



INTERREG VI-A ITALY-SLOVENIA 2021-2027 VISIBILITY AND COMMUNICATION STRATEGIC INTENTIONS

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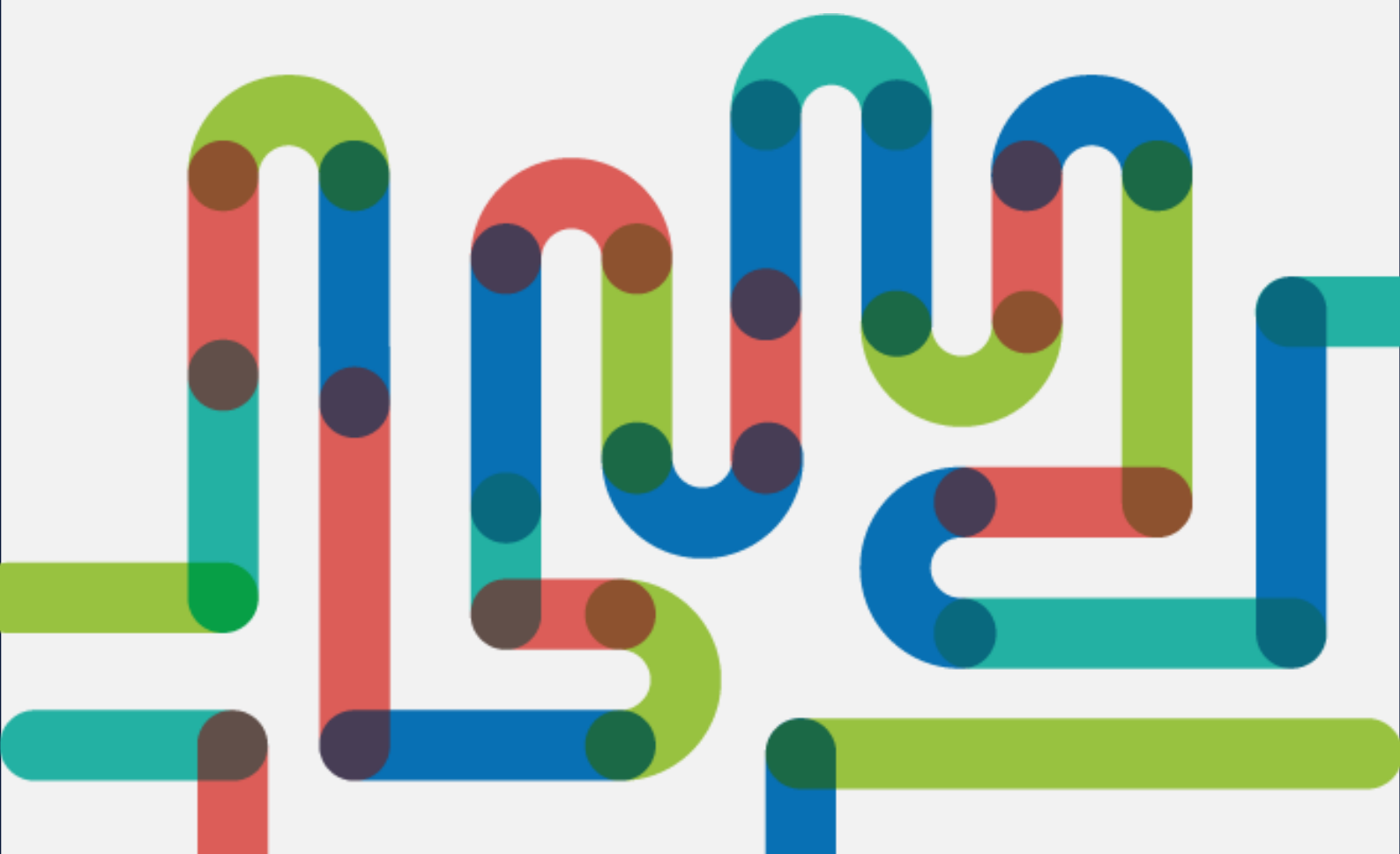




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LIST OF ABBREVIATIONS

CO	<i>Communication Objective</i>
EC	<i>European Commission</i>
EU	<i>European Union</i>
FVG	<i>Friuli Venezia Giulia Autonomous Region</i>
Jems	<i>Joint Electronic Monitoring System</i>
JS	<i>Joint Secretariat</i>
MA	<i>Managing Authority</i>
MC	<i>Monitoring Committee</i>
NCO	<i>National Contact Point</i>
PO	<i>Policy Objective</i>
Programme	<i>Interreg VI-A Italy-Slovenia 2021-2027 programme</i>
SO	<i>Specific Objective</i>



1. INTRODUCTION

On August 3rd 2022, the European Commission officially adopted, with the signature of the Implementing Decision C(2022) 5745, **the Interreg VI-A Italy-Slovenia programme 2021-2027** (hereinafter referred to as the Programme).

Chapter 5 of the Programme provides an overview of the communication approach, which is articulated in this document of “intentions” in accordance with European Communications Provisions.

Effective communication is a crucial component and important part of Interreg VI-A Italy-Slovenia programme implementation and plays a vital role in every part-funded project. In order to have successful communication it is very important to harmonize communication process at Programme and project level.

This document aims at identifying:

- communication purpose and objectives at Programme level
- communication Target groups and stakeholders
- communication strategies according to targets, objectives and expected outcomes
- a provisionale timeline
- capitalisation opportunities
- evaluation and monitoring strategy
- Budget

This document is not fixed. It describes the overall Programme intentions according to Chapter 5 to meet EU regulation provision on visibility, transparency & communication. This is the starting point of the Programme communication ongoing and evolving process.

The framework presented here should be used in a flexible and pragmatic manner, cycling back and forth between elements.



2. PROGRAMME IN A NUTSHELL

Interreg VI-A Italy-Slovenia is a European Union co-funded programme which supports cross-border cooperation between Italy and Slovenia.

Its **total financial allocation amounts to € 88 623 329,00**, of which some **€ 70 898 662,00** are funded through the European Regional Development Fund (**ERDF**).

The Programme area covers **10 NUTS 3 territorial regions**, 5 of which in Italy (Venice, Udine, Pordenone, Gorizia and Trieste) and 5 in Slovenia (Primorsko-notranjska, Osrednjeslovenska, Gorenjska, Obalno-kraška and Goriška).

Overall, on NUTS 2 level, the Programme Area covers the 2 Italian regions Veneto and Friuli Venezia Giulia, and the 2 Slovenian regions Slovene Western and Eastern Cohesion. The five Italian NUTS 3 regions are one in NUTS 2 region Veneto and four in NUTS 2 region Friuli Venezia Giulia and the five NUTS 3 regions on the Slovenian side are one in NUTS 2 cohesion region Vzhodna Slovenija and four in NUTS 2 cohesion region Zahodna Slovenija.

