



Ireland's European Structural and Investment Funds Programmes 2014-2020

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Rialtas na hÉireann
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PEIL 2014-2020 Information and Communication Activities Update

National Ploughing Championships

In accordance with Annex XII of the CPR, each year the MA or Member State will organise one major information activity. This year the MA, in conjunction with the Member State (DPER), hosted a stand in the European Commission Representation in Ireland's marquee at the National Ploughing Championships (18-20 September, Scraggan, Co. Offaly). The event provided an excellent opportunity to publicise the PEIL Operational Programme to the general public, with an estimated 4000 people visiting the ESIF stand over the three days.

YRFEST: Celebrating 30 Years of Youthreach

2018 marked 30 years of Youthreach. In celebration, the NAYC hosted a One-Of-A-Kind national Youthreach event in the National Sports Campus (NSC) in Blanchardstown on 24th October. The event brought together learners and staff from all over the country. There was a full programme of activities on the day including sports, learner relevant presentations, interactive and stage entertainment, workshops and zoned exhibitions areas. Learners also showcased their amazing talents on the day. Minister for Education and Skills Joe McHugh T.D. also attended the event.

In addition to ESF branded merchandise, the ESF MA provided funding to the NAYC for 110 30th Anniversary Banners; one for each of the centres. These banners were revealed at the event creating a fantastic visual display of the national programme and the ESF co-funding. These banners will be distributed and displayed at each of the 110 centres throughout Ireland.

The event was an overwhelming success and we would like to congratulate the NAYC on the creativity, organisation and execution of the event and also thank them for their continued support and cooperation. The ESF MA would also like to thank the HEA for providing information on Third Level Access at the event.

Events/Communication Activities

The ESF MA Information and Communication guidelines request Intermediate Bodies and Beneficiaries to liaise with the MA in relation to any events proposed for the co-funded Operations. Annex 1 outlines the events/communication activities that the MA supported throughout 2018 by attending, providing branded merchandise or both.

As set out in the ESF Information and Communication Event Policy the ESF MA endeavours to support ESF related events. Attendance by the ESF MA at events is determined by staff availability and is dependent on the current priorities of the ESF & EGF Policy and Operations Unit. In general the ESF MA will prioritise events that have a national or regional reach but may attend more localised events where appropriate.

The ESF MA will write to IBs and relevant Beneficiaries early in the New Year to request a list of planned communication activities for 2019.

ESF Newsletter and Calendar

Each year the ESF MA produces a newsletter and a calendar to promote the work of Operations that are co-funded by the ESF/YEI. The newsletter and calendar offer a wide audience an insight in to how the ESF is investing in people in Ireland and the work that takes place at project level. This year's newsletter is now printed and will be circulated at the PMC. In the coming weeks the ESF MA will issue the newsletter and calendar to relevant bodies within the cascade.

ESF Merchandise and Pop-Ups

In 2018, the ESF MA purchased 48 ESF pop-up banners which were distributed to IBs and Beneficiaries for use at relevant events. There has also been a significant increase in requests for branded merchandise this year.

The ESF MA continues to have ESF posters and ESF branded merchandise available for distribution at information and communication events etc. IBs, Beneficiaries and Operations are encouraged to liaise with the ESF MA in relation to events they are planning and their merchandising and publicity requirements.

ESF Website and Twitter

The ESF MA intends to continue its work on updating and developing the ESF website, www.esf.ie. Translation work on the website has begun and it is hoped that this will be completed by the end of 2018. The ESF MA are considering plans to direct more traffic to the website in 2019.

In accordance with Article 115(2) and Annex XII of the Common Provisions Regulation 1303/2013 (CPR) the ESF MA continues to maintain a List of Operations on its website. This list was last updated in November 2018.

The ESF MA also continue to actively manage the @ESF_Ireland Twitter account and to promote it as widely as possible. The account now has almost 800 followers.

Compliance

The ESF MA has completed compliance checks on all relevant IB, Beneficiary and project websites. Over 620 websites have now been checked. Initial letters were issued in April 2018, with further letters issuing as checks were completed. The final findings are now being examined and further letters will issue shortly.

