



PEIL 2014-2020

Information and Communication Update

Frances-Mary Long
ESF Managing Authority
PMC Meeting - November 2016



EUROPEAN UNION

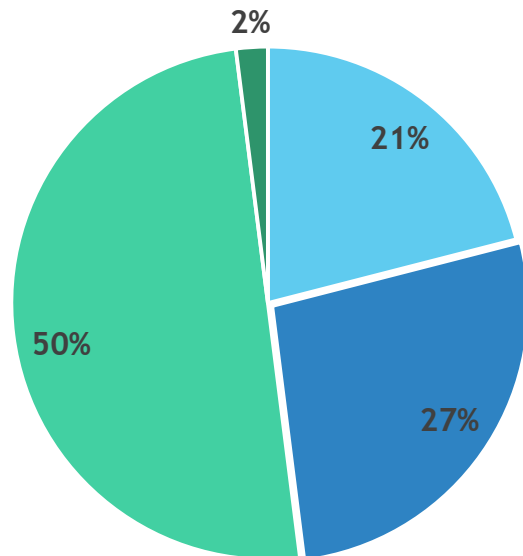
Investing in your future

European Social Fund

Public Awareness of the ESF

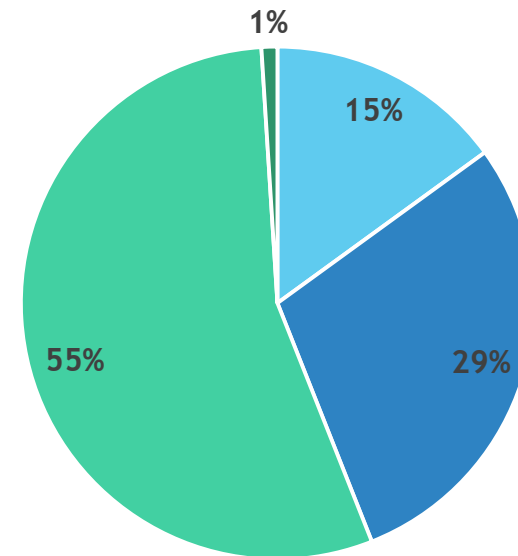
Eurobarometer Report¹ 408 - October 2013

Ireland - 2013



- Yes and know what it is
- Yes but don't really know what it is
- No
- Don't know