The cooperation area embraces various spatial development models. A particular example is represented by the functional area between the municipalities of Gorizia (IT), Nova Gorica and Šempeter-Vrtojba (SLO), where a **European Grouping of Territorial Cooperation (EGTC)** - the most advanced form of cross-border territorial cooperation at European level - has been operating since 2011. The EGTC shares goals relating to common modernization and innovation in the fields of environment, infrastructure, urban transport, logistics, energy and economic development; moreover, the title of the European City of Culture 2025 Nova Gorica-Gorizia has a strategic importance for the Programme Area since it represents a driving force for development.



The Programme area, which is highly heterogeneous in geographical terms, includes coastal areas, mountain ranges, rural and urban areas (Trieste, Udine, Gorizia, Nova Gorica, Ljubljana, Pordenone, Venice, conurbations Koper-Island-Pirano and Kranj-Postojna) and lagoon areas.

The main Interreg VI-A Italy-Slovenia programme objective is the following one

"enhancing cross-border cooperation for improving the quality of life of the population, preserving and promoting cultural and natural heritage and enhancing the climate neutrality of the Programme area through sustainable, innovative and inclusive growth".

In order to pursue this main objective, **three policy objectives (PO)** and **one Interreg-specific objective (SO/ISO)** are selected.

PO 1 - A more competitive and smarter Europe by promoting innovative and smart economic transformation and regional ICT connectivity

SO 1 - Developing and enhancing research and innovation capacities and the uptake of advanced technologies

PO 2 - A greener, low-carbon transitioning towards a net zero carbon economy and resilient Europe by promoting clean and fair energy transition, green and blue investment, the circular economy, climate change mitigation and adaptation and risk prevention and management

SO 4 - Promoting climate change adaptation and disaster risk prevention, resilience, taking into account eco-system based approaches

SO 6 - Promoting the transition to a circular and resource efficient economy

SO 7 - Enhancing protection and preservation of nature, biodiversity, and green infrastructure, including in urban areas, and reducing all forms of pollution

PO 4 - A more social and inclusive Europe implementing the European Pillar of Social Rights

SO 6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

ISO 1 - A better cooperation governance

ISO 1.(b) - Enhance efficient public administration by promoting legal and administrative cooperation and cooperation between citizens, civil society actors and institutions, in particular, with a view to resolving legal and other obstacles in border regions

ISO 1.(c) - Build up mutual trust, in particular by encouraging people-to-people actions

The Programme will fund **capitalisation, strategic, standard** and **small projects** across its PO/ISO objectives.



3. PROGRAMME COMMUNICATION FRAMEWORK

All relevant information as well as documentation was taken into account for the drafting of this document, as follows.

3.1 EU REGULATORY FRAMEWORK ON COMMUNICATION

Communication is an important part of the implementation of the funds in the 2021-2027 EU Regulation. The communication provisions aim at strengthening the transparency, visibility and communication of the EU/Interreg funding.

Communication in the Interreg regulation

Programming

Art. 17(3;h) defines approach to communication for each programme

Transparency & communication

Art. 36 together with articles 47 to 49 of CPR

Monitoring

Art. 28-34

Technical specifications

Art. 36 together with Annex IX of CPR

3.1.1 COMMON PROVISIONS REGULATION

Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021 laying down common provisions on the European Regional Development Fund, the European Social Fund Plus, the Cohesion Fund, the Just Transition Fund and the European Maritime, Fisheries and Aquaculture Fund and financial rules for those and for the Asylum, Migration and Integration Fund, the Internal Security Fund and the Instrument for Financial Support for Border Management and Visa Policy.

>>> **Annex IX to the CPR** – Specifications on Emblem of the EU

3.1.2 INTERREG REGULATION

Regulation (EU) 2021/1059 of the European Parliament and of the Council of 24 June 2021 on specific provisions for the European territorial cooperation goal (Interreg) supported by the European Regional Development Fund and external financing instruments.

The Regulation (EU) 2021/1059 on specific provisions for the European territorial cooperation goal (Interreg) supported by the European Regional Development Fund and external financing instruments lists all obligations of MA of Interreg Programmes for the 2021-2027 programming period. In particular, Chapter IV, Section II, Article 36 lists all responsibilities of managing authorities and partners with regard to transparency and communication.¹

>>> Interreg branding (Art. 36 (4))

3.2 PROGRAMME COMMUNICATION DOCUMENTATION

3.2.1 PROGRAMME COMMUNICATION APPROACH

According to **Chapter 5** of the Interreg Italy-Slovenia programming document, the communication approach and visibility strategies and planning will aim at disseminating the Programme's contents, ongoing activities and results granting the visibility of the EU co-funding.

The working language mainly used among the Programme structures is English, although during the Monitoring Committee, translation services are guaranteed. Italian and Slovene language are used for the implementation of the projects.

3.2.2 PROGRAMME VISUAL IDENTITY

In continuity with 2014-2020 programming period, Programme complied with the Interact Brand Harmonisation Initiative (Interreg Brand Design Manual 2021 – 2027²), by producing a **Programme Visual Identity 2021-2027** as a tool for project beneficiaries to meet EU provisions on visibility, transparency & communication, to properly use Programme visual components and raise awareness among EU citizens.

¹ Regulation (EU) 2021/1059 on specific provisions for the European territorial cooperation goal (Interreg) supported by the European Regional Development Fund and external financing instruments, URL: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32021R1059>

² "Interreg Brand Design Manual 2021 – 2027", Interact, 12/01/2022

<https://www.interact-eu.net/download/file/fid/27908>

The ***Visual Identity Guidelines for projects' communication and visibility activities***³ is the main document which explain 2021-2027 beneficiaries the EU and Programme communication provisions.

3.3 GUIDANCE PAPERS

3.3.1 "BUILDING A COMMUNICATION STRATEGY FOR AN INTERREG PROGRAMME"⁴

Interact, which is an EU programme funded by ERDF, focused on service delivery to support cooperation (Interreg) programmes, published this guidance paper in order to draft an effective communication plan.

3.3.2 INTERREG BRAND DESIGN MANUAL 2021 - 2027 - INTERACT⁵

Commissioner Ferreira unveiled the new branding for Interreg programmes during the Interreg Annual Event on 7 October 2021 in Brussels. Foreseen by the Common Provisions Regulation and fruit of discussions that began in 2018, the new branding aims to create a universal Interreg brand that is easily recognisable for citizens and stakeholders alike.

Interreg Italy-Slovenia programme joined the Interreg branding initiative coordinated by the Interact programme, whose main goal is to boost Interreg impact through shared logos.

On this document the new Programme Visual Identity is developed.

³ <https://www.ita-slo.eu/it/visual-identity>

⁴

<file:///C:/Users/145362/Downloads/Programme%20communication%20strategy%20guidance%20paper%20December%202020.pdf>

⁵ <https://archive.interact.eu/library/interreg-brand-design-manual-2021-2027/pageflip>

4 LESSONS LEARNED FROM 2014-2020 PROGRAMMING PERIOD

In drafting this document, past communication experiences are taken into account and recommendations are considered as source for improvement.

