



Communication Strategy

of the Interreg V-A Slovakia-Hungary
Cooperation Programme

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Introduction

The present Communication strategy for the Interreg V-A Slovakia-Hungary Cooperation Programme lays down the leading principles and objectives of the communication of the programme to ensure the highest possible visibility and transparency. This guide is based on the regulations laid down in:

- 1) Regulation (EU) No 1299/2013 of the European Parliament and of the Council of 17 December 2013 on specific provisions for the support from the European Regional Development Fund to the European territorial cooperation goal¹;
- 2) Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006 (also known as CPR)²;
- 3) Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014 laying down rules for the application of Regulation (EU) No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data³.

The strategy also relies on INTERACT's input on communications and the experiences of the previous programme - Hungary-Slovakia Cross-border Co-operation Programme 2007-2013.

The document was prepared jointly by the Ministry of Agriculture and Rural Development of Slovakia, the Prime Minister's Office in Hungary and the SKHU Joint Secretariat.

Overall programme objective and the approach

The overall programme objective set in the Cooperation Programme is to strengthen territorial, economic and social cohesion in the Slovak-Hungarian border area as well as to contribute to smart, sustainable and inclusive growth of the region and the European Union (EU 2020 Strategy). In order to contribute to this objective the available funds are divided into priority axes and investment priorities based on the needs assessment concluded by the expert team in the eligible area of the programme.

The communication objectives are selected in a way to contribute to the successful implementation of the programme. The participants of the programme (programme bodies and beneficiaries) and their results are the main promoters of the Interreg V-A Slovakia-

¹ <http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1447855809214&uri=CELEX:32013R1299>

² <http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1447773750298&uri=CELEX%3A32013R1303>

³ <http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1447763826271&uri=CELEX%3A32014R0821>

Hungary Cooperation Programme. So empowering them to create and maintain sustainable and effective, thus successful cross-border cooperation is a priority. This is why programme communication takes training and dissemination as main approach as well as personal dialogue to enhance better communication results.

Communication objectives

The communication objectives and their division to specific ones are set. However the set of tools/activities through which these objectives shall be achieved are indicative and may be subject to change. The detailed description of the tools can be found in chapter 4.

Communication objective 1

Raise awareness about the INTERREG SKHU programme

In the 2007-2013 programming period clear requirements facilitated the highlighted communication of project results. For example billboards appeared on the side of the investments and next to entrance doors, public events were organized that promotes the funding source. However, we have experienced that cross-border cooperation is still unknown for many potential applicants, as well as to the citizens living in the programme area. This statement is also supported by Flash Eurobarometer survey (reference number 423), Citizens' awareness and perceptions of EU Regional Policy. The survey found that just over a fifth of respondents said that they had heard of cooperation between Slovakia and Hungary because of EU regional funding (Slovakia: 27%, Hungary 25%). However, this number corresponds to the EU average; it also shows that there is a lot to do in the field of communicating cross-border cooperation results. This communication objective aims to improve this situation.

Specific objective 1.1: Promote the funding opportunities offered by the programme and by disseminating its results

Target groups

- General public
- Potential and final beneficiaries
- Media/press organizations

Tools to be used

Digital platforms:

- website
- social media
- newsletter
- online publications
- media
- branding

Offline platforms:

- events (info days, promotion events)
- publications (books, leaflets)

- promotional materials
- personal consultations
- branding

Relevant output indicators:

Newsletter subscriptions: 0 ->2000 pc

Number of public events organized by the programme: 0 ->10 pc

Specific objective 1.2: Facilitate project communication

The programme communication itself cannot reach such coverage that could make significant impact in the programme area. The projects, however, can reach various regions and stakeholders due to their local position. They are the 'faces' of the programme so most of the attention should be focused on their achievements. The programme offers a joint platform for promoting results using the joint visual branding, communication training and personal consultations for the beneficiaries to assist their successful communication.

Target groups

Final beneficiaries

Tools to be used*Digital platforms:*

- website
- social media
- newsletter
- online publications
- media
- branding

Offline platforms:

- events (trainings)
- publications (books)
- branding
- personal consultations

Relevant output indicator:

No. of media appearances of projects 0->500 pc

Communication objective 2:

Ensure the adequacy of project level information

It is the responsibility of the programme management to provide all necessary information to the relevant target audience in the most effective way at the right time. Furthermore, the programme must also focus on the quality of information it provides. These two key factors strongly contribute to receive good quality applications, help our partners to successfully implement their projects, and ultimately to reach the goals of the programme. That is why it is chosen as communication objective.

