



Communicating the EU

Examples of communication actions in
European countries

DG REGIO Inform EU team
March 2025

[Samuel Becket Bridge, Dublin](#)

Communicating the EU

A disclaimer to begin with

The examples presented on next slides concern visibility and communication measures organised by Member States, programmes, projects and the European Commission.

Some of the examples use innovative communication channels, while others use more standard ones, such as websites, social media or events.

However, these examples display a great deal of creativity in their EU communication efforts; they seek engagement of their target audiences and clearly acknowledge the EU's role.

Therefore, the aim of these slides is to share how other countries & programmes are approaching communication, inspire your own actions and point out to sources where you can find out more.

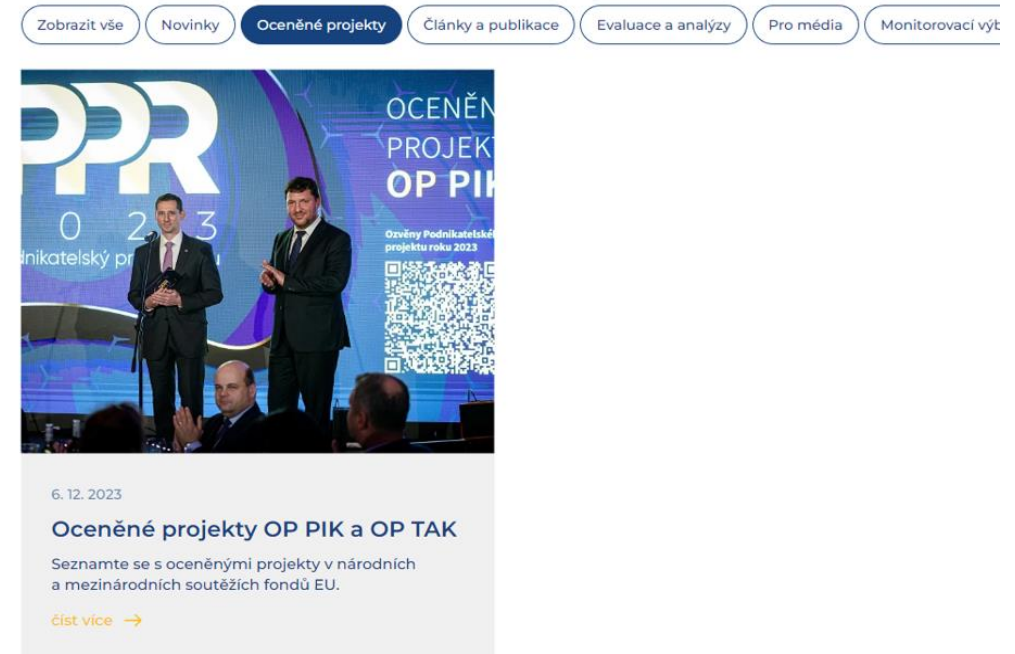
New examples were added to this presentations during Spring 2025.

Czech Republic

Project of the year competition

What is it? A project competition (of the Entrepreneurship and Innovation for Competitiveness programme) for the most successful project supported by EU Funds in 7 categories (research, development and innovation; low carbon economy, OSIs, etc).

What kind of activities are planned? Local & national media appearances, an [award ceremony](#), printed [materials](#) on projects, website articles, posting short videos on social media, preparing a specific magazine for applicants and other.



Source: <https://www.optak.cz/>

Czech Republic

Project of the year competition

Who is the organiser? Managing authority

Who is it for? Successful projects and citizens, media, stakeholders...

Why is it a good example? The format offers a way to engage projects, motivate them to get involved and compete with other projects. Also, there is a specific category for OSIs.

More info: [programme web page](https://www.optak.cz/)

Zobrazit vše Novinky **Oceněné projekty** Články a publikace Evaluační a analýzy Pro média Monitorovací výř



6. 12. 2023

Oceněné projekty OP PIK a OP TAK

Seznamte se s oceněnými projekty v národních a mezinárodních soutěžích fondů EU.

[Číst více](#) →



Source: <https://www.optak.cz/>

Croatia

A 2021-2027 roadshow

What is it? A series of informative lectures planned throughout Croatia in order to present the funding opportunities as part of the new programming period.

What kind of activities are planned? Lectures – both technical and informative, panel discussions, presentations of funding opportunities adapted to the local setting with local stakeholders (e.g. funding for islands).

Who is the organiser? Managing authority.

Who is it for? Regions and cities, development agencies, applicants and beneficiaries...



Source: <https://eufondovi.gov.hr>

Croatia

A 2021-2027 roadshow

Why is it a good example? The Croatian example of a roadshow action offers good communication opportunities & visibility, namely by visiting different regions, engaging with local stakeholders and bringing EU topics to local media.

More info: [News article](#), [YouTube channel](#), [Croatian single website portal](#)



Source: <https://eufondovi.gov.hr/u-sibeniku-odrzano-informativno-dogadanje-eu-fondovi-nove-prilike-2021-2027/>



European
Commission

Interreg Baltic Sea

A Europe Day photo competition

What is it? A competition for projects & beneficiaries aiming to showcase the people and benefits of the programme, by engaging their project community.

What kind of activities are planned? A call for photos (via a newsletter), publication of winners (web) and promotion of Europe Day

Who is the organiser? Managing authority

Who is it for? Projects

Capturing the Baltic Community Spirit

Dear friends of cooperation,

As we commemorate Europe Day, we are reminded of the power of unity and collaboration that lies at the heart of Interreg Baltic Sea Region. This year, we celebrated with a photo competition showcasing the people and benefits within our projects.

Through these images, we witnessed firsthand the tangible impact of cooperation on individuals and communities alike. From sustainable development to cultural exchange, our projects continue to enrich lives across the region. We are fortunate to have been fostering collaboration for many years, and as we look ahead, we remain committed to amplifying voices of all ages around the region.

As we reflect on the significance of Europe Day, let us continue to champion cooperation and unity, knowing that together, we can achieve great things for the benefit of all!

*The team of the Managing Authority/Joint Secretariat
of the Interreg Baltic Sea Region Programme*

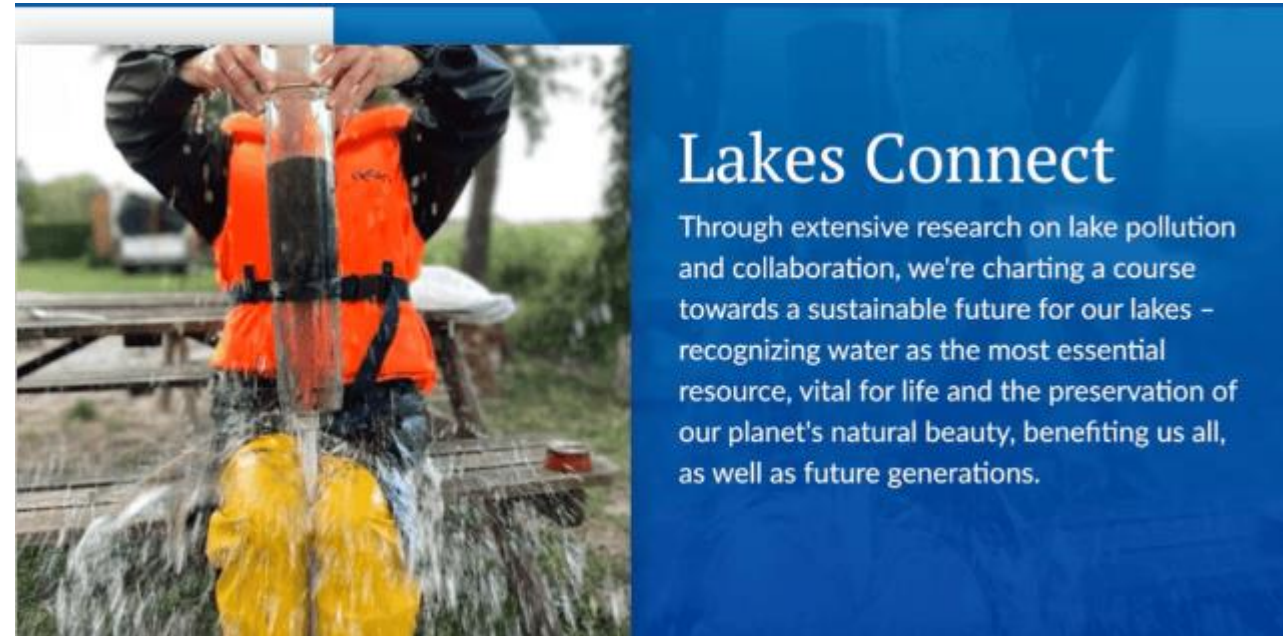
Source: Interreg Baltic Sea newsletter

Interreg Baltic Sea

A Europe Day photo competition

Why is it a good example? The competition promoted the projects' work, as well as the values of the EU, and managed to engage their audiences.

More info: [Interreg Baltic Sea news article](#)



Source: [Success in the Photo Competition! - Interreg Baltic Sea Region \(interreg-baltic.eu\)](#)

Interreg Europe

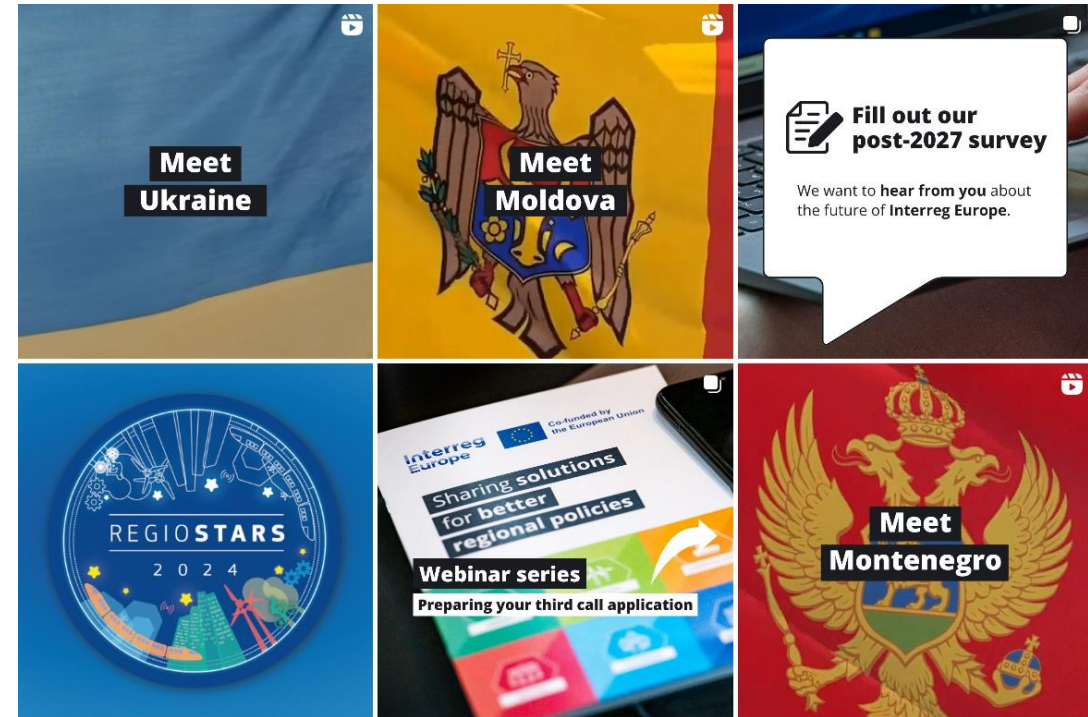
Communicating the programme

What is it? A series of Instagram posts that aim to introduce new partner countries & organisations in the programme, as well as upcoming calls.

What kind of activities are planned? A simple yet insightful presentation of different countries, using footage of regions and narration.

Who is the organiser? Managing authority

Who is it for? Project partners, applicants, beneficiaries, stakeholders, citizens...



Source: <https://www.instagram.com/interregeurope/>

Interreg Europe

Communicating the programme

Why is it a good example? It explains the idea of cooperation of different European countries, both Member States and those to become one, as well as future enlargements of the EU.

More info: [Meet Montenegro video clip](#)



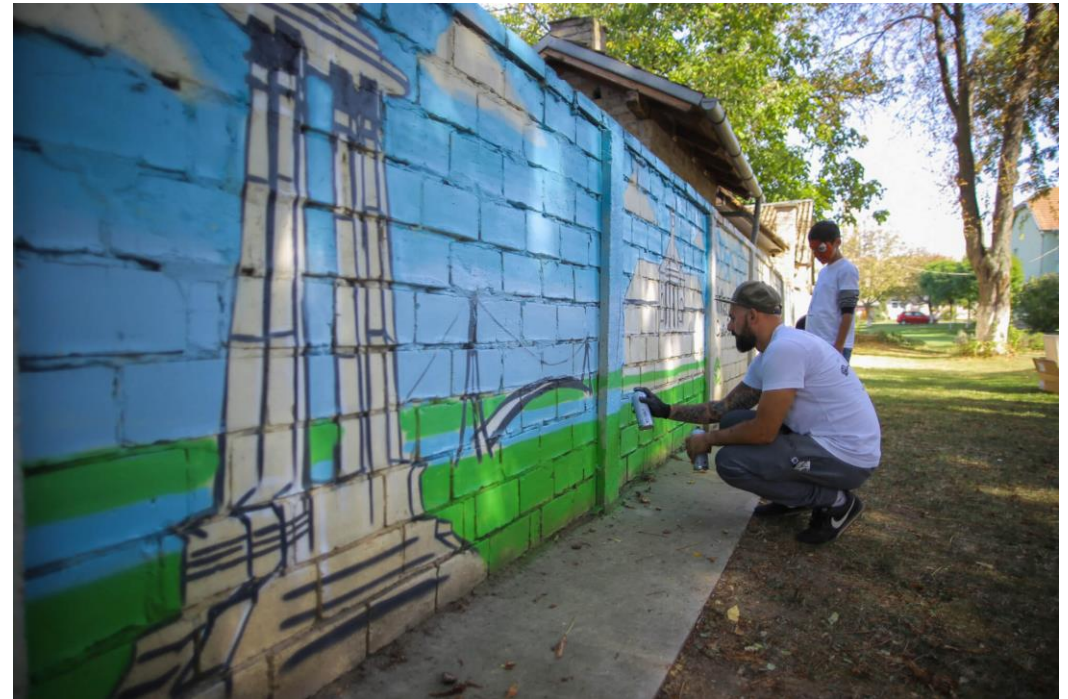
Source: <https://www.instagram.com/interregeurope/>

Interreg Croatia-Serbia & Croatia-Bosnia and Herzegovina-Montenegro

Interreg Cooperation Day

What is it? Interreg programmes take part in Cooperation Day celebrations, a Europe-wide set of events facilitated by Interact, taking place every September when different events are organised to showcase benefits of cross-border cooperation. Themes change from year to year and programmes have the freedom to reach their audiences in creative ways.

What kind of activities are planned? The Interreg IPA HR-RS & HR-BA-ME have organised different kind of activities in past years: painting events with children's homes, cycle cinemas, tree planting events and others.



Source: <https://interreg-croatia-serbia.eu/2014/about-programme/european-cooperation-days/#2018>

Interreg Croatia-Serbia & Croatia-Bosnia and Herzegovina-Montenegro

Interreg Cooperation Day

Who is the organiser? Managing authority

Who is it for? Local audiences

Why is it a good example? It tells the idea of cooperation of different European countries, both Member States and those to become one, in a fun & interesting way

More info: [Interreg HR-BA-ME events](#), [Interreg HR-RS events](#), [Interact page on the EC Day](#)



Source: <https://interreg-hr-ba-me.eu/2014/about-programme/european-cooperation-days/#2018>

Ireland

Europe Day news ads

Why is it a good example? Focusing on achievements and concrete contributions to life in Ireland, the article tells in a simple way how the EU is supporting Ireland. It is a good example of cross-fund communication as it covers Cohesion policy funds, the Brexit Adjustment Reserve and the Recovery & Resilience Facility

More info: <https://eufunds.ie/> & next slide



Making seafood sustainable

John Kenny, Managing Director of Atlantis Seafood, speaks about how EU funding and support from Bord Iascaigh Mhara (BIM) has turned the company's innovative idea to use fish by-products in pet food into a reality



Caption

Celebrating unity and progress

A message from Paschal Donohoe TD, Minister for Public Expenditure & Reform on Europe Day 2024

Lá na hEorpa sona daoibh go léir!
Every year on 9th May, we mark the presentation in 1950 of the "The Schuman Declaration" which proposed the creation of a European Coal and Steel Community, the precursor of today's European Union. The declaration said that: "Europe will not be made all at once, or according to a single plan. It will be built through concrete achievements which first create a de facto solidarity."

This was true then and remains true today as the work of building and strengthening the European Union continues in the face of the triple challenges of the green, digital and demographic transformations, the need to prepare for expansion, and the challenge of living in an increasingly less predictable world.

EU membership and support have helped transform Ireland. EU funds have been successfully utilised to improve infrastructure and invest in human capital through education and training. They also supported and continue to support peace and reconciliation on the island through programmes including PEACEPLUS.

While Ireland is now a net contributor to the EU budget it continues to reap the benefits of being part of the single market which helps maintain and create jobs. Irish exporters also have access to lucrative global markets thanks to international EU trade agreements.

Cohesion Policy is the main investment policy of the EU. In this supplement you will find details of how Cohesion Policy Funds are still delivering across all regions of the country. However, to continue delivering we must adapt and modernise. In Ireland, my Department is currently undertaking a National Dialogue on the Future of the

European Union's Cohesion Policy to help inform and develop Ireland's position on this key EU policy in advance of negotiations on the next, post-2027, Cohesion Policy Legislative Package.

This supplement also sets out details of the Recovery and Resilience Facility (RRF), and the Brexit Adjustment Reserve (BAR). I would draw attention to REPowerEU, which is the EU's plan to rapidly reduce dependence on Russian fossil fuels, boost the independence and security of the Union's energy supply and accelerate the green transition. REPowerEU is financed via RRF and is a performance-based instrument and payment depends on the verified delivery of milestones and targets. Ireland's Programme, which was approved by the Government in February, forms part of our overall National Recovery and Resilience Plan programme and is valued at €240million. It was formally submitted to the European Commission in March for final assessment, approval and adoption. It is expected that our programme will be formally adopted this summer.