The ESF MA plans to conduct compliance checks on other relevant communication materials such as application forms/information leaflets/publicity material over the coming months.

Coordination

The ESF MA will attend the INIO (Informal Network of Information Officers) meeting from 5th-7th December. The final National ESIF Communications Committee meeting will take place on 28th November.

Support Role

The ESF MA is available to provide support, guidance and training to ESF bodies and will continue to inform on any changes to ESF information and communication requirements.

Annex 2 provides a list of training/briefing that was provided throughout 2018. It is planned to provide training to personnel involved in the SICAP Programme in the first quarter of 2019.

Looking to 2019: AONTAS Star Awards

The ESF MA are partnering with AONTAS for the STAR Awards 2019. The ESF MA will sponsor an award for the most innovative use of ESF Funding. As part of the application process, initiatives must indicate if they receive ESF co-funding

By sponsoring the STAR Awards we can continue to highlight the importance of adult learning, and the many positive benefits it has for individuals, families and communities. This partnership will offer the ESF MA a number of meaningful opportunities, which include:

- engagement with an extended network of AONTAS members, key stakeholders and adult learners
- The ESF Logos will appear on all STAR Award promotional material
- ESF inclusion in all AONTAS STAR Award press material issued to media
- extensive online visibility opportunities, including on the AONTAS website (www.aontas.com), Award Force (online STAR Award nomination platform) and through the social media campaigns
- a member of the ESF MA will be part of the STAR Awards judging panel

Role of the PMC

Following the approval of the Omnibus Regulation (EU, Euratom) 2018/1046, the PMC is now required to give an opinion on the communication activities and measures planned each year, this includes ways to increase the effectiveness of communication activities aimed at the public. The ESF MA plans to write to the PMC in the first quarter of 2019 to outline the planned activities.

November 2018

Annex 1: Supported Communication Activities 2018

DATE	ACTIVITY	ORGANISATION	EVENT NAME	LOCATION	EVENT DETAILS	MA ATTENDANCE
17/01/18	Gender Equality	GMIT	EMPOWER START	GMIT Mayo Campus	The EMPOWER Programme is run by the GMIT Innovation Hubs and aims to fast track female-led businesses based in the West by addressing specific challenges hindering their development. EMPOWER is funded by the Department of Justice and Equality and the European Social Fund.	Yes
24/01/18	ETB Training for the Unemployed Youthreach BTEI Adult Literacy CTCs	Donegal ETB	FET FAIR	Mount Errigal Hotel, Letterkenny, Donegal	An opportunity to discover the education and learning opportunities available with Donegal ETB and other providers in Donegal.	Yes
14/02/18	Youthreach CTCs	Blanchardstown Youthreach and Blanchardstown CTC	Project Visit	Blanchardstown, Dublin 15	ESF Project visits for an official delegation of the European Parliament's Committee on Budgets	Yes
21/02/18	Youthreach	National Association of Youthreach Coordinators	National Association of Youthreach Coordinators Annual Conference	Hodson Bay Hotel, Athlone	NAYC's conference brings together all Youthreach Coordinators from around Ireland.	Yes
07/03/18	Gender Equality	Ballyhoura Development CLG	Ballyhoura Jobsweek Employment and Training Fair - Healthcare Opportunities for Women	Pastoral Service, Kilmallock, Co Limerick	As part of National Jobs week, the Healthcare Opportunities for Women project organised a Healthcare Focused Employment and Training Fair	No

