beneficiaries, policy makers, other stakeholders and the citizens. The CU itself will provide continuously information about the programme. External information requests will be answered as well as documents will be provided on demand.



In order to enable the flow of information between the various management units of the programme, i.e. between the CU, MA, CA, AA, MC regular meetings and contacts between the different units and actors will be held as well as regular messages to keep the programme's bodies informed.

Since June 2009, the ECP Network has been continuously involved in the ESPON communication activities and informed through a new communication tool called ESPressON, which is targeting the ECPs audiences in an effective way. The ESPressON is a direct mailing message containing the latest news in plain text with link to the relevant web pages at the ESPON Website. By 10 November, 29 ESPressON have been sent to the ECPs.



During 2010 those results must be consolidated and in this context the ESPressON will ensure that the ECPs are informed about all the relevant news.

## **8.2. Communication tools**

### **Corporate Identity**

Following the call for tender for the Corporate Identity and Lay-Out, which was launched in 2008, the ESPON CU worked with the external company to produce the Corporate Identity Manual. The final version will be available by end 2009.

The Corporate Identity Concept aims at keeping the identity of ESPON and confirming its recognition while modernising, polishing and extending it, though respecting general principles, e.g. keeping the symmetry. The EC Publicity Requirements are fully respected. Dimensions, rules of usage as well as the definition of additional elements will use each of these design elements as a basis for their evolution.

When finalized, the Corporate Identity Manual will be made available through the ESPON Website and it will be the framework to implement every publication.

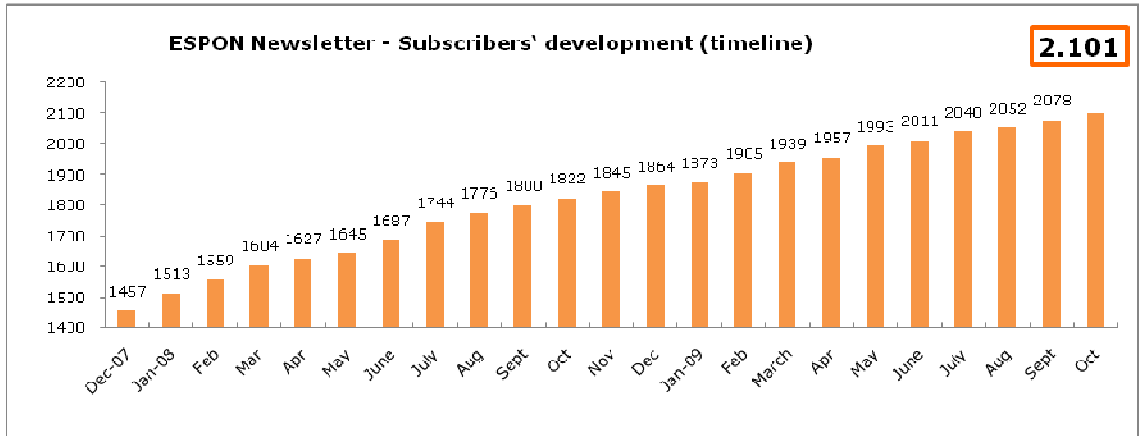
#### **8.2.1. Publications supporting the Communication Action Plan 2010**

Information material for beneficiaries on the framework and purpose of actions will be published and distributed in printed and/or electronic form:

- Programme and Guide Documents (Programme Manual and Application Pack);

#### **8.2.2. ESPON Newsletter**

The ESPON Newsletters were distributed to a mailing list with more than 2.000 recipients (+ 15% in October 2009 compared to October 2008):



For each of the newsletters disseminated in the framework of the Capitalisation Strategy during 2010, the ESPON CU will elaborate a short article targeting the launch of the calls. In addition, information on the timetable of events will be as well provided. In 2010, it is foreseen to have at least 6 Newsletters.