Combined, these funds along with supports to Agriculture through the Common Agricultural Policy (CAP) and other Funds like Horizon Europe demonstrate the ongoing commitment of the EU, in partnership with the Irish Government, to support Ireland's economic, social and territorial development.

However, Europe is much, much more than just funds – it represents a commitment to freedom, democracy and the rule of law. In this regard I would strongly urge you to vote in the upcoming European Elections on Friday, 7th June – a vote that will be vitally important for the future of our European project which had its original genesis in the Schuman Declaration.

Ní Neart Go Cur Le Chéile!

Europe Day: A time to celebrate and reflect on what Europe means to Ireland

From funding to future – Ireland's dynamic relationship with the EU

Every year, Europe Day serves as a day to celebrate the values of unity, cooperation, and solidarity that underpin the European project. As people across Europe head to the polls for European Parliament elections on 7th June, Europe Day is a chance to reflect on what the EU means to us.

When considering the benefits of EU membership, people often think first about EU funding. Ireland has benefited a lot. Many projects, big and small, receive EU funds – building bridges and roads, kick-starting ideas, supporting farmers, backing local businesses, creating jobs, developing communities, and bringing opportunities to all sectors of society.

EU funding for Ireland now often takes different forms. It focuses on people, knowledge and policy. It modernises youth services and adult literacy, and informs approaches to improving energy efficiency and building social housing. Ireland performs exceptionally well in the EU's highly competitive research and innovation programme, Horizon Europe. And the EU supports Ireland's commitment to tackling climate change, helping lay the basis for resilient and sustainable rural economies.

But the EU is about so much more than funding. The EU helps us work better together and so increases our global standing. Being part of Europe's single market of 450 million people – an economic powerhouse – provides invaluable opportunities for Irish business and helps attract many investments to Ireland in high-value sectors like ICT and biomedical sciences.

But, alongside big opportunities, the EU also faces great challenges. Geopolitical upheaval and economic uncertainty mean that the issue of competitiveness has come to the fore. Fully realising the benefits of the single market, not least in the area of capital markets, will help European businesses grow and prosper. There are benefits for citizens here too, as we roll out instant payments across the single market, alongside better protections against payment fraud.

The European Commission's initiatives to support citizens' right to access cash and the right to use cash, as well as future-proofing the euro with a digital euro, demonstrate that the interests of our citizens are always to the fore. In the rapidly evolving area of artificial intelligence – AI – the EU is leading the way to ensure the technology is used wisely, benefitting all of us, with the right safeguards in place.

Sustainability and our environmental targets remain a priority. Here we need to make sure that we bring people with us and leave no one behind. The EU's dialogue on the future of agriculture is a prime example of this; showing farmers that we appreciate their work, value their contribution to food



Caption

security and their important role in a just transition and sustainable future.

Ireland has a strong voice in Europe, where decisions are made together by all 27 Member States and the European Parliament. I would encourage everyone to vote in the election of Irish Members of the European Parliament on 7th June. Active democracy is crucial for Europe to remain strong.

In celebration of Europe Day, across these four pages, we share a selection of the many improvements EU has brought

What has the EU done for Ireland?

From funding to freedoms, how EU membership has benefitted Ireland

EU Cohesion and Next Generation Funding 2021 - 2027

European Social Fund (ESF)	To improve job prospects for the EU's workforce and ensure fair job opportunities for all by investing in education, skills and social inclusion	€508 million
European Maritime Fisheries and Aquaculture Fund (EMFAF)	For sustainable development within the maritime and fisheries sectors, improving fleet competitiveness, and bolstering aquaculture	€142 million
European Regional Development Fund (ERDF)	Invests in strategic infrastructure and technologies to boost economic growth and ensure sustainable development	€396 million
Special EU Programmes Body PeacePlus (SEUPB)	To enhance peace and reconciliation and promote economic and social progress in Northern Ireland and the border region of Ireland	€667 million
National Recovery and Resilience Plan (NRRP)	Part of the EU's response to the COVID-19 pandemic, which provides funding to mitigate the economic and social impact, while promoting green and digital transitions	€914 million
Asylum, Migration and Integration Fund (AMIF)	Improves migrant integration, strengthen asylum procedures, and develop a common EU approach to asylum and immigration	€38.4 million
Just Transition Fund (JTF)	Supports EU regions in their transition towards a climate-neutral economy, focusing on those most affected by the transition challenges	€84.5 million
Brexit Adjustment Reserve Fund (BAR)	Helps reduce the negative economic and social impacts of Brexit, particularly in the hardest-hit sectors and Member States	€802 million

Win One of Two €100 One4all Gift Vouchers!

In celebration of Europe Day, we are running an exciting competition for a chance to win a €100 One4all Gift Voucher. Just answer a simple question to be in with a chance. Winners will be selected randomly from all correct entries.

How to enter:

1. Scan the QR code to access the competition page.
 2. Submit your answer.
 3. Fill in your contact details.
- Terms & Conditions:
- Entry is free.
 - Only one entry per person.
 - Competition closes on XXxx XXXXXXXX.
 - Winners will be announced on XXxx XXXXXXXX.
- Good luck!



EU and Me: How the EU works for citizens

After 50+ years in the EU, Ireland has benefitted from €20 billion in Cohesion Policy support for economic development



Over 850 researchers working on EU-Funded Projects and 1,000+ industry partners engaging in strategic research centres



The EU has supported over €25 million in energy efficiency measures, including improved energy performance in over 20,000 homes throughout Ireland



Over €240 million supporting educational and vocational training



Cohesion Funding in Ireland initially focused on major infrastructure projects such as the M1/M4 between Dublin and Galway and the Dublin Port Tunnel



EU Membership has supported the Peace Process in Northern-Ireland through involvement in cross-border programmes and the creation of the Northern Ireland Task Force (NITF) and the PEACE Programmes. Since 1995 the programmes have committed almost €2.26 billion worth of funding to Northern Ireland and the border regions of Ireland



Nearly €10 billion has been earmarked for Ireland's farming sector and rural areas



In 2022, Irish Exports to the EU were valued at over €80 billion



On average, over 50,000 participants engage in Erasmus+ from Ireland annually, benefiting from over €26 million in grants



From a trade deficit of €340 million in 1973, Ireland now has a surplus of €67.6 billion



Making seafood sustainable

John Kenny, Managing Director of Atlantis Seafood, speaks about how EU funding and support from Bord Iascaigh Mhara (BIM) has turned the company's innovative idea to use fish by-products in pet food into a reality

Atlantis Seafood has been in business for 31 years, sourcing fish locally from Kilmore Quay and delivering quality seafood to retailers and the food service, including restaurants, across Ireland.

"We have built up excellent relationships with our local fishermen and fisheries, helping us to provide the best supply possible for our customers," says John. "We offer a vast selection of fresh locally caught fish, as well as frozen fish products, including battered and breaded fish."

Atlantis Seafood has sustainability at the heart of its business. But a few years ago, John realised the company was producing around 50 tonnes of unused fish parts every week from its catch. Only half of the fish catch was being processed for sale as goods.

"The big thing in the seafood industry is the by-product leftover," says John. "I started thinking about how we could both reduce any leftovers going to waste, but also looking at how this could contribute to turn over too. Unfortunately, there are fewer fish in the sea today and we're not going to get any more. So, it's all about trying to do more with less now."

"This is why we decided to home in on the fish by-product, as well as everything else. And by-products can be high in important protein, fat and minerals."

A good catch

This realisation led to Atlantis Seafood teaming up with Irish pet food company Harley and Marley to create a range of nutritious, sustainable and healthy dried dog and cat food and treats from fish by-products. It's Ireland's first pet food made wholly from fish.

"Bord Iascaigh Mhara (BIM), Ireland's Seafood Development Agency, connected me with Harley & Marley founder, Portia

Quinn. The rest is history! This has been three years in the making, but the products have now officially launched and we're very excited. Particularly because there is now potential for the entire fish to be used."

John says Atlantis is very grateful to have received funding from the European Union to help the company on its journey. They received a grant of €233,394 under the Brexit Processing Capital Support Scheme, developed by the Department of Agriculture, Food and the Marine and implemented by BIM.

"The grant aid has allowed us to upgrade our facilities with fridge freezers and new breaded and battering production lines. This will provide more capacity to meet demand in retail and eventually, export."

"Our focus is on using locally caught fish like haddock and hake to create fish cakes and our battered fish and breaded fish products, such as Kilmore Goujons. In turn, we're using the byproduct of the fish in Harley & Marley. So, we're using the whole fish and kind of creating a circular economy."

Keeping afloat

According to John, EU funding and support through BIM is vital in supporting the fishing community and the development of sustainable fishing activities in Ireland today.

"The fishing industry is vitally important in Ireland. The businesses along the coastlines are usually in small villages, like Kilmore Quay, so it's important that we have that support. It's also important to keep local employment in coastal areas through the fishing industry."

"Everyone is going to have to try and add more value to the number of fish that we have in our seas in a sustainable way. The funding we received will help us along the way."

Empowering regional innovation and town centre regeneration

How the European Regional Development Fund (ERDF) is supporting entrepreneurs and transforming towns across Ireland

The European Regional Development Fund (ERDF) supports the Innovators' Initiative, a €28 million national innovation education and training initiative for entrepreneurs, funders, and scientists with programmes hosted in publicly funded Third Level Colleges.

The Innovators' Initiative programmes are focused on the commercial aspects of entrepreneurship, they provide industry-specific training, and are dedicated to identifying needs through hands-on experience in work settings. Only once a valid, commercial need is identified do the participants move towards the solutions space.

Martin Hussey, Programme Manager of the Innovators' Initiative at Enterprise Ireland, says, "The Innovators' Initiative is an important foundation block for Ireland in providing a world-class location to start, grow and scale internationally focused enterprises."

Achievements

The initiative includes four programmes including the BioInnovate programme (MedTech) at the University of Galway, the Sustainable Food Systems and AgTech programme at University College Dublin and supported by Teagasc, the Cyber-Innovate programme (cybersecurity) at Munster Technological University Cork, and the DigiBio programme (digital health) at Dundalk Institute of Technology, in association with the Royal College of Surgeons, Tyndall Institute, Dublin City University and Trinity College Dublin.

"BioInnovate has trained 142 individuals and created 23 High Potential Start-Ups across Ireland since 2011. BioInnovate start-ups have now raised over €240 million in funding."

Programme impact

The Innovators' Initiative is co-funded by the European Union and the Government of Ireland under Ireland's two ERDF Regional Programmes.

Martin says, "The Initiative is funded up to the end of 2029. This is essential for such a strategic initiative and allows time to deliver the expected results and to attract the right calibre of institutions and key personnel."

Director of the Southern Regional Assembly, David Kelly, says, "Over the last number of programming periods, significant amounts have been invested in the regions through the ERDF Regional Programmes. This has supported the transition to a low-carbon society and has facilitated the Southern Region's transformation into a competitive, smart region."

Looking forward, the Innovators' Initiative will support a new generation of high calibre individuals and interdisciplinary teams to generate new product and process ideas, new IP and in some cases, to create new high-potential start-

ups. Upon completion of a programme, the participants can form new enterprises or return to their sectors, bringing their new skills, education and training back to the sector.

Revitalising town centres

The Northern and Western Regional Assembly (NWRA) and the Southern Regional Assembly have also used €120 million of the ERDF funding for the Town Centre First Heritage Revival Scheme, known as THRIVE.

THRIVE aims to revitalise town centres by focusing on heritage buildings that have lapsed into vacancy or dereliction. By providing 100pc grant funding to Local Authorities, THRIVE covers the capital costs for transforming heritage buildings and supports the creation of Integrated Urban Strategies.

Patrick Devine, ERDF Programme Executive at the NWRA, says, "The scheme targets heritage buildings that are of special architectural, historical, archaeological, artistic, cultural, scientific or technical interest."

"We believe the scheme will have a positive impact in our urban centres by reducing vacancy and dereliction and breathing new life into our town centres. This will make them more attractive and viable places to live, work and visit."

Focus on heritage

The projects not only save important landmarks but also enrich town centres both visually and economically.

Patrick is optimistic about THRIVE's impact as the Scheme supports the ambitions of the Town Centre First Policy, a cross-government initiative launched in 2022.

Denis Kelly, Director of the NWRA says, "THRIVE is one of the first EU-funded schemes that require projects to adopt and implement the core values of the New European Bauhaus: Beautiful, Sustainable and Together."

"As part of the scheme, we are also delivering capacity-building workshops. And we are encouraging staff in Local Authorities to engage with the experts in the National Built Heritage Service unit."

The success stories of other vacant or derelict heritage buildings restored by Local Authorities under previous ERDF Regional Programmes show a promising future. Projects such as the Dock in Carrick-on-Shannon and Swords Castle in Fingal serve as benchmarks for the impact THRIVE aims to continue.

Denis adds, "THRIVE will promote a citizen-centred and community-led approach to planning, designing and identifying a sustainable end use for the selected heritage building, delivering a significant positive impact on the vitality of town centres and assisting in driving further regeneration."

With continued support, Ireland's town centres will not just be preserved, but also thrive.



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"The fishing industry is vitally important in Ireland. The businesses along the coastlines are usually in small villages, like Kilmore Quay, so it's important that we have that support. It's also important to keep local employment in coastal areas through the fishing industry."

"Everyone is going to have to try and add more value to the number of fish that we have in our seas in a sustainable way. The funding we received will help us along the way."

Living independently and confidently with sight loss

Funded by the INTERREG Programme, under the Special EU Programmes Body, 'Need to Talk' is an initiative that has provided a cross-border counselling service and confidence-building programme for people affected by sight loss throughout Northern Ireland, the Border Region of Ireland, and Western Scotland

The Need to Talk project supported adults and young people who are blind or partially sighted, as well as professionals supporting a person with sight loss.

The six-year cross-border counselling and confidence-building project was delivered in partnership between the Royal National Institute of Blind People (RNIB) in Northern Ireland and Scotland, and Fighting Blindness in Ireland. It was later delivered by the National Council for the Blind of Ireland (NCBI). This project was made possible by €1.8million funding from the European Union's INTERREG VA Programme, which is managed by the Special EU Programmes Body (SEUPB). Match-funding for the project was also provided by the Departments of Health in Northern Ireland and Ireland.

It was made up of two main strands: counselling and wellbeing support sessions and practical 'Living Well with Sight Loss' courses.

Across the project regions, 746 service users completed Living Well with Sight Loss sessions and 587 benefited from counselling and wellbeing support. Need to Talk also provided 381 Health and Social Care professionals with specialist training to help create a better understanding of sight loss.

Life-changing

Heather Owens, who benefited from the project, has been blind since birth and lives with her husband Alan, who is also blind.

Heather says, "I have always been very strong and positive, but I was dealing with so many things at one time and it all got too much. I was the primary carer for my mum, who had Alzheimer's, as well as going through my own health problems my own."

To get some extra support, Heather endured countless



assessments but each time, was refused help. Depression took hold and Heather admits to being in 'a very dark place.'

She adds, "I heard about the Need to Talk counselling service and I had eight weeks of counselling with a wonderful lady. Need to Talk saved my life."

Gina McIntyre, CEO of the Special EU Programmes Body, says, "The RNIB, Fighting Blindness Ireland, and latterly the National Council for the Blind of Ireland, are all to be commended for their collaboration, which has driven the tremendous success of the Need to Talk program."

"Even throughout the challenges of the pandemic, this important initiative helped so many living with sight loss across these islands. It has helped them to live independently and face their futures with confidence. Therefore, reducing the inequality of access to mental health and wellbeing services."

Gina adds, "The legacy of PEACE and INTERREG funding is how many citizens have benefited from the projects. There remains much more work to do and the newly launched PEACEPlus programme will allow us to continue providing vital funding directly into communities where it will effect the greatest change."



Caption

Shaping young lives and communities

Ciara Kinsella, a Youth Justice Worker with the Curragh and Newbridge (CAN) Youth Diversion Project, highlights the role of EU funding in fostering personal growth among young people

The CAN Youth Diversion Project, an initiative supported by the European Social Fund Plus (ESF+), offers a lifeline to young people at risk of entering the criminal justice system.

Ciara Kinsella, a Youth Justice Worker with the project, says "Young people are often prejudged and marginalised by society. They deserve to have their voices heard."

"Our project aims to be a platform for change, not just a checkpoint."

Youth Diversion Projects like CAN engage young people aged 12-17 who are on the verge of, or already involved in, criminal activities. These projects are aligned with Garda districts to provide targeted interventions. These types of projects can prepare the youth for a brighter future.

Engagement and impact

A typical day for Ciara involves a mix of planning, and youth engagement through the iScoil online learning platform, where young people who have left school early can attain a QQI Level 3 award, along with advocacy, and interagency collaboration.

Youth Justice Workers like Ciara provide a mix of one-on-one and group interventions that address behavioural issues, enhance social skills, and prevent future criminal activities.

"Most young people express feelings of being unsure of what to expect. But I reassure the young person and put their minds at ease."

Changing lives

One of the past participants of the project, Wiktoria Jurek, moved from her home in Poland to Ireland when she was nine and was referred to the CAN YDP in February 2020. She says she didn't know what to expect.

"I was always getting into trouble at school," says Wiktoria, "and I thought that maybe I would be better if I dropped out, but Ciara supported me and encouraged me to stay in school."

The YDP helped Wiktoria navigate her teenage years by providing a safe space, peer support groups, and one-on-one sessions for anger management, helping her to complete her education while working part-time.

The CAN YDP offers programmes focusing on mental, physical, and sexual health; gender-based violence; equality; and employability skills.

Due to the support from the project, Wiktoria has now



Caption

applied for a Post Leaving Cert course in Social Care, and she hopes to work in Youth Diversion projects. "I would like to use myself as an example for those struggling during their teenage years. They can turn things around and make a good life for themselves."

"I still call into the project to this day, because I know, no matter what I might need help with, that I will get it there."

And Ciara Kinsella adds that it's the ESF+ funding that ensures they have the resources to help young people like Wiktoria.