09/03/18	ETB Training for the Unemployed Youthreach BTEI Adult Literacy CTCs	Kerry ETB	Kerry ETB Education & Training Strategy 2018-2022	Cappanalea Outdoor Education and Training Centre.	Launch of the Kerry ETB Education & Training Strategy 2018-2022	No
21/03/18	Youthreach	Youthreach Bandon	Positive Progression from Youthreach	Youthreach Bandon, Co Cork	To see what the students of Youthreach Bandon are achieving and what options are available after graduating.	No
21/03/18	Garda Youth Diversion Projects	Pact Project GYDP	PACT GYDP Annual Award Night	Abbeylands, Co Waterford	Launch of the P.A.C.T. Project's Bloom 2017 You Tube Video and Annual Awards Night.	Yes
22/03/18	Gender Equality	WISE Project	'A Fresh Start for Women'	Clanree Hotel, Letterkenny	To show women how, with their support and guidance, they could explore and access the opportunities available in Donegal for employment, self-employment and education.	No
22/03/18	ETB Training for the Unemployed Youthreach BTEI Adult Literacy CTCs	Limerick and Clare ETB	Limerick FET Fair	FET CENTRE, O'Connell Ave Campus	Information about learning ops for Adults in Limerick	No
29/03/18	Integration and Employment of Migrants	BITC	Intreo Careers Fair	Printworks Conference Centre	Career Advice & Recruitment Fair	No
11/04/18	Gender Equality	North, East & West Kerry Development (NEWKD)	Moving On	Aras an Phobail, Tralee	Information Seminar for the upcoming programme	No

19/04/18	ETB Training for the Unemployed Youthreach BTEI Adult Literacy CTCs	Kerry ETB	Kerry ETB Further Education and Training FET Fair	Brandon Hotel, Tralee	The event brought together the countywide offerings of Kerry ETB from the five rural adult education centres, Further Education Colleges, the ETB Training Centre and community education courses that are run in over 100 Kerry parishes.	No
20/04/18	SICAP	POBAL	Launch of SICAP 2018 to 2022	Southhill Area Centre, Limerick City	SICAP 2018 - 2022 launch by Minister for Rural and Community Development, Michael Ring TD	Yes
02/05/18	Third Level Access	Trinity Access Programmes	Educational Achievement Awards Ceremony	TCD, Dublin	The Trinity Access Programmes support people from areas with low progression rates to higher education to reach their full educational potential	No
02/05/18	Gender Equality	Equal Ireland	Launch of Working Women Project	Connaught Hotel, Galway City	A launch of the new Gender Equality project	No
09/05/18	Gender Equality	North, East & West Kerry Development (NEWKD)	Celebration for Europe Day Moving On Graduation Day	Listowel Arms Hotel, Co Kerry	Celebration Morning for Europe Day and learners graduation	No
23/05/18	Young Persons Probation	Céim ar Chéim	Mind Your Mind	Moyross Youth Academy, Limerick	Promoting Positive Mental Health	No
24/05/2018 & 25/05/2018	All	The Wheel	The Wheel Summit - Access Europe	Croke Park Conference Centre	To celebrate the project, present the results and discuss the future of civil society and Europe	Yes
25/05/18	Youth Employment Support Scheme	DEASP	Irish Aftercare Network conference - 'Together We Can'	Sheraton Hotel, Athlone	Representative of DEASP presentation at conference in relation to YESS.	No
26/05/18	Integration and Employment of Migrants	Migrants Rights Centre	Building Better Futures - Migrant Women's Entrepreneurship Finale	DCU Ryan Academy, Citywest Business Campus, Dublin 24	Building Better Futures - Migrant Women's Entrepreneurship training programme Finale - Presentation of certificates	Yes

30/05/18	Springboard+	Department of Education and Skills/HEA	Springboard+ Launch/Photocall	DES, Dublin 1	Launch of Springboard+ courses	No
31/05/18	Youthreach	Donegal ETB	Buncrana Youthreach Awards Presentation	Buncrana Youthreach Centre	Awards Presentation	No
01/06/18	Disability Project	POBAL	Launch of 'Ability' Programme	CRC, Clontarf, Dublin 5	Launch announcement to deliver a new pre-activation Programme for young people with disabilities, called "Ability".	Yes
01/06/18	Community Training Centres	Tolka Valley CTC	ESF Project Visit	Tolka Valley CTC, Glasnevin, Dublin	Director General Mr Joost Korte visit to the Community Training Centre in Glasnevin to witness an ESF project first hand	Yes
11/06/18	Gender Equality	WREN	Women's Rural Entrepreneurial Network Graduation & Showcase	Croom Community Enterprise Centre, Cork	WREN Graduation & Showcase	No
13/06/18	Gender Equality	SECAD	Women's Rural Entrepreneurial Network Graduation & Showcase	Radison Hotel, Little Island, Cork	SECAD WREN Graduation & Showcase	No
29/06/18	Young Persons Probation	Céim ar Chéim	Moyross Launch	Moyross Youth Academy, Limerick	Re-launch after refurbishment	No
16/08/18	Defence Forces Employment Support Scheme	Defence Forces Support Services Policy Branch	Employment Support Scheme (ESS) Graduation	Collins Barracks, Cork	Participants will be presented with their graduation certificates	Yes
06/09/18	Gender Equality	One Family (Cherish CLG)	New Futures and Options programme Graduation Ceremony	Human Rights and Equality Commission, Green Street, Dublin 7	Participants will be presented with their graduation certificates	No
07/09/18	Adult Literacy	NALA	Take the First Step Campaign Launch	National College of Ireland, Dublin	International Literacy Day conference Campaign Launch	Yes