SO 2.1: Ensure the adequacy among the publicity measures, the target groups and the objectives

The life cycle of the programme includes three different phases on project level: call-focus phase, implementation-focus phase and result-focus phase. All three have different target audience and need different messages. One of the tasks of the programme is to make sure that the publicity measures are adjusted to the needs.

Call-focus phase

Target groups

- Potential beneficiaries
- Media/press organizations

Tools to be used

Digital platforms:

- website
- social media
- newsletter
- media

Offline platforms:

- events (info days, application seminars)
- publications (leaflets)
- promotional materials
- personal consultations

Implementation-focus phase

Target groups

Final beneficiaries

Tools to be used

Digital platforms:

- website

Offline platforms:

- events (trainings, Lead Beneficiary seminars)
- personal consultations

Result-focus phase**Target groups**

- General public
- Potential and final beneficiaries
- Media/press organizations
- Programme bodies
- Government departments and agencies
- EU related organizations

Tools to be used*Digital platforms:*

- website
- social media
- newsletter
- online publications
- media

Offline platforms:

- events (promotion events)
- publications (books)
- promotional materials

Relevant output indicators:

No. of events (info days, seminars, trainings, public events): 0 ->30 pc
No. of downloads of key documents 0 ->3000 pc

SO 2.2: Ensure the proper quality of information

The programme must provide clear information and guidance in the different phases and the related requirements. However, the official language of the programme is English the JS shall facilitate the access to core information on national languages (website content in SK, HU, EN, information events, personal consultations), except where it is stated otherwise.

Other publicity measures that aim the general public shall also use the national language of the given country to make sure that the target group understands the message. When publicity action is carried out outside the premises of Slovakia and Hungary English shall be used.

The operative staff of the programme shall be available in the office or on site to enhance the proper understanding of information released by the programme.

Target groups

- Potential and final beneficiaries

Tools to be used*Digital platforms:*

- website

Offline platforms:

- events (trainings, Lead Beneficiary seminars)
- personal consultations

Relevant output indicator:

Satisfactory level based on event feedback form relevant questions (1-3): 4 (in a scale 1-5)

Description of the tools to be used

The fulfilment of the communication objectives rely on the combination of different types of activities that has to be carried out at the right place at the right time to the right target audience. The following list of activity types is indicative and may be subject to change if needed.

Branding

The corporate identity of the programme clearly identifies and differentiates us from other programmes. However, by joining the joint branding initiative we also state our position in the bigger group of Interreg programmes.

Our logo:



The logotype symbolises the connection, through the common geographical parts of the participating countries. The shape was formed from the capital starting letters of the country names in their original languages – ‘Slovenská republika’ and ‘Magyarország’. The capital ‘M’ which appears in the upper part of the shape forms hills, mountains and castle, the ‘S’ as a projection of the ‘M’ in the bottom, is a metaphor for a river and road. The ‘blue’ colour indicates the Slovak Republic, while the ‘green’ colour indicates Hungary.

The wording of ‘Interreg’ in the logo is a new element. It symbolizes our belonging to a bigger theme, to the European group of cross-border cooperation.

The logo is an evolution of the ancestor HUSK programme's logo. The similar elements and colours facilitate the easy recognition of the programme and its relation to the previous one. The development of the programme is also reflected in its public appearance.

The programme slogan 'Building partnership' expresses the aim of the cooperation programme. The programme objectives as well as the communication objectives are clearly set in the relevant documents. However, these two words summarize our ambition to achieve in the programme area.

The logo represents at the same time our uniqueness but also our membership in the European Territorial Cooperation.

In order to ensure that all programme and project publicity activities keep a consistent format that serves to communicate the link with the programme and the contribution of the EU, this visual identity must be used. More details about the mandatory elements are to be found in the Visibility Guide for Projects.

Website

A new website has been developed, where all programme related information and documents are available for the public. Two domain names are purchased: www.skhu.eu and www.sk-hu.eu. The website is to be continuously updated by the Joint Secretariat as this is the main information source for all target groups. The content must be informative, authentic and valid, and must comply with the requirements set in the regulatory framework.