"The ESF+ provides vital funding to the CANYDP, enabling all young people to access opportunities. It gives opportunities to young people where finance would traditionally have been a barrier to participation."



Welcoming diversity and supporting resettlement in Ireland

David Parslow, National Family Support & Special Services manager with Respond, speaks about how EU support through the Asylum, Migration and Integration Fund (AMIF) is vital for providing a safe haven to families fleeing from conflict

In 2015, the Irish Refugee Protection Programme (IRPP) was established by the Irish Government as a direct response to the humanitarian crisis in Southern Europe, arising from mass migration from areas of conflict in the Middle East and Africa.

As part of the Irish Government's commitment to provide safety to those fleeing conflict, the County and City Managers Association agreed that local authorities would support the resettlement of a certain quota of refugees, based on the total population of people in the county. Longford County Council was part of this response. They supported the resettlement of 62 refugees, making up 14 families, into Granard and Ballymahon in Longford.

The Syrian families arrived in Co Longford between December 2018 and December 2019. Longford County Council established a local Resettlement Inter-Agency Working Group (RIAWG) to oversee the development and implementation of the resettlement programme. A national tender process was undertaken and Respond, Ireland's leading housing association, was appointed as the implementing partner to deliver the programme in Longford.

Cornerstone of integration

"The RIAWG plays a crucial role in the successful integration of families and individuals into their new communities."



Caption

says David, "During the duration of the programme, support is provided to each family on everything from home management to accessing vital services such as healthcare, education, social welfare and employment. Activities and programmes are also organised to help integrate individuals into their community."

While formal support from the RIAWG typically concludes after 18 months, this local support system continues to be a cornerstone of the families' integration. "And although not RIAWG members, the Family Resource Centre in Granard also provided vital post-programme support to families."

David shares an example of how the resettlement programme has helped to change the lives of a Syrian family. "We had a case that involved brother and sister who arrived as teenagers. Despite limited formal education, they have made significant strides since arriving. We helped them to secure Family Reunification and they have now welcomed their parents and younger siblings to Ireland. The sister has completed her Leaving Certificate and is pursuing higher education here."

Thriving in the community

The programme received nearly €249,667.52 in funding, enhanced by two extensions due to the impact of Covid-19, extending the support from 18 to 28 months. David says, "This funding was instrumental in hiring key staff such as a Refugee Resettlement Worker and an Intercultural Worker, who played a pivotal role in helping families adjust. The fund also supported educational initiatives, community involvement and health services."

David adds, "EU support through AMIF is vital. It addresses the immediate and complex needs of refugees. The funding supports their language, skill development, labour market entry and promotes a healthy and active lifestyle within their community. Families fleeing conflict have undergone extensive trauma and require intensive support to avoid causing further trauma."

Building on their experience as the implementing partner in six previous Resettlement Programmes, David says Respond is excited to embark on three new initiatives in Waterford, Cork and Louth. "We are committed to continuing our successful partnerships to ensure families not only settle but thrive in their new communities."

Better quality pic required

Ireland's resilience boosted by the Brexit Adjustment Reserve

Through the Brexit Adjustment Reserve, sectors from fisheries to customs benefitted from major investments to mitigate the impact of the UK's EU departure

The UK's departure from the EU has had broad and far-reaching consequences for government, citizens, businesses and communities in Ireland. As the full effects of Brexit continue to become apparent, Ireland must remain resilient and adaptable to meet those challenges.

The Brexit Adjustment Reserve (BAR) represents a critical support by the European Union to the challenges posed by the UK's departure from the EU as well as an important expression of solidarity with Ireland. The purpose of the Reserve is to help counter the adverse economic and social consequences of Brexit in the sectors and Member States that are worst affected.

Following the European Council Decision in February 2023, the Council has agreed that Ireland's BAR allocation is €802 million. This is the biggest single allocation for any Member State. Ireland has received this through pre-funding across 2021 - 2023 in three tranches.

Investing in Ireland

The BAR fund has enabled the Government to make investments across a range of sectors to address Brexit impacts. These include: enterprise supports, measures to support fisheries and coastal communities, targeted supports for the agri-food sector, reskilling and retraining, and checks

and controls at Dublin Port and Rosslare Europort.

The final application for funding together with supporting documents, will be made to the Commission in September 2024. The exact composition of Ireland's BAR claim will not be finalised until the claim is submitted.

From this total BAR allocation received by Ireland, significant funding has been allocated to the Department of Agriculture, Food and the Marine with a large proportion going to Fisheries and Aquaculture initiatives, as well as towards increasing operations in the ports following the UK becoming a third country for customs purposes.

Other major recipients of investment include the Revenue Commissioners. This assisted in increasing operational capacity to address the customs implications of Brexit for Ireland. And the Department of Enterprise, Trade and Employment, including providing Brexit preparedness schemes and other Brexit-related supports for SMEs. Significant funding has also been allocated to the upgrade works in Rosslare Port.

Other areas funded include, for example, helping Tourism Ireland to implement measures aimed at mitigating the impact of Brexit on the sector. Expenditure in the Health Sector will also be included in the claim, for expenditure in relation to activities in the port, as well as costs incurred to prevent supply chain issues impacting service provision.



Achieving a climate-neutral economy

The EU Just Transition Fund helps to support communities most negatively affected by the transition to a low-carbon economy in Ireland

Climate change and environmental degradation pose significant challenges to our collective existence. Changes that are fair to all are needed to achieve a sustainable way of living.

The European Union Just Transition Fund (EU JTF) is a new fund to help communities and regions that have suffered direct impacts from the transition to a zero-carbon economy by addressing employment, social and environmental issues to ensure the change is fair and just.

In Ireland, the EU JTF programme is focused on the wider Midlands region, which has been impacted by the move away from peat production and electricity generation from peat. The full counties of Laois, Westmeath, Offaly, Longford and Roscommon, and the municipal districts of Ballinasloe in Galway, Carrick-on-Suir and Thurles in Tipperary, and Adhy and Clane in Kildare are targeted by the fund. The EU JTF programme supports the delivery of the national Climate Action Plan to achieve a climate-resilient, biodiversity-rich, environmentally sustainable and climate-neutral economy by 2050.

Co-funded by the Government of Ireland and the European Union, up to €169 million will be available over the period to 2027.

Priority investment

The programme has three priority areas:

- Generating employment by diversifying the local economy
- Restoration of degraded peatlands and regeneration of industrial heritage assets
- Smart and sustainable mobility options

One year on

The EU JTF programme in Ireland was launched just over a year ago on 28th April 2023 by the Minister for the Environment, Climate and Communications, Eamon Ryan TD at the Corlea Trackway Visitor Centre, Co Longford.

Over the past year, several calls for funding have been run

and applications received are currently being assessed. The first sets of successful project applications have just started to be announced. So far, €10 million is being invested in the bioeconomy, €20 million is going to various projects that support locally-identified needs and ideas, €38 million is going to support regenerative tourism businesses, and €15 million will support installation of EV charging points. Additionally, €42 million is being invested to build a network of trails and restoring peatlands.

On-going and future calls

If you have not had the chance to apply yet, there are still a few calls for proposals coming up. During the next few months some opportunities include:

- 2nd bioeconomy initiatives call
- Carbon catchment study
- Conference for transport providers operating in the area
- Regenerative Tourism and Placemaking Scheme – expressions of interest close 30 June 2024 with official applications due by the end of the year.

Tourism Activators are in place in each of the county councils in the EU JTF territory and can help you link in with the different funding opportunities on tourism-related activities. Get in touch to help get your ideas off the ground!

Keep up-to-date on funding opportunities on social media (X/Twitter @EUJTF, ie), on LinkedIn, and on eufunds.ie or emra.ie/eu-jtf

Other Just Transition resources

The EU Just Transition Fund programme is one element of a larger package of support called the Just Transition Mechanism. This 'mechanism' also includes supports for private and public sector entities through a series of grants and loan programmes (Pillar 2 InvestEU and Pillar 3 Public Sector Loan Facility). These work together to achieve a green transition for us all. All enquiries about Pillars 2 and 3 can be made to the InvestEU Advisory Hub (Europea.eu).

Investing in Ireland

The BAR fund has enabled the Government to make investments across a range of sectors to address Brexit impacts. These include: enterprise supports, measures to support fisheries and coastal communities, targeted supports for the agri-food sector, reskilling and retraining, and checks

been allocated to the upgrade works in Rosslare Port.

Other areas funded include, for example, helping Tourism Ireland to implement measures aimed at mitigating the impact of Brexit on the sector. Expenditure in the Health Sector will also be included in the claim, for expenditure in relation to activities in the port, as well as costs incurred to prevent supply chain issues impacting service provision.

Transforming student learning

N-TUTORR, funded by the European Union – Next Generation EU and overseen by the Higher Education Authority (HEA) and Department of Further and Higher Education, Research Innovation and Science (DFHERIS), is designed to transform learning. The programme is part of the National Recovery and Resilience Plan (NRRP), which aims to help repair the economic and social damage brought about by the Covid pandemic and to prepare for a greener, digital and resilient future.

Sharon Flynn, National Coordinator of N-TUTORR, says, "Learning has changed a lot since the pandemic. The expectations of students have changed. During the pandemic, with everything moving online, students became aware of the possibilities of flexibility around when, where and how they could learn. Technology has greatly expanded access to education. We need to ensure everyone has access to high-quality educational resources and opportunities."

Impactful

The N-TUTORR programme centres around three streams: Transforming the Student Experience, Developing Staff Capabilities and Enabling Digital Eco Systems. Each stream has various deliverables to be achieved. Last year, as part of N-TUTORR, 130 Students as Partners in Innovation and Change fellowships were made available to provide an opportunity for students and staff to collaborate on small-scale enhancement projects that will have an immediate impact on the student experience. Up to €5,000 was made available to support each project.

The projects needed to be developed under one of six core themes and all successful project fund recipients were awarded a Certificate and Digital Badge at the Fellowship Celebration and Showcase Event in April 2024.

Sharon says, "In May 2023, we awarded 130 fellowship projects and our showcase in April 2024 was a celebration of the fantastic projects."

One example of an awarded project is "Scríobh Amach é/you all write?", a therapeutic journal for Higher Education students.

Darragh Coakley, Senior Technical Officer at Munster

Technological University in Munster Technological University, who is the project lead says, "The idea came from my brother, Colm, who developed a journal called 'I Helped' to help healthcare professionals mitigate psychological strain."

"I thought the idea of a journal may be useful and relevant for the mental health of Irish students. A 2022 Amarach study found that fear and anxiety about the future is a major issue for 3-in-5 young people. While it was reported that study workloads and exam stress were a problem for 56pc of young people."

"I wanted the journal to try to speak to the fact that it's okay to not feel okay. Beyond that, research has shown journaling can help with anxiety, depression and mental health issues, and help to develop resilience."

"The journal is a series of exercises like identifying thoughts and emotions, planning self-care, practising gratitude – each of which is designed to help students take steps towards developing positive mental health outcomes."

Enhancing student success

Darragh says it was incredible to be selected as an awarded project for N-TUTORR. "Being selected gave me the resources that I needed to do the work and put the journal in students' hands. It was amazing to get that vote of confidence. The involvement I also got from staff and students in MTU was really heartening."

Darragh adds, "Being able to share the project at the showcase event was a real privilege. And being able to talk to students and staff from the other Technological Universities was a highlight."

According to Darragh, N-TUTORR is vital to help transform learning and encourage student empowerment. "A huge element in what N-TUTORR has done for that is including the voices of everyone in the process, to offer a vision of something genuinely different."

Sharon Flynn adds that N-TUTORR would not have been possible without the funding from the European Union. "That is absolutely recognised across the sector. We're all extremely grateful for the funding. It has really allowed us to focus on creating an inclusive and accessible learning experience to enhance student success for all learners."



MTU's Darragh Coakley presenting onstage at the N-TUTORR Students as Partners in Innovation and Change National Conference and Showcase held in Croke Park, Dublin on 17th April 2024. Photo credit: Freddie Greenall

Making a difference to lives in Ireland

Special EU Programmes Body

1. AMPLIFY

Location: Belfast

AMPLIFY has been funded by the EU's PEACE IV Programme, managed by the Special EU Programmes Body (SEUPB) to the value of €4.7m. With lead partner YouthAction NI, AMPLIFY worked with 960 young people aged 16-24 years, from diverse backgrounds, to build good relations and take positive actions. The project has been designed to bring about transformational positive change to create stability and coping mechanisms for young people. It aims to unlock self-belief, allowing young people to feel a sense of belonging and active contribution towards personal and societal change.

An AMPLIFY parent says, "I saw my son grow in confidence after taking part in AMPLIFY. He gained skills through the courses he was involved in. The project workers guided and advised him, keeping him on the right path. He enjoyed participating in activities outside his normal routine, he made new friends, developed new skills and had fun."

2. Peace and Conflict Transformation Project (PACT)

Location: Participants were from Derry, Donegal, Tyrone, Fermanagh, Leitrim and Sligo

PACT is an innovative assured training project designed to promote peace and reconciliation for women across Northern Ireland and the Border Regions of Ireland. PACT was awarded almost €1 million from SEUPB European Union's PEACE IV Programme.

The project has created a forward-thinking online tool, which was developed by Queen's University and Training for Women Network. Foyle Women's Information Network and Intercomm are responsible for the co-ordination of cross-community and cross-border training sessions of participants.

Charlene, project participant, says, "The PACT programme has given me the knowledge of different cultures. It empowers me to go on in my journey of Conflict Transformation. It also has given me teachings, as a woman, to be able to take back to my family to share."

European Regional Development Fund – Southern Regional Assembly

3. Marina Park

Location: Cork City

Marina Park, a 70-acre world-class facility in the heart of Cork City, has been developed to support communities to live a sustainable way of life for future generations as a haven for biodiversity. Phase One of the development of Marina Park in Cork City was supported with €2.5m from the European Regional Development Fund's Southern & Eastern Regional Programme 2014-20. It ties in with a national, regional and local vision for the Cork Docklands to become an inclusive place that prioritises sustainability, community and amenity.

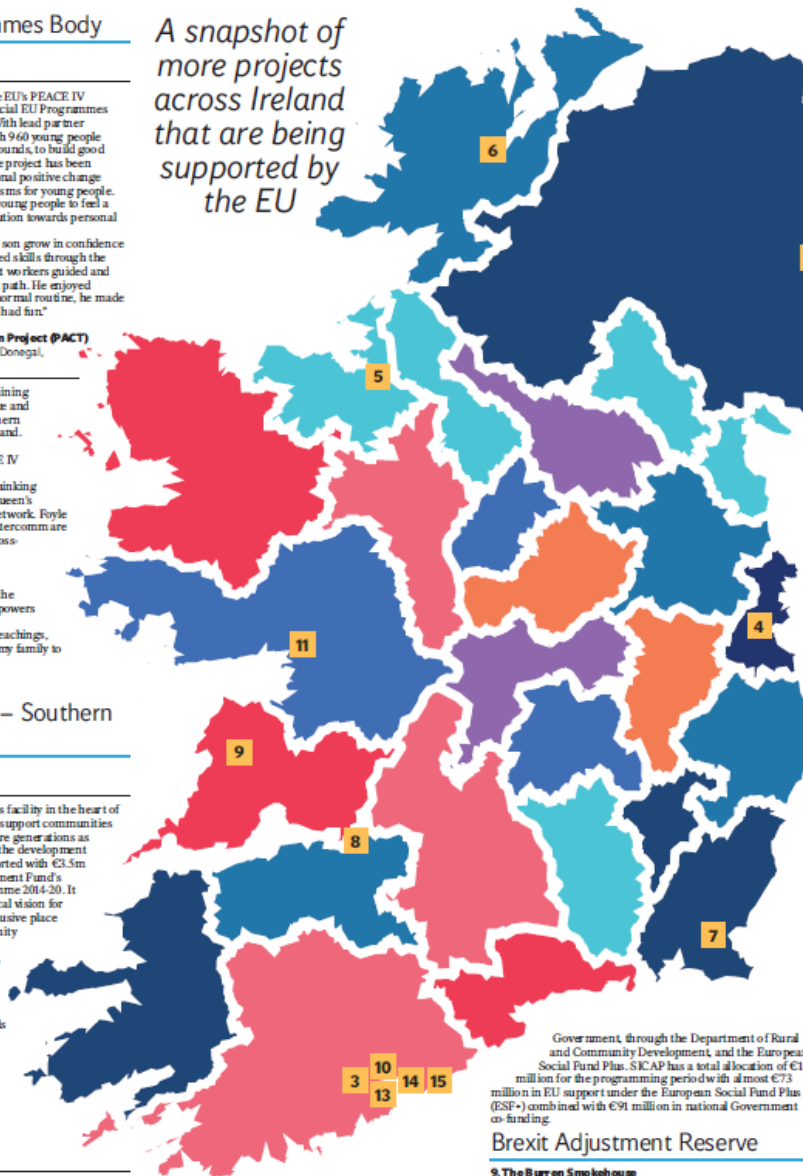
Cork City Council CE, Ann Doherty, says, "By developing a regional eco park first, Cork City Council is enabling Cork Docklands to fulfil its potential as one of the best places in Europe to live and work. The docklands will provide homes for over 20,000 people and more than 25,000 jobs over the next 20 years with best-in-class transportation, public spaces, schools, medical and social services, restaurants, hotels and recreation facilities."

4. Carnegie Library

Location: Swords, Dublin

The Carnegie Free Library has been opened, marking a key advancement in the extensive Swords Cultural Quarter project by Fingal County Council. The original Carnegie Free Library building dates from 1908 and is recorded as a

A snapshot of more projects across Ireland that are being supported by the EU



Government, through the Department of Rural and Community Development, and the European Social Fund Plus, SCAP has a total allocation of €164 million for the programming period with almost €73 million in EU support under the European Social Fund Plus (ESF+) combined with €91 million in national Government co-funding.

