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European Social Fund



An Roinn Oideachais
agus Scileanna
Department of
Education and Skills

2018 PEIL 2014-2020 Information and Communication Activities

The ESF Managing Authority (ESF MA) seeks the opinion of the Programme Monitoring Committee (PMC) on the Information and Communication activities and measures planned for 2018.

Europe in My Region 2018

The European Commission's 'Europe in My Region' campaign aims to highlight the work that projects across Europe are doing with the help of EU funding.

In January-February 2018, the ESF MA wrote to ESF bodies to provide details about the 2018 campaign and to request information about any events including open days, information days, awards ceremonies or launches that could be included on the interactive map for the campaign on the Commission's website. There are currently over 20 ESF related events on the map, an increase on last year's numbers. As the campaign runs all year, the ESF MA continues to welcome additional events for inclusion. We also to continue to encourage the use of the hashtag #EUinmyRegion when using social media to promote ESF co-funded projects.

Celebrating Ireland's 45 Years of EU Membership

To celebrate Ireland's 45 years of EU Membership, the European Commission Representation in Ireland has published a collection of 45 stories that illustrate ways Ireland has benefited from membership.

The ESF MA submitted case studies for inclusion in the publication, of which the story of a participant of the EMPOWER Programme, which is an ESF co-funded Gender Equality project, was selected.

The story was also featured in a special Irish Examiner supplement, 'Celebrating Ireland's 45 Years of EU Membership', which was published in May 2018.

Campaign for 30 Years of Cohesion Policy

In 2018, EU cohesion policy celebrates its 30th anniversary. Throughout the year, the European Commission is organising events and exhibitions around 30 years of cohesion policy. ESF MAs in Member States were asked for nominations of highly emblematic and symbolic projects financed by cohesion policy (ERDF-CF-ESF), with one project being chosen per Member State.

'EPIC' (an ESF co-funded Integration and Employment of Migrants project) was chosen to be Ireland's cohesion project for the campaign.

As part of the campaign, EPIC has featured in a special Panorama magazine issue (Spring 2018) and in an exhibition at an Open Day on 5th May 2018 in the Berlaymont building which is going on tour with Commissioner Crețu (Tour of European Capitals). A further exhibition in the Berlaymont building is planned for later in the year and there will be a series of social media pushes and other external communication campaigns, where appropriate, throughout the year.

Events

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.

In addition to the request that issued to ESF bodies in January-February 2018 in relation to events for the Europe in My Region campaign, the ESF MA wrote to IBs/Beneficiaries in April 2018 to request a calendar of proposed events for 2018. The responses received have been collated in the table at Annex 1. In cases where there were significant similarities among the events proposed, these have been grouped for ease of display.

The ESF MA endeavours to support ESF related events, as set out in the ESF Information and Communication Event Policy. 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. To date in 2018, the ESF MA has attended the following events in an Information and Communication capacity:

Date	Event	Location	Approx. Attendees
17 January	EMPOWER Start Pitching Event	GMIT Mayo Campus	30
24 January	Donegal FET Fair	Letterkenny, Donegal	1000
21-23 February	National Association of Youthreach Coordinators Annual Conference	Athlone	90
21 March	Launch of the P.A.C.T Project's Bloom 2017 YouTube video and Annual Awards Night	Waterford	90
20 April	Launch of SICAP 2018-2022	Limerick City	80
27 April	Access Europe Conference (The Role of Civil Society in Europe)	Trinity College, Dublin	100
8 May	Event to mark selection of EPIC Programme as Cohesion30 Emblematic Project	BITCI Offices, Phibsborough	20

Annex XII

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 February 2018.

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), will have a stand in the European Commission Representation in Ireland's marquee at the National Ploughing Championships (18-20 September, Scraggan, Co. Offaly). General attendance at the National Ploughing Championships is approximately 80,000 per day and therefore the event provides an opportunity to publicise the PEIL Operational Programme to the general public.

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. The ESF MA will be contacting IBs, Beneficiaries and Project Implementers in the coming weeks requesting material for inclusion.

ESF Merchandise and Pop-Ups

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.

The ESF MA has conducted a procurement process to purchase ESF pop-up banners for use by IBs, Beneficiaries and Operations at relevant events. It is expected that these will be distributed in the coming weeks.