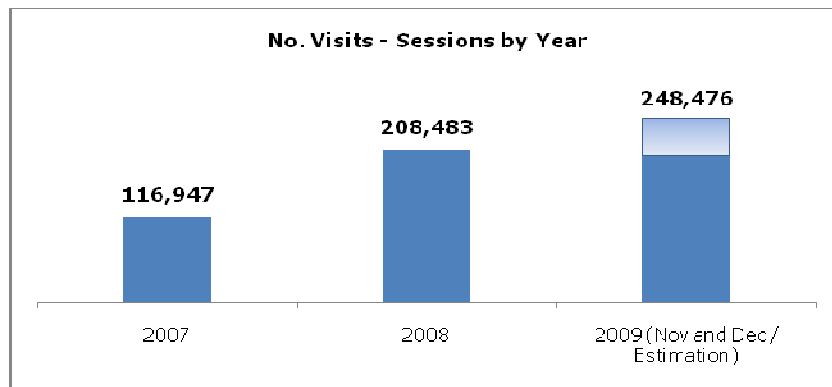
### 8.2.3. ESPON Website

The ESPON website is the main source of information in relation to the programme's activity. The rapid growth in internet access has confirmed the importance of this tool for providing up-to-date information and for promoting ESPON's key messages and activities.

More than 200.000 visits were counted by end October 2009, with the highest number of visits on September and October as the following table shows:

No. Visits-Sessions	2007	2008	2009
January	10,388	19,069	14,711
February	12,386	21,628	16,830
March	12,315	19,437	17,496
April	9,215	13,518	16,562
May	9,476	14,271	17,231
June	<b>8,362</b>	16,593	17,701
July	9,763	16,765	18,494
August	8,478	15,606	22,725
September	8,579	18,753	32,469
October	9,326	18,972	<b>32,844</b>
<b>Total</b>	<b>98,288</b>	<b>174,612</b>	<b>207,063</b>
<i>Monthly Average</i>	<i>9,829</i>	<i>17,461</i>	<i>20,706</i>

By estimating a monthly average of about 20.700 visits for November and December 2009, the total number of visits by year looks as follows:



Following the Call for Tender “Webservice and IT solutions”, the CU with the selected tender is significantly reviewing and improving the website to ensure the efficient dissemination of information for the Programme as well as ensure the website development, programming, maintenance. Within the framework of ESPON capitalisation (priority 4), the new improved website is to be launched on February 2010.

The new improved ESPON 2013 website, which provides online access to all News, Events, Ongoing activities and calls, Projects after approval of each round, Contact points for further information, Facts and figures about the programme and its implementation, will offer more and easier access to the enlarging bulk of information available. The new design will be more user-friendly and to make it as effective, accurate, reliable and trusted as possible, it will be checked and updated on a regular basis.

Also, in keeping with Commission Regulation 1828/2006 Article 7(2) (d), the list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations will be updated on the website.

Beyond the ESPON website itself, a wider outreach will be sought by building links and bridges with other websites (as was done during 2008 and 2009 by linking with Info regio, the Green Paper on Territorial Cohesion, the the European Year 2009 of Creativity & Innovation, the Open Days, the Czech EU Presidency, the the French EU Presidency and so on), by building bridges with YouTube to create ESPONtube, featuring video clips on ESPON activities, etc..

#### **8.2.4. ESPON Intranet**

The ESPON Intranet will be regularly updated in order to enable the flow of information from the authorities of the programme to the beneficiaries and between the different members of a group. During 2010 a makeover of the Intranet is envisaged updating the functionality and user-friendliness, as well as bringing its design in accordance with the ESPON Corporate design.

#### **8.2.5. Media**

The CU has improved the service to the media by producing several press releases focusing on events and activities, by coordinating more closely with the EC DG COMM

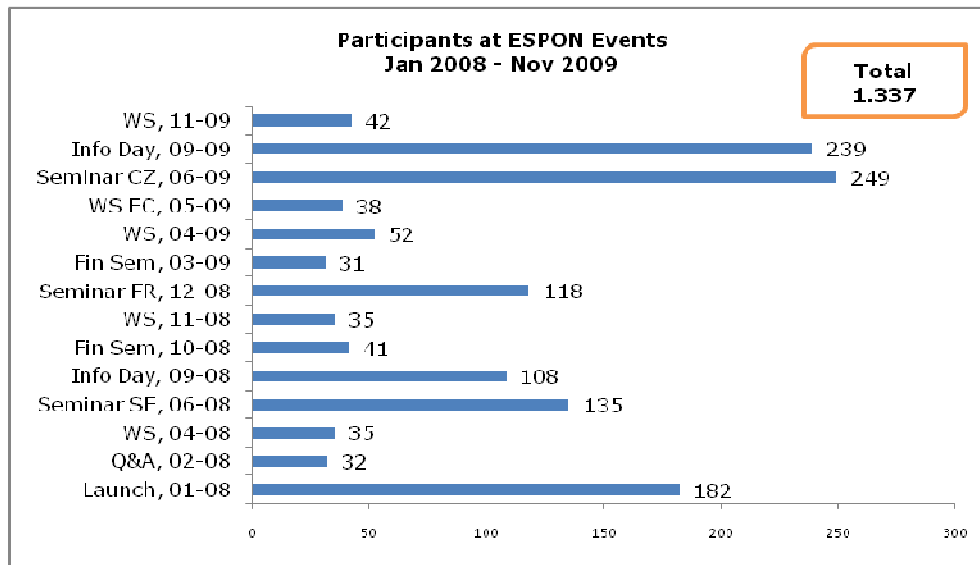
disseminating the press releases through the Pressroom RAPID also in other main EU languages and by publishing the main events at the online EU Calendar.