12/09/18 - 14/09/18	Third Level Access	Irish Univerity Association	Higher Options	RDS, Dublin 4	College expo for second-level students	No
18/09/18 - 20/09/18	All	n/a	Ploughing Championships	Screggan, Co Athlone	Annual Ploughing Championships - Representing under EU in Ireland, ERDF & ESF	Yes
24/09/18	Gender Equality	EMPOWER GMIT	EMPOWER EXPLORE	St Mary's Hall, GMIT, Mayo	Theme is discovering your true passion and purpose	
26/09/18	All	European Commission Representation in Ireland	European Commission Representation in Ireland exhibition 45 Stories – Celebrating Ireland's 45 years of EU Membership	Coffee Dock in LH2000	An interactive exhibition where you can view a selection of stories about how people, organisations or places in Ireland have benefitted from the EU.	Yes
26/09/18 - 27/09/18	n/a	ETBI	ETBI Annual Conference 2018	Killashee Hotel, Co Kildare	Delegates from ETB second level schools, ETB Boards, training centres and centres of education were in attendance for this two-day Conference to address a range of educational and training issues.	Yes
29/09/18	Young Persons Probation	Le Cheile	National Volunteer Conference 2018	Killeshin Hotel Portlaoise	The theme for the day is 'Building Resilience, Being Mindful of Trauma' and it will see Le Chéile's volunteer mentors from across Ireland converging for a day of education, training and networking.	No
03/10/18	n/a	ESF MA & LEARGAS	Erasmus+ Discovery Day	Clock Tower, DES, Dublin 1	The European Social Fund (ESF) has teamed up with Léargas to host an Erasmus+ Discovery Day for representatives of ESF co-funded projects.	Yes
04/10/18	Integration and Employment of Migrants	New Communities Partnership (NCP) & BITC (& EPIC)	Migrant Expo & Job Fair	DIT Aungier St, Dublin 2	Jobs Fair for Migrants	Yes
08/10/18	Youth Employment Support Scheme	DEASP	Launch of YESS	n/a	Official Announcement of Scheme commencement	No

14/10/18	Integration and Employment of Migrants	Migrants Rights Centre	Building Better Futures Event - Building Social Enterprise with Migrant Women Entrepreneurs	Community Centre in Dalkey	A group of experts from various areas who have been brainstorming our business idea (social enterprise in home care with migrant women)	No
17/10/18	Back to Education Initiative	Kilkenny and Carlow ETB	Learner Graduation	Kilkenny and Carlow Education and Training Board, Kilkenny	Learner Graduation	No
24/10/18	Youthreach	NAYC	YRFEST	National Sports Campus, Dublin 15	Celebrating 30 years of the Youthreach programme	Yes
25/10/18	Intra EU Mobility	EURES Ireland	EURES Jobsfair	Fingal Co. Council Office, Blanchardstown	Jobsfair	Yes
25/10/18	Youthreach	Dublin and Dún Laoghaire ETB	We Love Maths Event	DDLETB Head Office, Tuansgate, Tallaght	To encourage students to see numeracy/Maths as relevant and accessible. The exhibition will have samples of the work from students, photographs, artefacts etc. Two or three students (Learner Ambassadors) will represent each Centre at the exhibition stand.	No
05/11/18	SICAP	Paul Partnership LDC	Launch of PAUL Partnership Strategic Plan 2018-2022	Istabraq Hall, Limerick City and County Council, Limerick	Paul Partnership's Vision, Mission, and Strategic Themes for the next 5 years	No
07/11/18	Garda Youth Diversion Projects	Irish Youth Justice Service	Annual Garda Youth Diversion Projects National Conference	Knightsbrook Hotel in Trim	The event is to gather speakers from a variety of disciplines to discuss current issues affecting the Garda Youth Diversion projects	No