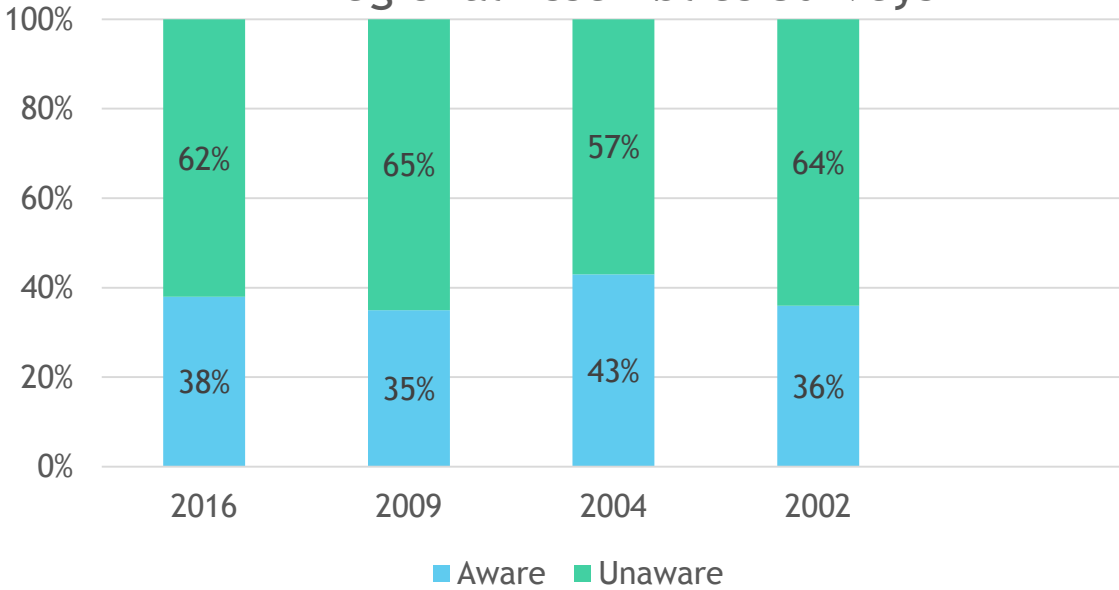
EU 27 - 2013



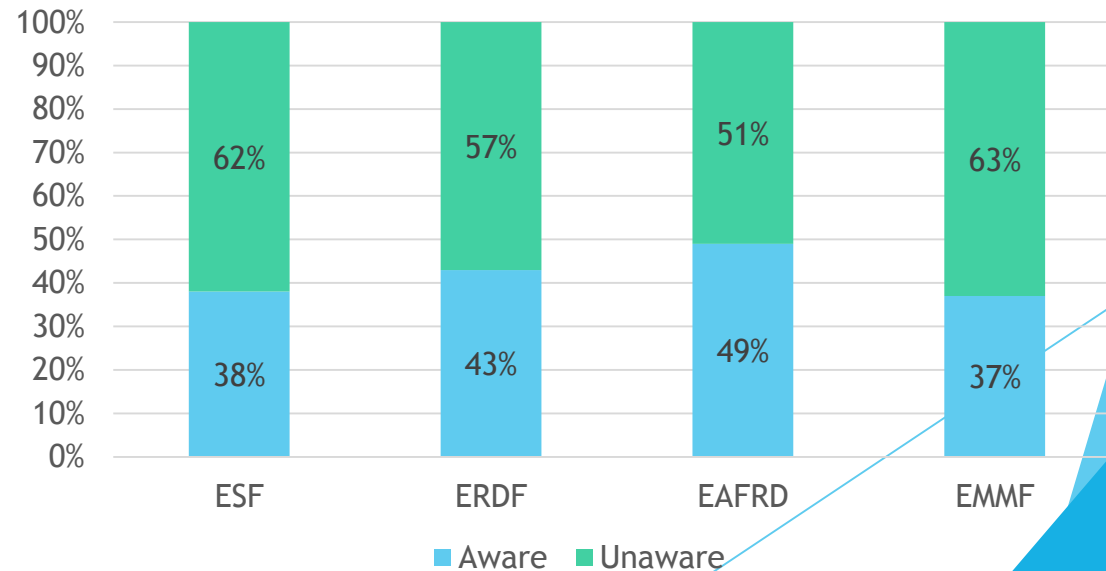
- Yes and know what it is
- Yes but don't really know what it is
- No
- Don't know

1. http://ec.europa.eu/public_opinion/archives/ebs/ebs_408_en.pdf

Awareness of ESF - Regional Assemblies Surveys



Awareness of the Specific EU Funds 2016



What is the European Social Fund used for?

