

# Update on the Implementation of the Communication Plan for Malta's Operational Programmes 2007-2013

Planning and Priorities Co-ordination Department  
Office of the Prime Minister – Malta  
Monitoring Committee – Cohesion Policy 2007-2013  
Operational Programme I: 20<sup>th</sup> May 2010

# Structure of this Presentation

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  - Plans for 2010
- Lessons Learnt So Far
- Proposals for Review
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# Implementation update to date

- Activities carried out between 2007 – 2010 in relation to OPI

# Annual Events

- ***Council Regulation 1083/2006, Article 69***
  - ***Commission Regulation 1828/2006, Article 7.2***
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- **Annual Event 2007:**
    - Launch of OPI and II, 18th July 2007
  - **Annual Event 2008:**
    - Information Festival, 21st and 22nd November 2008

- **Annual Event 2009:**

- 1st December 2009 in Malta; 4th December 2009 in Gozo.
- The Annual Event was open to the general public. The event featured:
  - Presentations and Keynote speakers on both OPs;
  - Discussion panels on the various themes targeted under the OPs, namely:
    - Education, Employment, Training and Social Inclusion
    - Competitiveness
    - Quality of Life

- Annual Event 2009:



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# OP Calls and Information Sessions to date

- *Article 69 of the Council Regulation 1083/2006 – Information and Publicity*
- *Article 5 of the Commission Regulation 1828/2006 – Information Sessions*

**Total Number of Calls : 9 + 2 (CF: non major)**

**No. of information sessions organised: 13**

# Other Publicity Measures to date

- Total number of information queries: 291
- Production of Promotional Material
  - folders, bags, pens, desk planners, bulbs
- Flying of EU Flag as per Art. 7 (EC)1828/2006 on week of 9<sup>th</sup> May
- Total Participation at EU level Network meetings (INFORM): 4
- Total number of media queries answered: 16
- Total Number of media interviews/features: 14
  - Interviews to media held during 2010:
    - Sehmna FI-Ewropa (Radju Malta) – 13.01.2010
    - L-Unjoni Ewropea u Int (RTK) – 20.01.2010
    - Perspettiva (E22) – 28.01.2010



# Plans for 2010

- Annual Event:
  - An outdoor family oriented event is being planned to include activities to promote information on Cohesion Policy 2007-2013, in a fun and inclusive way.
  - The event will be held in September 2010, in Malta and Gozo on separate days.
- Promotional Items will focus primarily on energy saving;

*Tenders are being finalised and will be issued shortly*

# Lessons Learnt So Far

In early 2010, the Managing Authority (MA) has carried out an internal exercise to assess the activities which have been carried out thus far in terms of:

- The way the activities were implemented;
- The effectiveness of the activities; and
- The costs incurred

## The review of the Communication Plan is stimulated by a number of significant factors:

- The progress of project implementation moving at a slower pace hence re-dimensioning to take into account tangible results;
- Publicity carried out at IB and Beneficiary levels complementing activities of MA;
- Adoption of wider Green Initiatives preferring electronic to physical dissemination of publications;
- Better use of in-house talents in design, translation etc.

# Proposals for Review

**The main modifications which the MA is proposing to the Communications Plan may be summarized as follows:**

- Two ‘key’ years targeting larger-scale Annual Events will be selected, while the other years would envisage comparatively smaller events in line with the progress of the Programme. The ‘key’ years identified are :
  - **2012** - representing the interim period; and
  - **2014 or 2015** - marking the effective final stages of implementation of the Programmes;
- Reduction of budget expenditure from Technical Assistance incurred by MA and IBs;
- Retention of all activities with expected minimal impact on targets;
- Plan to be revised also in mid-term evaluation



OPI	Original Allocation			OPI	Revised Allocation		
	Total	ERDF	MT		Total	ERDF	MT
MA	2.500M	2.125M	0.375M	MA	1.100M	0.935M	0.165M
				IBs	0.100M	0.085M	0.015M
<b>Total</b>	<b>2.500M</b>	<b>2.125M</b>	<b>0.375M</b>	<b>Total</b>	<b>1.200M</b>	<b>1.020M</b>	<b>0.180M</b>

OPII	Original Allocation			OPII	Revised Allocation		
	Total	ESF	MT		Total	ESF	MT
MA	1.2M	1.020M	0.180M	MA	0.400M	0.340M	0.060M
				IBs	0.200M	0.170M	0.030M
<b>Total</b>	<b>1.2M</b>	<b>1.020M</b>	<b>0.180M</b>	<b>Total</b>	<b>0.600M</b>	<b>0.510M</b>	<b>0.090M</b>



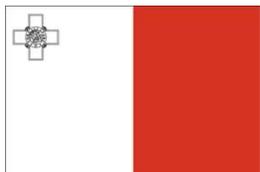
# Conclusion

- The exact impact on the reduction of budget on the targets is still to be determined by the mid-term evaluation exercise that includes the evaluation of the Communications Plan;
- The evaluators will evaluate the targets and also the data collection methodologies;
- The MC will be kept updated on progress and outcomes.



**EUROPEAN REGIONAL DEVELOPMENT FUND  
COHESION FUND  
MALTA 2007-2013**

**Thank You!**



**Operational Programme I – Cohesion Policy 2007-2013  
*Investing in Competitiveness for a Better Quality of Life*  
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Cohesion Fund**



**Co-financing rate: 85% EU Funds; 15% National Funds**

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Office of the Prime Minister**



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