



PRESS RELEASE

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COMMUNICATING THE BENEFITS OF EUROPEAN FUNDING

A special networking event designed to teach local PEACE III and INTERREG IVA funded projects how to improve their communication capabilities recently took place in the Jordanstown campus of the University of Ulster, in Belfast.

Organised by the Special EU Programmes Body (SEUPB), which manages both programmes, the event provided advice and guidance on how the projects can acknowledge the assistance they receive from the European Regional Development Fund.

A recent survey conducted by the European Commission found that 79% of EU citizens had never heard of EU regional funding, despite the billions of pounds worth of support that has been provided to the UK and other member states over the years.

“The EU’s PEACE Programme has provided approximately £1.5 billion worth of support to help promote peace and reconciliation across Northern Ireland and the Border Region of Ireland since it was first created in 1995. In addition to this the INTERREG Programme has also provided approximately £0.5 billion to various cross-border projects and initiatives across Northern Ireland and the Border Counties,” said Pat Colgan, Chief Executive of the Special EU Programmes Body.

“Both of these Programmes represent a significant investment from the European Commission in the region. Over the past 15 years they have made a sizeable contribution to the creation of peace and stability here as well as the promotion of a greater level of cross-border co-operation for the benefit of people living in Northern Ireland and Ireland,” he continued.

At the workshop over 50 EU-funded projects took part in a number of interactive exercises designed to teach them how the media works, what makes a strong news story and how to grab and sustain the interest of the public.

The purpose of the event was to ensure that European support is acknowledged but also to help the projects more effectively communicate what they are doing and the many different benefits of their work.

For further information on both the PEACE III and INTERREG IVA Programme please visit www.seupb.eu



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PEACE III

The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Finance in Ireland. It is responsible for managing two EU structural funds Programmes PEACE III and INTERREG IVA designed to enhance cross-border co-operation, promote reconciliation and create a more peaceful and prosperous society. The programmes operate within a clearly defined area including Northern Ireland, the Border Region of Ireland and in the case of INTERREG IVA, Western Scotland.

The PEACE III Programme, funded through the European Regional Development Fund, is worth €333 million and is aimed primarily at reinforcing progress towards a peaceful and stable society and promoting reconciliation. It focuses on helping Northern Ireland and the Border Region of Ireland to reconcile communities and contribute towards a shared society.

For more information on the SEUPB please visit www.seupb.eu

INTERREG IVA

The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Finance in Ireland. It is responsible for managing two EU structural funds Programmes PEACE III and INTERREG IV designed to enhance cross-border co-operation, promote reconciliation and create a more peaceful and prosperous society. The Programmes operate within a clearly defined area including Northern Ireland, the Border Region of Ireland and Western Scotland.

The INTERREG IVA 2007-2013 Programme, funded through the European Regional Development Fund, is worth €256 million and aims to address the economic and social problems which result from the existence of borders. It has two distinct priority measures to create co-operation for a more prosperous and sustainable cross-border region.

For more information on the SEUPB please visit www.seupb.eu