



# Communication of the Cohesion policy

*Everyone's business*

**25th Monitoring Committee**

**15/6/2017**

**Unit D.5, DG REGIO**

# Making the results of Cohesion Policy more visible to the Citizens

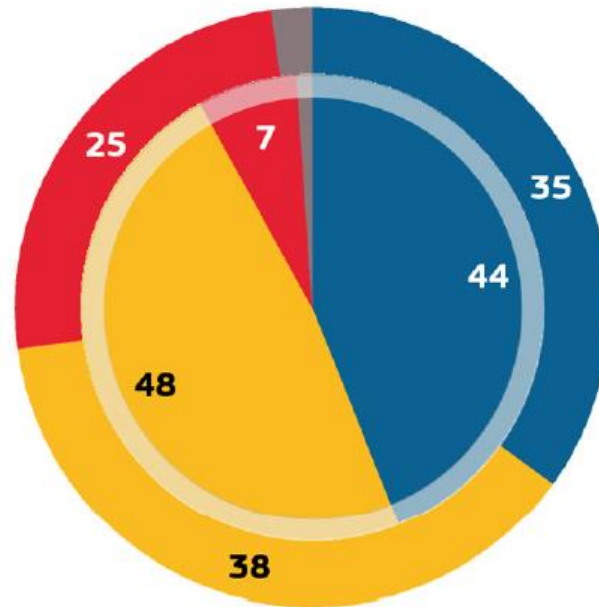
More visible: Need to demonstrate the **added value of cohesion policy** especially when key decisions about its future will be taken.

More efficient: Europe is facing unprecedented challenges (Brexit, slow economic growth, unemployment, migrant crisis, globalisation and technological change, etc.).

# Eurobarometer: Lithuanian's image of the EU

In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?

(%)



EU28  Outer pie

LT  Inner pie

# Making the results of Cohesion Policy more visible to the Citizens

*Cohesion Policy: **EU solidarity in action***

*We need to demonstrate the **benefits** being generated by the Cohesion Policy and we need to have strong arguments and very **visible examples** to communicate these to the EU citizens*

*This is a **common challenge** for Member States and the Commission.*

## HOW?

*7 Communication Actions – endorsed by the  
General Affairs Council, 25 April 2017*

*Reporting:*

- **2007 – 2013: Ex-post Evaluation**
- **2014 -2020: 2017 – the year of Strategic Reporting**

**Our twitter account: <https://twitter.com/RegioBaltics>**

## 7 Communication Actions

1. *Cohesion policy coalition*
2. *Video competition*
3. *'Did you know?' campaign*
4. *Photo exhibitions 'yesterday-today-tomorrow'*
5. *National 'European Regiostars Awards'*
6. *'60 ways the EU helped YOU'*
7. *Debate about cohesion policy in each region*

# 2007 – 2013: Ex-post Evaluation (ERDF + Cohesion Fund)

Every region and country in the EU benefits from Cohesion Policy, via the direct effects of the investments and/or the indirect effects like increased trade.