At the launch of the call, press releases will be elaborated and channelled to the relevant media. The press releases will be elaborated by the ESPON CU and will be mainly targeting the press, the general public and the potential beneficiaries. Timely and informative press releases to promote the Programmes and individual projects will be produced as well. This task will be realised in the framework of the Capitalisation Activities 2010.

In 2010 is envisaged to opt at the following concrete output: 6 Press Releases.

### 8.3. Targeted activities and actions/Events

During its first 2 years, more than 1.300 people participated at 14 events as the following chart shows:



In 2010, the following events will take place:

- Technical Meeting with FLC in FR, *spring*;
- Technical Meeting with FLC in UK, *May*;
- Financial Managers Seminar, *May*;
- Seminar for 1<sup>st</sup> Level Financial Controllers, *June*;
- ECP Meeting, *June and November*;
- Two Annual events (Info Day on New Calls and Partner Café including a Q&A session), *May and September*;
- ESPON Seminar, *June and November*;
- Participation in at least 3 external events. Additional external events will probably be added during the year.

#### 8.3.1. Technical Meetings with FLC in FR and UK

Following the results of the assessment of the first wave of reimbursement claims from approved projects, the MA and the CU have identified the necessity to urgently address the issue of certification according to the 1<sup>st</sup> level in France and the UK. Specific meetings will be organised in these countries. Support will be asked to MC Members and Central Approval Bodies as well as Group of Auditors representatives.

### **8.3.2. Financial managers seminar on Calls launched on September 2009**

Seminar on management and administration of projects will be organised in May for Lead and Project Partners of approved projects under the round of calls launched in September 2009. Information about e.g. eligibility rules, programme manual, subsidy contract, reporting and monitoring procedures will be given, as well as information about administrative, legal and practical matters of relevance concerning project coordination and management. The seminar will as well be open to first level financial controller of centralized and designated controllers of decentralized control systems willing to acquire additional and more specific information about ESPON 2013 reporting procedure and minimum requirements for the certification of expenditure.

### **8.3.3. Seminar for 1st Level Financial Controller**

In the course of the past programming period, some weaknesses of the first level financial control have been identified. In order to ensure a better execution of the management and control system under the responsibility of the participating Member and Partner States of the Programme, a financial control seminar targeting the first level controllers and the central approbation bodies will be organized by the ESPON CU in June.

The purpose of the meeting is to ensure the quality of the work of the controllers reminding them for the requirements stated in the EU rules as well as the programme rules at large. The meeting also gives the opportunity to the participants to share their experiences and difficulties they have faced with so far.

The seminar will be organized in two separate sessions: one for the controllers from centralized financial control systems and one for the controllers of the decentralized ones.

### **8.3.4. ECP Meetings**

Internal ECP meetings will be organized in June and November 2010 in order to ensure coordination of activities of the programme at national level, the internal coherence and share of experience.

### **8.3.5. Two Annual Events 2010 - Info Days and Partner Café including a Q&A session**

The Programme will organize two major information activities (Info Days on New Call including a Q&A session) to present the new funding opportunities and the conditions for applying. The events will be organised in May and mid September, will target stakeholders, potential beneficiaries and authorities, the wider public. Detailed information on the ESPON 2013 Operational Programme, the calls, the conditions to access the funding and any other relevant information will be provided. The events will be publicised widely to ensure a fair participation of actors from all participating Member and Partners States.

### **8.3.6. Working together with the EU Presidencies: ESPON Seminars**

The aim of presenting the achievements of the Programme will be gained through the Open Seminar which is to be organized in June during the Spanish EU Presidency.