The construction of the website took into consideration of the needs of the target groups (see above). These needs were prioritized, which resulted in the current format of the site. The idea behind was to provide all relevant information thematically. Those visitors who know what they want can easily find their way through the site ('What would you like to do?' section). Those who are new can have access to detailed descriptions about the processes in the Info centre. Our goal was to ensure easy access to relevant information in a user-friendly way.

The website has a high contrast version for those with low vision.

Social media

Social media has more and more impact not only in the private life but in the professional world as well. Community platforms has reached the coverage of such a large amount of people that it is worth considering it as a complementary tool for the publicity and information activities of the programme. It may be used to disseminate results even to those target groups that are not directly involved in the programme implementation. New and more wide-spread audience can be reached without significant financial investment, while the less formal communication may raise more interest from these audiences towards the programme results. Social media also allows our partners to interact with each other, to share experience and expertise or start/join conversations with the management and/or each other.

The Interreg SKHU programme will use social media to facilitate the process of partner-search. Through our LinkedIn profile we provide a professional platform to directly connect

the potential project partners. By using digital technology we avoid costly one-time mass events, and at the same time ensure the all possible connections are always traceable and available.

The programme has a Facebook profile that we plan to use mainly for the dissemination of results. It is also a good platform to quickly spread the latest news. The way Facebook operates with the 'Likes' and comments facilitates to reach a wider coverage of people, that might help the programme to get better known in the eligible area.

During all events, personal consultations and via the official website we are promoting these social media platforms to encourage people to join us. By the time the programme reaches its full speed we shall have wide a network of interested ones. Enhancing the interaction among these people in a later stage of the programme's life could be a next step to create a live SKHU community.

Newsletter

Newsletter is a tool to inform the prescribed ones about the latest information related to the programme. European Union related news, events, programme and project results, and call for proposals may be promoted.

Events

The programme shall organize different types of events serving the interest of the programme and the project implementation.

Programme events

- European Cooperation Day event, promotion events, kick-off conference, Monitoring Committee meetings, closing conference, other internal or external meetings

Thematic events to enhance project implementation

- seminars, workshops, trainings, info days

Thematic events shall support our (potential) beneficiaries to successfully implement their projects from administrative point of view. These events must be in direct connection with the programme's life cycle to ensure that the right information is available for the right people at the right time:

- Info days and application seminars during call for proposals and training on application of monitoring system;
- Lead Beneficiary seminars to get our beneficiaries familiar with the reporting requirements and the reporting module of the monitoring system;
- Communication workshop for beneficiaries (as part of the Lead Beneficiary seminar);
- other events based on the needs of our partners and the programme.

Promotion materials

Promotional materials (printed ones or giveaways) marked with the official logo will be produced and distributed mostly on events organized by the programme (trainings, public events, etc.). The main aim of these materials is to promote the programme with its corporate identity. Some promotional items like roll-ups, posters or business cards are to be used only by the programme implementing bodies.

Their type, content and quantity will be adjusted to the programme's life cycle and the goals we would like to reach with them.

Publications

Publications may include any kind of printed or digital product, such as internal documents, leaflets, brochures, handbooks, studies and reports which carry information about the programme and its projects and prepared by the programme.

A leaflet will be produced with a general content about the programme. This publication can be used to promote the programme during info days and other public events to give a general overview about the opportunities the programme offers. Other publications will also be produced. Their type, content and quantity will be adjusted to the programme's life cycle and the needs.

Media

Media visibility is a tool to raise awareness towards the programme but mostly its projects and their benefits. Projects shall use their own sources to publish their results through press conferences, press releases or articles (paid or non-paid).

The programme may bring them some extra attention by providing with a joint surface (website – project map, calendar and news section) to publish their milestone or key activities and the results or by organizing public events demonstrating project results. The projects are the 'faces' of the programme so media attention should rather be focused on their achievements. The programme should only assist to their efforts.

Consultations

The operative staff of the programme shall be available for consultation for all participants and stakeholders. These consultations on the phone, in the office or on site enhance open communication, build trust and contribute to the effective and successful implementation of the programme. Communication activities of the projects shall be supported by the communication manager of the Joint Secretariat. Information and publicity requirements are described in details in the Visibility guide for projects.