ESF Website and Twitter

The ESF MA intends to continue its work on updating and developing the ESF website, www.esf.ie. This work will include reviewing and updating existing content; maintaining an up-to-date list of Operations; and exploring the scope to commission video and/or infographic content for the website.

The ESF MA will also continue to actively manage the @ESF_Ireland Twitter account and to promote it as widely as possible.

Coordination

The ESF MA will continue to actively participate in INIO meetings and National ESIF Communications Committee meetings and to explore the potential for co-ordination/collaboration, where possible.

Compliance

The ESF MA is currently undertaking website compliance checks. As part of this, we have completed a review of the webpages of IB and Beneficiary website relating to ESF co-funded activity and have written to the ESF bodies concerned regarding the findings. The ESF MA intends to continue this work during the year, following up on the findings already notified and undertaking website compliance checks on all other relevant websites.

The ESF MA will also be conducting compliance checks on other relevant communication materials such as application forms/information leaflets/publicity material.

Support Role

This year the ESF MA has provided training across numerous areas including Information and Communication, with further publicity briefing sessions being planned over the coming months with SOLAS and our SICAP Programme Implementers.

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.

May 2018

Annex 1: Calendar of Events for 2018

Activity	Event title	Type of event (e.g. roadshow, conference, launch, information event, workshop, awards ceremony etc.)	Summary description of the event	Date(s) event will be held	Target audience	Location(s) of event	Target number and profile of attendees
ESF Managing Authority	National Ploughing Championships	A 3 day event showcasing Irish food, farming and culture. Most Government Departments are represented.	In order to publicise the PEIL Operational Programme, the ESF MA intends to have a stand in the European Commission in Ireland's marquee at the NPC.	18 – 20 September 2018.	General public	Screggan, Co. Offaly.	General attendance at the NPC is approx. 80,000 per day.
DFESS	Roadshow for Employment Support Scheme	Roadshow, screening and interviewing	ESS Recruitment Roadshow was conducted over a number of days	18,23,25 January 8,14,21,22,27, 28 February	18-24 year olds in receipt of a Jobseekers payment	Cork ETB St Johns College Collins Barracks Mallow College The Youth Centre Fermoy Access Programme in Mayfield Midleton	
	Lifelong Learning Festival	Information event	Further distribution of Leaflet	April	18-24 year olds in receipt of a Jobseekers payment	Lifelong Learning Festival	
Ability	Launch Event	Launch	Announcement of the successful project funding applications	TBD	General public, especially people with disabilities	TBD	TBD

EURES	'Arrive and revive - Ireland' European Online Job Day	European Online Job Day, Hospitality Sector, Ireland	European Online Job Day, Hospitality sector of Ireland, targeting Irish and European based jobseekers with hospitality skills. The event took place on the online platform: www.europeanjobdays.eu and was facilitated by EURES/ European Commission	9 th March 2018	Jobseekers, job changers, unemployed	Cork, Republic of work	534 job seekers, 56 companies, 5 countries, 2 info points
	'Your language – Our Business' Bilingual jobs, European Online Job Day	European Online Job Day, Business Support/ Customer Support Sector, Ireland	European Online Job Day, Support/ Customer Support Sector of Ireland, targeting Irish and European based jobseekers with language skills.	22 nd May 2018	Jobseekers, job changers, unemployed	Dublin	1,000
	National and European Job Day	Jobs Fair	Jobs Fair (jobs in Ireland and Europe), employers, EURES advisers from various countries and service providers participating, CV clinic and workshops	September	Jobseekers, job changers, unemployed	Dublin	5,000
Springboard	Springboard 2018 Roadshow	Roadshow	Open event aimed at public. HEIs offer information about their courses to members of the public. Includes talks from some HEIs and/or industry representatives	TBD	General public	TBD	500