Brexit Adjustment Reserve

9. The Burren Smokehouse

Location: Lisdoonahara, Clare

The Burren Smokehouse made a €17,000 investment in new equipment and energy efficiencies, supported by An Bord Iascaigh Mhara (BIM). The company received grant aid of

11. Connolly Fish

Location: Galway

Brothers Kevin and Pat Connolly are co-owners of the family-run fishing business Connolly Fish. They are a generational family of fishers who operate two fishing vessels on the east and west coasts, as well as a traditional fish market at Bunowen Pier, Mantrín, Co. Galway. With fishing families on decline all over Ireland, Kevin and Pat continue to preserve their tradition and way of life.

Kevin skips an 8-metre vessel off the east coast fishing for prawns and scallops while Pat operates a 10-metre vessel off the west coast for pots and crayfish nets. With funding from the EMFF Inshore Fisheries Conservation Scheme, they were able to upgrade their refrigerated storage to a larger and more powerful unit that is more energy efficient. This grant aid is one of several projects that the Connollys have had funded through BIM-administered grants over their 20 years in business.

National Recovery and Resilience Plan

12. Uisce Éireann's River Basin Management Plan

Location: Carlow, Offaly, Westmeath, Galway, Limerick, Clare

Uisce Éireann's River Basin Management Plan Enhanced Ambition Programme is funded by the European Union under Ireland's National Recovery and Resilience Plan. This is a €20 million investment which will support the objectives of Ireland's River Basin Management Plans and improve water quality in rivers. The programme is aimed at ensuring that Irish Water assets are not impacting the ability of receiving waters to achieve their water quality objectives.

The programme involves the upgrade of 12 existing Waste Water Treatment Plants (WWTPs) and completing feasibility studies for a further 20. This has included undertaking effluent and water quality assessments to quantify improvements needed at these 20 sites.

13. Cork Area Commuter Rail Investment

Location: Cork

Commuter rail services in Cork will benefit from €164 million in grant funding that aims to make the transport system greener, more efficient and appealing to commuters. The electrification of railways in the Cork metropolitan area will play a key role in reducing car use and increasing the uptake of sustainable public transport in Cork, while at the same time reducing greenhouse gas emissions.

The Cork Area Commuter Rail Programme is being progressed through several separate but interrelated projects, which will be delivered in specific work packages. The design contract for the Kent Station through platform was awarded in 2022. A Railway Order application for the twin tracking of railway lines between Glounthaune and Midleton was lodged with An Bord Pleanála in 2022. Construction contracts in respect of the redevelopment of Kent Station and signalling will be awarded in early 2023. Implementation of the whole measure is expected by 31 August 2026.



Asylum, Migration and Integration Fund

14. Nasr: Connecting Communities – Testimony 1

Location: Cork and surrounding Munster areas

The Asylum, Migration and Integration Fund (AMIF) is set up for the period 2021-2027. Ireland's allocation under 2021-2027 programme is currently €60.19 million (made up of €49.77 million in EU funding and €10.42 million in national

with specialisation in product design and development in the engineering and manufacturing sectors.

schools, medical and social services, restaurants, hotels and recreation facilities."

4. Carnegie Library

Location: Swords, Dublin

The Carnegie Free Library has been opened, marking a key advancement in the extensive Swords Cultural Quarter project by Fingal County Council. The original Carnegie Free Library building dates from 1908 and is recorded as a Protected Structure. It will now function as a dynamic centre for community and arts-related activities. It features a new two-story extension, which will enhance accessibility and services. It comes as part of the broader development of the Swords Cultural Quarter.

The significant renovation of the site, located on North Street, was made possible thanks to the European Regional Development Fund (ERDF). The Southern Regional Assembly helped secure €1.5m under the Southern and Eastern Regional Operational Programme for the Swords Castle Cultural and Civic Quarter Project. This grant, together with match funding from Fingal County Council, has facilitated much of the conservation and improvement works carried out at Swords Castle and North Street over the past seven years.



European Regional Development Fund – Northern and Western Regional Assembly

5. PEM Technology Gateway

Location: Sligo

The PEM Technology Gateway, co-funded by Enterprise Ireland and the European Regional Development Fund (ERDF) through the Northern and Western Regional Programme, has developed expertise in precision engineering and design. The Gateway works with companies across a range of sectors on projects that help solve technical challenges they are experiencing or innovation they want to exploit.

The Technology Gateway provides technology solutions that allow companies to develop new products, processes, or services by leveraging the research expertise available to the Gateway through the Atlantic Technical University, Sligo. PEM provides engineering and technical solutions along with process improvements across the full product lifecycle,

with specialisation in product design and development in the engineering and manufacturing sectors.

6. Letterkenny Urban Adventure Park

Location: Letterkenny, Donegal

The Letterkenny Urban Adventure Park, funded through the Border, Midland's and Western Regional Operational Programme 2014-2020, Donegal County Council and Donegal Sports Partnership, has created an exciting new open space for people to enjoy within Bernard McGlinchey Town Park. The project, which involved the regeneration of an old play area into an open space, offers opportunities for a wide range of ages, interests and abilities. The development includes Donegal's first pump track suitable for bikes and skateboards, an outdoor performance area, an activity area which includes a Teqball table and multi-use games table, as well as improvements to accessibility.

European Social Fund Plus:

7. Slaney Youth Diversion Project

Location: Wexford

Youth Diversion Projects are community-based, multi-agency projects that aim to deter young people from anti-social or criminal behaviour. The Slaney project works with young people from the Gorey and Enniscorthy areas of Wexford. This is achieved via collaboration between Ferns Diocesan (FDYS) Projects such as the Equine Assisted Learning (EAL) Programme that took place in Rag Tree Farm in 2023. This allowed children to learn and develop a new set of skills as well as creating happy memories. Youth Diversion Projects receive a total allocation of approximately €121 million with €52 million in EU support under the European Social Fund Plus (ESF+), combined with €69 million in national Government co-funding.

8. West Limerick Resources

Location: West Limerick

West Limerick Resources (WLR) is committed to effecting sustainable improvement in the rural, urban, and social factors that contribute to disadvantage in West Limerick. In 2022, WLR facilitated the development of the West Limerick Ability Network, through staff funded by the Social Inclusion and Community Activation Programme (SICAP). The Network membership is drawn from local intellectual disability, and physical and mental health services.

Additionally, the 'We are West Limerick' initiative is an online series celebrating diversity and communities within the region. 'We are West Limerick' is an initiative provided through SICAP. The programme is co-funded by the Irish

million in EU support under the European Social Fund Plus (ESF+) combined with €91 million in national Government co-funding.

Brexit Adjustment Reserve

9. The Burren Smokehouse

Location: Lisdoonvarna, Clare

The Burren Smokehouse made a €171,000 investment in new equipment and energy efficiencies, supported by An Bord Iascaigh Mhara (BIM). The company received grant aid of €769,000 under the Brexit Processing Capital Support Scheme, which is part of the Brexit Adjustment Reserve (BAR) fund. The scheme supported the Irish processing sector to engage in transformational change, mitigating the effects of the TCA/Brexit while also building more environmentally friendly, sustainable and competitive enterprises, and creating higher levels of employment more locally.

The investment in machinery and solar panels has enhanced the Burren Smokehouse's efficiency, sustainable processes and digital capability, helping them to mitigate the impact of Brexit on their business. Owner Birgitta Hedén-Curtin says, "New digital equipment, including a digital control panel for the fish smoker, has made processing easier for staff to manage, allowing for accurate stock taking and integration of website orders. The funding from the Brexit Adjustment Reserve meant we were able to take opportunities to futureproof our business, and keep efficiencies high, which is essential in an environment where costs are rising."

European Maritime and Fisheries Fund

10. V-notching – Irish Southwest Lobster Association

Location: Cork

Each year, up to 35,000 adult female lobsters carrying eggs caught by Irish inshore fishers have a v-shaped notch removed from their tail by trained BIM staff. Known as v-notching, this signals to other fishers that the lobster caught is a breeding female that should be returned to sea. V-notching allows breeding lobsters to continue to reproduce on up to three more occasions before the notch is repaired, helping maintain Ireland's lobster fishery.

A part of the Irish Lobster Association, the Irish Southwest Lobster Association was formed for the conservation of lobsters and the livelihood of the fishers. The Irish Southwest Lobster Association is among 22 such groups who received financial support from the EMFF Inshore Fisheries V-Notching Scheme in 2022 for a proportion of the value of the v-notched lobsters returned to the sea.

Established around 30 years ago, the Irish Southwest Lobster Association covers an area from Courtmacsherry to Mizen Head in Co Cork. The work of v-notching lobsters is carried out by twelve of the association's members. The association decided to initiate this important work after noticing that the amount of lobsters in their area was in decline and conservation measures were needed to prevent lobsters from extinction.

Asylum, Migration and Integration Fund

14. Nasc: Connecting Communities – Testimony 1

Location: Cork and surrounding Munster areas

The Asylum, Migration and Integration Fund (AMIF) is set up for the period 2021-2027. Ireland's allocation under 2021-2027 programme is currently €60.19 million (made up of €49.77 million in EU funding and €10.42 million in national and beneficiary co-financing). An AMIF funded organisation called Nasc has developed a project called 'Connecting Communities'. 'John' (name changed for anonymity) was supported by Nasc when he fled his country in North Africa and arrived in Ireland to seek asylum. He had left behind his wife and children and was deeply concerned about their wellbeing. Shortly after his arrival, he was transferred to Cork, where he had no connections. John met Nasc's Advocacy Team and they explained to John how the protection system in Ireland worked. They assisted him in registering for legal aid, helped him to secure access to medical care for an underlying health issue, and helped John submit labour market access forms.

John feels the information and support provided by Nasc has been a 'guiding light'. He now has a job and can send money home to his family. He hopes that he will have a positive decision on his protection case and will be able to apply for family reunification to bring his wife and daughters to Ireland. He is planning on going back to Nasc for assistance with the application.

15. Nasc: Connecting Communities – Testimony 2

Daria had been living in an abusive relationship for years. She had moved to Ireland to join her husband, who was in a good job. He had told her that she would be able to study when she came to Ireland. However, soon after Daria arrived in Ireland, she found that her husband was increasingly controlling. He became jealous of the classmates she spent time with. Daria eventually gave up the course, hoping it would stop some of the arguments at home.

However, Daria found her freedom more and more restricted. Her husband took her immigration and identity documents. Her phone calls with her family were all monitored, and he told her that if she left him, he would destroy her documents and she would be deported. Daria was not allowed to work, so she was entirely financially dependent on her husband. Her husband had never physically assaulted her, so she didn't think she could report it to the police.

One day, Daria confided in someone for the first time. They brought Daria to Nasc's office, where she was given an emergency appointment with the advocacy team. Nasc called in a domestic violence agency and together, they began working with Daria to plan a safe escape. Nasc were able to work with Daria to resolve her immigration issues, so she could remain in Ireland independently of her husband.

For more information and stories, visit the EU funds website: eufunds.ie

Portugal

On the Trail of European Funds

What is it? A national campaign („*Na Rota dos Fundos Europeus*” meaning *On the Trail of European Funds*) that aims to promote EU-funded projects across the country, via nine thematic itineraries and nine different themes (culture, sea, education, health...).

What kind of activities are planned?

Dissemination of the campaign via web articles, thematic itineraries (incl. project descriptions), (regional) case study videos & testimonials, social media activities and call to actions embedded in different segments (i.e. *share your experiences using the #NaRotadosFundosEuropeus hashtag*).



Source: <https://portugal2030.pt/2024/08/07/siga-nos-na-rota-dos-fundos-europeus-e-saiba-quais-os-projetos-que-foram-apoiados-na-sua-regiao/>

Portugal

On the Trail of European Funds

Who is the organiser? National coordination

Who is it for? Wider public

Why is it a good example? The campaign offers a comprehensive approach to raising awareness of the role of the EU in Portugal, including all Funds of the CPR. The idea is an outcome of the work of the Portuguese national communication network, based on an earlier citizens' opinion survey.

More info: [campaign & thematic itineraries info](#),
[case study videos](#)



CICLOVIA DA COSTA VICENTINA

Aljezur, Algarve

Source: <https://portugal2030.pt/wp-content/uploads/sites/3/2024/08/Roteiro-Cultura-e-Lazerv2.pdf>



Netherlands

Joining in large manifestations & events

What is it? Dutch communicators joined the 47th edition of the World Harbour Days in Rotterdam and set up an European pavillion, with the aim to tell more about the role of EU Funds in Netherlands. Rotterdam, being the largest port in Europe, was chosen as a perfect setting to promote the EU's role in topics such as clean energy, sustainability, youth employment and others, via concrete project examples.

What kind of activities are planned? Setting up an European pavilion and hosting different thematic corners, DIY workshops, treasure hunts, handing out promotional materials and more.



Source:

https://www.linkedin.com/posts/jmikelenait_e_dreamteam-teamwork-eventsuccess-activity-7239353245838581761-Oz8l/?utm_source=share&utm_medium=member_desktop

Netherlands

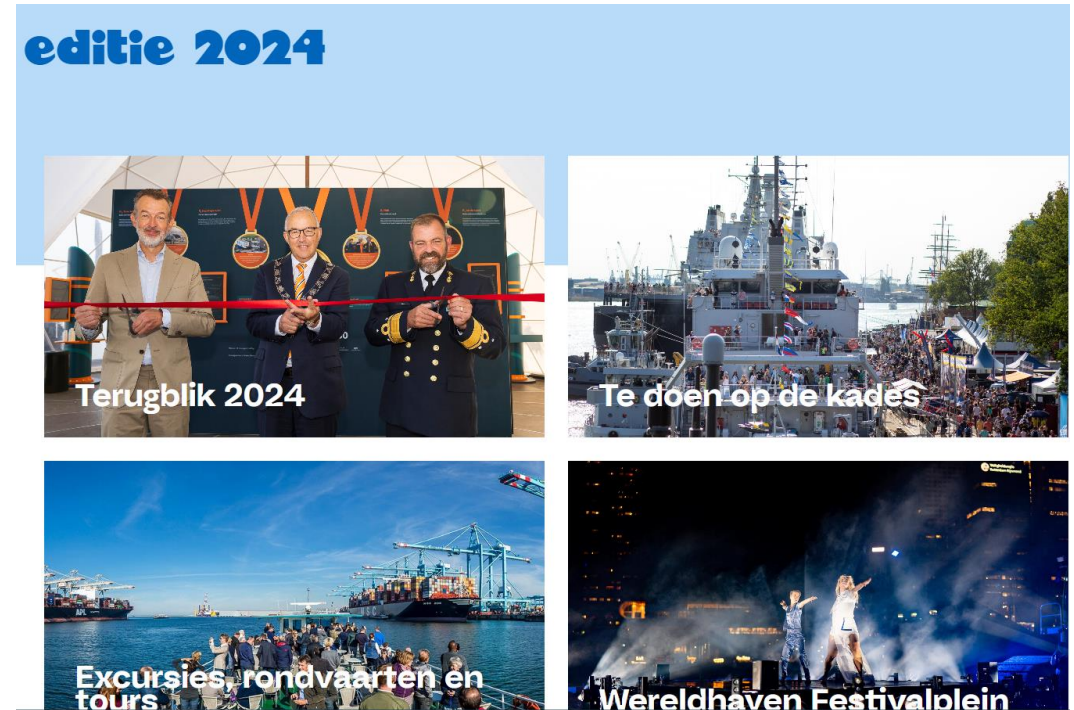
Joining in large manifestations & events

Who is the organiser? Managing authority & EC Rep in Netherlands

Who is it for? Wider public and visitors of the World Harbour Days event

Why is it a good example? Teaming up and taking part in established & recognizable events is a good way to ensure visibility to audiences usually not targeted by programmes or projects. It is also a good setting to present projects, demonstrate how they are contributing to the community and to engage audiences. As the organising team explained it: it is not only about what the EU does, but what the EU does for Rotterdam and Netherlands.

More info: [Brusselsenieuwe.nl](https://brusselsenieuwe.nl) article, [managing authority LinkedIn video](#), [EC Rep Netherlands LinkedIn video](#).



Source: <https://wereldhavendagen.nl/editie-2024/>

Ireland & Northern Ireland

New example!

PEACEPLUS programme video

What is it? PEACEPLUS is a programme dedicated to supporting peace and prosperity across Northern Ireland and the border counties of Ireland, building upon the work of the previous PEACE and INTERREG Programmes. It is managed by the Special EU programme body (SEUPB). To celebrate 25 years since the establishment of SEUPB, the programme created a legacy video explaining the story behind its creation as well as the impact of EU funding on the community.

What kind of activities are planned? A series of communication activities, including the release of a comprehensive report that details the achievements and impact of the EU funded programmes. The report is complemented by the legacy video.

The Story and Impact of EU PEACE and INTERREG Funding

It has been almost 25 years since the establishment of the SEUPB and 2023 marked a significant milestone with the 25th anniversary of the Good Friday Agreement from which the SEUPB was created. This Impact Report was commissioned to chart the legacy of the four PEACE programmes, as well as the INTERREG A and Transnational Programmes.

[Click here to read the report](#)



Source: <https://www.seupb.eu/>

Ireland & Northern Ireland

New example!

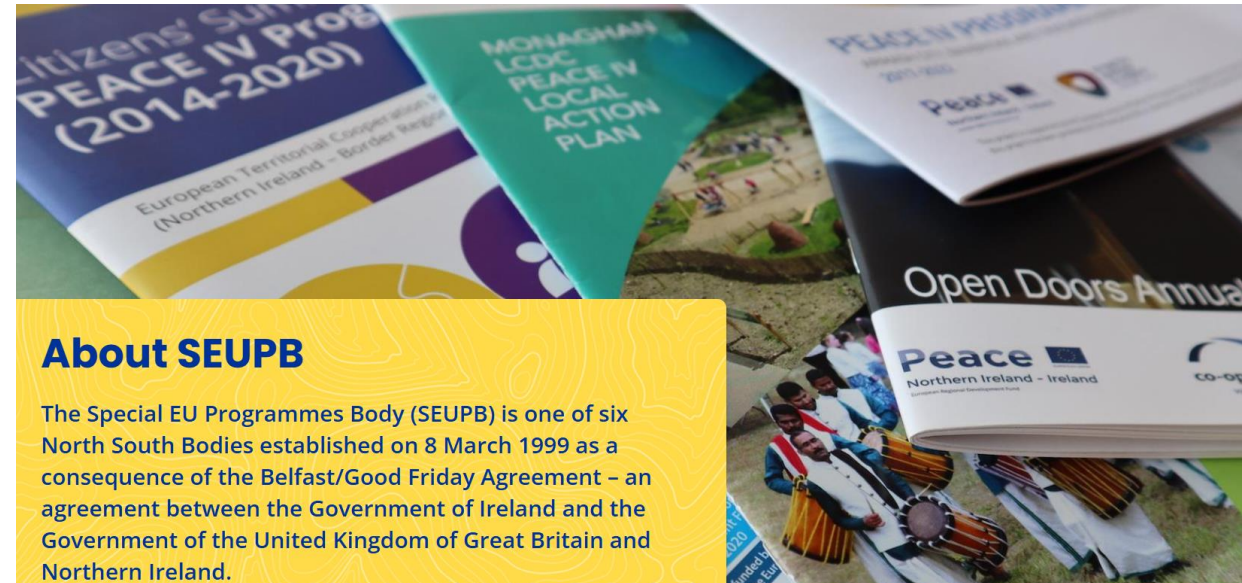
PEACEPLUS programme video

Who is the organiser? Managing authority

Who is it for? Citizens, stakeholders in the region...