Apart from the support given from the office the manager shall visit the beneficiaries on site. He/she will be available right on site to advise on any communication issue that might arise. Another positive effect of the personal visit is that the manager can collect first-hand information and experience about the project and its background. It is planned to put more emphasis on the dissemination of the projects and their results. One of the tools the programme would like to use is storytelling. These visits may provide such information about

the projects that do not appear in the application form as they are more personal than professional. These can be used to show the projects from a different point of view. Human stories behind the projects make them live and bring them closer to the people.

Accessibility

We pay extra attention to ensure that people with special needs also have access to all information that is published by the programme. The official programme website (www.skhu.eu) is available in a high contrast version for those with low vision. When organizing an event we prefer locations that meet the technical accessibility standards for those with reduced mobility. The members of the operative staff are available to assist our guests with disabilities through personal consultations, as well.

Responsible bodies

According to Articles 115 to 117 and Annex XII of the EU common provisions regulation (CPR) No 1303 / 2013 the Managing Authority is responsible for the implementation of the communication activities. The Joint Secretariat and the Info Points carry out the actual tasks related to it. The Managing Authority also designates a communication manager within the Joint Secretariat to coordinate the tasks related to the communication activities. However, all programme bodies involved shall represent the principles set in the present strategy.

Annual implementation reports (AIR) about the communication activities to the European Commission are not mandatory. However, in 2017 and 2019 the AIR must include a section about the information and publicity actions carried out in order to comply with Article 111 (4b).

The Monitoring Committee (MC) will closely monitor the implementation of the communication strategy. Every year an annual communication plan will be presented to the MC, and a report must be delivered afterwards reviewing the yearly achievements together with the progress made on the indicators. If deemed necessary, the Monitoring Committee can decide on a review of the communication strategy.

Info Points (IPs) will contribute to the implementation of the communication activities, as their tasks are complementary to the work of the JS. Detailed list about the activities of the responsible bodies can be found in Annex 3.

Budget and resources

The programme implementation is financed from European Regional Development Fund (ERDF) and the national contributions of the Slovak and Hungarian government. Out of the total 10 998 282 EUR ERDF Technical Assistance (Priority Axis 5) an indicative amount, 1 500 000 EUR ERDF is dedicated to information and communication activities in the Technical Assistance Beneficiaries' budget until the end of the programme implementation period. The indicative budget for the implementation of the communication strategy can be seen in the following table:

| Tools to be used | NET price (EUR) | Comment |
|--|------------------------|--------------------------|
| Creation of corporate identity for the Interreg V-A Slovakia-Hungary Cooperation Programme | N/A | financed from HUSK TA |
| Interreg SKHU website – first development of trilingual new website, with back office function and maintenance till the end 2015 | N/A | financed from HUSK TA |
| Interreg SKHU website development and monthly maintenance until 2023 | 36 800,00 | SKHU TA |
| Social media activities | | staff costs from SKHU TA |
| Newsletters | | staff costs from SKHU TA |
| Events (workshops, LP seminars, Info days, EC Days, conferences, MC and internal meetings) | 243 880,00 | SKHU TA |
| Promotion materials (giveaways and printed promotional materials) | 30 000,00 | SKHU TA |
| Publications (printed or audio-visual materials) | 15 000,00 | SKHU TA |
| Media (promotion, advertisements) | 36 000,00 | SKHU TA |

The cost efficiency of the communication activities will be continuously evaluated in order to promote those which deliver maximum results with minimum costs. The communication activities are budgeted annually as a part of the programme budget for technical assistance. The strategy will be defined in more details through annual action plans including an estimate of budget resources.

MA, NA and IPs when performing information and publicity activities related to the Interreg SKHU programme can also claim costs from the programme TA budget to finance the activities. However, the indicative budget above includes the communication service costs of the JS only. It does not show the costs of other TA beneficiaries, nor the communication related staff costs (missions and salaries for the employees).

Capitalisation

The programme is committed to interact and cooperate with other programmes and institutions to enhance the capitalization of results.

Database of the HUSK 2007-2013 programme

The project database that contains all the successfully closed HUSK projects is available online on the www.husk-cbc.eu and on DVD that will be distributed during the info days related to the Interreg SKHU programme. This database may serve as a basis for project ideas in the future, and also has a controlling function for the management bodies to see if a particular project idea/application has already been implemented. During the implementation of the SKHU projects it is recommended for beneficiaries to search in the database and check if there was a similar project completed in their area. If the HUSK partners are open, they shall organize at least one meeting to see how they can cooperate and share experiences to enhance capitalization of previous results.

