



Ireland's European Structural and Investment Funds Programmes 2014-2020
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An Roinn Oideachais agus Scileanna
Department of Education and Skills

Proposed Amendments to the PEIL 2014-2020 Communications Strategy

In accordance with Article 110(2)(d) of the CPR (EU Reg 1303/2013), the ESF Managing Authority (ESFMA) requests that the Programme Monitoring Committee (PMC) examine and approve the proposed amendments to the PEIL 2014-2020 Communications Strategy.

The proposed amendments include:

- updates relating to the PEIL programme allocation, ESF cascade structure and IB/Beneficiary contact details;
- an ESF Information and Communication Events Policy;
- reference to the information and communications compliance checks of relevant bodies conducted by the ESFMA; and
- changes relating to Information and Communications contained in Article 272 of the Omnibus Regulation, which amends the CPR and which is expected to come into force over the summer. A table comparing references to information and communications in Article 272 and the CPR is at Annex 1.

Details of the amendments to the Communications Strategy are as follows:

Section	Purpose of amendment
Introduction	To reflect the additional ESF allocation of €2m approved for the PEIL following the mid-term review of the Multi-Annual Financial Framework, which brought the overall Programme allocation to €1.157 billion for the period.
Aims and Objectives of the Strategy	To reflect enhanced emphasis on increasing the visibility of support from the ESI Funds contained in Article 272 of the Omnibus Regulation.
Roles and Responsibilities of the Managing Authority	To reflect enhanced emphasis on increasing the visibility of support from the ESI Funds contained in Article 272 of the Omnibus Regulation. To introduce an ESF Information and Communication Events Policy, which sets out how the ESFMA will endeavour to support ESF related events.
Role of the PMC	To reflect changes in the role of the PMC in relation to Information and Communications contained in Article 272 of the Omnibus Regulation.
Promotion of the ESF	To reflect enhanced emphasis on increasing the visibility of support from the ESI Funds contained in Article 272 of the Omnibus Regulation. To include reference to the information and communications compliance checks of relevant bodies conducted by the ESFMA.
Implementation and Monitoring	To include reference to post-event reports to be completed by the ESFMA following attendance at an ESF related event.
Annex 1: ESF Cascade Structure	Updated in line with current arrangements

Annex 3: Contact Information	Updated to reflect staff changes
Annex 4: Information and Communication Event Policy	Insertion of Event Policy and associated post-event report form.

May 2018

Annex 1: Changes relating to Information and Communications contained in Article 272 of the Omnibus Regulation

Text Removed

New Text

Information and Communication			
Article 272	CPR Reference	Original Text	New Text
(19)	Article 49 (4) Functions of the Monitoring Committee	The monitoring committee may make observations to the managing authority regarding implementation and evaluation of the programme including actions related to the reduction of the administrative burden on beneficiaries. The monitoring committee shall monitor actions taken as a result of its observations.	The monitoring committee may make observations to the managing authority regarding implementation and evaluation of the programme including actions related to the reduction of the administrative burden on beneficiaries. It may also make observations on the visibility of support from the ESI Funds and awareness about their results. It shall monitor actions taken as a result of its observations.
(20)	Article 51 (1) Annual review meeting	An annual review meeting shall be organised every year from 2016 until and including 2023 between the Commission and each Member State to examine the performance of each programme, taking account of the annual implementation report and the Commission's observations where applicable.	An annual review meeting shall be organised every year from 2016 until and including 2023 between the Commission and each Member State to examine the performance of each programme, taking account of the annual implementation report and the Commission's observations where applicable. The meeting shall also review the programme's communication and information activities, in particular the results and effectiveness of measures taken to inform the public about the results and added value of support from the ESI Funds.
(23)(b)	Article 58(1) (f) Technical assistance at the initiative of the Commission	actions to disseminate information, support networking, carry out communication activities, raise awareness and promote cooperation and exchange of experience, including with third countries;	actions to disseminate information, support networking, carry out communication activities with particular attention to the results achieved with support from the ESI Funds and their added value,

