



# First experiences with the implementation of EMFF OPs

## Communication

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# Communication

- (1) Legal requirements
- (2) State of play from the EMFF OPs
- (3) Conclusion and next steps

## (1) Legal requirements I

- All legal requirements regarding communication on the EMFF are laid down in the EMFF Regulation.
- The relevant provisions are Article 18, Article 119 and Annex V.
- Articles 115 to 117 of the CPR do not apply, as Part IV of the CPR refers to ERDF, ESF and CF only.

## **(1) Legal requirements II**

### **Article 18: Content of the operational programme**

"[...] the operational programme shall include: [...]"

(m) implementing arrangements of the operational programme including [...]"

(iv) the provisions to ensure that the programme is publicised in accordance with Article 119 of this Regulation."

## (1) Legal requirements III

### **Article 119: Information and publicity**

1. The managing authority shall be responsible [...] for:
  - (a) ensuring the establishment of a single website providing information on, and access to, the OP in the MS;
  - (b) informing potential beneficiaries about funding opportunities under the OP;
  - (c) publicising to citizens the role and achievements of the EMFF through communication actions on the results and impacts of partnership agreements, OPs and operations;
  - (d) ensuring that a summary of measures to ensure compliance with the CFP rules, including cases of non-compliance by MS or beneficiaries, as well as of remedy actions such as financial corrections, is made publicly available.

## **(1) Legal requirements IV**

### **Article 119: Information and publicity (ctd)**

#### 2. MS shall maintain a list of operations

- accessible through the single website
- in CSV or XML format
- updated at least every six months
- Containing the minimum information laid down in Annex V

#### 3. Detailed rules are laid down in Annex V

#### 4. Technical characteristics to be laid down in Implementing Acts, such as Implementing Regulation 763/2014

## **(1) Legal requirements V**

### **Annex V: Information and publicity (ctd)**

1. List of operations: min. of 12 information items, including a summary of the operation
2. Information and publicity measures for the public
  - major information activity publicising the OP launch;
  - at least twice during the programming period major information activity on funding opportunities and strategies pursued and on the achievements of the OP;
  - display of the flag or emblem at the MA premises;
  - electronic publication of the list of operations;
  - examples of operations, in a widely spoken official language of the Union other than the official MS language
  - summary of innovation and eco-innovation operations;

## (1) Legal requirements VI

### **Annex V: Information and publicity (ctd)**

- updated information about OP implementation
- summary of measures to ensure compliance with CFP rules, including cases of non-compliance by MS/ beneficiaries, and of remedy actions. e.g. financial corrections
- widest possible media coverage using various forms and methods of communication
- the following bodies shall be involved:
  - the partners referred to in Article 5 of CPR
  - information centres on Europe and COM representations in MS
  - educational and research institutions.



## (1) Legal requirements VII

### *Annex V: Information and publicity (ctd)*

#### 3. Information measures for (*potential*) beneficiaries

- **For potential beneficiaries**

- conditions of eligibility of expenditure;
- admissibility conditions for applications, procedures for examining applications for funding, time periods;
- selection criteria for operations;
- contacts at national, regional or local levels;
- Information that applications should propose communication activities to inform the public about the aims/targets and the Union support to the operation.

- **For beneficiaries**

- Information that acceptance of funding constitutes the inclusion in the list of operations published in accordance with Article 119(2)

## **(2) State of play from the EMFF OPs I**

- Most OPs provide limited information only on what is foreseen with regards communication
- Accordingly, it is not possible to assess whether all requirements have been taken into account
- The majority of OPs included commitments on the following requirements:
  - to set up a website (24),
  - inform beneficiaries (24),
  - publish achievements (20)
  - provide a list of operations in xml format (16)

## (2) State of play from the EMFF OPs II

- However, most requirements were taken up by a smaller number of MS only:
  - information activity for the OP launch (13)
  - web publication of examples of operations in another than MS language (11)
  - display of EU-flag (11)
  - information on OP implementation (10)
  - summary of projects on innovation (9)
  - bi-annual updates of list of operations (8)
  - publication of compliance measures (6)
- Note: a few MS(5) referred to setting up a communication strategy as foreseen in Article 115 of the CPR, even though this is not a requirement for the EMFF.

## **(3) Conclusion and next steps**

- Information provided in the OPs is insufficient.
- There is generally room for improvement in terms of ensuring that communication requirements are met.
- Closer monitoring will be needed.
- Monitoring Committees should be reminded of the legal requirements with regards communication.
- MAs should include communication as standard point on their agendas.