KEEP database

KEEP is the source of information about cross-border projects and partners all around Europe managed by INTERACT. It is an overview of the projects within the scope of the 2000-2006 INTERREG and 2007-2013 Territorial Cooperation programmes (including the cross-border programmes in connection with the European Neighbourhood and Partnership Instrument and the Instrument for Pre-Accession). KEEP is being further developed and managed in the 2014-2020 period. The JS is and will be in contact with the KEEP team and provide project info into this international database.

Danube strategy

'The EU Strategy for the Danube Region (EUSDR) is a macro-regional strategy adopted by the European Commission in December 2010 and endorsed by the European Council in 2011. The Strategy was jointly developed by the Commission, together with the Danube Region countries and stakeholders, in order to address common challenges together. The Strategy seeks to create synergies and coordination between existing policies and initiatives taking place across the Danube Region.'

The Interreg SKHU programme as central part of the Danube region involving both member states stands beside the EUSDR. In terms of project assessment the programme supports those projects that have direct connection to this strategy with extra evaluation points. Furthermore the JS will stay informed about the news of EUSDR and promote its opportunities to our partners.

Annual communication plan for 2016

Tasks to be completed regarding information and publicity activities in 2016 are described below divided by types of activities:

Branding

The corporate identity was created in 2015. The task is to get our target audiences familiar with it by promoting the new Interreg SKHU programme.

Website

The new website was also launched in 2015 under the domain names of www.skhu.eu and www.sk-hu.eu. It is fully operational. However some content (rules of procedures of application, contracting, modifications, follow-up) is still missing due to the fact that these procedures have not been developed yet. As soon as the documents are ready the JS will prepare a shortened version of them and publish them on the site.

A separate back-office was also developed where the members of programme implementing bodies will have access to. All meeting materials will be available for download there. Maintenance of the site will be outsourced to ensure the continuous and smooth operation of the site. As far as the website of the HUSK CBC programme is concerned the content will be finalized, and prepared for the follow-up period.

Social media

The [Facebook](#) page of the new programme has also been launched. Using the audience of the Facebook page of the HUSK programme the promotion of the new programme is started.

New tool to enhance the partner search is the professional [LinkedIn](#) community site. The programme page is launched; the JS is also promoting it as a source of information and partner search. Cross links are used in all three platforms (official website, Facebook and LinkedIn) to connect the people and get them familiar with the new programme.

Newsletter

Newsletter will be published at least four times a year informing the public about the latest information about the programme, its start and the opportunities it offers.

Events

The programme will organize at least one MC meeting (or more if the tasks and decisions require the assembly of the members). The tradition of the European Cooperation Day started in 2012 will continue this year as well. The Interreg SKHU programme intends to organize a public event on this occasion, which will be a great opportunity to promote the programme and the funding possibilities.

Related to the first Call for proposals to be published this year information days will be organized to inform the potential applicants about the priority axes, requirements and application procedure. After the selection of the projects to be funded Lead Beneficiary seminars and communication trainings will be held for the Lead Beneficiaries to enhance the smooth implementation of projects. Other thematic events shall be organized upon request or if some special need arises.

Promotion materials

Small promotional materials will be prepared for the information days to promote the new corporate identity of the programme (pens, notepads, and business cards). The giveaways for the European Cooperation Day will be decided when the agenda is seen. The reason is that those giveaways are the most effective that somehow reflect on the topic of the event, which is unknown at the moment.

Publications

Leaflets (preferably max. size A5) shall be produced with the basic information about the programme to distribute during info days and the European Cooperation Day. These leaflets may be used later, as well on public events, where such guests may be hosted who are not familiar with this EU funded programme. Our manuals will also be published this year – only in digital version but using all branding elements.

Media

As the strategy for media appearance relies mostly on the project activities all tasks will be relevant in the second half of the year or more like in 2017 when the project implementations start. Until that time the programme website will serve as a starting point for media connections.

Consultations

The possibility to have consultations with any member of the JS has been open for many years now. No change is foreseen in that. The JS ensures that everyone has access to information on national languages even during these personal consultations.