The Coordination Unit shall in cooperation with the Belgian Presidency organise an Internal Seminar on November 2010 in Belgium. The internal seminar shall contribute to ensuring the internal consistency and synergy related to the content of projects within the different programme priorities. It will bring together for dialogue the Monitoring Committee, the ESPON Contact Points, and Project Groups on actions under the priorities 1, 2 and 3. The thematic scope and aim of the Seminar will be defined in due time during the first half of the year.

### **8.3.7. Participation in external events**

The programme will be marketed at several events like conferences, seminars, exhibitions. Information will be disseminated on e.g. project and programme results, funding opportunities. The ESPON CU will select during 2010 key events, organised by different institutions and/or organisation (the European Commission, other European programmes, etcetera).

At this stage the following events can be foreseen for 2010:

- NTCCP in Madrid, *March*,
- NTCCP, *September*,
- Open Days in Brussels, *October*.

Due to experience a large number of additional events will be added where the ESPON CU will communicate the ESPON Programme opportunities and results.

### **8.4. Flying the EU flag**

Provision will also be made to ensure that, for one week, starting on 9 May, the European flag will be flown in front of the premises of the Managing Authority. All year round the ESPON Coordination Unit flies the EU flag in front of its premises.

### **8.5. List of beneficiaries**

The list of the beneficiaries has been published on the web site of the Programme since 2008, together with the names of the operations and the amount of public funding allocated to each single operation. The list will be updated periodically after each binding decision of the Monitoring Committee and will be free for download.

### **8.6. Promotional material**

As the service contract on “Corporate Identity and Lay-Out” is being implemented and two other service contracts are in the process of being contracted or tendered (“CAP Strategy and Media Bureau” and “Printing”), the following promotional materials will be produced during 2010: promotional brochure, video clips, pens, bags, mouse pads.

The objective of the ESPON promotional brochure is to provide an overview of the Programme (mission, objectives, bodies) and promote its activities, content, projects through the first final results. It will primarily target decision makers, stakeholders and potential beneficiaries. It will however as well be interesting for the general public. The presentation should be attractive, easy to understand and with a limited amount of text. In terms of dissemination, at least the following methods will be implemented:

- Annual event (related to the Calls), workshops, seminars, external events;
- Major territorial cohesion related events;
- Mailing to the main target groups identified above;
- On request.

The successful tenderer on “CAP Strategy and Media Bureau” will be challenged on creating at least two video clips to be releases on the ESPON Website (and documented on DVDs for wider dissemination). The theme of the first one will be along the lines of ‘What ESPON can do for you’. This will be a series of short stories from people who have participated in ESPON telling their experience in becoming involved in ESPON. The second short film will be aimed at highlighting how policy makers have benefited from ESPON and how the Programme is being used to help support and contribute to the policies. The structure (story board, text, content) of the two short films will be presented at the MC for approval.

During 2010 the preparation of a European-wide open competition under the theme “European MapArt” will start. The aim is to use the process and results in communicating ESPON wider and with new target groups. In addition, the output is intended used for promotional material, such as an ESPON Calendar 2012 for wide distribution. The competition will aim at inviting for (computer) manipulation of ESPON Maps creating cartographic images with a distinct artistic appeal that will create attention to ESPON. The selection of the best entries in the competition may include high-level policy makers as selection panel and an event in Brussels publicising the result. Within this framework, during 2010 the CU will develop a proposal to be approved by the MC.

### **8.7. Work Plan 2010 and related communication objectives**

This Communication Action Plan 2010 will also serve as support for the main activities envisaged in the Work Plan 2010 and Capitalisation Activities for 2010. Therefore, Communication Plan 2010 is intended to be a dynamic document which may be revisited and which will ensure that there is coherence and continuity in our communication objectives.

By taking into consideration the Work Plan 2010 and the current version of the Calendar, the related communication objectives feed in as indicated in the table attached at Annex B.