In accordance with Article 100 (1) c of Regulation EU 1303/2013, an official Interreg Italy-Slovenia **2014-2020 Communication Strategy is approved** as last amended in May 2017. The Communication Strategy described how information&communication activities would be carried out in order to reach Communication Objectives and meet the 2014-2020 EU requirements.

An examination of **2014-2020 evaluation reports** was made on communication strategy outcomes.

The First extensive Evaluation Report (December 2015 - July 2017) digs deep into the performance of the communication strategy implemented and analyses to which extent the communication strategy of the Programme has contributed to a greater visibility and awareness-raising:

"The Strategy reveals a general coherence with EU rationale and guidelines, starting from the basic consideration that an effective communication is a prerequisite for any EU Programme to deliver good results, not only to project partners, but also to broader audiences outside the project networks. In this perspective, the Programme Communication Strategy correctly focuses on increasing the awareness about the Programme, even in its breakdown of Priority Axes and connected financing opportunities. The Communication strategy, correctly considered part of the Programme procedures, envisages adequate tools to support assistance to beneficiaries and applicants, as well as to promote results and achievements of the Programme. The Strategy provides evidence of a careful consideration of the lessons learned from the previous programming period and of the possible weaknesses and threats. Consequently, it identifies several features that might be crucial in an improvement perspective.

Assessing communication activities implemented so far, it seems that a positive effort has been made in overcoming an initial delay in the Programme implementation, such in the implementation of the communication strategy itself.

The Communication Plan implemented in 2016 shows positive elements of consistency and coherence with EU general orientations on communication of cofounded programmes' activities, and with the broader Programme Communication Strategy. Furthermore, awareness raising and information activities on the field, as implemented in 2016, can pave the way to a higher level of consistency and coherence of actions backed by the following annual communication plans.

In 2017, communication strategy continued as planned, with a renewed effort in accelerating its implementation. Digital communication activities has been implemented coherently through the improvement of a multilingual (Italian, Slovene and English) website, the launching of social

networking, the development of the web based 4pm platform for exchanging documents and the definition of the Programme visual identity. All activities that are particularly relevant for beneficiaries and potential ones. Publications and other informative materials and actions - including events on the field - have been budgeted for the current year and they are still under completion, mainly targeted to beneficiaries and potential beneficiaries. The evaluation activity supporting this First extensive Report took also into careful consideration the analysis of the set of indicators defined for the Programme Communication Strategy: at the current early stage of implementation, the Report could only focus on the consistency and the adequacy of the defined indicators, their assessment tools and the sources of data, which seem to prove effectively.

Moreover, the evaluation focused on the relation between an efficient organizational framework and an effective communication strategy. The next evaluation report could say more on the topic that at this stage reveals anyway adequate characteristics to reach good performances.”⁶

The following **final recommendations** are then stressed out:

“Programme communication must continue to ensure coherence with EU rationale and guidelines. Considering that communication competences and responsibilities are shared among different actors an efficient coordination must be put in place. Actions at local level in the Programme area must satisfy the high expectations of stakeholders, applicants and beneficiaries about the quality and frequency of meetings/events.”⁷

The Second extensive Evaluation Report (August 2017 - December 2018) also **recommends:**

“Compared to findings from the First Report, there was a positive step forward in the sense that the shift from the preparation phase to the mature phase was successfully obtained. The number of events for the stakeholders increased, the events were more focused on the stakeholders’ needs. There is still potential to work on capitalisation activities and in targeted promotion on Programme’s results and for specific groups (e.g. young public)”.⁸

Regarding the 2014-2020 closure phase, the challenge is to actively promote the results of the closing and closed projects and planning measures to involve more all those stakeholders that were not involved sufficiently in the whole programming period, esp. watching over the active involvement of youth (because of the importance on cross-border and macro-regional level). It should be emphasized that for a significant period of time (about 2 years), the 2014-2020 Programme has been implemented under Covid19 restrictions.

Nevertheless, the Programme has led an intense work of "community building" and capitalization on various important topics for the future: e.g. on energy efficiency and low-carbon mobility (Axis 2), Health projects, Green Deal’s-related projects (mainly Axis 3). This had an echo also at EU level. There were events within different editions of the EU week of cities and regions in Brussels and acknowledgment of flagship projects also at national level in Italy beside the well-known interaction with the European Macroregional Strategies, especially to EUSAIR.

⁶ First extensive Evaluation Report, 2019, Cooperation Programme Interreg V-A Italy-Slovenia, pp. 17-19

⁷ First extensive Evaluation Report, 2019, Cooperation Programme Interreg V-A Italy-Slovenia, p. 20

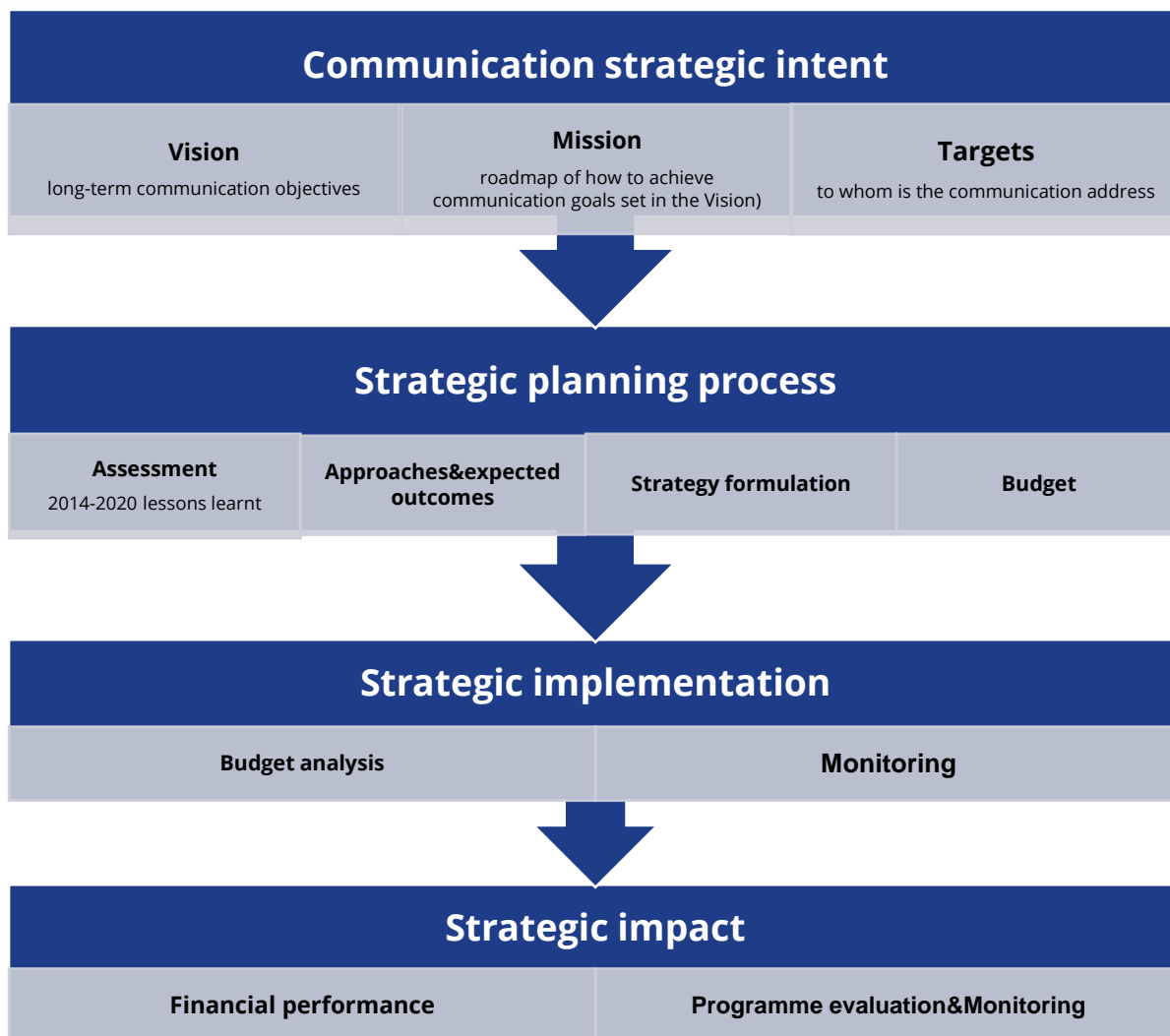
⁸ Second extensive Evaluation Report - Revised version May 31, 2019, Sergio Vasari & Anuška Mfarrej Štoka, p. 66