Contacts

The bodies in charge of implementation of this strategy can be contacted at any point in time via the following email: info@skhu.eu. The most up-to-date contacts and all the relevant information will always be available at the programme website: www.skhu.eu

Designated contact point:

Name: Arianna Biriki

Position: communication manager

Email: abiriki@skhu.eu

Approval of the communication strategy

The Monitoring Committee of the Interreg V-A Slovakia-Hungary Cooperation Programme approved the communication strategy on their second meeting on 9th March 2016 in Budapest, Hungary.

Annexes

Annex 1: Communication objectives and indicators

CO1 Raise awareness about the INTERREG SKHU programme

| Objectives | Target group | Activity type | Name of indicator | Unit of measurement | Base number | Target number |
|--|--|--|---|---------------------|-------------|---------------|
| SO 1.1 Promote the funding opportunities offered by the programme and by disseminating its results | General public Potential and final beneficiaries Media/press organizations | Digital platforms: - website - social media - newsletter - online publications - media - branding Offline platforms: - events (info days, promotion events) - publications (books, leaflets) - promotional materials - personal consultations - branding | No. of newsletter subscriptions | pc | 0 | 2000 |
| | | | No. of public events organized by the programme | pc | 0 | 10 |
| SO 1.2 Facilitate project communication | Final beneficiaries | Digital platforms: - website - social media - newsletter - online publications - media - branding Offline platforms: - events (trainings) - publications (books) - branding - personal consultations | No. of media appearances of projects | pc | 0 | 500 |

CO2 Ensure the adequacy of project level information

| Objectives | Target group | Activity type | Name of indicator | Unit of measurement | Base number | Target number |
|---|--|---|---|---------------------|-------------|---------------|
| SO 2.1 Ensure the adequacy among the publicity measures, the target groups and the objectives | Final beneficiaries General public Potential and final beneficiaries Programme bodies Government departments and agencies EU related organizations Media/press organizations | Digital platforms: - website - social media - newsletter - online publications - media Offline platforms: - events (info days, application seminars) - publications (leaflets) - promotional materials - personal consultations | No. of events (info days, seminars, public events) | pc | 0 | 30 |
| | | | No. of downloads of key documents (application package, ruling documents) | pc | 0 | 3000 |
| SO 2.2 Ensure the proper quality of information | Potential and final beneficiaries | Digital platforms: - website Offline platforms: - events (trainings, Lead Beneficiary seminars) - personal consultations | Satisfactory level based on event feedback form relevant questions | score | n/r | 4 |

Annex 2: Target group specification and key messages

General public

Definition:

- Citizens from the programme area
- Citizens from Slovak Republic and Hungary
- Citizens from the EU

The general public must be informed about the Interreg V-A Slovakia-Hungary Cooperation Programme, its main goals and the results. This is an on-going task, where the communication must be transparent and easy to understand.

Potential and final beneficiaries

Definition:

- Regional and local authorities
- Trade and professional associations
- Business, economic and social partners
- Non-governmental organisations and associations
- Bodies promoting equal opportunities and environmental sustainability
- Project operators and promoters

This target group must always receive useful and updated information about the funding opportunities and the process of project implementation. This is also an on-going task that needs continuous attention and emphasis.

Programme bodies

Definition:

- Monitoring Committee
- Managing Authority
- National Authority
- Audit Authority
- Certifying Authority
- Joint Secretariat (JS) and Info Points (IP)
- Control bodies
- Other bodies

All involved programme bodies must be properly and timely informed about the current status of the programme and about all issues in which joint decision is needed.

Government departments and agencies

Definition:

- National ministries
- Policy makers

All involved government departments and agencies must be properly and timely informed about the current status of the programme and about all issues in which joint decision is needed. Other non-related governmental departments and agencies should be provided with easily accessible information on the programme and its achievements.

EU-related institutions

Definition:

- European Commission
- DG Regio
- Other European institutions

EU-related institutions that are closely monitoring our programme must be properly and timely informed about the current status of the programme. For other non-related EU institutions easily accessible information must be provided on the programme and its achievements in English language.

Media/press organizations in European, national, regional and local levels

Easily accessible information must be provided on the programme and its achievements in national languages.