GYDP (a selection from almost 80 GYDP events planned)	Cabra FOR Youth CLg 10 th Anniversary celebration	Street Art showcase. Information event.	Community event showcasing project and local services. To acknowledge 10yrs of the service. Inc. unveiling of completed street art (visual time capsule)	July 14 th – 19 th .	Young people and their families. Residents within the community and surrounding area.	Cabra for Youth	100+ Community event.
	Website Launch	Launch of updated website.	Launch of updated website.	Late 2018	Young People, Parents/ guardians, Local Services/ organisations/ schools. Other local stakeholders.	Donnycarney Youth Project	Young People, Parents/ guardians, Local Services/ organisations/ schools. Other local stakeholders.
	Football project with Dundalk FC	Launch	Presentation of flags designed by High Voltage GYDP participants as part of a response to football hooliganism and public order charges arising out of football matches by young fans.	29/06/2018	General public	Dundalk FC Oriel Park	Full stadium
	Carlow IT Youth Justice Workshop	Workshop	Yearly workshop held with the Youth and Community & Social Care students in Carlow IT. This promotes the work of the project and gives an awareness of the youth service that exists in Carlow. It gives an insight into the world of Youth Justice. Some of these students are past participants of	Sep-18	Students of Youth & Community and Social Care	Carlow I.T.	140 students per year

GYDP (continued)			the project or service and some have gone on to be employees and volunteers				
	Garden and Website launch	Community based event aimed at young people, parents and those living within the catchment area of Kilmore West.	The Garden and website launch will be aimed the Kilmore community. It is to promote both the mainstream and justice project in Kilmore West Youth Project. It's a day to express who we are, what we've achieved thus far and build stronger relationships with the community.	21 st of September, 2018	Young people, parents, those living locally in the Kilmore West catchment area.	Kilmore West Youth Project will be hosting the event.	Estimated to have 70+ people attending the event.
	Community Confederation Cup	Certificate are given at the end by the Lord Mayor	Soccer tournament between Gardaí and young people from NWIC. This takes place in The Bohemians grounds in Dalymount Park	From Summer 2018	Agencies, Gardaí, Young people, Local political reps	Dalymount Stadium, Dublin 7	Up to 100 people attend the event on the day. Training is completed between young people and Gardaí leading up to the game and involves approximately 25 people.
	Official opening of refurbished premises	Official opening	Moyross building has been closed since 2015 for a health and safety refurbishment and this will be the official opening.	Tbc June date expected	Young people, community, department officials, Minister	Moyross Youth Academy, The Bays, Knocklisheen Road, Moyross, Limerick	All of the participants of the projects here in the Bays, namely the GYDP and Probation projects. Their parents/guardians, community members, department officials and Minister.

GYDP (continued)	Knife Crime Facts	Launch of leaflet	“Get the facts about knives”, aimed at separating fact from fiction for young people on the subject.	26 th March 2018	Advisory Committee Members An Garda Siochana Community Alert Members Joint Policing Committee Members Schools & Youth Services	Avalon “Inter-generational centre” Sligo	50 people
	“Use your brain not your fists” DVD Launch	Launch of DVD	Comhairle members developed a short film on the theme “Use your Brain, Not your Fists” for circulation via social media, schools and youth groups nationwide	26 th April 2018	An Garda Siochana Community Alert Members Joint Policing Committee Members Schools & Youth Services	Bush Hotel, Carrick on Shannon, Co. Leitrim.	100 people
	GYDP Information Leaflet	Launch of Leaflet	Launch of updated information leaflet for parents/guardians on the GYDP’s managed by YWI North Connaught	22 nd June 2018	Advisory Committee Members An Garda Siochana Community Alert Members Joint Policing Committee Members Schools & Youth Services	TBC	100 people

Gender Equality and Integration and Employment of Migrants	ESF Funded Projects	Workshop	N/A	Mar-18	ESF GE and IEM projects	Dublin City Centre	50-60
	EPIC Programme: Cohesion30 Emblematic Project	Ministerial visit	Recognition of EPIC programme's selection as emblematic project for 30th Anniversary of Cohesion Policy in Europe	May-18	Minister Staunton. BITCI and EPIC staff, participants.	BITCI Offices, Phibsborough	20
SICAP	Possible Launch of ESRI Findings on various aspects of the SICAP 2015 – 2017 Programme	TBC.	TBC	Q2 2018	LCDCs, Local Development Companies, other relevant stakeholders	TBC	TBC
	Launch of SICAP 2015 – 2017 End of Programme Report	TBC	TBC	Q2 2018	LCDCs, Local Development Companies, other relevant stakeholders	TBC	TBC
	Regional Support Workshops with LDCs	Five regional workshops were organised on the core elements of the SICAP2018-22 requirements that LDCs needed to adhere to	These were full day events focusing on the core elements of the programme requirements including ESF requirements	Jan 8 – Jan 16 and April 12	Frontline staff and Managers from LDCs	Mullingar, Cavan, Limerick and Dublin (2 events)	214 attended these events