5 2021-2027 COMMUNICATION STRATEGIC INTENT

“Communication strategic intent” is a term used to describe the long-term aspirations and direction, purpose and plans that Programme could put in place to achieve its communication objectives.

Please find below the Communication process which starts with the Programme’s mission and vision by providing a clear understanding of its purpose and values.

From there, specific, measurable, and time-bound goals are developed, which are used to create a **strategic work plan**. The strategic work plan, which is drawn up **once a year**, outlines the actions and resources needed to achieve the goals and helps ensure that all efforts are aligned toward achieving the overall strategic intent.



5.1 VISIBILITY AND COMMUNICATION OBJECTIVES

The Programme includes the overall purpose and scope to meet its objectives, targets and various stakeholders' expectations and needs. It provides the strategic vision for the entire 2021-2027 programming period in terms of geography, intervention logic, etc.

Chapter 5 shortly describes Programme communication approach to achieve Programme vision and to support its implementation. This document is developed according to such vision and to let citizens better understand all decision taken at Programme management level.

The **overall objective** of the programme's communication is to **enhance the public awareness of the EU support for projects in the cross-border area through the effective use of communication tools.**

Communication Objectives (CO) and their specific objectives (SO) the following:

CO	SO
1. To support successful implementation of the Programme	<ul style="list-style-type: none"> a. To disseminate the Programme's contents and priorities b. To increase the awareness about the programme amongst the general public: 14-20 outputs and capitalisation + new 21-27 perspectives c. To raise the awareness about the Programme and its funding opportunities to attract high-quality projects d. To attract new applicants e. To properly inform potential beneficiaries and help them gain access to funding opportunities f. To promote the results of the Programme and its funded projects g. To stimulate capitalisation h. To support the efficient Programme management and the implementation of the Programme i. To create projects networking j. Simplification, harmonization and smoothening of administrative procedures k. Coordination and collaboration among different institution and partner involved in the Programme l. To support integrated communication with other Interreg programmes

CO	SO
	<p>m. To promote in the media the knowledge and positive reputation of the added value of the Programme for the Programme-area.</p> <p>n. To give visibility to the three operations of strategic importance</p> <p>o. To support programme authorities, applicants and beneficiaries in the effective project development and implementation by ensuring well-functioning internal communication between the programme structures to make the programme function effectively, providing applicants and beneficiaries high-quality and timely support in all phases of the project implementation</p>
2. To support successful implementation of funded projects	<p>a. To support applicants in properly submitting project proposals</p> <p>b. To support beneficiaries during all project cycle</p> <p>c. To promoting projects achievements by providing useful communication channels and tools</p> <p>d. Tailored support on several topics</p> <p>e. To encourage a wide involvement of the relevant partners and contribute to upgrade their capacity building in projects presentation and implementation</p> <p>f. To disseminate results of projects</p> <p>a. To promote the best practices and sustainable solutions</p> <p>b. To promote projects' achievements and capitalisation activities</p>
3. To ensure transparency	<p>a. Ensure complete transparency and access to Programme information, above all about beneficiaries and projects achievements</p>

6 APPROACH

Programme visibility and communication intentions are:

- **Integrated**: as this document is deeply linked with the official Interreg Programme, EU legislation, and Interact guidance papers.
- **Accessible**: as it is intended to be read and understood by all stakeholders and Programme area citizens.
- **Personalised**: as all activities and tools contained here will be adapted to the different needs of its related target groups;
- **Engaging**: as it is based on the active involvement of Programme structures, project beneficiaries and relevant stakeholders.



7 TARGET GROUPS

The Programme has identified a number of target groups to which to direct its communication activities as follows:

- **External audience**
 - General public and end users: all citizens of the Programme area making use or potentially being impacted by project outputs and results
 - Influencers/multipliers: national, regional and local authorities, policy makers, external experts, politicians, third sector organizations, trade and industry, educational and research institutions, EU info centres, national network of Fund communicators⁹ in Italy and Slovenia, the press and media, etc.;
 - Others: this may include organizations acting as observers on the Monitoring Committee, other national and international organizations and their projects.
- **Media**: identified as a target as it is useful in promoting the Programme and its achievements.
- **Applicants/Potential target groups/beneficiaries**: organizations that have an interest or have the capacity to participate in the projects financed by the Programme; organizations that participated in previous Programme periods, as well as new organizations.
- **Potential and final applicants and beneficiaries** (also known as project partners): this target group will be more interested in getting to know the opening of funding calls.
- **Programme authorities and structures**: interested in the progress and implementation of the Programme.
- **Professionals and technical experts**.
- **Schools** and teachers or professors.
- **NGOs**.
- Other **EU institutions** and **Interreg Programmes**.

Different tools and activities will be used in order to meet the needs and better reach out to each specific target audience.