Annex 3: Tasks of the responsible bodies

Managing Authority

Relevant responsibilities in accordance with the Regulation (EU) No. 1303/2013 Annex XII.

- 1) The Member State and the managing authority shall ensure that the information and communication measures are implemented in accordance with the communication strategy and that those measures aim for the widest possible media coverage using various forms and methods of communication at the appropriate level.
- 2) The Member State or the managing authority shall be responsible for at least the following information and communication measures:
 - a) organizing a major information activity publicizing the launch of the operational programme or programmes, even prior to the approval of the relevant communication strategies;
 - b) organizing one major information activity a year which promotes the funding opportunities and the strategies pursued and presents the achievements of the operational programme or programmes, including, where relevant, major projects, joint action plans and other project examples;
 - c) displaying the Union emblem at the premises of each managing authority;
 - d) publishing electronically the list of operations in accordance with Section 1 of this Annex;
 - e) giving examples of operations, by operational programme, on the single website or on the operational programme's website that is accessible through the single website portal; the examples should be in a widely spoken official language of the Union other than the official language or languages of the Member State concerned;
 - f) updating information about the operational programme's implementation, including, when appropriate, its main achievements, on the single website or on the operational programme's website that is accessible through the single website portal.

Joint Secretariat

Relevant responsibilities in accordance with the Cooperation Programme

- 1) Performs information and promotion activities in line with the EU regulations and the Communication Strategy for the Programme (including drawing up a communication strategy for the whole implementation Programme period, establishment and the maintenance of the programme's website);
- 2) JS is responsible for the content and update of the programme official website.

Monitoring Committee

Relevant responsibilities in accordance with the Regulation (EU) No. 1303/2013 Article 110.

- 1) The monitoring committee shall examine in particular:
 - a) any issues that affect the performance of the operational programme;
 - b) progress made in implementation of the evaluation plan and the follow-up given to findings of evaluations;
 - c) implementation of the communication strategy;

- d) implementation of major projects;
 - e) implementation of joint action plans;
 - f) actions to promote equality between men and women, equal opportunities, and non-discrimination, including accessibility for persons with disabilities;
 - g) actions to promote sustainable development;
 - h) where applicable ex ante conditionalities are not fulfilled at the date of the submission of the Partnership Agreement and operational programme, progress on actions to fulfil the applicable ex ante conditionalities;
 - i) financial instruments.
- 2) By way of derogation from Article 49(3), the monitoring committee shall examine and approve:
- a) the methodology and criteria used for selection of operations;
 - b) the annual and final implementation reports;
 - c) the evaluation plan for the operational programme and any amendment of the evaluation plan, including where either is part of a common evaluation plan pursuant to Article 114(1);
 - d) the communication strategy for the operational programme and any amendment of the strategy;
 - e) any proposal by the managing authority for any amendment to the operational programme.

Info Points

Relevant responsibilities in accordance with the Activities of Regional Info-point in Interreg V-A Slovakia-Hungary Cooperation Programme:

- 1) contribute to information and publicity actions within the respective territory;
- 2) collecting and systematize information from newspapers, any electronic media of the respective territory about the programme, projects (information from bigger events);
- 3) preparation of database on projects under implementation for communication activities (project database at the internet etc.);
- 4) doing occasional translation tasks related to communication activities (e.g.: newsletters);
- 5) participating in opening, closing or main project conferences to get the story behind the projects for further publicity purposes (does not apply the technical articles).

Annex 4: Feedback form for external events

Dear Participant,

thank you for attending our event. We kindly ask you to evaluate it by filling in this short questionnaire. Your feedback helps us to improve the quality of our services. Please take a few minutes to assist us in our effort.

- 1) The event was useful.
 - a) Strongly agree (5)
 - b) Agree (4)
 - c) Neutral (3)
 - d) Disagree (2)
 - e) Strongly disagree (1)
- 2) The event met my objectives for attending.
 - a) Strongly agree (5)
 - b) Agree (4)
 - c) Neutral (3)
 - d) Disagree (2)
 - e) Strongly disagree (1)
- 3) I received relevant information regarding my project.
 - a) Strongly agree (5)
 - b) Agree (4)
 - c) Neutral (3)
 - d) Disagree (2)
 - e) Strongly disagree (1)
- 4) What was the most valuable part of the event?
- 5) What do we need to improve?

Thank you for your contribution.