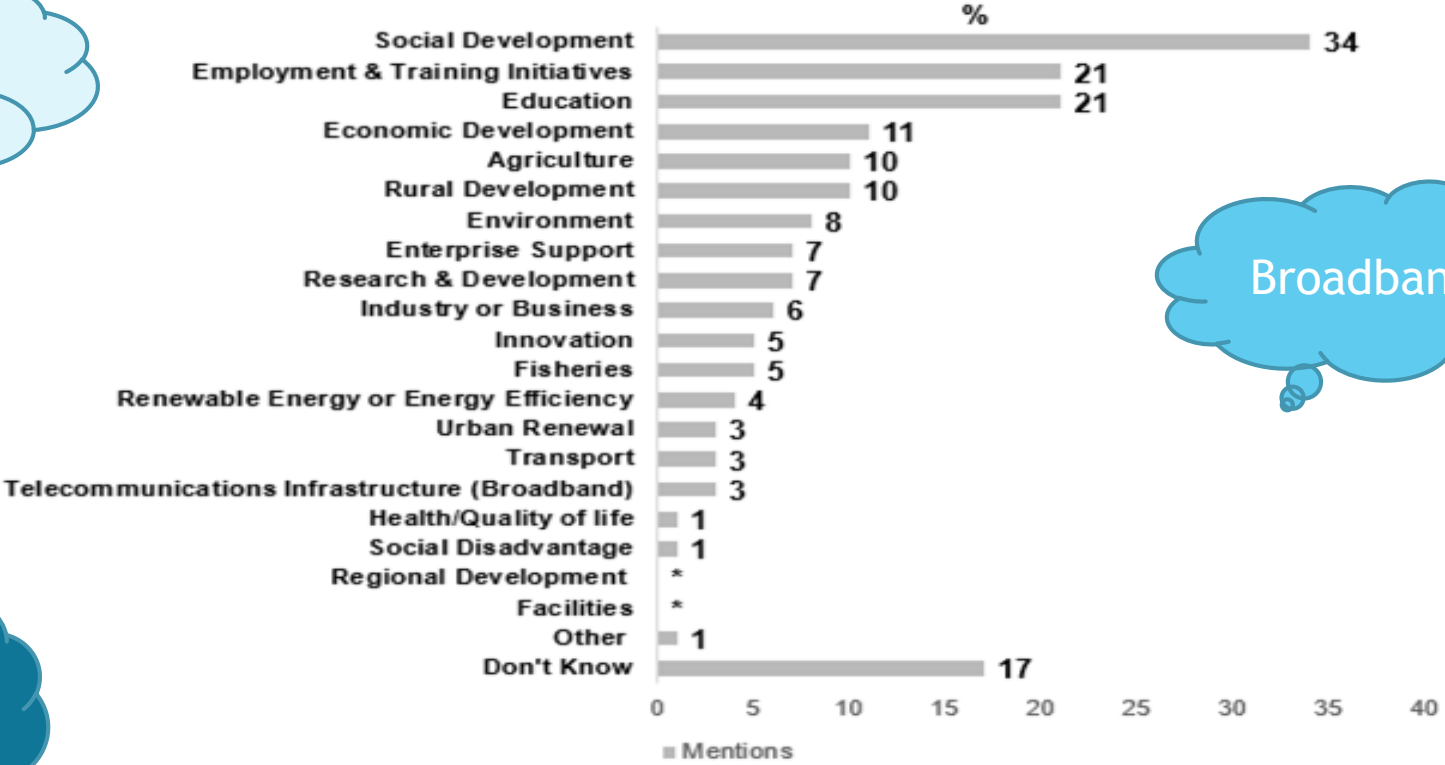
Agriculture

R & D

Fisheries

Environment

Broadband



Updated Guidelines & Strategy

- Version 2 – September 2016
- Adopted by written procedure on 25th October 2016
- Brought about by suggestions from Intermediate Bodies
- Outlines the responsibilities of the MA, IBs and Beneficiaries
- Where and how to use the ESF Logos
- How to promote the role of the ESF
- Available at www.esf.ie

ESF Website

The List of Operations has recently been published on our website and we are working to continuously improve our website, including the addition of:

- A description of each Operation, including good news stories,
- Details of Major Events (Conferences and Seminars),
- Citizen Summaries of Annual Implementation Reports,
- Links to other OP websites, the national ESIF and EU websites, and
- Links to various IB websites providing specific information on funding available, application process and eligibility criteria.

We are looking for new and innovative ways of publicising the ESF on our website and beyond.

We propose to develop specific videos/infographics on the activities supported such as that developed by Pobal to promote SICAP

<https://www.youtube.com/watch?v=BphJI0VzJMM>

If you would be interested in collaborating in this area or have items that you would like to share please let us know.

National Website

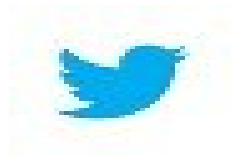
- A Sub-Committee of the eCohesion project team are implementing the national ESIF website - **eufunds.gov.ie**
- All ESI Funds will be represented on the website
- OGCIO is developing the website using its own resources
- The website will showcase several projects from each Fund
- IBs are being asked for content including good quality images, photos, data and graphs.

Social Media

Social Media provides a platform for promoting the role of the ESF by targeting a range of audiences including participants, the public, government bodies and journalists.

As part of an overall strategy to increase publicity of the ESF in Ireland, we are proposing to create and manage an ESF Twitter page.

Once our page is created we will send you our Twitter username.



Publicity Events

- Every year the Managing Authority will organise or take part in at least one major information activity.
- The MA are always looking for new ideas or events that we can support.
- We encourage proposals for the use of Technical Assistance for joint activities.

August 2016 – Springboard+ Roadshow Dublin & Cork



November 2016 – Pobal Conference Dublin



Informal Network of ESF Information Officers

45th Meeting - Croatia - October 2016

New publications:

- A brochure in 23 languages describing the ESF in simple terms.
- A short brochure on the YEI outlining its achievements so far.
- Info graphics to illustrate the use of the ESF in all Member States.



Proposals for 2017

- ▶ Europe in my Region
- ▶ 60 Years of ESF

Posters

Many Member States provide templates for their Beneficiaries to ensure project specific information is included. We are considering tailoring posters specific to your operations.



CISTE SÓISIALTA NA hEORPA EUROPEAN SOCIAL FUND

An Clár um Infhostaitheacht, Cuimsiú agus Foghlaim 2014-2020
Programme for Employability, Inclusion and Learning 2014-2020



Cómhaoiníonn Rialtas na hÉireann agus an tAontas Eorpach an tionscadal seo faoi Chiste Sóisialta na hEorpa
This project is co-funded by the Irish Government and the European Union under the European Social Fund



www.esf.ie



Publicity

Merchandising:

- We can provide branded goods for participants and publicity events.
- Currently we stock USB keys, notepads, pens, tote bags and information leaflets.
- We welcome any merchandising proposals/ideas.



Managing Authority Activities:

- 2016 newsletter will be published in early December.
- 2017 diaries have been ordered.
- Work has just begun on next year's calendar.
- The European Commission and the European Parliament Office are planning an event on the Youth Guarantee in Cork later this month which we have agreed to link in with.
- The National Coordination Committee of the Funds agreed that a national communications committee will be formed, to collaborate across all ESIF Funds.

Publicity Review

We are undertaking a review of information and communications measures including:

- Websites
- Application forms and correspondence with participants
- Publicity material
- Information and communication events
- Press releases & Speeches

We will report on this review at the Spring PMC 2017.

Recap....

Acknowledging Support from the ESF

In line with Annex XII of the CPR and the DPER and ESF Guidelines all information and communication measures relating to an operation co-financed by ESF should acknowledge the support by:

1. Displaying both the ESF Logos

AND

2. Containing a reference to the ESF

ESF Logos

- **The EU Emblem**



EUROPEAN UNION

Investing in your future
European Social Fund

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



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

Co-funded by the Irish Government
and the European Union

Where to use the ESF Logos

The ESF Logos should feature on items produced in relation the ESF, including but not limited to:





Thank you for your attention.



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