SICAP (continued)	SICAP 2018 – 2022 Programme Launch	Programme Launch in Limerick	Launch of new SICAP 2018 – 2022 by Minister of Rural and Community Development, Michael Ring	Friday 20 April 2018	LCDCs, LDC and other national stakeholders	Southill Area Centre, Donough O’Malley Park, Limerick City	70 attendees
	Phase 1 IRIS Training	11 regional training sessions held in 6 locations delivering training to LDCs and LCDCs (separately) on the new IRIS system (2 staff per organisation were invited).	IRIS is the integrated reporting and monitoring system for planning and monitoring of SICAP. This training focused on the process on inputting and approving Annual Plans on IRIS, recording beneficiaries and associated supports and outcomes.	Jan 19 – January 29 2018	Frontline LDC staff and 63 LCDC support staff	Cork, Dublin, Galway, Kilkenny, Boyle, Cavan	93 attended.
	Phase 2 IRIS training	8 regional training sessions in 6 locations delivering IRIS training to LDCs and LCDCs jointly. This is a follow on to Phase 1 IRIS training that was delivered in January.	This training focuses on reporting, generating data, system views, running reports, dashboards, analysis of data on IRIS.	April 23 – May 17 2018	Frontline LDC staff and 57 LCDC support staff	Dublin, Cavan, Athlone, Cork, Kilkenny, Leitrim	83 are registered to attend

SICAP (continued)	Local level training workshops	15 -17 workshops with both LCDCs and LDCs to embed programme requirement and IRIS	These workshops will be one day with a focus on programme requirements including ESF requirements in morning and IRIS training in afternoon. The primary audience will be frontline staff of LDCs and LCDC staff members	TBD – mid July – October	Primarily frontline staff of LDCs and staff and members of LCDCs	TBD	25 participants in each workshop
	Regional Programme Support Sessions	Four Regional support sessions with LDCs and LCDCs on key programme supports such as improving the quality of delivery of social inclusion supports through SICAP 2018-22 and improving the quality of 2018 annual plans	These sessions will be a full day in four regional locations with inputs focusing on the social inclusion and targeting focus of SICAP 2018-22	September 16-28	LDCs and LCDCs	TBD	Approx. 330 participants across the four regional events
	National Ploughing Championships	A 3 day event showcasing Irish food, farming and culture. Most Government Departments are represented.	The SICAP unit will have a stand at the DRCD's marquee to publicise the SICAP programme at the event.	18 – 20 September 2018.	General public	Screggan, Co. Offaly.	General attendance at the NPC is approx. 80,000 per day.

Adult Literacy	Open Days, Information Sessions	Information events	To provide information to the general public regarding literacy programmes	Various throughout the year	Potential learners and the local community	Various	40-100 at each event
Youthreach	End of Year Presentation Days, Achievement / Awards Days	Awards Ceremonies	Presentation of awards	Various throughout Q2-Q4	Students, parents, staff, Boards of Management Members	Various	50-100 at each event
	10 Year Celebration	Acknowledgement of achievements of all learners since 2008	Celebration of 10 years of service	Nov-18	Learners, staff, related services	Talbot Hotel	60+
ETB Training for the Unemployed	FET Fairs, Jobs Expos, Open Days	Information events	To showcase courses available	Various throughout the year	General public	Various	20-1000 at each event
BTEI	BTEI Awards Ceremonies	Awards Ceremonies	Presentation of awards	Various throughout Q4	BTEI learners, families, staff	Various	200-500 at each event
SOLAS Vocational Education and Training (VET) Activities	VET Skills Week 2018	TBC – an event will be held to launch VET Skills Week in Ireland	Press Release	5-9 November	Adult Learners	TBC	50-100