Why is it a good example? The video clearly and simply explains the story of EU PEACE and INTERREG programmes and shows their real impact on communities.

More info: [Video](#), [Impact Report 2023.pdf](#)



Source: <https://www.seupb.eu/>

Cyprus

New example!

Paphos Race 2024

What is it? The municipality and consortium of companies organised a race in the context of the European project “EUHeyDay: The EU Cohesion Policy shapes my daily life”. The managing authority took part in the event, which was aimed to promote the achievements of the Cohesion Policy in Paphos.

What kind of activities are planned? The communication activities included organizing a race and setting up an informative stand where the managing authority presented EU funds, used interactive activities, and provided merch for the race participants.



Source: [“Paphos Race 2024” event for the EU Cohesion Policy projects implemented in Paphos - ΘΑΛΕΙΑ 2021-2027](#)

Cyprus

Paphos Race 2024

Who is the organiser? Municipality, consortium of companies

Who is it for? Citizens, wider public

Why is it a good example? The event combines a sport activity with an informative campaign, effectively engaging the community and citizens by showing the benefits of EU funds in an easy way.

More info: [Paphos Race 2024](#)



Source: [“Paphos Race 2024” event for the EU Cohesion Policy projects implemented in Paphos - ΘΑΛΕΙΑ 2021-2027](#)

New example!

Italy

Metro line in Napoli

What is it? How to promote your EU funded project? Well, do as the Neapolitans did and call in the local football team! The MA of the Campania region made sure that FC Napoli takes into account the EU when doing their photo shoot at the renovated Napoli metro station. The result – a video posted on both the MA and football club's social media sites, attracting tens of thousands of likes.

What kind of activities are planned?

Collaborating with the football team, shooting the video, launching a social media campaign, and sharing the content across platforms.



europacampania • Follow
officialsscnapoli • Original audio



europacampania In treno verso l'Europa - Metropolitana Linea 6 di Napoli

#linea6 #Napoli #EUinmyregion
#EUfunds #coesione
#politichedicoesione #FESR
#campania

19w



23 likes

October 24, 2024

Log in to like or comment.

Source: [Europa Campania | In treno verso l'Europa - Metropolitana Linea 6 di Napoli #linea6 #Napoli #EUinmyregion #EUfunds #coesione #politichedicoesione #FESR... | Instagram](#)



European
Commission

New example!

Italy

Metro line in Napoli

Who is the organiser? FC Napoli partnering up with the Managing authority.

Who is it for? Citizens.

Why is it a good example? The video engages the local football team to reach the local audience effectively and easily through various Instagram channels. By spreading the message across different platforms, it reaches a wider audience, with the FC Napoli Instagram repost already receiving 30,000 likes per video and counting. A schoolbook example of using multipliers in EU communication.

More info: [Instagram video](#), [Inforegio - information about the project](#)



officialsscnapoli Behind the scenes
Our lads at Chiaia Metro Station
#ProudToBeNapoli
19w



30,106 likes
October 24, 2024

Log in to like or comment.

Source: [SSC Napoli | Behind the scenes](#) [Our lads at Chiaia Metro Station](#) [#ProudToBeNapoli](#) | [Instagram](#)

Croatia

New example!

Conference 'Skills for the future - powered by ESF+'

What is it? The Croatian Ministry of Labour, Pension System, Family, and Social Policy hosted a conference on skills and the ESF+ in the context of the European Year of Skills. The event was attended by high-level representatives, including Commissioner Schmit.

What kind of activities are planned?

Conference organisation, coordinating with high-level representatives and media, hosting panels, web streaming the event, promotion on social media etc.



Source: <https://eufondovi.gov.hr/odrzana-konferencija-esf-za-vjestine-buducnosti/>

Croatia

New example!

Conference 'Skills for the future - powered by ESF+'

Who is the organiser? Managing authority

Who is it for? Various stakeholders, experts, policy makers, beneficiaries

Why is it a good example? The presence of high-level representatives at the event boosted its visibility and attracted the media.

More info: [Event information](#), [Conference recording](#), [Article on the Schmit' visit](#)



Source: <https://european-social-fund-plus.ec.europa.eu/en/news/commissioner-schmit-calls-skills-revolution-during-visit-zagreb>

Finland

Communication campaign on the results of 2014-2020 programming period

What is it? A communication campaign was conducted by Finnish Ministry of Economic Affairs and Employment on the results of programming period 2014-2020, mainly implemented on social media.

What kind of activities are planned?

Creating and sharing posts on social media channels, issuing press releases, writing articles, and coordinating with the press.

New example!

Suomi hyödynsi päättyneen ohjelmakauden EU:n aluerahoituksen täysimääräisesti



Suomen neljäs EU-aluerahoituksen ohjelmakauden tulokset ovat selvillä. Suomi hyödynsi täysimääräisesti EU:lta saadun rahoituksen. Kestävää kasvua ja työtä 2014–2020 -ohjelma toteutti kolmen miljardin euron panostuksen suomalaisten alueiden elinvoimaan – niin ihmisten, yritysten kuin TKI-toiminnan menestymiseen.

Source: <https://tem.fi/kestavaa-kasvua-ja-tyota-2014-2020>

Finland

New example!

Communication campaign on the results of 2014-2020 programming period

Who is the organiser? Managing authority

Who is it for? Citizens, wider public

Why is it a good example? The campaign highlights major achievements by the funds, uses data to emphasize the results, understandably explains the impact of the funds and promotes Cohesion policy milestones in a clear way.

More info: [Article with background information](#), [Another Article](#)

Good results in the EU programming period: Finland made full use of EU regional funding

Ministry of Economic Affairs and Employment

10.2.2025 9.09 BULLETIN



Finland's fourth EU programming period for the Structural Funds ended at the end of last year. Finland made full use of the funding received from the EU, including the additional funding received from the EU's recovery package. The Sustainable Growth and Jobs programme invested three billion euros in the vitality of Finnish regions – the success

of people, companies and RDI activities.

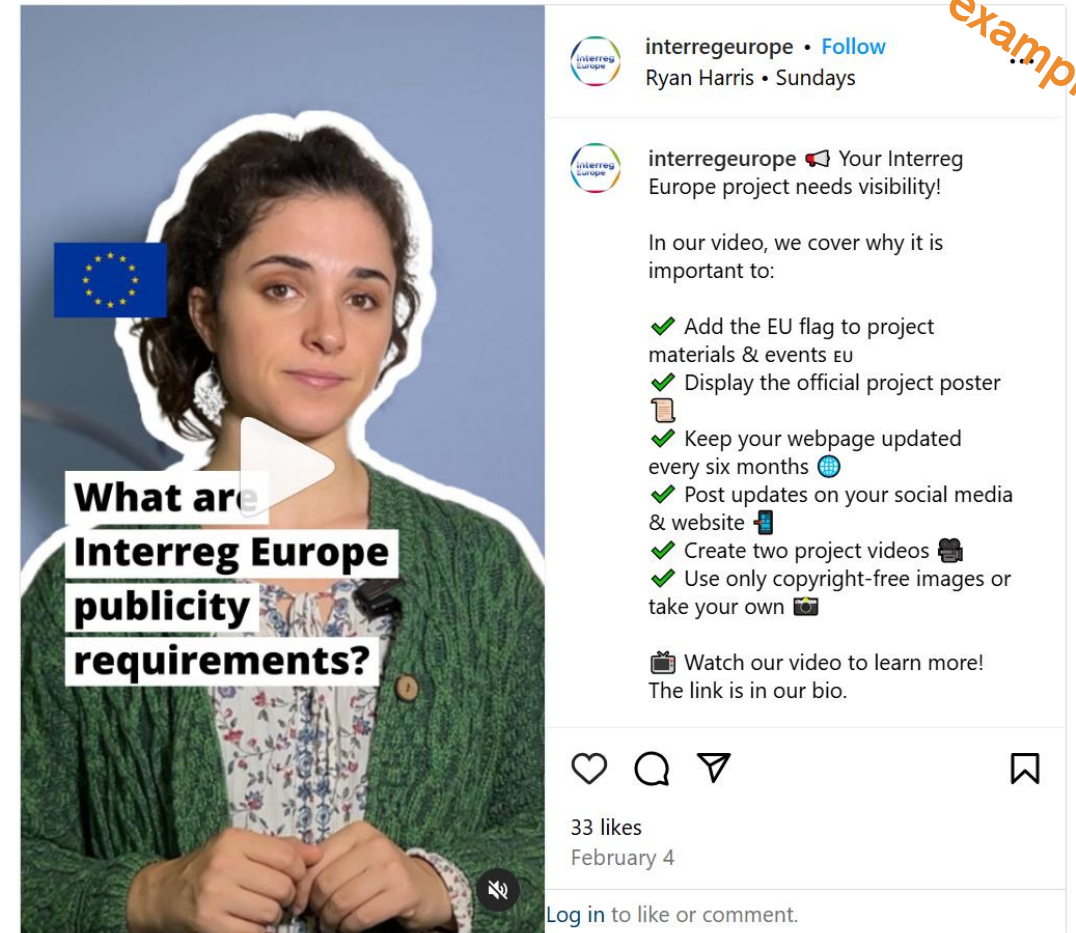
Source: <https://tem.fi/-/eu-ohjelmakauden-hyvat-tulokset-suomi-hyodynsi-eu-n-aluerahoituksen-taysimaaraisesti>

Interreg Europe

Promoting visibility requirements

What is it? An innovative effort by the programme bodies to turn the CPR, legal provisions into easily understandable content. The videos offers a short & sweet walkthrough of main visibility requirements – posters, online presence, EU emblem etc. - with examples and underlying reasons why visibility is needed.

What kind of activities are planned? A short Instagram video that leads the viewers to a more comprehensive (but still brief) video posted on YouTube.



Source:

https://www.instagram.com/reel/DFpnPIFMDAU/?utm_source=ig_web_copy_link

Interreg Europe

Promoting visibility requirements

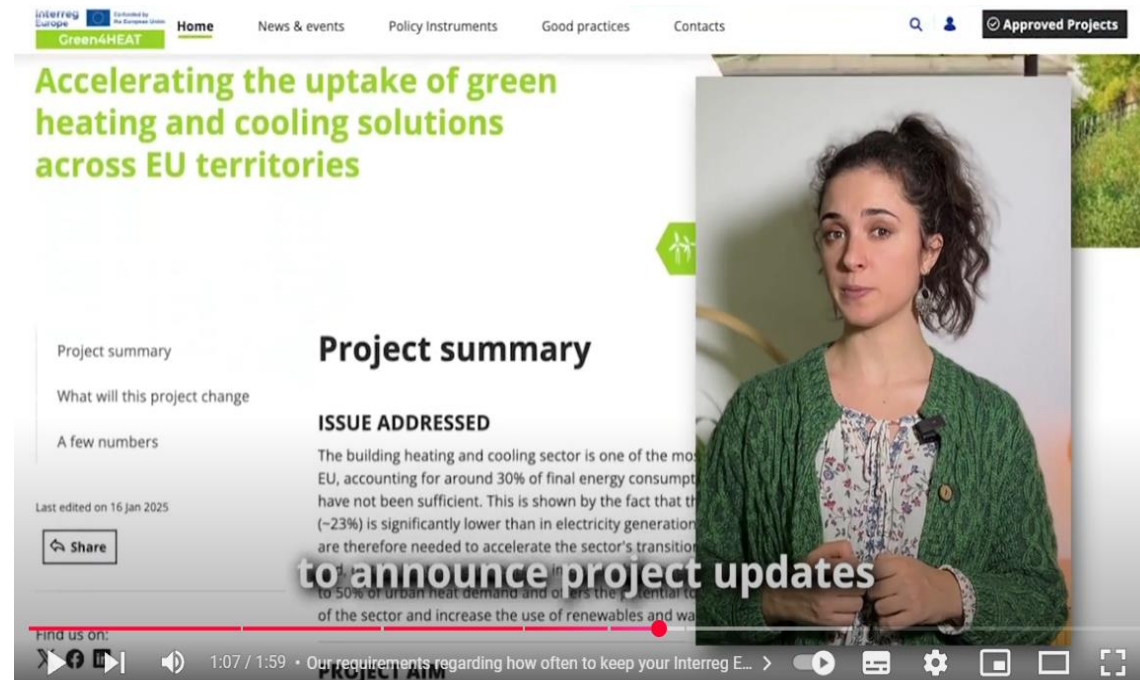
Who is the organiser? Managing authority

Who is it for? Project beneficiaries, applicants, stakeholders...

Why is it a good example? Because it proves that with a good dose of creativity and out-of-the-box thinking you can turn even legal texts into content.

More info: [Instagram](#) & [YouTube](#).

New example!



Source:

https://www.instagram.com/reel/DFpnPIFMDAU/?utm_source=ig_web_copy_link

Communicating the Just Transition Fund

Ireland

Communicating the JTF

What is it? The Irish JTF programme is raising awareness about the changes taking place in JTF regions. It is an endeavour to reimagine this part of IE, to combine tourism, placemaking and visibility activities in the overall Just Transition, making sure strong links are made with the local community.

What kind of activities are planned? A wide set of visibility & engagement activities, including [videos](#), launch events, radio content (due to high percentage of listeners in IE: 81% of adults tune in every weekday), drop-in clinics, cross-EU funding activities & other people-centred activities.



Source:

https://www.youtube.com/watch?time_continue=28&v=VUXMVTIV9xs&embeds_referring_euri=https%3A%2F%2Fwww.failteireland.ie%2F&source_ve_path=MTM5MTE3LDI4NjYzLDEzNzcyMSwxMzkxMTcsMTM5MTE3LDIzODUx

Ireland

Communicating the JTF

Who is the organiser? Managing authority

Who is it for? Citizens of JTF regions, etc

Why is it a good example? Due to a targeted communication approach, aiming to reach namely the citizens and organisations that are most impacted by the change to climate neutrality

More info: [Failte Ireland JTF page](#) and presentation at [Inform EU plenary, Hannover](#)

What is Fáilte Ireland's Regenerative Tourism and Placemaking Scheme?

Under the EU Just Transition Fund, Fáilte Ireland has been tasked with the administration of €68 million for a Regenerative Tourism and Placemaking Scheme 2023–2026. Through this scheme Fáilte Ireland will invest in the sustainable development of tourism in the Midlands with the aim of diversifying the regional economy by creating jobs, supporting habitats and biodiversity and sustaining communities.

There are two main elements to the overall scheme:

1. €38m towards the diversification of the regional economy through the sustainable development of tourism;
2. €30m towards the regeneration and repurposing of peatlands through the development of a network of trails.

The overall scheme will be delivered through a range of funding programmes, which will run in parallel between now and the end of 2026, as follows:

A: Trail Network Development Scheme (delivered primarily through Bord na Mona)

B: Investment Grant-Aid Scheme for SMEs

C & D: Investment Grant-Aid Scheme for Local Authorities and certain State Agencies

E: Appointment of County Tourism Activators to Local Authorities

F: Enterprise Supports Scheme



Source: <https://www.failteireland.ie/Identify-Available-Funding/Just-Transition-Fund/About-EU-JTF.aspx>

Estonia

Communicating the JTF

What is it? A visibility & communication approach adapted to the region's dependance on the oil shale sector and the socioeconomic indicators of the community.

What kind of activities are planned? A diverse set of measures aimed at raising awareness of the Fund: national steering committees, public consultation activities, an awareness survey, outreach activities towards local people, a dedicated central website, communication campaign, teaming up with local initiatives etc.



First results are taking shape

One of the first JTF investments in Ida-Virumaa – the NEO Performance Materials' magnet factory – will produce and process magnets necessary for electric vehicles, wind turbines and other green technologies. 100 MEUR, 300+ jobs, incl. several dozen in R&D.

Source: slides from the [Inform EU plenary, Hannover](#) presentation

Estonia

Communicating the JTF

Who is the organiser? Managing authority

Who is it for? Citizens of JTF regions, etc

Why is it a good example? It offers a comprehensive and detailed approach to the changes in JTF regions: the transition is about people, so communication needs to be about them too.

More info: [Ida Virumaa JTF page](#) and presentation at [Inform EU plenary, Hannover](#)



Source: <https://idavirufond.ee/>

Croatia

Communicating the JTF

What is it? An example of a Croatian JTF project dedicated to become a center of gaming industry in a traditionally heavy industry-dependant region that started to decline in the 1990s

What kind of activities are planned? In addition to social media, web, media and event activities, the project is reaching out to audiences specific to the gaming sector via a video game, gaming conferences, influencers etc.



Source: slides from the [Inform EU plenary, Hannover](#) presentation

Croatia

Communicating the JTF

Who is the organiser? Project beneficiary

Who is it for? Citizens of JTF regions, project audiences...

Why is it a good example? It offers an insight into how the JTF can help regions with specific challenges, in particular connected to the gaming industry.

