

From: [REDACTED] (SG-RECOVER) on behalf of LUEBKING Johannes (SG-RECOVER)
Sent: mercredi 10 mars 2021 09:52
Cc: EC RECOVER; LUEBKING Johannes (SG-RECOVER)
Subject: RRF Communication – web links
Attachments: Slides communication guidance Member States.pdf

Dear colleagues,

Communication will be an important element in ensuring the Recovery and Resilience Facility is a success for Europe. Communicating throughout the preparatory phase is not only important to ensure transparency but it also provides the opportunity for stakeholders to contribute to this process. Many of you have already created dedicated websites, published outlines or drafts of your recovery and resilience plans.

We are contacting you today to kindly ask you to send to the Commission **by 19 March** the details of the web link you use for the potential publication of your draft (and final) recovery and resilience plans, with your consent that we can publish this link (where existent, this would lead to the English language version of your site). The Commission plans to link these national web spaces on its own RRF website. Please send all your replies to the following e-mail address: EC-RECOVER@ec.europa.eu.

Also related to communication, the Commission looks forward to receiving the outline of your RRF communication strategy as part of your RRF. Should you require further guidance, we invite you to consult the attached PowerPoint presentation and reach out to your Commission country teams.

Yours sincerely,
Johannes Luebking

Dr Johannes Luebking
Principal Adviser – European Semester Coordination



European Commission
Recovery and Resilience Task Force - SG.RECOVER

[REDACTED]
B-1049 Brussels/Belgium
Tel: +32 [REDACTED]
e-mail: [REDACTED]@ec.europa.eu



Communication in recovery and resilience plans

Guidance

European Commission, 4 March 2021

Legal basis

- *“The recipients of Union funding shall acknowledge the origin and ensure the visibility of the Union funding (...) by providing coherent, effective and proportionate targeted information to multiple audiences, including the media and the public”, Art. 34(2) RRF Regulation*
- Detailed communication requirements set out in Financial Regulation (2018)
- Visibility requirements similar to what is required under Cohesion Policy
- Communication is no RRP assessment criterion; it is, however, part of the Guidance to Member States

Guidance to Member States

- Outline of national communication strategy:
 - Raise awareness and ensure recognition of RRF contribution to recovery and twin transition, at project and Member State level, including joint communication with EC
 - Correctly and prominently display in all communication activities at project and Member State level the EU emblem with the funding statement “funded by the European Union–NextGenerationEU”
 - Communicate on the adoption of their final RRP as well as other subsequent key moments; provide draft communication plan for RRP adoption
 - Establish single web space on RRP & projects; publish final RRP & notify Commission ex ante
 - Indicate selected kinds of projects for more active promotion and coordinated communication with Commission

The Communication Strategy

- Ensure public awareness of the Union funding
- Around 2 pages in total
- Should include draft communication plan for the adoption of the RRP
- Contents:
 - Objectives & target audiences
 - Communication activities/channels
 - Planned budget
 - Selected key projects & coordination arrangements with Commission

I) Objectives

Checklist:

- ☐ Are the objectives clear, realistic and measurable?
- ☐ Are they consistent with the objectives of the RRF?
- ☐ Do they sufficiently acknowledge the European dimension?
- ☐ Do they include elements that:
 - ensure public awareness of Union funding? Show the forest, not the trees.
 - inform media & general public (cf. Art. 34(2) RRF Regulation)?
 - communicate funding opportunities for recipients (where applicable)?
 - inform/support recipients in communicating their projects?

II) Target audiences

Checklist:

- ☐ Are target audiences clearly defined & justified?
- ☐ Do the target audiences include media & general public?
- ☐ Are they consistent with the geographical and thematic scope of the RRP?
- ☐ Are they determined at plan and project level?

III) Communication activities/channels

Checklist:

- ☐ Are the activities and channels consistent to target audiences?
- ☐ Does the proposed media mix take account of the national/regional context?
- ☐ Does the list of activities/channels include the website?
- ☐ Ideas for potential activities & channels:
 - Public events (e.g. for adoption of RRP), online or in-person
 - Online or print publications
 - Audio-visual productions
 - Social media

IV) Selected key projects

Checklist:

- ☐ Does the strategy identify key projects (around 2-6 projects)?
- ☐ Is the selection consistent with the objectives of the RRF?
- ☐ Are proposals for joint communication with the Commission included?

Example: InvestEU corporate campaign



[Energy on Borkum gets smarter](#)

Under the NETfficient project, scientists are developing and testing a range of smart storage technologies for different types of renewable energy on the North Sea island of Borkum. These include second-life electric vehicle batteries, ultracapacitors, lithium-ion batteries, hydrogen fuel cells and a hybrid energy storage system. Supported by EU funding, the project will help Borkum to become energy self-sufficient.

[Read more >](#)

V) Coordination with the Commission

Checklist:

- ☐ How will the Member State coordinate communication measures with the Commission?
- ☐ Ideas for joint activities:
 - Joint press releases at key communication moments
 - Event with Commissioner
 - Joint social media activities, e.g. on selected projects
 - Involving the European Parliament via its Liaison Offices (EPLOs)



VI) Planned budget & monitoring

- ☐ Does the strategy indicate the financial plan?
- ☐ Is the financial plan commensurate to communication activities?
- ☐ Does the strategy explain the general approach to monitoring and evaluation and presents the main indicators?

Thank you



© European Union 2020

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

