

## PEACE III PROGRAMME (2007-2013) – REPORT ON COMMUNICATIONS

### 1.0 Overview

A joint communication plan for both PEACE III and INTERREG IVA was submitted to the Commission on 5 March 2008. The joint communication plan was formally approved by the Commission on 17 July 2008. At the request of the European Commission, the allocation to each programme of expenditure on information and publicity has been clearly identified.

The PEACE III Programme was formally launched on 14 April 2008 at the Stormont Hotel, Belfast by Danuta Hübner, European Commissioner for Regional Policy, Peter Robinson, then Northern Ireland Minister for Finance and Personnel, and Brian Cowen, then Tánaiste and Minister for Finance in Ireland.

Following the approval of the PEACE III Operational Programme, articles outlining the new programme were placed in leading business and opinion-former magazines. Information about the new programme was included in the quarterly *Your EU!* magazine.

### 2.0 Website Development

A review of the SEUPB website was commissioned to determine the technical specifications for the changes that would be needed in order to improve web-based access to information and interactivity. Following the independent review, terms of reference have been drafted for a design tender which will incorporate those recommendations. The tender process will follow approval to proceed from Department of Finance and Department of Finance and Personnel.

### **3.0 Information Roadshows**

Joint information roadshows in the eligible region have been scheduled for January and February 2009 to inform citizens and potential beneficiaries of the existence of the programmes and the added value of the assistance of the European Union. These roadshows will be organised in conjunction with the County Councils in the Border Region of Ireland and the PEACE III local council clusters in Northern Ireland.

Both and PEACE III and INTERREG IVA will be publicised through these roadshows. Eight roadshows will be held in Northern Ireland and six will be in held in the Border Region of Ireland.

The roadshows will complement ongoing local information and publicity activities and will also be designed to manage the expectations of previous beneficiaries by outlining how the 2007-2013 programmes differ from their predecessors. The Consortium of CRC/Border Action for PEACE III Measure 1.2 have been invited to be involved in the roadshows.

The SEUPB, in conjunction with the Department of Finance and Personnel, carried out the pilot information roadshow with a stand at the Balmoral Show 2008. This stand provided information on both the new programmes via information leaflets and audio visual material. The stand was situated in the DARD Hall, which has an average footfall of 70,000 over the course of the three days of the show. This was a successful three days.

### **4.0 Networking**

An important part of EC Regulation 1828/2006 (Article 10) is the requirement to participate in networks to exchange good practice and experience in implementing information and publicity measures. A workshop and initial network meeting for those in the eligible area with responsibility for information and publicity was held on 25 June 2008.

The UK Network for Managing Authority Communication Leads held its first meeting on 22 April 2008. The first meeting of the Commission's INFORM Network was held on 17 June 2008. The Managing Authority participated in both events.

## **5.0 Web-based TV Programme**

The Balmoral roadshow was also used to launch the proposed "EUTV", a web-based television concept which would feature projects from all of the EU funding programmes relevant to eligible area. A pilot "episode" was screened throughout the duration of the Balmoral Show. The Department of Finance and Personnel are currently drafting Terms of Reference for this proposal to be taken forward.

## **6.0 Media Relations**

In late August a press release and images were released to local and regional press reiterating the closing date of 5 September of calls for applications for both PEACE III and INTERREG IVA. This was picked by the three large dailies in Northern Ireland (Belfast Telegraph, Irish News and Newsletter) and by a significant number of publications throughout the eligible region. Media relations activity will be undertaken with regards to publicising the acceptance of letters of offer by beneficiaries.

A review of the use of logos has been commissioned and recommendations are currently being finalised. Once this has been completed a comprehensive publicity guide will be provided to all beneficiaries detailing the correct use of branding and logos for both programmes.

## **7.0 Media Monitoring**

Arrangements have been made to monitor the key printed media throughout the eligible area. A summary of the outcomes will be presented to the Monitoring Committee on a regular basis.

## 8.0 Recommendation

The Monitoring Committee is requested to:

- **Note** the progress to date relating to Communications.