More info: [SIMORA webpage](#) (project beneficiary) and presentation at [Inform EU plenary, Hannover](#)



Source: slides from the [Inform EU plenary, Hannover](#) presentation

Communicating operations of strategic importance

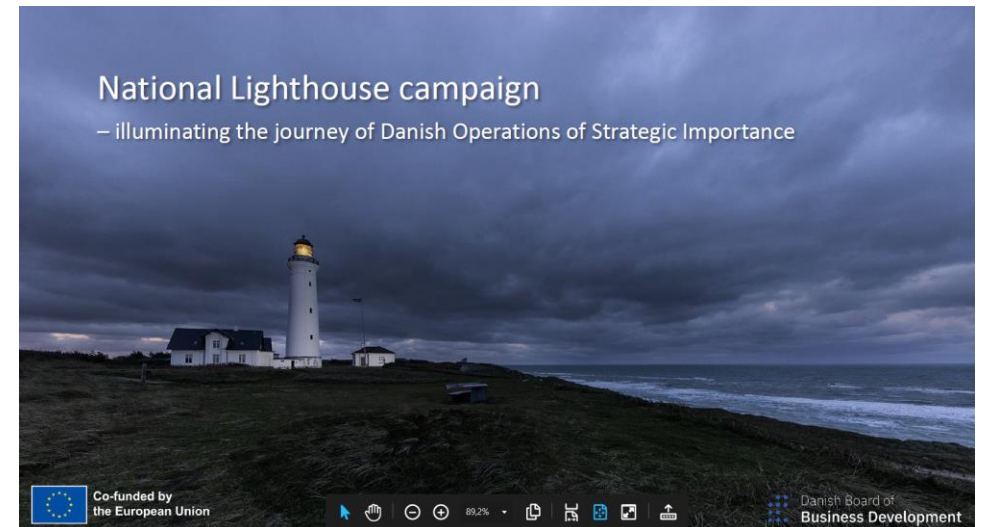
Denmark

Communicating flagship projects

What is it? A country-wide campaign on operations of strategic importance, which are branded in Denmark as *lighthouse projects*. A total of 8 projects are promoting development of solutions to major societal challenges based on market and technological opportunities.

What kind of activities are planned? A campaign evolving around 8 case videos, running on websites, social media, showcasing companies & solutions from all over DK with political support.

Who is the organiser? National coordination



Source: slides from the [Inform EU plenary](#), Ostrava presentation

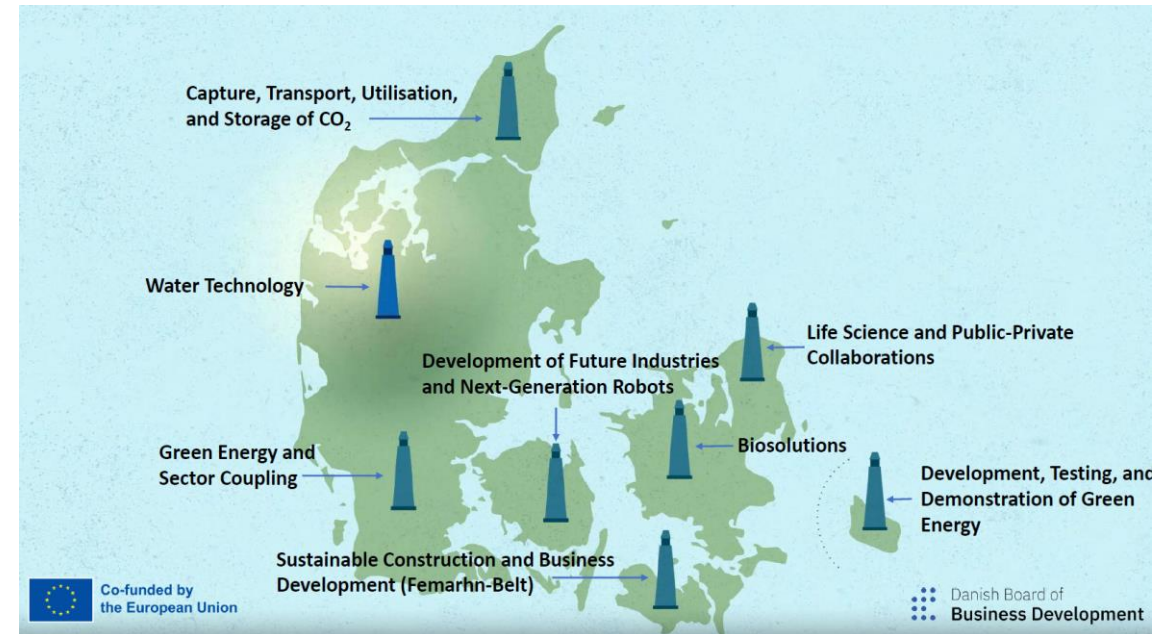
Denmark

Communicating flagship projects

Who is it for? Potential partners organisations, incubators, SMEs, development agencies, citizens...

Why is it a good example? The campaign puts operations of strategic importance in the spotlight, and ensures visibility in cooperation with stakeholders and officials from the Danish government.

More info: [video 1](#), [video 2](#),
<https://udviklingidanmark.erhvervsstyrelsen.dk/>,
<https://erhvervsfremmebestyrelsen.dk/>



Source: slides from the [Inform EU plenary](#), Ostrava presentation

Romania

Communicating flagship projects

What is it? An approach taken by the NW Regional Programme where promoting projects over 10 million EUR and Smart Specialization S3 Parks as OSIs is done in a coordinated & centralized way. Different public institutions, clusters, universities and programme communication experts work together on projects' visibility and onboarding beneficiaries. The programme has two phases for these projects: 1) roll-out and implementation and 2) promoting them as „Gates of the Future”, following a local tradition and connecting heritage with future.

What kind of activities are planned? Supporting beneficiaries (kick off meetings, regulatory requirements walkthroughs, drafting comms plans), launch events, ensuring photo & video materials every 4 months, social media promotion, organising major events, [webpage](#) (for the first phase mentioned above), preparing an unitary graphic package for OSIs and an online platform and project map (with pics, clips, recordings).



Source: <https://inno.ro/en/parcuri-de-specializare-inteligenta>

Romania

Communicating flagship projects

Who is the organiser? Managing authority

Who is it for? Potential partners, citizens, projects, stakeholders, multipliers...

Why is it a good example? The approach of the MA makes sure that projects have all the support they need and that partners are briefed on the importance of OSIs and financially large projects, i.e. by making sure that communication is done by all levels and partners.

More info: <https://inno.ro/en/parcuri-de-specializare-inteligenta>

What are Smart Specialization Parks?



Smart Specialization Parks are business infrastructures specifically created to promote innovation, research, and development, with the goal of achieving new, innovative products and services. According to Government Emergency Ordinance 112/2022, activities carried out within these parks include innovation, research, and technology transfer, including serial, individual, and mass production, in a high-performance environment.

Discover what Smart Specialization Parks offer to help turn your vision into reality!

Source: <https://inno.ro/en/parcuri-de-specializare-inteligenta>

Interreg Italy-Slovenia

Communicating flagship projects

What is it? A centralized approach taken by the programme on implementing & communicating OSIs. A total of 3 OSIs are planned, each dealing with its own segment of sustainable tourism and together contributing to achievement of programme objectives – creation of a joint cross-border tourism product.

What kind of activities are planned? The programme is supporting OSI projects with trainings and seminars, hosting of project websites on the programme website, direct involvement during major programme events (e.g. Interreg Cooperation Day, EU Week of Regions and Cities, Inform EU), an appointed communication manager per OSI, etc.



Source: slides from the [Inform EU plenary](#), Ostrava presentation

Interreg Italy-Slovenia

Communicating flagship projects

Who is the organiser? Managing authority

Who is it for? Potential partners
organisations, SMEs, development agencies,
citizens...

Why is it a good example? A common
approach to OSIs makes sure that all projects are
on the same page and approach the visibility
requirements in the same way.

More info: [Interreg IT-SI website](https://www.ita-slo.eu/it), OSI
subpages: [Adrioncycletour](#), [Poseidone](#) and [Kras-Carso II](#).



Source: <https://www.ita-slo.eu/it/kras-carso-ii>

Interreg Aurora

New example!

Communicating flagship projects

What is it? The programme uses a centralized approach to communicate OSIs by providing a dedicated section on its website where all funded projects are listed. Users can apply different filters, including those for operations of strategic importance, and each OSI is presented in the same way.

What kind of activities are planned? The programme communicates OSIs by featuring them on a designated spot on their website. Further, it supports beneficiaries with a communication toolkit that includes templates, tutorials, logos, posters, and a communication guide.



Source: <https://www.interregaurora.eu/approved-projects/>

Interreg Aurora

New example!

Communicating flagship projects

Who is the organiser? Managing authority

Who is it for? Project applicants, beneficiaries, stakeholders,...

Why is it a good example? The approach effectively highlights operations of strategic importance by showcasing them more prominently in a dedicated website section, allowing users to filter and access information. Each project is presented consistently.

More info: [Projects Archive - Interreg Aurora](#)



Source: <https://www.interregaurora.eu/approved-projects/>

Cyprus

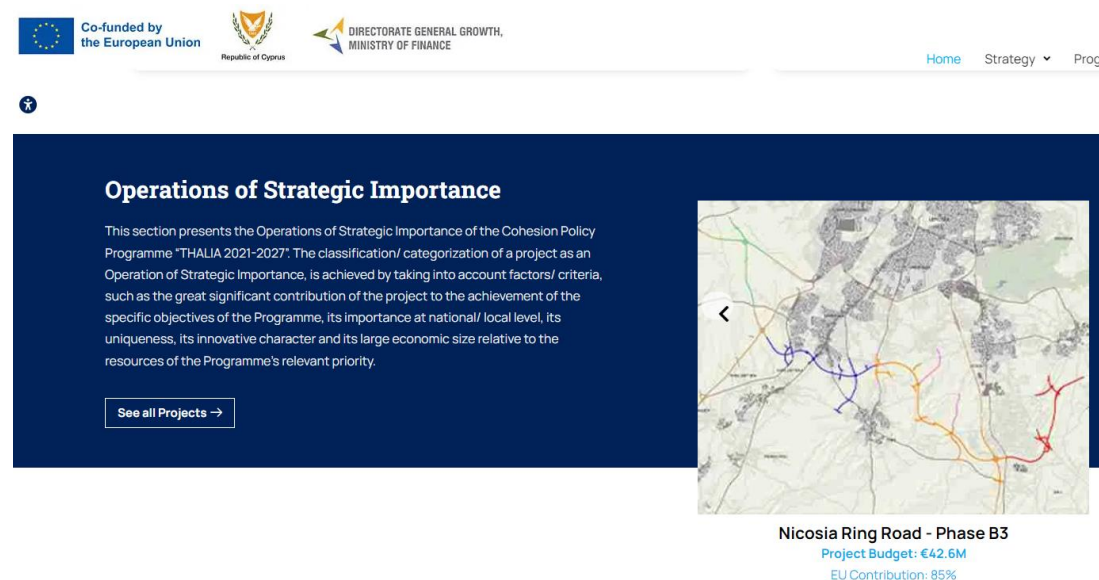
New example!

Communicating flagship projects

What is it? A designated section for OSIs on the Cypriot national website portal. It explains the role of OSIs and showcases several examples from the country.

What kind of activities are planned?

Promoting OSIs through dedicated subpages on the national website portal, showcasing different data and stages of project progress while highlighting their contributions, uniqueness, and innovative character.



Source: Cypriot national website portal, thalia.com.cy

Cyprus

New example!

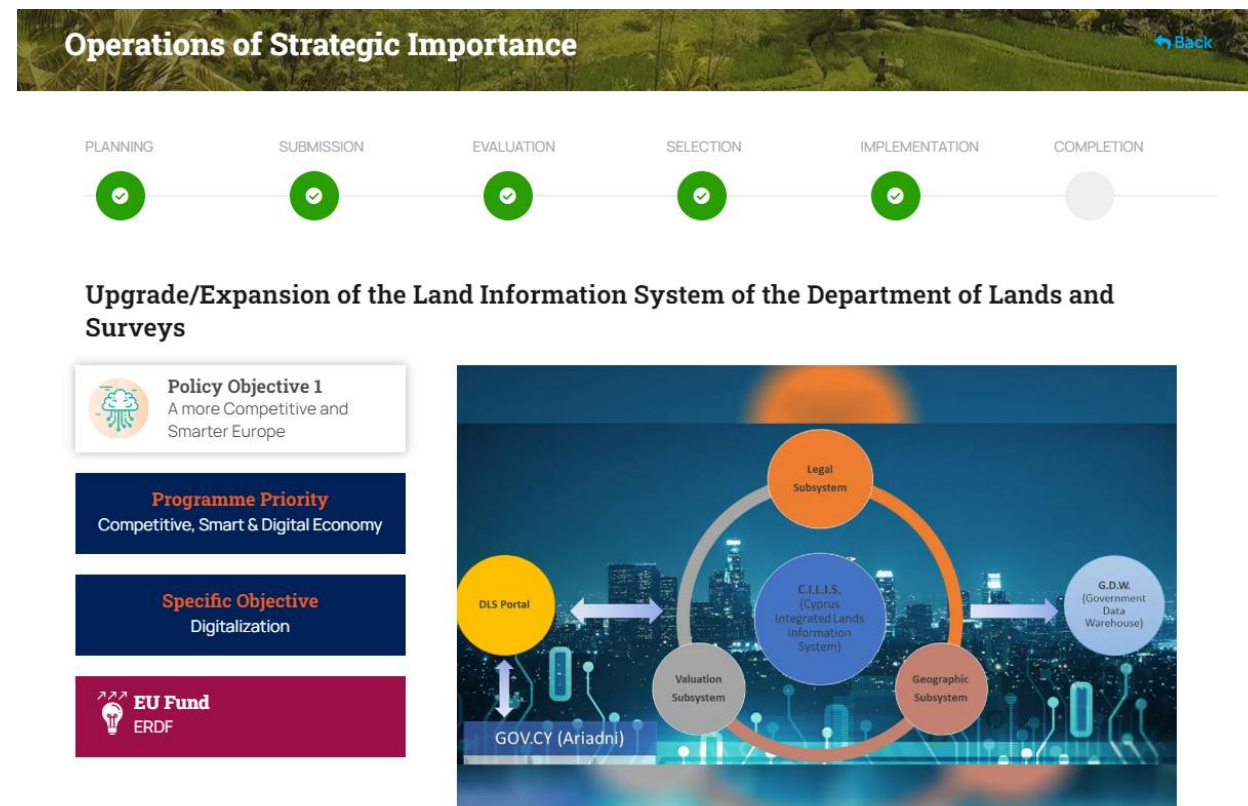
Communicating flagship projects

Who is the organiser? Central coordination

Who is it for? Website users, potential beneficiaries, citizens, media...

Why is it a good example? Under the lead of the national communication coordinator, the OSIs are put in one place, showing everything in the same way and making the information clear and easy to find.

More info: [Operations of Strategic Importance](#)
- ΘΑΛΕΙΑ 2021-2027



Source: Cypriot national website portal, thalia.com.cy

Croatia

Communicating flagship projects

What is it? A series of articles on the Croatian single website portal that clearly and concisely communicate the significance and impact of the OSIs.

What kind of activities are planned?

Publishing articles accompanied by a few photos and sharing the posts on social media.

Who is the organiser? Managing authority

New example!



Source: [Strateški projekti za urbana područja Varaždina i Čakovca dat će novu dimenziju Sjeveru Hrvatske – EU fondovi Hrvatska](#)

Croatia

New example!

Communicating flagship projects

Who is it for? General public, stakeholders, local communities, project beneficiaries, media...

Why is it a good example? It provides concise and easy-to-understand information about the project, local impact and EU's contribution, and is enhanced by photos that make the content more engaging. Overall, it provides more specific and filtered information about strategic EU projects, ensuring that it is on the radar of more audiences.

More info: [Article 1](#), [Article 2](#), [Article 3](#)



Source: [It's time for projects of strategic importance between Croatia and Italy – EU funds Croatia](#)

Portugal

Vocational Education & Training Campaign

What is it? A comprehensive communication campaign on OSIs funded by ESF+. The campaign proved effective, reaching target audiences broadly and transversally and generating a positive impact on the visibility and interaction of the platforms used. Key figures: over 10.000 visitors to the PESSOAS 2030 Vocational Education and Training (VET) Show, 900 000 views on social media and seen by millions of TV viewers.

What kind of activities are planned? It was deployed on Facebook and Instagram, through the accounts of PESSOAS 2030 and WorldSkills Portugal. A digital influencer was involved. Further, there was a TV spot, audio spot on Spotify and articles in regional media (see below).



Source:

<https://www.facebook.com/photo/?fbid=1084792646981294&set=ecnf.100095056836308>

Portugal

New example!

Vocational Education & Training Campaign

Who is the organiser? Managing authority

Who is it for? General public

Why is it a good example? The campaign affectively addressed vocational education and training, reaching and engaging target audiences through different platforms. By using social media, TV, Spotify, and regional media, the campaign boosted visibility and interaction.

More info: [Instagram Pessoas 2030](#), [Facebook Pessoas 2030](#), [TV Spot](#), [campaign results](#)



Source: [Pessoas 2030 - Spot TV on Vimeo](#)

NÃO FALTA TALENTO ENTRE OS JOVENS PORTUGUESES

A COMISSÃO EUROPEIA QUER QUE O ENSINO PROFISSIONAL E VOCACIONAL SEJA A PRIMEIRA OPÇÃO NO MOMENTO DE DECIDIR O QUE ESTUDAR



Nos dias 11, 14 e 17 de novembro de 2011, no Tanquegrande, em Santa Maria do Itaú, a Mostra de Estudos e Formação Profissional do PITSOAS 2010.

De todos los días, 23 unidades de diferentes tipos de presentaciones o formas de curvas que han sido de las diversas como a la historia, el, muchas actividades, competencias, los datos y estadísticas, estadísticas, turismo, hoteles, restaurantes, en la zona patrimonial, agricultura y agropecuaria, comercio y servicios.