⁹ Regulation (EU) No 1303/2013 Art. 117, point 2:

<http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2013:347:0320:0469:EN:PDF>

8 VISIBILITY AND COMMUNICATION CHANNELS, ACTIVITIES AND TOOLS

On the basis of 2014-2020 experience and documentation (impact evaluation reports, Interact outputs, etc...), Programme authorities and structures committed to use a wide range of visibility and communication tools, tailored to specific target groups.

This paragraph includes a list of indicative visibility and communication activities and tools which shall not be considered as mutually exclusive, but work best when used in an integrated, coordinated and complementary way. All tools shall be used sensibly, in a well-planned way, and according to the best possible engagement of the target audience under consideration.

8.1 MEDIA

Media visibility is seen as a proper channel for raising awareness and interest towards the benefits of the Programme and European funds in general. This group refers especially to media from the whole Programme area at regional and national level, both written and audio-visual media in order to be more easily reached by the projects. Journalists working for media outlets throughout the entire Programme area - at regional and at national level – will be invited in all relevant Programme events. Press releases, and all supporting documents will be provided, as well as interviews. The JS is kept informed by the beneficiaries about the visibility and media coverage of the projects.

8.2 PROGRAMME OFFICIAL WEBSITE

Pursuant to Article 36.2 of Regulation EU 1059/2021, Managing Authority shall ensure that *“within six months of the Interreg programme’s approval pursuant to Article 18, there is a website where information on each Interreg programme under its responsibility is available, covering the programme’s objectives, activities, available funding opportunities and achievements”*.

A **brand new programme official website is set up**, which is the main reference point for news on new funding opportunities (calls), information on the implementation of all funded projects and of other events and activities. All pages and news of the website will be available in Italian, Slovenian and English.

The website will be constantly monitored and updated in order to share all relevant news on the Programme and on the financed projects. JS will ensure that all project pages will be fully updated in all their sections, keep the list of projects updated, and monitor the project website accounts of the beneficiaries.

The website can be accessed through the following URL: <https://www.ita-slo.eu/>

The Managing Authority shall comply with **Regulation EU 1059/2021 by publishing:**

- the rules of procedures of the monitoring committee and a summary of both data and information, including decisions, approved by the monitoring committee on the website as referred to in Article 28(4);
- a list of the members of the monitoring committee on the website as referred to in Article 29 (2);
- or providing a link to all the data transmitted to the Commission on the website as referred to in Article 32(5);
- the final performance report on the website as referred to in Article 33(4);
- all evaluations on the website as referred to in Article 35(7);
- a short description of the Interreg operation, proportionate to the level of support provided by an Interreg fund, including its aims and results, and highlighting the financial support from the Interreg fund as referred to in Article 36(4).
- **The list of projects** - updated at least every 4 months - including the acronym, a short description and relevant financial data as referred to in Article 36(4)(a).
- The Programme **timetable of planned calls for proposals** to be updated at least three times a year as referred to in Article 17(3).

8.3 PROGRAMME REPOSITORY

The Programme shall use an internal web platform management system to share relevant documentation with MC members and Programme structures.

8.4 PROGRAMME PARTNERS WEBSITES

In order to reach visibility and communication goals, relevant information and documents shall be published both on Programme official websites and on Partners institutional websites, i.e. e **FVG webpage**¹⁰, **FVG EU portal**¹¹, **Veneto Region subpage**¹² and **Slovene National Contact Point** website.

8.5 PROGRAMME SOCIAL MEDIA

In continuity with the previous programming period, the Programme shall maintain active all its social media profiles to better reach different stakeholders.

¹⁰ Cooperazione Territoriale Europea, RAFVG, URL: https://www.regione.fvg.it/rafvfg/cms/RAFVG/fondi-europei-fvg-internazionale/cooperazione_territoriale_europea/

¹¹ Europa FVG, URL: <https://europa.regione.fvg.it/>

¹² Veneto Region, Interreg Italy-Slovenia, URL: <https://www.regione.veneto.it/web/programmi-comunitari/italia-slovenia>

Channels shall be managed and kept up to date in order to make people discover the identity of the Programme, promote its cross-border opportunities, build a community and network of interested users, share good practices and experiences of financed projects, foster capitalisation and networking.

Current Programme **social media profiles** are listed in the following table.

Social network	URL
Facebook	https://www.facebook.com/interregitaslo/
Instagram	https://www.instagram.com/interregitaslo/
LinkedIn	https://www.linkedin.com/company/interregitaslo/
Twitter	https://www.twitter.com/interregitaslo
YouTube	https://www.youtube.com/@interregitalyslovenia

Social media channels shall be used to increase awareness amongst the citizens about Programme implementation, in particular funding opportunities such as calls (opening and closure and relevant information such as ranking lists) and events and other initiatives and campaigns even if launched by the European Commission, Interact programme or other relevant institutions. Moreover social media channels shall promote funded projects and inform general public on all relevant achievements.

All content shall be published at least in Italian and Slovenian languages and, when applicable and necessary, in English.

8.6 DIGITAL TOOLS

In order to enhance the effectiveness of its communication contents, Programme shall also use the following digital tools:

- **Canva**¹³: this graphic design platform shall be used to produce images and infographics for social media posts and Programme documents. MA intends to purchase the *Canva PRO* version, which enables the user to access more features (including, but not limited to, tailored fonts, layouts, and visual identity, templates and design kits, image background, resizing of image designs...).
- **Sli.do**¹⁴: this online polling platform shall be used to create short quizzes and polls in order to enhance interaction and keep people engaged in Programme events. MA

¹³ Canva, URL: <https://www.canva.com/>

¹⁴ Sli.do, URL: <https://www.slido.com/>

intends to purchase the *Slido Professional* version, which enables the user to use create bilingual quizzes, the use of images, and a greater maximum participant capacity.

- **Kahoot!**¹⁵: this educational technology learning platform shall be used in Programme events, when appropriate, to create short quizzes as ice-breakers or as quick polls.
- **Zoom**¹⁶: this virtual meeting platform shall be used for all online open workshops and events organized by the Programme authorities. It allows simultaneous interpretation and breakout rooms, which are frequently used in events organized by the MA.
- **EUSurvey**¹⁷: this online survey-management system is directly managed by the European Commission and it shall be mainly used by Programme authorities to manage registrations for events and for evaluation questionnaires.
- **Direct e-mailing** which allows to send targeted messages which are handled in Italian and Slovenian language and, if necessary, in English. It mainly inform stakeholders about calls, workshops, seminars or other important Programme news. Moreover, in case of project implementation issues, e-mails shall be sent to final beneficiaries by using **the JS e-mail box**. In case of institutional notices, e-mails shall be sent from **MA e-mail box**. For other specific topics or general information, communications are sent from other Programme e-mail boxes.

8.7 PUBLICATIONS

MA aims at supporting project potential beneficiaries and beneficiaries by publishing:

- Briefing documents
- Programme manuals and guidelines
- Programme and project brand/visibility manual;
- Brochure which collects the description of the state of art of all funded projects.

Publications include all printed (or digital printable) products.