**€1** of Cohesion Policy investment during 2007-2013  
will generate **€2.74** of additional GDP by 2023.

**€346.5 billion** invested in 2007-2013



Estimated return nearly **€1 trillion**  
of additional GDP by 2023

**1 million jobs** created in 2007-2013

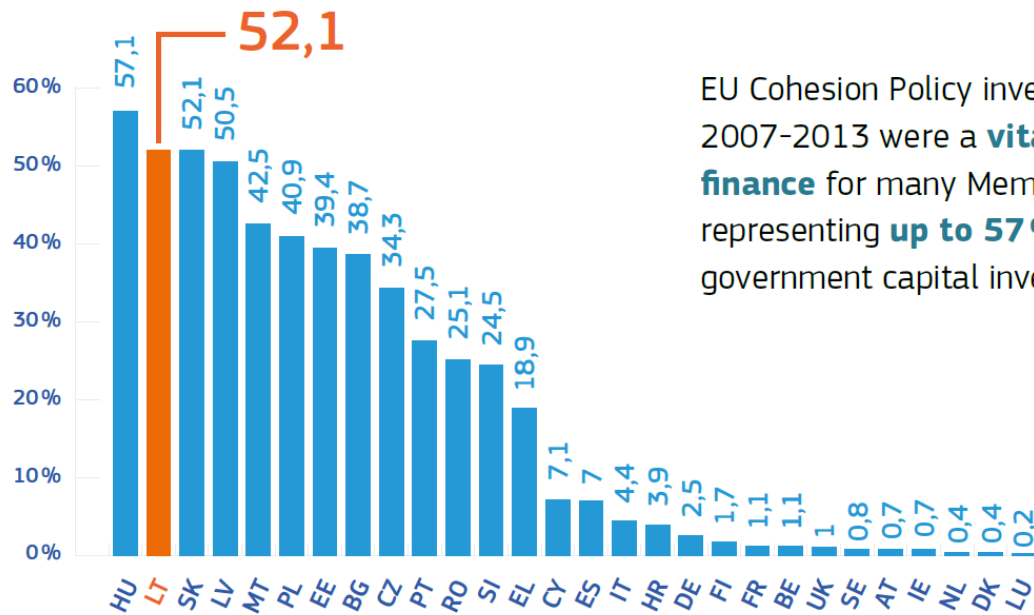


**1/3** of net job creation  
during that period



# 2007 – 2013: Ex-post Evaluation (ERDF + Cohesion Fund)

Cohesion Policy funding  
as a % of government  
capital investment  
2007-2013  
EU28 = 6.5% Average



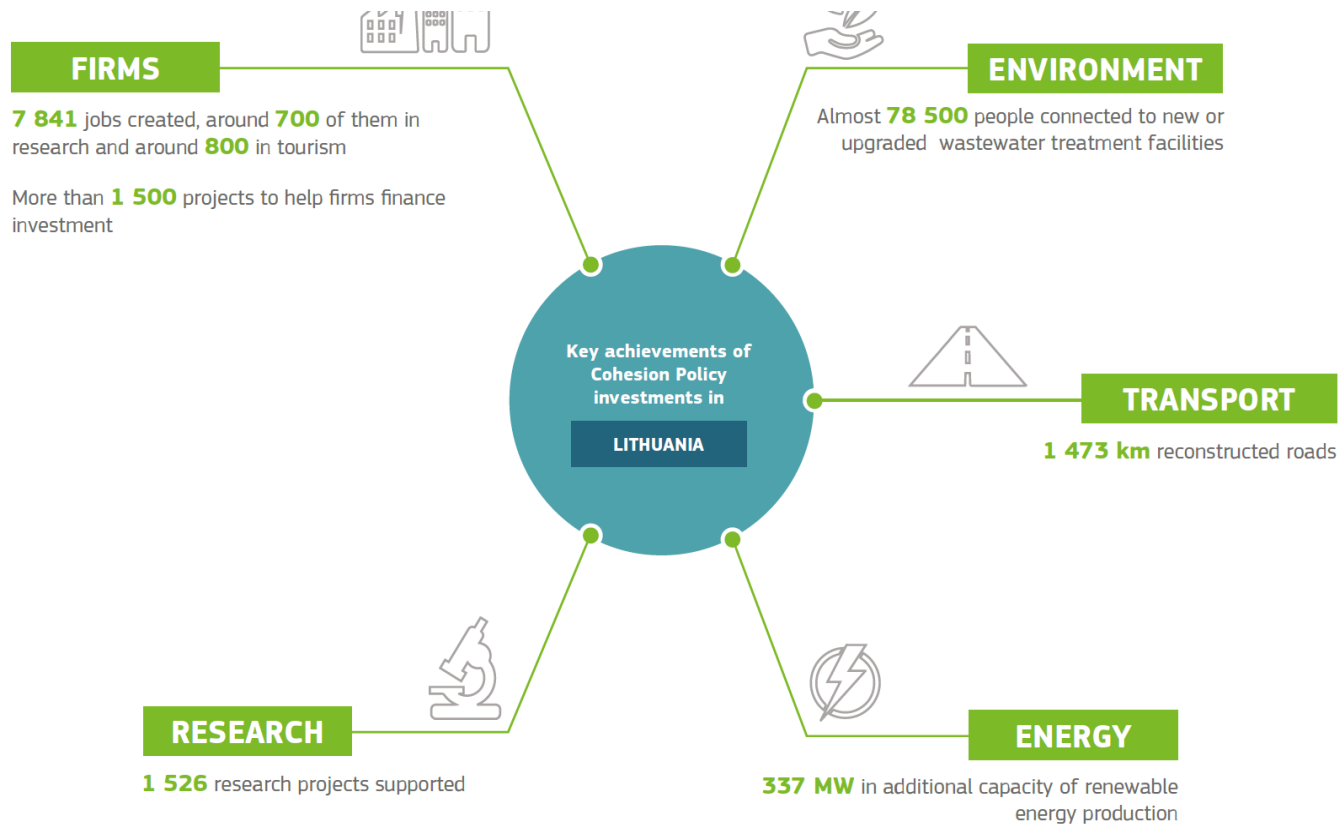
EU Cohesion Policy investments in 2007-2013 were a **vital source of finance** for many Member States, representing **up to 57%** of government capital investment.