## **9. Evaluation**

To ensure a correct implementing of the above listed Information and Publicity Measures 2010, the relevant indicators that are included in the Communication Plan on Information and Publicity Measures 2007 – 2013 will be taken into consideration as follows:

- Programme Manual and Applicants’ package: number of downloads, number of documents requested, number of visits to the relevant website pages;
- Programme Managing Support System: number and type of enhancement of the database;
- Programme Bodies: number of ESPressON issued, number of reports distributed, number of meetings held;
- Newsletters: number of subscriptions, number of newsletters distributed;
- Website: number of website visitors;
- Intranet: number of communication distributed;
- Media: number of press releases issued;
- External events: number of events MA/CU has participated in;
- Targeted activities and actions/events: number of participants at the annual event/info day, number of project representatives participating at financial seminars, number of events held;
- List of beneficiaries: number of downloads;
- Promotional material: type and number of promotional material produced, numbers of copies requested and distributed by CU.

The evaluation will also be based on brief questionnaire disseminated at ESPON events and/or online survey.

An evaluation of the degree of satisfaction with information, services and support provided to the MC, ECP and partners is to be implemented early 2010. The evaluation will be based on brief questionnaire disseminated to the target groups. The ESPON CU will compile and process the answers given with the aim of verifying the level of satisfaction with information, service and support provided to the target group. The results will serve as information to be used in the Annual Implementation Report.

Furthermore, the MA will also carry out a specific evaluation as part of the Ongoing Evaluation by launching a call for tender in spring 2010. In accordance with Commission Regulation (EC) No 1828/2006 Article 4(2)<sup>4</sup> this evaluation will include assessing the results of the information and publicity measures in terms of visibility and awareness of the operational programme and of the role played by the Community. The 2010 evaluation will contribute evidence when revisiting the Communication plan, so that it can be amended and adapted in response.

The Annual Implementation Report for 2010 will contain a chapter assessing the results of the information and publicity measures. Experience gained during implementation will be used to refine the plan and address any shortcomings that become apparent to ensure that it remains fit for purpose.

## **10. Budget 2010**

ESPOON has an allocated publicity budget of 466.000 EUR, between 50.000 and 70.000 per annum from 2007 onwards to fund communication activities. The publicity measures noted in this action plan 2010 will be cross fund by the communication plan, the capitalisation as well as technical assistance.

As the launch of the first of two Calls in 2011 is scheduled for February 2011, the relevant communication activities shall start in the second half of 2010. Therefore, the Budget 2010 includes the annual event – info day on new call which is scheduled for February 2011. The budget for Communication Action Plan 2010 looks as follows:

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<sup>4</sup> Comm. Reg. (EC) 1828/2006 Art. 4/Implementation and monitoring of the communication plan

2. The annual reports and the final report on implementation of an operational programme, referred to in Article 67 of Regulation (EC) No 1083/2006, shall include:

(a) examples of information and publicity measures for the operational programme carried out when implementing the communication plan;

(b) the arrangements for the information and publicity measures referred to in Article 7(2)(d) including, where applicable, the electronic address at which such data may be found;

(c) the content of any major amendments to the communication plan.

The annual implementation report for the year 2010 and the final implementation report shall contain a chapter assessing the results of the information and publicity measures in terms of visibility and awareness of operational programmes and of the role played by the Community, as provided for in Article 2(2)(e).



<b>BUDGET Commitments: Communication Action Plan 2010</b>		
<b>Information tools</b>	<b>EUR</b>	<b>Source of Funding</b>
Programme Manual		P5 - TA staff budget and P4 – Capitalisation / Printing
Applicants' Pack		P5 - TA staff budget and P4 – Capitalisation / Printing
Official Journal of EU		No cost
Programme database		Ad hoc TA Budget Line
Coordination Unit		P5 - TA staff budget
ESPressON		P5 - TA staff budget
<b>Total</b>	<b>0.00</b>	
<b>Communications tools</b>	<b>EUR</b>	<b>Source of Funding</b>
Corporate Identity Manual		P4 – Capitalisation
Newsletter		P4 – Capitalisation
Website and Intranet		P4 – Capitalisation
Media / Press Releases		P4 – Capitalisation and P5 - TA staff budget
<b>Total</b>	<b>0.00</b>	
<b>Targeted actions and activities</b>	<b>EUR</b>	<b>Source of Funding</b>
Two Annual Events - Info Days on New Calls and Partner Café and Q&A session	50,000.00*	P5 - Communication Plan
Technical Meetings with FLC in FR an UK		P5 - TA travel budget
Financial Seminar	15,000.00	P5 - Communication Plan
Seminar for 1st Level Financial Controllers	10,000.00	P5 - Communication Plan
Participation in external events		P5 - TA travel budget
Flying of EU flag		No cost
List of beneficiaries		P5- TA staff budget; P4 – Capitalisation
Promotional materials	50,000.00	P5 - Communication Plan
promotional brochure		P4 – Capitalisation / Corporate Identity and Layout, Printing, Media Bureau
pens, bags, mouse pads		P5 - Communication Plan
2 video clips		P5 - Communication Plan
<b>Total Communication Action Plan 2010</b>	<b>125,000.00</b>	
Calls 2011: Annual Event - Info Day on New Calls and Partner Café and Q&A session	30,000.00	P5 - Communication Plan
<b>TOTAL</b>	<b>155,000.00</b>	