Programme shall strive to keep the quantity of printed materials as low as possible with an eco-friendly approach.

8.8 EVENTS

Programme and funded projects events include any kind of conference, exhibition, campaign, road show or other larger-scale event-activity, which is aimed at a wider audience. In order to improve the experience of participants and networking skills and opportunities, events shall be accessible, inclusive and developed with integrate engaging contents.

¹⁵ Kahoot! URL: <https://kahoot.com/>

¹⁶ Zoom, URL: <https://zoom.us/>

¹⁷ EUSurvey, URL: <https://ec.europa.eu/eusurvey/home/welcome>

Typologies of events and tools to be considered:

Monitoring Committee meeting

Definition

According to Article 29 of Regulation (EU) No 2021/1059, the MC is composed by full/voting members and members with an advisory/non-voting capacity.

Characteristics

- MC members
- Highly interactive
- Meetings are both ad hoc or planned in advance
- Meetings are both ad in situ or on line
- Size: 50 persons maximum
- U-Table
- Simultaneous translation

Digital requirements

- Screen sharing, working (collaboration) on documents
- Conference system

Tools available in case of on line meeting

- Teams
- Zoom
- Skype

Working group

Definition

The MC has the competence to create working groups or similar bodies. In this case the rules of procedures shall apply accordingly, whereas their composition shall be determined case by case. Working groups shall be responsible towards the MC and shall report to the MC.

Characteristics

- Predominantly members appointed by Italian and Slovene delegations
- Highly interactive
- Meetings are both ad hoc or planned in advance
- Meetings are both ad in situ or on line
- Size: 6-10 persons maximum

Digital requirements

- Screen sharing, working (collaboration) on documents

Tools available in case of on line meeting

- Teams
- Zoom

External training activities > Info days and workshops for project applicants and beneficiaries

Definition

Big events aimed at promoting Programme implementation and opportunities for financing across Programme area. Usually they are organised by MA/JS.

Characteristics

- MA as moderator
- EU representatives
- Politic representatives
- Both internal Programme staff and external participants
- Highly interactive
- Planned and advertised in advance
- Meetings are both ad in situ or on line
- They can get quite some coverage in terms of call for participation, live streaming or recording for further dissemination
- Can be open to external audiences if considered appropriate
- Size: up to 50, over 100, maximum 500

Digital requirements

- Screen presentation
- Experts as speakers
- Recording, taking photos
- Polling
- Conference system

Tools available in case of on line meeting

- Teams
- Zoom
- Possibility to create small groups (e.g. breakout rooms)

External training activities > Seminar – Trainings on specific topics organized by Programme staff

Definition

Events organized in the Programme area to facilitate beneficiaries to understand Programme rules and manuals. Usually they are organised by MA/JS as special sessions on communication, as well as on the Visual Identity, at project level in order to give beneficiaries the opportunity to ask questions and find sustainable solutions;

Characteristics

- Presentation with discussion
- Can be open to external audiences if considered appropriate
- Size: up to 50, over 100, maximum 500

Digital requirements

- Possibility for the facilitator to see all the participants
- Raise hand function
- File sharing
- Recording
- Polling
- Q&A
- Possibility to create small groups (e.g. breakout rooms)

Tools available in case of on line meeting

- Teams

- Zoom
- Possibility to create small groups (e.g. breakout rooms)
- Slido.com
- KAHOOT

Internal activities

Definition

Meetings among Programme authorities and structures.

Characteristics

- Presentation with discussion
- Can be open to external audiences if considered appropriate
- Size: up to 5, over 10, maximum 20

Digital requirements

- Possibility for the facilitator to see all the participants
- Raise hand function
- File sharing

Tools available in case of on line meeting

- Teams
- Zoom

Online event

Definition

- Live and structured experience fostering learning, discussion and engagement around a topic and within an event community

Characteristics

- 2-4 speakers
- Aimed at a wide audience, but can also have restricted access (e.g. training session on a fee; special event for donors)
- It needs: planning, promotion, moderation, and facilitation, as well as a high level of interaction.
- Goals can be: knowledge dissemination, branding and marketing (related products, services), networking and audience development
- Many types: webinar, online debate, talk, online workshop for mostly external participants and presented by a speaker with slides.
- Usually requires registration
- Accessibility and reliability of the software are key
- Designing specific formats and series help brand awareness and community engagement.

Digital requirements

- Slide pod
- Screen shharing
- Polls
- Social/feedback tools (e.g. raise hand function)
- Chat boxes

- Q&A pod
- Different layouts (moments of the event)
- Recording and streaming
- Breakout rooms
- Engagement dashboard
- Files & links share
- Full control by host (roles hierarchy)

Tools available

- Zoom with webinar add on
- Adobe Connect
- Bongo (software used in Brightspace)
- Streamyard in combination with Facebook/YouTube

External activities > Participation in funded project events by Programme staff

Definition

Events organized by funded project. The Programme shall support project communication not only using specific tools such as brand/visibility manual, project progress reports, personal consultations, Programme website, but also participating in project communication activities or involving projects in possible joint events, e.g. EC day.

Characteristics

- Project representatives
- Both internal Programme staff and external participants
- Highly interactive
- Planned and advertised in advance
- Meetings are both ad in situ or on line
- They can get quite some coverage in terms of call for participation, live streaming or recording for further dissemination
- Can be open to external audiences if considered appropriate
- Size: up to 50, over 100, maximum 500

Some initiatives:

Project kick off meeting

Project closure meeting

Projects joint event (capitalisation)

Digital requirements

- Screen presentation
- Experts as speakers
- Recording, taking photos
- Polling
- Conference system

Tools available in case of on line meeting

- Zoom
- Possibility to create small groups (e.g. breakout rooms)
- Slido.com

External activities > Participation in European initiative by Programme staff



Definition

Events organized by EU institution on specific topics.

Characteristics

- EU representatives
- Both internal Programme staff and external participants
- Highly interactive
- Planned and advertised in advance
- Meetings are both ad in situ or on line
- They can get quite some coverage in terms of call for participation, live streaming or recording for further dissemination
- Can be open to external audiences if considered appropriate
- Size: up to 50, over 100, maximum 500

Some initiatives:

European Week of Regions and Cities

Interreg Annual meeting

ICON

EU green weeks

Digital requirements

- Screen presentation
- Experts as speakers
- Recording, taking photos
- Polling
- Conference system

Tools available in case of on line meeting

- Zoom
- Possibility to create small groups (e.g. breakout rooms)
- Slido.com

8.9 EU COMMUNICATION MAIN INITIATIVES ON COOPERATION

MA, with the support of JS, shall take part in these yearly initiatives:

- **Europe Day¹⁸**

Europe Day held on 9th May every year celebrates peace and unity in Europe.

