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Johannes (SG-RECOVER)
Sent: mercredi 21 avril 2021 11:13
Cc: LUEBKING Johannes (SG-RECOVER)
Subject: INFORM EU Network

Dear Colleagues,

Coordinating our communication efforts on the implementation of the RRF is crucial for the success of the instrument and the broader European recovery. It holds the potential to improve citizens' support for the investments and reforms included in the national plans and sends a strong signal of European solidarity.

To tap this potential, SG-RECOVER and DG ECFIN have joined the INFORM Network. The network's ultimate goal is to strengthen Member States' and regions' expertise in the field of EU communication, visibility and transparency whilst establishing a cooperation platform between the Commission and EU programmes under shared management. The network covers 8 EU funds and brings together over 1000 communicators in the Member States. It offers different but interconnected constellations that allow targeted exchanges on how to best communicate EU funding.

We encourage you to use the INFORM Network to coordinate your communication efforts on the RRF and exchange best practices that increase the impact of RRF communication in Member States. The network may also help you meet the legal requirements on communication. Lastly, it helps Member States to use synergies with cohesion funding when communicating on the RRF. The best way for you to get involved is to liaise with your national INFORM coordinator.

Let me also update you on the next meetings of the INFORM network:

- 8-9 June - virtual 1st plenary session (all members invited)
- 1-3 December – 2nd plenary session ("hybrid" physical and virtual meeting in Dubrovnik, all members invited)

All of the above-mentioned events will include agenda items or sessions on the RRF. We encourage your participation.

I also take the opportunity to inform you that our download centre now offers the possibility to download the EU emblem with the funding statement as stipulated in the RRF Regulation (see below). It is available in all official EU languages. You can retrieve it at the following link:
https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/

Kind regards,

Dr Johannes Luebking
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