\* This amount will be included in the next adjustment of the programme budget. The MC will be asked to take this formal decision by Written Procedure.

#### **Annexes:**

**Annex A – List of Objectives and Measures for Target Groups**

**Annex B – Communication calendar 2010 and related objectives**

## Annex A – List of Objectives and Measures for Target Groups

Target Groups	Objectives	Measures 2010
<b>Potential Beneficiaries</b>	Information about the opportunities on offer; transparency and Community role; involvement on all stages of ESPON, including programme development, calls for proposals and expression of interest, research activities and communication of outcomes.	<ul style="list-style-type: none"> <li>- Programme Manual and Appl Pack</li> <li>- Official Journal EU</li> <li>- Promotional Brochure</li> <li>- Newsletter</li> <li>- Website</li> <li>- Press Release</li> <li>- Info Day Event</li> <li>- Seminars</li> <li>- External events</li> <li>- Flying the EU flag</li> <li>- List of beneficiaries</li> <li>- Promotional material</li> <li>- Direct Mailing</li> </ul>
<b>Final Beneficiaries/Lead and Project Partners</b>	Information, guidance and advice on their responsibilities under the regulations; transparency and Community role; delivery of research on territorial development, competitiveness and cohesion of high quality.	<ul style="list-style-type: none"> <li>- Meetings and Briefings</li> <li>- Promotional Brochure</li> <li>- Newsletter</li> <li>- Website and Intranet</li> <li>- Financial Seminar</li> <li>- Seminars</li> </ul>
<b>Policy Makers, Practitioners, Stakeholders</b>	Delivery of research of high quality that will advance understanding of the territorial cohesion and development that can serve policy making; provide targeted analysis based on user demand; improve and enhance the use of the ESPON results by involving stakeholders and beneficiaries in all stages of ESPON, including programme development, calls for proposals and expression of interest, research activities and communication of outcomes.	<ul style="list-style-type: none"> <li>- Meetings and Individual Briefings (on demand)</li> <li>- Promotional Brochure</li> <li>- Newsletter</li> <li>- Website</li> <li>- Press Release</li> <li>- Seminars</li> <li>- External events</li> <li>- Promotional material</li> </ul>
<b>Programme Bodies</b>	Information about the programme, its policy context, its management, achievements and progress	<ul style="list-style-type: none"> <li>- Programme database</li> <li>- MC Meetings and Briefings</li> <li>- Website and Intranet</li> <li>- Technical Meeting with FLC</li> <li>- Seminars</li> <li>- Evaluation</li> <li>- E-mail messages</li> <li>- MC Info Note</li> <li>- Annual Implementation Reports</li> </ul>

Target Groups	Objectives	Measures 2010
<b>ECPs</b>	Information on activities relevant for regional / national and academic stakeholders; information about the opportunities on offer; transparency and Community role.	<ul style="list-style-type: none"> <li>- Programme Manual and Appl Pack</li> <li>- Official Journal EU</li> <li>- ESPressON</li> <li>- Newsletter</li> <li>- Website and Intranet</li> <li>- Financial Seminar</li> <li>- ECP Meetings</li> <li>- Info Day Event</li> <li>- Seminars</li> <li>- List of beneficiaries</li> <li>- Promotional material</li> </ul>
<b>Scientists</b>	Information on activities relevant for academic stakeholders; information about the opportunities on offer; transparency and Community role; communication on ESPON results.	<ul style="list-style-type: none"> <li>- Meetings and Briefings</li> <li>- Promotional Brochure</li> <li>- Newsletter</li> <li>- Website</li> <li>- Press Release</li> <li>- Info Day Event</li> <li>- Seminars and Events</li> <li>- External events</li> <li>- Promotional material</li> <li>- Publications (TO, MoM, ...)</li> </ul>
<b>Media Opinion Leaders</b>	Programme results and activities; use of the ESPON results by involving them in all stages of ESPON, including programme development, calls for proposals and expression of interest, research activities and communication of outcomes.	<ul style="list-style-type: none"> <li>- Promotional Brochure</li> <li>- Newsletter</li> <li>- Website</li> <li>- Media packages</li> <li>- Announcement on events and Publications</li> <li>- Direct Mailing</li> <li>- Press Releases</li> <li>- Events</li> <li>- Annual Implementation Reports</li> </ul>
<b>General Public</b>	Transparency and Community role; improve and enhance the use of the ESPON results by involving them in all stages of ESPON, including programme development, events, research activities and communication of outcomes.	<ul style="list-style-type: none"> <li>- Promotional Material (Brochure, videos, DVDs)</li> <li>- Newsletter</li> <li>- Website</li> <li>- Press Release</li> <li>- Info Day event</li> <li>- Seminars</li> <li>- External events</li> <li>- Flying the EU flag</li> <li>- List of beneficiaries</li> <li>- Promotional material</li> <li>- ECPs Activities</li> <li>- Annual Implementation Reports</li> </ul>