De acordo com a organização, a distribuição da renda, observada, geralmente aponta para a Transição para a Estabilidade. No Brasil, presidente da Comissão Brasileira PERSEAD 2008, Domingos Lopes, presidente do Instituto do Emprego e Formação Profissional, afirma que o cenário mundial, segundo

responsabilidade de apoiar alguns dos projetos mais nobres e mais úteis do que se faz em toda escola, conversar com os pais e com os professores. Isso vale para o ensino profissional, mas também alguns leilantes e até o mercado privado de pessoas com esse tipo de qualificação. A visita pretende se ao Colégio Nacional dos Profissionais, onde os melhores alunos do ensino profissional competem por vagas no Sesi/Senac, no Distrito, em 2012 e que descreve em sua página www.sesi.org.br.

Alcargos da Justiça, Ministros de Educação e Formação Profissional, Andreia Teixeira, Ana Carolina e Domingos Lopes, entre outros, se dispõem a cooperar com alunos e professores. Foi o caso de Rafael Martins, de 35 anos, finalista de curso de Técnico de Gestão de Equipamentos Informáticos, na Escola

[illegible]

ENCAMINHAR OS JOVENS PARA AS SUAS VOCACÕES

O PESSOAIS TEM clínicas e a regular monitoria de política pública que permitem enfrentar os desafios das qualificações da população, do emprego e da inclusão social. André Luís Salazar, diretor-geral do Sécuro e do Fundo Social Europeu, que apoia o Pessoa 2030, diz: "Esta é a porta de entrada fundamental da União Europeia (UE) para a transformação das pessoas".

A respeito da Transmissão Transpeta (TCT) utilizamos aqui o que se pretendeu e é suficiente ser lido, considerando-se o seu caráter profissional e a seriedade de suas conclusões. Em 1980, quando a Fundação Probitas foi criada, levou-se a cabo o primeiro diagnóstico nacional sobre a situação da transmissão transpeta. Este diagnóstico levou à criação da Transmissão Transpeta Profissional e ao lançamento de um programa de formação de profissionais. Este programa tem como objetivo a formação de profissionais capazes de atuar em áreas relacionadas com a transmissão transpeta, bem como a capacitação de profissionais já existentes.

Outras alunas, do curso de Gestão de Equipamentos Informáticos, propõem um sistema de avaliação que dá créditos de intenção, sendo possível passar sem fazer, para que o aluno tenha paciência com o conteúdo quando se apresentarem novamente. Uma aluna discente de Design Gráfico diz sobre sua experiência: "Eu acho que aqui a educação a distância do Porto é um pouco mais a Casa do México, a Porto D, não tem barreiras entre o curso, porque de início do Porto, Odeco Sousa, discente desta escola, afirma que a falta de empregabilidade das mesmas ocorre em 90%".

**VÃO ESTAGIAR
PARA O ESTRANGEIRO
E SÃO CONVIDADOS
PARA FICAR**

A responsabilidade dentro de uma profissão é conferida por lei. Visto que a SBC, através do Conselho Tecnológico, Artístico e Profissional de Teatro (CTAP), a instituição de direito público mais antiga do país que, desde 1909, se tornou mais de 12 mil alunos.

O parabeiro dá a exemplo da terra a todos que lutam contra os seus. Ao longo do programa Francisco, Tivemos uma classificação de 28 valores e foram imediatamente consultados por Francisco M. Neste caso, não foi assim porque ainda não tinham concluído a formação e voltaram a Portugal para a GERTIN, mas podemos que têm cur-

A Taxaça pública de todos os bens e valores patrimoniais de qualificação e é por isso que o FISCOSOM 2018 é considerado porque se trata de um teste de, até 2010, os 75% das pessoas em condição profissional. O presidente do ITP, Daniel Aguiar Lopes, admite que ainda pode haver um critério relativamente à semelhança de outros profissionais: "mas cada-uma que possa não ser afetado, porque a facilidade com que se pode fazer uma avaliação impede o seu impacto financeiro maior do que o detetado e outro".

Enquanto, logo, afirma inclusive, assim, que este governo não tem qualquer influência na política estrangeira. O presidente do IUD lembra que "em algumas áreas podemos muito que Venezuela" e a defesa para Portugal é, até, lá, não ser que, no maior parte dos casos, tem a forte influência mais ainda nos nossos países de lá, onde a sua presença é também necessária.

“A delegação do MEC/AN não aderiu ao convite pro-
fissional e do TCU e CGP para emitir pareceres
sobre pessoas dadas por sequestro, para a prevenção de
abusos em escolas e para elevar a idade de compra de
alcoólic” afirmou Ana Carolina.



Há o projeto para incluir os gêmeos e triângulos. A Escola Profissionalizante Brasileira, no Porto, aguarda que seja homologado o seu funcionamento e a possibilidade de oferecer cursos 18 meses para ingressar mais rapidamente na vida profissional.

Nesta semana, pode-se frequentar um curso profissional de nível certificado, no final dos trabalhos, receber um certificado e obter um diploma de 120 horas com validade profissional de nível IV, que pode ser utilizado aprofundado de bombardeiros em qualquer unidade militar da UE.

**CULTIVAR
PLANTAS
SEM SOLO
E BOMBAS
DE SEMENTES**

O sucesso da instalação de agropecuária (fazendas, agricultura) que combinou a criação de peixe com a criação com cultura de plantas (ou solo) da UFMG (fazenda e criação de aves) continua.

Colocamos então em uma Andriana Dukakis. As duas são irmãs gêmeas. Logo, que por um lado é preciso saber que os resultados provenientes das relações peribólicas com a natureza são os mesmos para fertilizar as plantas e a colheita da poluição da natureza, mas é uma coisa diferente, mas ainda assim com o mesmo nome.

De acordo com o EPANAC, tornaram-se ainda mais "voláteis" as brancas de cores vivas para atender às demandas dos designers que procuram por uma variedade de opções. Adicionalmente, foram lançados também produtos de cores sólidas, com um pouco de translucência, como a linha de coralls. No lado das alfombras, a Tencel também lançou a Betina Perleto, de 20, alfombras de 12 x 12 e 12 x 18, respectivamente, da coleção de Tencel de Tencel e Tencel e Tencel e Tencel. O objetivo é atingir a população que busca um produto mais sustentável e que também seja mais barato. O objetivo é atingir a população que busca um produto mais sustentável e que também seja mais barato.

UM CAMPEONATO
DE PROFISSÕES
DE QUE PORTUGAL
É FUNDADOR
E TOTALISTA

Andriana Seabra, Ana Cofre e Domingos Lopes assistiram à inauguração da Mostra de Ensino Formação Profissional para Ser: uma visão guiada por Gustavo Seix, coordenador da World Skills Portugal, ao 48.º Campeonato Nacional de Profissionais desportivos, em 2016.

Depois ainda são pagos juros sobre 4000 réis, a cada período, em 10 prestações, e pagamos como multa de 100 réis se o cliente não pagar no prazo de 15 dias, na 16ª parcela, em 200 réis, e depois, quatro vezes, com multa de 200 réis, na 21ª, na 22ª, na 23ª e na 24ª parcela.

[illegible]



Evento decorreu em Santa Maria da Feira

Políticas públicas na educação, formação, emprego e inclusão social em destaque no "PESSOAS em Cena"

por Redação D.S. + Fotos: D.S./PESSOAS2030

"PESSOAS em Cena" é uma iniciativa do programa temático PESSOAS 2030, que se dedica a apresentar iniciativas das políticas públicas que permitam enfrentar os desafios das qualificações da população, do emprego, da inclusão social e, transversalmente, da questão demográfica".

Este evento decorreu em 15 de novembro, no auditório do Eixo-Pequeno, em Santa Maria da Feira.



O que é o PESSOAS 2030?

O Programa Operacional Especialidade Qualificação e Inovação (PESQ) 2020, lançado em maio de 2020, tem como objetivo apoiar medidas de políticas públicas que permitam enfrentar os desafios das qualificações da população, do emprego e da inclusão social.

Este programa tem como objetivo apoiar medidas de políticas públicas que permitam enfrentar os desafios das qualificações da população, do emprego e da inclusão social.

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Nota de Imprensa (10)

"PESSOAS em Cena" foi "um momento de grande partilha"

por Redação D.S. + Fotos: D.S./PESSOAS2030

Este evento decorreu em 15 de novembro, no auditório do Eixo-Pequeno, em Santa Maria da Feira.



Ana Coelho, presidente do Conselho Diretivo do PESSOAS 2030.

Ana Coelho, presidente do Conselho Diretivo do PESSOAS 2030, afirmou que este evento foi "um momento de grande partilha" e que permitiu apresentar as iniciativas das políticas públicas que permitam enfrentar os desafios das qualificações da população, do emprego e da inclusão social.

Mais de 30 escolas profissionais presentes

Mostra do ensino e formação profissional do PESSOAS 2030



Comunidade Nacional das Profissões - Mostra Artística



Mostra Artística - O evento contou com a participação de várias escolas.

A longo prazo, o objetivo é criar uma rede de escolas profissionais que permita enfrentar os desafios das qualificações da população, do emprego e da inclusão social.

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Porque são os Cursos Profissionais tão importantes para o futuro de Portugal e da Europa?

Os cursos profissionais são um modelo de ensino que permite enfrentar os desafios das qualificações da população, do emprego e da inclusão social.

Nota de Imprensa (10)

"Os cursos profissionais são uma boa oportunidade para os jovens"



Anabela Sáenz, diretora adjunta das Profissões para a Transição 2030 e a Inovação



Anabela Sáenz, diretora adjunta das Profissões para a Transição 2030 e a Inovação



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Operations of strategic importance events & activities: examples

Germany

Flagship project events

Project name & aim: Digital Learning Campus, Schleswig-Holstein, DE; creating a new educational ecosystem accessible to all citizens in the region

Funding: EUR 38 million, 40% from the European Regional Development Fund



Source: <https://dlc.sh/dlc-meets-eu>

Germany

Flagship project events

Communication event:

- A grand inauguration ceremony in Kiel
- Featuring approximately 120 on-site participants and YT live streaming
- English-speaking part of the event included greetings from the Schleswig-Holstein Minister of Education, and a keynote speech by a former head of DE multinational software company SAP AG and ex-CEO of Microsoft Germany
- Other parts of the programme: sessions such as presentations on DLC learning venues, and a World Café in German

More info: [Inforegio - EU co-funded Digital Learning Campus revolutionises education in Schleswig-Holstein \(europa.eu\)](https://inforegio.europa.eu/en/eu-co-funded-digital-learning-campus-revolutionises-education-in-schleswig-holstein)



Source: <https://dlc.sh/dlc-meets-eu>

Croatia

Flagship project events

Project name & aim: Croatian safe steps CROSS; demining more than 3.400 ha of forest areas in five different counties for better safety of citizens and tourists & better protection of the environment

Funding: EUR 52.2 million, 61.8% from the European Regional Development Fund



Source: <https://civilna-zastita.gov.hr/vijesti/vijesti/odrzano-predstavljanje-projekta-croatian-safe-steps-cross/7962>

Croatia

Flagship project events

Communication event:

- A project presentation & launch event in the city of Gospić in Croatia
- Audience: high-level speakers including ministers, state secretaries, head of intermediate bodies, and representatives of the European Commission, a total of 100 participants
- The event also marked the *International Day for Mine Awareness and Assistance in Mine Action*
- It was also combined with a demonstration visit to the demining work site in the Lika-Senj Country

More info: [Croatian safe steps CROSS website](#), [event news article](#), [project video](#)



Source: <https://civilna-zastita.gov.hr/vijesti/vijesti/odrzano-predstavljanje-projekta-croatian-safe-steps-cross/7962>

Czech Republic

Flagship project events

Project name & aim: Technical Assistance project* of the *Technologies and Applications for Competitiveness programme*, supporting implementation of thematic operational programmes

* Project with a total cost exceeding EUR 10 000 000



Source: <https://www.optak.cz/ozveny-prezentace-op-tak-v-ramci-oslav-20-let-cr-v-eu/a-321/>

Czech Republic

Flagship project events

Communication event:

- An event organised in Prague as part of the Europe Week celebrations around the Europe Day in May
- The event also promoted 20 years of the Czech Republic being part of the EU
- Target audience: citizens and passers-by, with a programme for all age groups
- The event promoted activities of the OP, including how SMEs are supported, how to apply to calls and successful projects including the TA one
- Participants could also compete for interesting prizes after successfully completing a knowledge quiz about EU funds

More info: <https://www.optak.cz/ozveny-prezentace-op-tak-v-ramci-oslav-20-let-cr-v-eu/a-321/>



Source: <https://www.optak.cz/ozveny-prezentace-op-tak-v-ramci-oslav-20-let-cr-v-eu/a-321/>

Interreg Rhin supérieur

Flagship project events

Project name & aim: UpQuantVal;
connecting quantum science and
technology players across the French,
German and Swiss borders to develop
new frameworks for collaboration

Funding: EUR 5.2 million in total, EUR
2.3 million 61.8% from EU funds

New example!

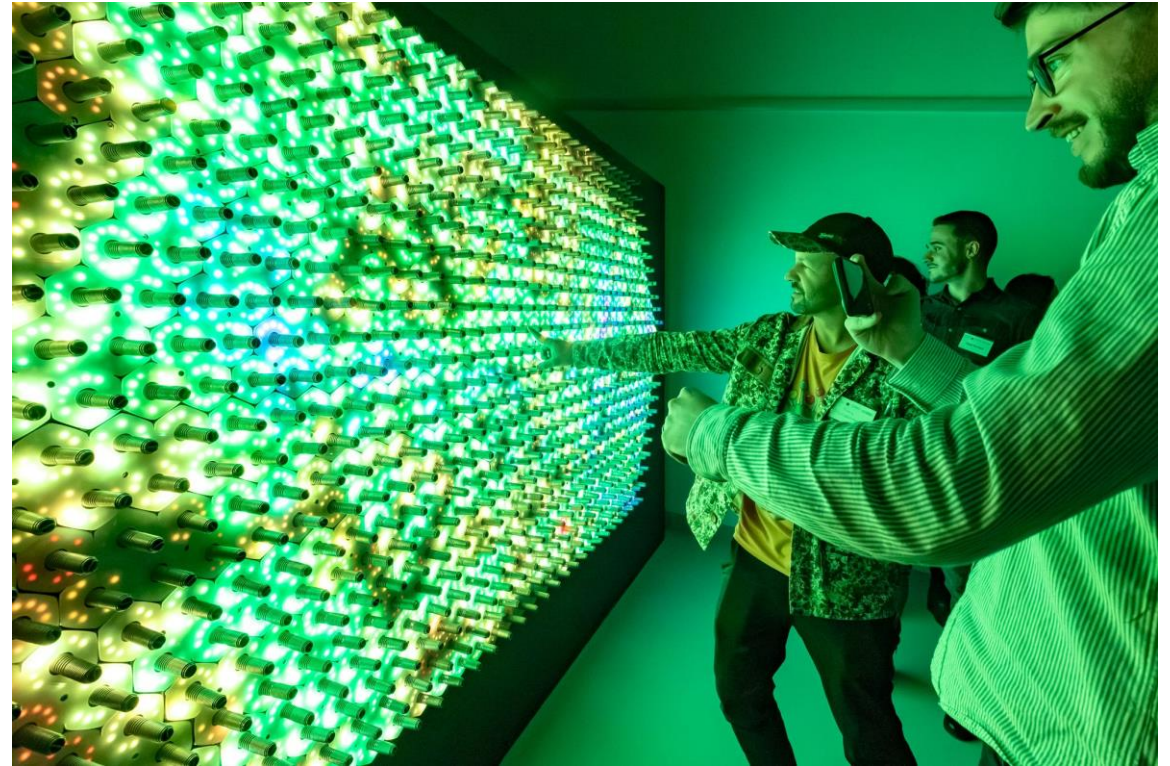


Photo credits: LinkedIn, Nicolas Busser

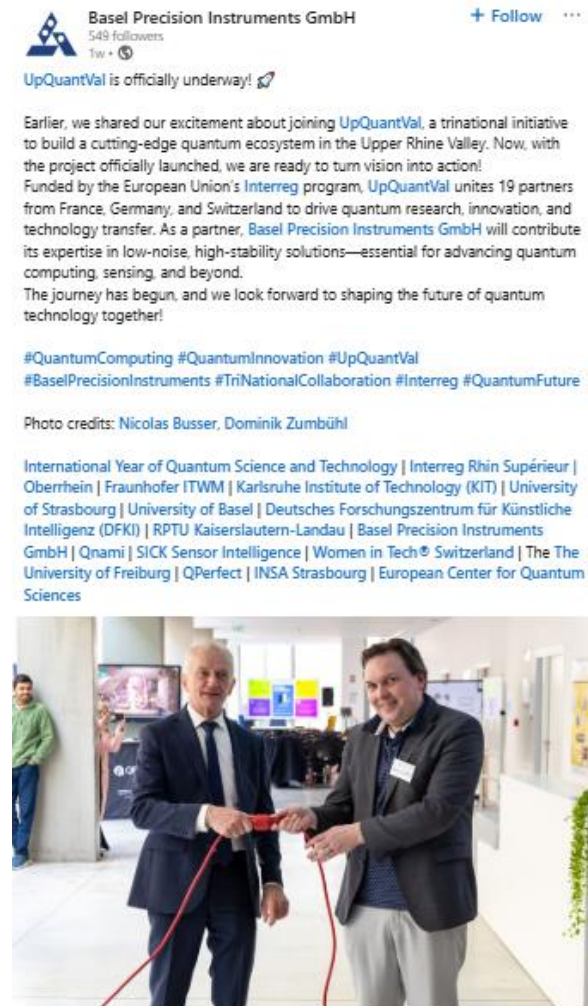
Interreg Rhin supérieur

Flagship project events

Communication event:

- Opening session as part the International Year of Quantum Sciences and Quantum Week 2025.
- Organising the OSI event as part of the Week has maximised its visibility and strengthened its impact with key players in the field.
- Audience: high-level representatives from DE, FR & CH community, around 70 at the opening session and 500 throughout the Week.