- **European/Interreg Cooperation Day¹⁹**

The Interreg Cooperation Day (in the past also called European Cooperation Day – EC DAY) is organized every year on September 21st, when hundreds of cross-border celebrations are

¹⁸ Europe Day URL: <https://www.celebrateeuropeday.net/>

¹⁹ European Cooperation Day URL: <https://m.facebook.com/europeancooperationday/>

organized by Interreg programmes, both in EU and neighbouring countries, with the joint idea to share borders and bring our neighbours together.

- **Project Slam**

The Interreg Project Slam, promoted by Interact programme, aims at exchanging experience, information and innovation in order to promote best practices and make Interreg cooperation easier.

- **REGIOSTARS AWARDS²⁰**

REGIOSTARS are the yearly competition organised by the European Commission's Directorate General Regional and Urban Policies since 2008. Over the years it has become the Europe's label of excellence for EU-funded projects, which demonstrate the impact and inclusiveness of regional development.

- **Interreg Volunteer Youth (IVY) initiative²¹**

Programme MA aims at hosting volunteers – as IVY reporters – who shall be involved in communication activities with a view to support, promote and share the concrete achievements of the Programme and its co-funded projects. IVY reporters will actively participate in Programme communication tasks. In addition, as European volunteers, they will participate in events organized and sponsored by the Association of European Border Regions (AEBR)²² MA will also support Citizens' engagement activities, which are events organized by IVY reporters which aim to encourage active participation of youth within the Programme area.

8.10 EU COMMUNICATION NETWORKS ON COMMUNICATION AND CAPITALISATION

Programme shall take part in these networks:

- **Interreg Communication Network ICON**

The Interreg Communication Officer's Network promoted by Interact staff, meets once a year.

- **INFORM-INIO** is a EU network for cohesion policy communicators, managed by the European Commission DG REGIO and DG EMPLOI. The group meets twice a year and gives the opportunity to communication officers to meet and discuss challenges and opportunities of communicating cohesion policy activities.

²⁰ REGIOSTARS AWARDS URL <https://regiostarsawards.eu/>

²¹ Interreg Volunteer Youth, URL: <https://www.interregyouth.com/>

²² Association of European Border Regions (AEBR), URL: <https://www.aebr.eu/>

- **INFORM EU** is a EU-wide network of communication officers responsible for communicating EU and MS investments under shared management covering multiple EU funds, including the ERDF. The goal of the network is to foster expertise of communication, visibility and transparency between different regions, and enhance the visibility of EU action at national, regional and local level. INFORM meets twice per year.
- **Interact Capitalisation Support.** MA staff and JS Communication officer are part of the Interact Capitalisation community which aims at exchanging knowledge related to communication practices and approaches on capitalisation and communication of results. The aim of the community is to collect, streamline and spread the available knowledge and experiences available, related to the use of capitalisation as a fundamental and strategic management process for the Interreg programmes. In this community relevant updates, documents, information and practices related to this management process are available.
- **2021-2027 Italian Communication Network** was formed in July 2021 as a collaboration between the Italian Territorial Cohesion Office and all Italian MAs of Interreg Programmes. The network seeks to find common ground and good practices between different communication strategies, and elaborate common national capitalisation strategies. The Programme shall take part at meetings of the Network.
- **At the School of Open Cohesion (ASOC)**
The Programme shall join this project is an innovative educational challenge and a Massive Online Open Course (MOOC) designed for high-school students. It promotes the engagement of students in monitoring the effectiveness of EU cohesion policy investments via the use of public open data. The initiative also aims at fostering the culture of active citizenship, promoting accountability for public institutions and raising awareness of Cohesion Policy among young people. The educational challenge is coupled with a competition: participating students will produce a communication product to illustrate the results of their work and compete with their peers nationally and at European level.

8.11 PROGRAMME DIGITAL TOOLS

In order to enhance the effectiveness of its communication contents, Programme shall use the following digital tools:

- **Canva**²³: this graphic design platform will be used to produce images and infographics for social media posts and Programme documents. The MA intends to purchase the *Canva PRO* version, which enables the user to access more features (including, but not limited to, tailored

²³ Canva, URL: <https://www.canva.com/>

fonts, layouts, and visual identity, templates and design kits, image background, resizing of image designs...);

- **Sli.do**²⁴: this online polling platform will be used to enhance interaction in online and in-person events organized by the Programme authorities. The platform can be used to create short quizzes and polls, which can be easily shared to event participants. The MA intends to purchase the *Slido Professional* version, which enables the user to use create bilingual quizzes, the use of images, and a greater maximum participant capacity;
- **Kahoot!**²⁵: this educational technology learning platform will be used, when necessary, to create short quizzes to be used as ice-breakers or as quick polls during workshops;
- **Zoom**²⁶: this online meeting platform will be used for all online open workshops and events organized by the Programme authorities. The programme enables simultaneous interpretation and the possibility of breakout rooms, which are frequently used in events organized by the MA.
- **EUSurvey**²⁷: this online survey-management system is directly managed by the European Commission, and it will be mainly used by Programme authorities to manage registrations for events and for evaluation questionnaires...

8.12 PROMOTIONAL ITEMS

Promotional items such pens, block notes, bags branded with Programme logo are produced under TA1-MA budget in order to be distributed at events. These items shall apply Programme Visual Identity instructions.

8.13 ON LINE TOOLS AT EU LEVEL

- **Interreg.eu > Discover EU funded projects**

Since 2017 the European Commission has an online collection of various types of EU funded projects including Interreg.

- **Keep.eu (Interreg data platform)**

Interreg, Interreg-IPA, ENI and IPA-IPA cross-border projects, partners, programmes with aggregated content, operational & financial data in one place.

- **Kohesio**

A web platform to find information on all EU funded projects focusing on digital skills and competences across all Member

²⁴ Sli.do, URL: <https://www.slido.com/>

²⁵ Kahoot!, URL: <https://kahoot.com/>

²⁶ Zoom, URL: <https://zoom.us/>

²⁷ EUSurvey, URL: <https://ec.europa.eu/eusurvey/home/welcome>

9 RESPONSIBILITIES

In order to guarantee a successful programme visibility and communication, responsibility is a shared between the MA, the JS, the MC, the National Contact Point, and the projects.

- **European Commission (EC)**

EC monitors the progress of the Programme via “Reviews”. Programme staff shall ensure data on implementation of communication is included.

- **Monitoring Committee (MC)**

The Monitoring Committee shall oversee communication activities. MC shall examine also the implementation of communication and visibility actions.

- **Managing Authority (MA)**

The Managing Authority, in close collaboration with the Joint Secretariat, shall coordinate the implementation of the visibility and communication intentions. MA and JS shall ensure that requirements for visibility and communication activities, as defined by the EU legal framework, are met. MA reports annually to the Monitoring Committee on the status of implementation.