			raise awareness and promote cooperation and exchange of experience, including with third countries
(23)(c)	Article 58(1) (f) Technical assistance at the initiative of the Commission	To bring about greater efficiency in communication to the public at large and stronger synergies between the communication activities undertaken at the initiative of the Commission, the resources allocated to communication actions under this Regulation shall also contribute to the corporate communication of the political priorities of the Union as far as they are related to the general objectives of this Regulation.	<p>The Commission shall dedicate at least 15 % of the resources referred to in this Article to bring about greater efficiency in communication to the public and stronger synergies between the communication activities undertaken at the initiative of the Commission, by extending the knowledge base on results, in particular through more effective data collection and dissemination, evaluations and reporting, and especially by highlighting the contribution of the ESI Funds to improving people's lives, and by increasing the visibility of support from the ESI Funds as well as by raising awareness about the results and the added value of such support. Information, communication and visibility measures on results and added value of support from the ESI Funds, with particular focus on operations, shall be continued after the closure of the programmes, where appropriate. Such measures shall also contribute to the corporate communication of the political priorities of the Union as far as they are related to the general objectives of this Regulation.</p> <p>Depending on their purpose, the measures referred to in this Article can be financed either as operational or administrative expenditure.</p>

(45)(a)	Article 110 Functions of the monitoring committee	The monitoring committee shall examine in particular: implementation of the communication strategy	implementation of the communication strategy, including information and communication measures, and of measures to enhance the visibility of the Funds
(47)	Heading of Chapter II of Title III of Part Three	Information and Communication	Information, communication and visibility
(48)(a)	Article 115 Heading	Information and Communication	Information, communication and visibility
(48)(b)	Article 115 (1)(d) Information, communication and visibility	Publicising to Union citizens the role and achievements of cohesion policy and of the Funds through information and communication actions on the results and impact of Partnership Agreements, operational programmes and operations.	Publicising to Union citizens the role and achievements of cohesion policy and of the Funds through measures to enhance the visibility of the results and impact of Partnership Agreements, operational programmes and operations.
(48)(c)	Article 115 (3) Information, communication and visibility	Detailed rules concerning the information and communication measures for the public and information measures for applicants and for beneficiaries are laid down in Annex XII.	Detailed rules concerning information, communication and visibility for the public and information measures for potential beneficiaries and for beneficiaries are laid down in Annex XII
(49)	Article 116 (3) Communication Strategy	By way of derogation from the third subparagraph of paragraph 2, the managing authority shall inform the monitoring committee or committees responsible at least once a year on the progress in the implementation of the communication strategy as referred to in point (c) of Article 110(1) and on its analysis of the results as well as on the planned information and communication activities to be carried out in the following year. The monitoring	By way of derogation from the third subparagraph of paragraph 2 of this Article, the managing authority shall inform the monitoring committee or committees responsible at least once a year on the progress in the implementation of the communication strategy as referred to in point (c) of Article 110(1) and on its analysis of the results of that implementation as well as on the information and communication activities and measures to enhance visibility of the Funds that

		committee shall, if it considers it to be appropriate, give an opinion on the planned activities for the following year.	are planned for the following year. The monitoring committee shall give an opinion on the activities and measures planned for the following year, including on ways to increase the effectiveness of communication activities aimed at the public.
(50)	In Article 117 (4) Information and communication officers and their networks	Union networks comprising the members designated by the Member States shall be set up by the Commission to ensure exchange of information on the results of the implementation of the communication strategies, the exchange of experience in implementing the information and communication measures, and the exchange of good practices.	Union networks comprising the members designated by Member States shall be set up by the Commission to ensure exchange of information on the results of the implementation of the communication strategies, the exchange of experience in implementing the information and communication measures, the exchange of good practices, and to enable joint planning or coordination of communication activities between the Member States and with the Commission where appropriate. The networks shall at least once a year debate and assess the effectiveness of the information and communication measures, and propose recommendations to enhance the outreach and impact of communication activities and to raise awareness about the results and added value of those activities.
(54)(a)	Article 125 (3)(c) Functions of the managing authority	Ensure that the beneficiary is provided with a document setting out the conditions for support for each operation including the specific requirements concerning the products or services to be delivered under the operation, the financing plan, and the time-limit for execution	Ensure that the beneficiary is provided with a document setting out the conditions for support for each operation including the specific requirements concerning the products or services to be delivered under the operation, the financing plan, the time limit for execution, as well as the requirements regarding information, communication and visibility