More info: [project website](#)



Source: https://www.linkedin.com/posts/basel-precision-instruments-gmbh_quantumcomputing-quantuminnovation-upquantval-activity-7303081892931624960-1Crf/?utm_source=share&utm_medium=member_desktop&rcm=ACoAABUxk-4B5VW9-EimLwN6BWooAlqBDJA23Wc

REGIO's take on communication events & activities of OSIs

Challenges, opportunities & examples

State of play

Legal reference: Art. 50(1)(e)

Aim:

- Ensure visibility of strategic projects,
- Encourage managing authorities and projects working together in communication,
- Engage the media and provide a setting for projects, citizens and MA & EC representatives to engage with audiences.



State of play

According to SFC2021: more than a 100 events submitted so far from MS

The formats so far:

- demonstration events
- presentations
- press briefings & conferences
- networking events
- round tables
- stakeholder events
- fish fair
- contract signing events
- inaugurations



How could the event & activity look like?

EC's expectations

Format: an event or activity could be a campaign, a theater play, a concert, a conference, a project visit, communication campaign and other. It is however up to the project to decide the format that works best.

Theme(s): project and programme ones, clearly acknowledging EU support

Timing: during project implementation

Engagement: very much in the spotlight, involving end users & audiences & others



How could the event & activity look like?

EC's expectations

Media: involvement of journalists will boost visibility

Content: related to achievements, such as visits to project facilities, field trips, guided tours, open doors, fairs, any other engaging format

Audience: up to the project, but it is strongly suggested that it is open to citizens (or part of it)

Dissemination: via social media, media relations and other channels



What to avoid?

Fears & dislikes

Business as usual: an approach to events/activities that ticks the box

Audience: closed off or (only) stakeholder-oriented

Content: ex-cathedra mostly

Engagement & dissemination: limited to non-existent



Corporate communication actions

DG REGIO & Partner Regions

Europe in my region campaigns

What is it? A month-long regional communication campaign highlighting familiar co-funded places and initiatives.

What kind of activities are planned? Paid media (outdoor displays, digital and print advertising), press relations, partnerships with local influencers and personalities, social media promotion, as well as on-site activities/events.

Who is the organiser? DG REGIO & managing authorities.

Who is it for? The regional population, including targeted activities for younger audiences.



Key visual of the campaign in Sicily

DG REGIO & Partner Regions

Europe in my region campaigns

Why are they a good example? The campaigns are region-specific and focus on topics and projects that are of importance for the daily lives of citizens.

More info: [Info regio](#), [Online Library](#)



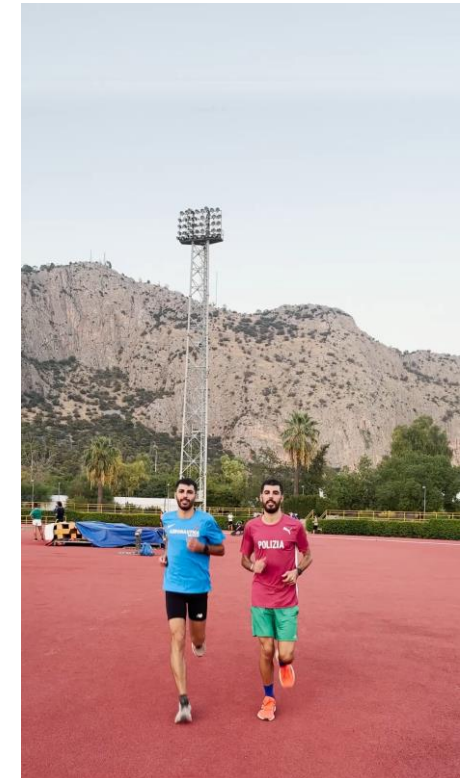
Outdoor and print media displays



Community activities



Presence of local media



Involvement of local personalities

EC Rep Zagreb, Croatia

„A decade of great stories”

What is it? A series of videos documenting inspirational stories of citizens who managed to make their dreams come true thanks to opportunities provided by the EU.

What kind of activities are planned? Making of YouTube videos, interviews and promotion.

Who is the organiser? EC Rep in Zagreb

Who is it for? Citizens, stakeholders etc



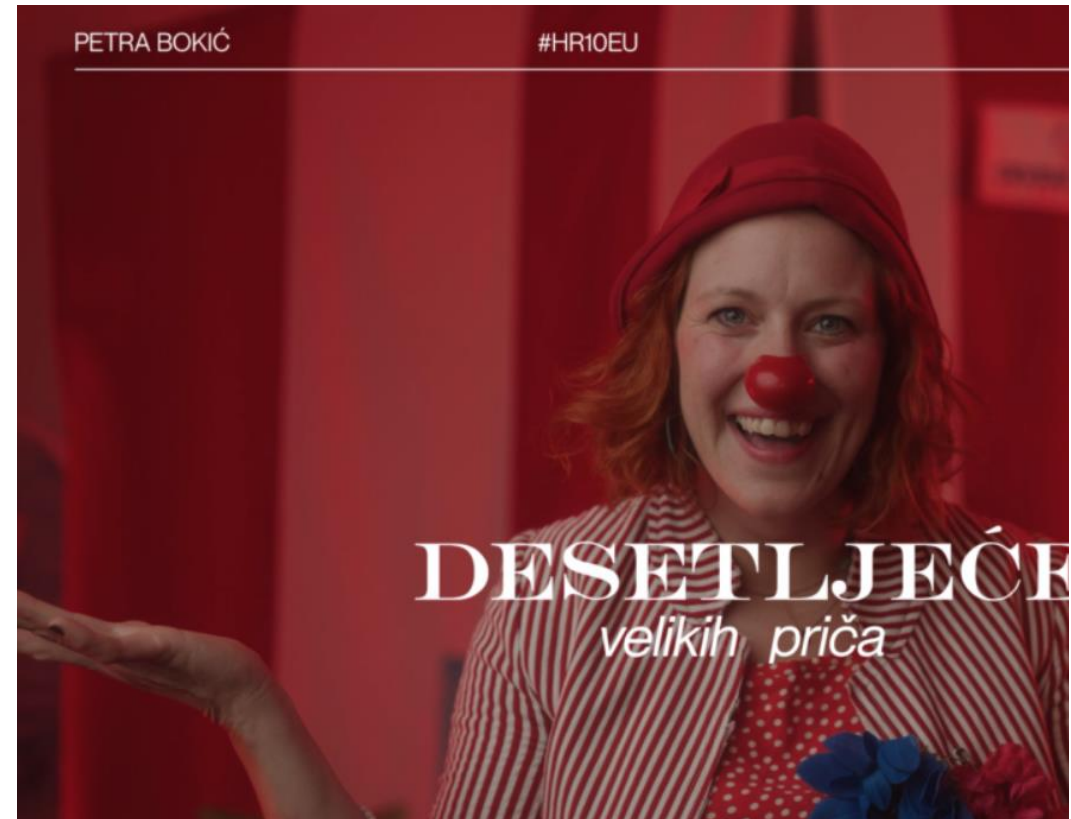
Source: https://croatia.representation.ec.europa.eu/news/klara-rusan-umjetnickog-imena-klarxy-mlada-ilustratorica-iz-zagreba-2023-06-19_en

EC Rep Zagreb, Croatia

„A decade of great stories”

Why is it a good example? The campaign showcases inspirational stories, with a human and emotional touch. It tells about the EU’s contribution to day-to-day life and explains the concrete impact these investments have made.

More info: [YouTube channel of the EC Rep](#)



Source: https://croatia.representation.ec.europa.eu/news/petra-bokic-klaundoktorica-kazalisna-i-cirkusna-umjetnica-2023-06-23_hr

InformEURO 2024

A competition on best comms practices

What is it? As part of the Inform EU plenary in Hannover in May 2024, a competition was organized among MS following the format of the 2024 football competition.

What kind of activities are planned? Pitches on communication activities of MAs and projects, following the same quarter finals / semifinals / grand final-rounds of the football competition.

Who is the organiser? DG REGIO, Inform EU team

Who is it for? Inform EU network members



Source: <https://www.flickr.com/photos/euregional/53753166796/>

InformEURO 2024

A competition on best comms practices

Why is it a good example? The set up engaged MS to compete amongst each other and spotlighted clever communication & visibility activities from all over Europe that are making citizens aware of the EU's role.

More info: The videos, including the [winning Latvian one](#), and presentations are available on the [Inform EU page](#).



Source:

<https://www.flickr.com/photos/euregional/53753166796/>

EC Rep Budapest, Hungary

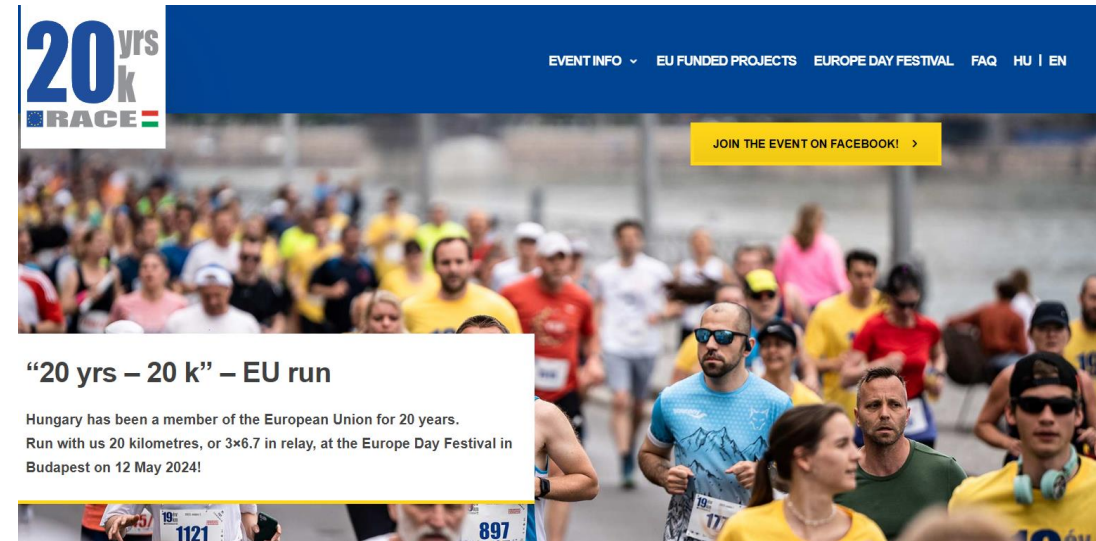
20k run for 20 years in the EU

What is it? A 20 km-run taking place in Budapest to mark the 20th anniversary of Hungary's accession to the European Union

What kind of activities are planned? The run, EU-funded festival, promotion of EU-funded projects alongside the running route (on canvases)

Who is the organiser? EC Representation in Budapest, EP office and others

Who is it for? Budapest citizens, etc



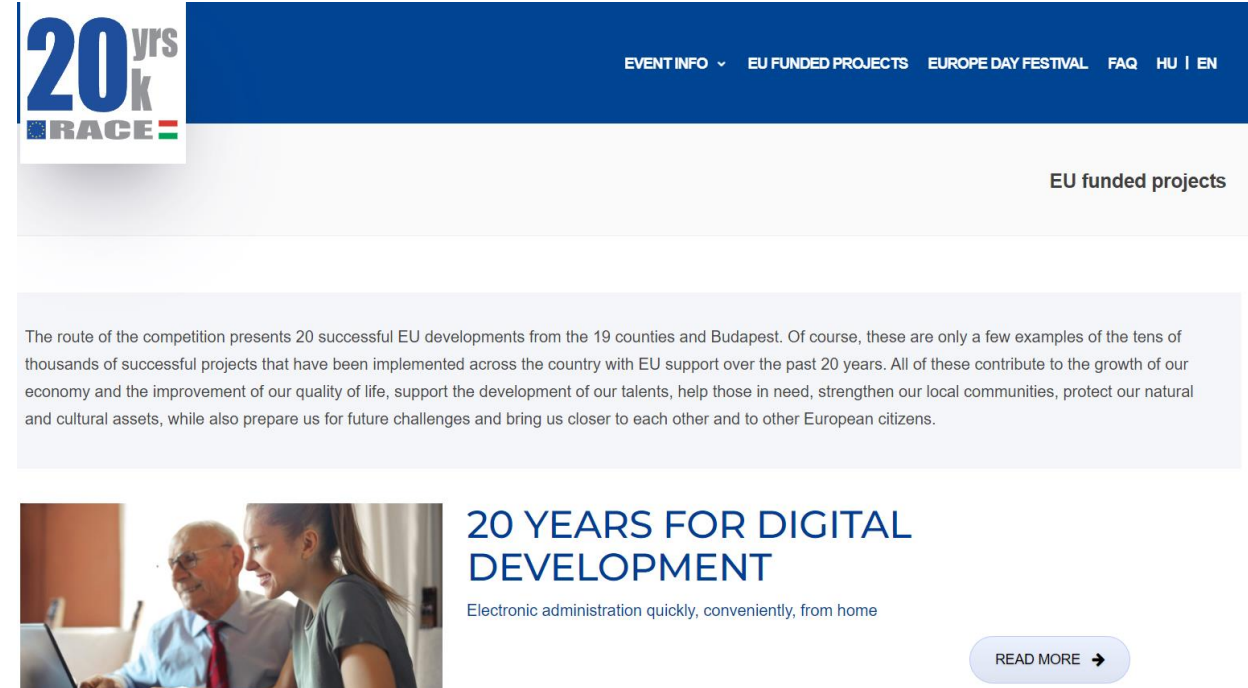
Source: <https://eufutas.hu/en/main-page/>

EC Rep Budapest, Hungary

20k run for 20 years in the EU

Why is it a good example? The run is a long-standing event in Budapest and offers good visibility in Hungary.

More info: [event page](#)



The screenshot shows the header of the '20 yrs k RACE' website. The header is dark blue with white text for navigation: 'EVENT INFO', 'EU FUNDED PROJECTS', 'EUROPE DAY FESTIVAL', 'FAQ', 'HU', and 'EN'. Below the header, there is a section titled 'EU funded projects'. The main content area has a light blue background and contains a paragraph about the competition route. Below this, there is a section titled '20 YEARS FOR DIGITAL DEVELOPMENT' with a subheading 'Electronic administration quickly, conveniently, from home' and a 'READ MORE' button with a right arrow.

20 yrs k RACE

EVENT INFO EU FUNDED PROJECTS EUROPE DAY FESTIVAL FAQ HU EN

EU funded projects

The route of the competition presents 20 successful EU developments from the 19 counties and Budapest. Of course, these are only a few examples of the tens of thousands of successful projects that have been implemented across the country with EU support over the past 20 years. All of these contribute to the growth of our economy and the improvement of our quality of life, support the development of our talents, help those in need, strengthen our local communities, protect our natural and cultural assets, while also prepare us for future challenges and bring us closer to each other and to other European citizens.

20 YEARS FOR DIGITAL DEVELOPMENT

Electronic administration quickly, conveniently, from home

READ MORE →

Source: <https://eufutas.hu/en/kategoria/eufundedprojects/>

fi-compass

New example!

Communicating financial instruments: Showcase Award

What is it? The fi-compass Showcase event is designed to share and promote successful financial instrument projects within the fi-compass community. It features entries from across Europe, displayed at the FI Campus event in Brussels, where attendees vote for their favorite success stories, and the top three receive the Showcase Trophy.

What kind of activities are planned? A call for contributions, creation of videos, showcasing of the videos on website, promotion on SoMe channels, event organization, and involvement of the press.



Video source: <https://www.fi-compass.eu/showcase>

fi-compass

New example!

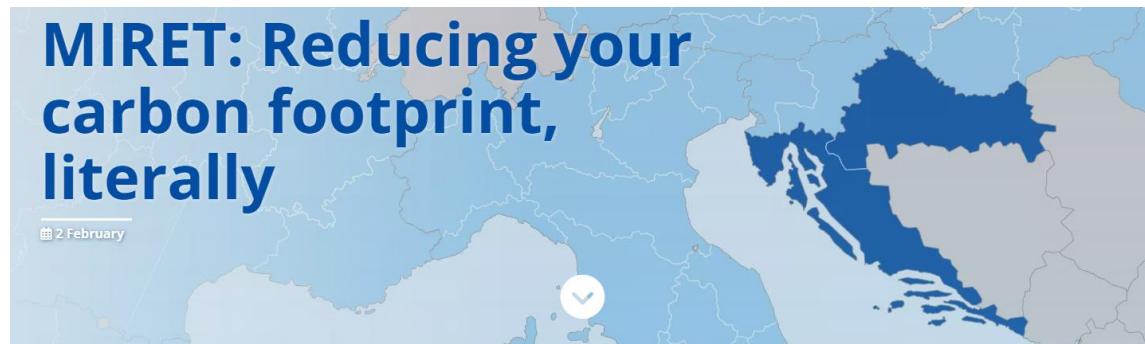
Communicating financial instruments:
Showcase Award

Who is the organiser? EC, EIB

Who is it for? Managing authorities,
intermediate bodies, financial intermediaries,
final recipients and any other stakeholders
involved in financial instruments

Why is it a good example? The award
uses videos to showcase project stories and
their impact and effectively engage the
projects to boost their visibility.

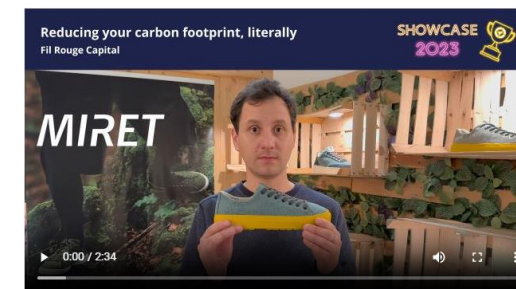
More info: [Showcase Award page](#), [Video submission 1](#), [Video submission 2](#), [Video submission 3](#), [Video submission 4](#), [Video submission 5](#)



With more than 24 billion pairs of shoes made each year using mainly oil derivatives and leather, footwear has a negative impact on the environment. Croatian footwear company MIRET wants to change that! Designing shoes to have the lowest possible impact on the environment, their bio-based sneakers are empowering consumers to choose design, durability and comfort, but most importantly sustainability.

MIRET's vision really took off when the company received equity support from Fil Rouge Capital, a financial intermediary participating in an ERDF-powered financial instrument, helping the business to thrive and compete in the global market.

Watch this Showcase 2023 video submission to find out more!



Source: <https://www.fi-compass.eu/showcase-2023/miret-reducing-your-carbon-footprint-literally>