## Annex B – Communication calendar 2010 and related objectives

Month	Document / Ref	Outputs 2010	Communication Objectives
Jan	Work Plan for 2010 / Capitalisation Activities	Website and Corporate identity	to launch widely the revisited website; to implement the new corporate identity and involve the programmes` bodies
Jan	Work Plan for 2010 / Capitalisation Activities	ESPON running Project/Typology Compilation and TeDI	to promote successfully the evidence from the projects/draft and final reports
Jan/Feb	Communication Plan	Technical Meeting with FLC in FR and UK	to enable the flow of information between the CU and the FLC
Jan/Feb	Work Plan for 2010 / Capitalisation Activities	Workshop on Territorial Impact Assessment on March	to disseminate the event and involve the relevant target groups
Feb	Work Plan for 2010 / Capitalisation Activities	Territorial Observation No 3 (Lisbon)	to promote the publication to the relevant media and target groups
Feb	Work Plan for 2010 / Capitalisation Activities	Newsletter and Press Release	to keep the audience and journalists informed about the most relevant news
Feb	Communication Plan	Survey MC, ECP, LPP	to evaluate the degree of satisfaction with information, services and support provided to the MC, ECP and partners
Feb/May	Work Plan for 2010 / Capitalisation Activities	Workshop at the Regional Studies Association Conference on May	to disseminate the event and involve the relevant target groups
March	External Event	NTCCP in Madrid	to market the Programme and disseminate project and programme results
March/May	Communication Plan	Fifth ESPON Call May 2010	to pre-announce (OJ), then to launch widely the Call to be opened on May
Apr	Communication Plan	Forth ESPON Call September 2009	financial Seminar for beneficiaries (lead and project partners of approved projects) on management and administration of projects
Apr	Communication Plan	Forth ESPON Call September 2009	to keep the audience informed about the results of the Call
Apr	Work Plan for 2010 / Capitalisation Activities	ESPON running Project/FOCI, EDORA, DEMIFER, CAEE, SURE, TeDI	to promote successfully the evidence from the projects/draft and final reports
Apr	Work Plan for 2010 / Capitalisation Activities	Territorial Observation No 4 (IT)	to promote the publication to the relevant media and target groups
Apr	Work Plan for 2010 / Capitalisation Activities	Newsletter and Press Release	to keep the audience and journalists informed about the most relevant news
May	Work Plan for 2010 / Capitalisation Activities	Territorial Observation No 5 (Creative)	to promote the publication to the relevant media and target groups
May	Communication Plan	Fifth ESPON Call May 2010 / Programme Manual and Applicants` package Call 2010	to providing a detailed picture of the priorities, their background and objectives, the principles for applying, assessing, approving and monitoring projects and the application form, the Operational Programme and the Regulation providing the legal framework for the ESPON 2013 funded operations