(67)(a)	Annex XII Heading	INFORMATION AND COMMUNICATION ON SUPPORT FROM THE FUNDS	INFORMATION, COMMUNICATION AND VISIBILITY OF SUPPORT FROM THE FUNDS
(67)(b)	Annex II Section 2 Heading	INFORMATION AND COMMUNICATION MEASURES FOR THE PUBLIC	INFORMATION AND COMMUNICATION MEASURES AND MEASURES TO ENHANCE VISIBILITY FOR THE PUBLIC
(67)(c)(i)	Annex II 2.1. (1) Responsibilities of the Member State and the managing authority	The Member State and the managing authority shall ensure that the information and communication measures are implemented in accordance with the communication strategy and that those measures aim for the widest possible media coverage using various forms and methods of communication at the appropriate level.	The Member State and the managing authority shall ensure that the information and communication measures are implemented in accordance with the communication strategy, in order to improve visibility and interaction with citizens, and that those measures aim for the widest possible media coverage using various forms and methods of communication at the appropriate level and adapted, as appropriate, to technological innovation.
(67)(c)(ii)	Annex II 2.1. (2) Responsibilities of the Member State and the managing authority	(e) giving examples of operations, by operational programme, on the single website or on the operational programme's website that is accessible through the single website portal; the examples should be in a widely spoken official language of the Union other than the official language or languages of the Member State concerned; (f) updating information about the operational programme's implementation, including, when appropriate, its main achievements, on the single	(e) giving examples of operations, in particular of operations where the added value of the intervention of the Funds is particularly visible, by operational programme, on the single website or on the operational programme's website that is accessible through the single website portal; the examples shall be in a widely spoken official language of the Union other than the official language or languages of the Member State concerned; (f) updating information about the operational programme's implementation, including its main

		website or on the operational programme's website that is accessible through the single website portal.	achievements and results , on the single website or on the operational programme's website that is accessible through the single website portal.
(67)(d)(i)	Annex II 2.2. (1) Responsibilities of the beneficiaries	All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:	All information and communication measures and measures to enhance visibility of the Funds provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:
(67)(d)(ii)	Annex II 2.2. (6) Responsibilities of the beneficiaries	New point added	The responsibilities laid down in this subsection shall apply as from the time the beneficiary is provided with the document setting out the conditions for support to the operation referred to in point (c) of Article 125(3)
(67)(e)	Annex II 3.1. (2) (f) Information measures for potential beneficiaries	the responsibility of potential beneficiaries to inform the public about the aim of the operation and the support from the Funds to the operation in accordance with point 2.2. The managing authority may request potential beneficiaries to propose indicative communication activities, proportional to the size of the operation, in the applications.	the responsibility of beneficiaries to inform the public about the aim of the operation and the support from the Funds to the operation in accordance with subsection 2.2 as from the time the beneficiary is provided with the document setting out the conditions for support to the operation referred to in point (c) of Article 125(3) . The managing authority may request that potential beneficiaries propose indicative communication activities to enhance the visibility of the Funds , proportional to the size of the operation, in the applications.
(67)(f)	Annex II 4 (i) ELEMENTS OF THE COMMUNICATION STRATEGY	an annual update setting out the information and communication activities to be carried out in the following year.	an annual update setting out the information and communication activities, including measures to enhance visibility of the Funds , to be carried out in the following year, based on, inter alia, lessons learnt on the effectiveness of such measures.