13/11/18 - 15/11/18	Youthreach	Dublin and Dún Laoghaire ETB	ZEMINAR	RDS, Dublin 4	Zeminar is a social enterprise created to bring all those invested in the development and well-being of young people in Ireland to one place.	No
20/11/18	Adult Literacy	Limerick and Clare ETB	Going to Third Level	LCETB, Limerick	Annual information event for Adult Lit Students (Core Skills) run in conjunction with College Awareness week	No
29/11/18	Intra EU Mobility	EURES Ireland	DIALOG	Wynn's Hotel, Dublin	'Dialog' is about the integration of migrants into the community, helping them with information on access to services and getting a job.	No
07/12/18	Integration and Employment of Migrants	Cultur	Annual Human Rights Day	Ashbourne Community Centre, Co Meath	Human Rights Day	No
13/12/18	Defence Forces Employment Support Scheme	Defence Forces Support Services Policy Branch	Employment Support Scheme (ESS) Graduation	Defence Forces Training Centre (DFTC), The Curragh, Co. Kildare	Graduation Ceremony	No

Annex 2: Training/Briefing

Date	Attendees	Subject	Location
23/01/18	Higher Education Institutes	eCohesion. Financial. Non-Financial. Info & Comms.	Loughlinstown
24/01/18	Higher Education Institutes	eCohesion. Financial. Non-Financial. Info & Comms.	Loughlinstown
25/01/18	Higher Education Institutes	eCohesion. Financial. Non-Financial. Info & Comms.	Loughlinstown
29/01/18	Higher Education Institutes	eCohesion. Financial. Non-Financial. Info & Comms.	MIC, Limerick
30/01/18	Higher Education Institutes	eCohesion. Financial. Non-Financial. Info & Comms.	NUI Galway
28/02/18	Department of Employment Affairs and Social Protection	Financial. Non-Financial.	Dept. Education and Skills
14/03/18	DJE Funded Projects	Financial. Non-Financial. Info & Comms.	Carmelite Community Centre, Dublin
12/04/18	Department of Employment Affairs and Social Protection	eCohesion. Financial. Non-Financial. Info & Comms.	Dept. Education and Skills
17/04/18	Education and Training Boards	eCohesion. Financial. Non-Financial.	Dept. Education and Skills
18/04/18	Education and Training Boards	eCohesion. Financial. Non-Financial.	Dept. Education and Skills
19/04/18	Education and Training Boards	eCohesion. Financial. Non-Financial.	Dept. Education and Skills
23/04/18	Education and Training Boards	eCohesion. Financial. Non-Financial.	Dept. Education and Skills
24/04/18	Education and Training Boards	eCohesion. Financial. Non-Financial.	Dept. Education and Skills
25/04/18	Education and Training Boards	eCohesion. Financial. Non-Financial.	Dept. Education and Skills
04/05/18	Department of Justice and Equality	eCohesion. Financial. Non-Financial.	Dept. Education and Skills
15/05/18	Department of Defence	eCohesion. Financial. Non-Financial.	Dept. Education and Skills
05/06/18	NALA/AHEAD	Information and Communication	SOLAS
07/06/18	AONTAS/ETBI	Information and Communication	SOLAS
19/06/18	SOLAS	Information and Communication	SOLAS
19/07/18	Ability Programme Projects Briefing	Financial. Non-Financial. Info & Comms	Hilton Hotel, Kilmainham
02/10/18	Briefing with Dublin and Dún Laoghaire ETB	Information and Communication	DDLETB Dublin 24