Month	Document / Ref	Outputs 2010	Communication Objectives
May	Communication Plan	Info Day on New Calls and Partner Café including a Q&A session)	to present the new funding opportunities and the conditions for applying
June	Communication Plan	Financial seminar First Level Controllers	to ensure a better execution of the management and control system under the responsibility of the participating Member and Partner States of the Programme
June	Technical Assistance	ECP Meeting	to ensure coordination of activities of the programme at national level, the internal coherence and share of experience
June	Work Plan for 2010 / Capitalisation Activities	ESPON Open Seminar	to present the achievements of the Programme
June	Work Plan for 2010 / Capitalisation Activities	Newsletter and Press Release	to keep the audience and journalists informed about the most relevant news
June	Work Plan for 2010 / Capitalisation Activities	ESPON running Project/ CAEE, SURE, EUISLAND, SS-LR	to promote successfully the evidence from the projects/draft and final reports
June/Sept	Communication Plan	VI ESPON Call September 2010	to pre-announce (OJ), then to launch widely the Call to be opened on September
June/Sept	Work Plan for 2010 / Capitalisation Activities	Stakeholder Conference on TA September	to disseminate and promote the event
June and Dec	Communication Plan	List of Beneficiaries	to ensure transparency in the actions funded by the programme
July	Work Plan for 2010 / Capitalisation Activities	ESPON running Project/ ReRISK	to promote successfully the evidence from the project/ final report
July	Work Plan for 2010 / Capitalisation Activities	Newsletter and Press Release	to keep the audience and journalists informed about the most relevant news
August	Communication Plan	VI ESPON Call September 2010 / Programme Manual and Applicants' package Call 2010	to providing a detailed picture of the priorities, their background and objectives, the principles for applying, assessing, approving and monitoring projects and the application form, the Operational Programme and the Regulation providing the legal framework for the ESPON 2013 funded operations
Sept	Communication Plan	Info Day on New Calls and Partner Café including a Q&A session)	to present the new funding opportunities and the conditions for applying
Sept	Work Plan for 2010 / Capitalisation Activities	Newsletter and Press Release	to keep the audience and journalists informed about the most relevant news
Sept	Communication Plan	ESPON promotional brochure	to promote ESPON, its activities, content, projects
Sept	Work Plan for 2010 / Capitalisation Activities	ESPON running Project/ FOCL, EDORA, DEMIFER	to promote successfully the evidence from the projects/ final reports
Sept	External Event	NTCCP	to market the Programme and disseminate project and programme results

Month	Document / Ref	Outputs 2010	Communication Objectives
Sept	Work Plan for 2010 / Capitalisation Activities	First Scientific Report	to widely promote the report
Sept/Nov	Work Plan for 2010 / Capitalisation Activities	Workshop on November	to disseminate the event and involve the relevant target groups
Sept/Dec	Communication Plan	two video clips to be releases on the ESPON Website and related DVDs	to promote ESPON, its main actors, activities, content, projects
Oct	Work Plan for 2010 / Capitalisation Activities	Newsletter and Press Release	to keep the audience and journalists informed about the most relevant news
Oct	Work Plan for 2010 / Capitalisation Activities	ESPON running Project/ METROBORDER	to promote successfully the evidence from the project/ draft final report
Oct	Work Plan for 2010 / Capitalisation Activities	Territorial Observation No 6 (Human)	to promote the publication to the relevant media and target groups
Oct	Work Plan for 2010 / Capitalisation Activities	WS at Open Days 2010 (4-7 October)	to market the Programme and disseminate project and programme results, funding opportunities
Oct	Work Plan for 2010 / Capitalisation Activities	First Synthesis Report	to widely promote the report
Oct/Dec	Communication Plan	Preparation of "European MapArt" competition/ ESPON Calendar 2012	to direct engage with the general public
Nov	Technical Assistance	ECP Meeting	to ensure coordination of activities of the programme at national level, the internal coherence and share of experience
Nov	Technical Assistance	ESPON Internal Seminar	to ensure the internal consistency and synergy related to the content of projects within the different programme priorities
Nov/Dec	Communication Plan	Call on Applied Research (to be launched on February 2011)	to pre-announce (OJ), then to launch widely the Call to be opened on February 2011
Dec	Work Plan for 2010 / Capitalisation Activities	ESPON running Project/ CLIMATE, DATABASE, METROBORDER	to promote successfully the evidence from the projects/ draft and final reports
Yearly around and on 9 May	Communication Plan	EU Flag	to inform and raise awareness amongst the general public of the role of the Community in the actions funded by the Programme
Yearly around	Work Plan for 2010 / Capitalisation Activities	Website / update	to keep the target audiences informed
Yearly around except from June, July, Aug	Work Plan for 2010 / Capitalisation Activities	9 Maps of the Month	to widely promote the Maps