- **Joint Secretariat (JS)**

With regard to visibility and communication activities, JS supports MA in its implementation. In particular, it:

- acts as a first “contact point” for potential beneficiaries and provide them with further information, in collaboration with Slovene National Contact Point (which shall provide information on the Slovenian territory);
- supports MA in the implementation of communication activities (including events, Info days, visibility and communication intentions);
- drafts documents needed to implement the projects (project fiches, guidelines for submission of proposals, eligibility guidelines, terms of reference/calls, templates for financing contract and partnership agreement) which are approved by MC;
- informs Lead Partners on the results of the projects selection procedures.

- **Communication officers**

MA appointed a communication officer who is member of JS, although the implementation of the visibility and communication intentions is a horizontal task of all Programme staff members. Communication Officer ensured communication activities by planning and monitoring them.

- **Italian National communication coordinator**

A new role of “national communication coordinator” is defined and this coordinator is expected to coordinate communication efforts at national level.



- **National Contact Point**

The **Slovene National Contact Point** is located in Štanjel (Slovenia). It shall support the MA in spreading the information on the implementation stages of the Programme across the Slovenian territory. The National Contact Point staff shall work in close coordination with the JS in the implementation of the following tasks:

- act as a first “contact point” for potential beneficiaries to provide information and advice to the project partners on the Slovenian territory;
- support the MA in the implementation of communication activities (including events, Info days, visibility and communication intentions);
- advise and assist beneficiaries participating in approved operations,
- inform stakeholders on achievements of the Programme;
- support Programme management.

- **Representatives of Member States: National/Regional Authorities**

Programme Member States shall support MA to ensure effective application of the information and communication requirements by taking appropriate steps to disseminate information and provide publicity within their territory. In this regard, the **Slovene National Contact Point as well as the two Italian Regions** shall provide support in fulfilling the communication tasks and provisions.

From the Italian side Friuli Venezia Giulia Autonomous Region and Veneto Region shall support the MA in spreading the information on the implementation stages of the Programme across their territories by:

- acting as a first “contact point” for potential beneficiaries to provide information and advising to the project partners on their territories;
- supporting the MA in the implementation of communication activities on their territories (including events, Info days, Communication Strategy);
- advising and assist beneficiaries from their territories participating in approved operations;
- informing stakeholders from their territories on achievements of the Programme;
- supporting Programme management.

- **Project’ beneficiaries**

Projects form a link between the Programme and the communities within the Programme area. Project ‘beneficiaries are responsible for communicating with their main target groups about their outputs under development and their results, always by acknowledging the support received by the Programme. Secondly, projects are expected to share examples of promotional material, success stories and descriptions of outcomes.

In line with Art. 36(4) of the Regulation (EU) No 1059/2021²⁸, project beneficiaries are responsible for:

²⁸ Regulation (EU) No 1303/2013 Annex XII, point 2.2

- displaying durable plaques or billboard on infrastructure project sites if total cost exceeds € 500 000;
- presenting the EU flag, as well as references to the EU and the relevant fund;
- acknowledging on its website the EU support they received.

Programme authorities and structures in charge of communication shall introduce measures for supporting beneficiaries in their project dissemination efforts and helping them to ensure compliance with the Programme communication requirements. For this purpose, a communication guidebook with practical advice for project communication actions is available. JS shall encourage and facilitate synergies among Programme and projects during their implementation, also by organizing special training session on communication focused on rules but also on examples. The official Programme website shall have a new user-friendly interface with a responsive design and include all the relevant information on communication.



10 IMPLEMENTATION

Visibility and communication intentions will gradually change according to the implementation phase of the Programme.

An indicative roadmap of the evolution of such activities is the following:

- Preparation: identifying the visibility and communication needs and developing relevant information
- Launching: raising awareness, promoting and mobilising stakeholders, distribution and accessibility of information
- Consolidation: communication of project beneficiaries, presenting the priorities
- Review: receiving feedback and improving intentions
- Improvement: fine tuning
- Adjustment: improve the quality of tools, activities and channels
- Focus: provide specialisation and tailored information
- Evaluation and dissemination: dissemination of results, evaluation of visibility and communication activities, drawing lessons.

11 REPORTING AND EVALUATION

In line with article 29 and 30 of Interreg Regulation, Monitoring Committee shall examine the implementation of communication and visibility actions.

Moreover, during the annual review process led by EC, the MA shall provide concise information related with progress registered in the implementation of communication action, based on the most recent data available.

Monitoring and evaluation of the communication and visibility activities shall be regularly performed by internal or external evaluators. Data for evaluation shall come from surveys, internal statistics or website and social media channels analytics. The Monitoring Committee shall analyse yearly the communication activities advancement and effectiveness. The Programme shall use a detailed set of output, result and performance indicators to follow and evaluate the communication activities and to improve their performance. The main output indicators shall be:

- Website: number of visits;
- Social media: number of followers, number of published contents, number of views and interactions;
- Public events: number of events organized, number of participants.

Result indicators will concern the general usefulness of communication activities for the target groups and their involvement, while performance indicators shall analyse the change in the opinion of the target groups and their increased awareness of funding opportunities.

12 GREEN COMMUNICATION PRINCIPLES

Taking into consideration the negative impact of Covid-19 pandemic crisis and the self-commitment on reducing the carbon footprint of the Programme taken by MA and beneficiaries, the following principles are recommended, when possible, for all communication activities and materials:

- ✓ Online communication - reducing physical events with a large number of participants and switching to more online or hybrid events (online format and small number of participants in physical format);
- ✓ Paperless and digitalization - storing documents in digital archives and encouraging the deletion of "non-essential" emails (large amount of emails on servers leads to high energy consumption), using the electronic signature;
- ✓ 0% plastic waste and drastic reduction of promotional materials on hard copy; all materials: brochures, guidelines for applicants, training materials and Q&A to be posted in digital format on the programme website. Project promotion templates will be available for use by projects beneficiaries on the programme website and could be tailored for different events.



13 BUDGET

MC approved the TA1-MA project with its 3rd Written Procedure launched on November 8th, 2022 and positively concluded on November 22nd, 2022.

BL	SYNTHETIC DESCRIPTION	ACTIVITY-FIELD	DESCRIPTION (WHERE RELEVANT)	NOTES	TOTAL-VAT (included) €	ERDF 80% €	NATIONAL COFINANCING €	TOTAL (ERDF + NATIONAL COFINANCING) WITHOUT FVG COFINANCING €	FVG REGIONAL COFINANCING €
BL4	Communication	Communication and information	Tender procedure within a Regional Framework Agreement that makes a wide range of communications products and services available by order A list of over 300 items related to communication activities are therefore available upon request until 31.12.2029	Planned budget expenditure (flexibility of 20% APPLIED)	200.000,00	160.000,00	40.000,00	200.000,00	0,00
BL4+BL5	Programme website	Communication and information	As requested by Slovenia, here is a forecast of the quota of external expertise services devoted to the website	FORECAST until 31.12.2029	192.302,00	69.399,50	17.349,79	86.748,96	105.553,54