European  
Commission

# 2007 – 2013: Ex-post Evaluation (ERDF + Cohesion Fund)



# 2017 – the year of Strategic Reporting



ISSUES RELATED TO  
COMMUNICATION

## YEAR OF STRATEGIC REPORTING

2017

The **PROGRESS REPORT** to be submitted to the Commission by 31/08 will be the **basis** for the **strategic report** the Commission will submit to the European Institutions.



The **DEBATE ON ESI FUNDS** will impact discussions on the future of cohesion policy.

# 2017 – the year of Strategic Reporting

- **CPR 52(1):** MS Progress report by 31.08.2017 (2019)
- **CPR 52(3):** admission
  - 2 months for COM to request additional information if "*incomplete or unclear in a manner which significantly affects the quality and reliability of the assessment concerned*"
  - 3 months for MS to requested provide information and revise where appropriate
- **CPR 53(2):** basis for COM strategic report by end 2017 (2019) – little time for preparation – kind request for timely submission
- **Model of the progress report** in Annex I of CIR 2015/207 of 20 January 2015

# Transparency and Accountability 2014 - 2020

- Open Data Platform
- 6 Funds
- Per Fund, Theme and Country
- Data on implementation



EUROPEAN STRUCTURAL AND INVESTMENT FUNDS  
DATA

European Commission > European Structural & Investment Funds > Data

HOME EXPLORE EU DATA EXPLORE BY THEME EXPLORE BY COUNTRY EXPLORE BY FUND

## European Structural and Investment Funds (ESI Funds) - explore our data

EU LEVEL THEME COUNTRY FUND

**ABOUT THIS TOOL**  
Giving access to data on financing and expected achievements under the ESI Funds 2014-2020. Financing data relates to 533 programmes at July 2016. The achievement data relates to November 2015, to be updated with implementation details late 2016.

**USE THIS TOOL ...**  
... to explore the data by choosing one of the 4 options above. They give insights into planned investment aggregated at EU level, at Member State level, by theme or by fund. Data sets can be visualised, embedded in other sites or downloaded to analyse yourself.

**HELPFUL LINKS**  
More information about the ESI Funds:  

- Cohesion Fund
- European Agricultural Fund for Rural Development
- European Maritime & Fisheries Fund
- European Regional Development Fund
- European Social Fund

The European Structural Investment Fund budget 2014-2020  
**EUR 637 billion - EUR 454 billion from EU Budget**

# Links

- **ESIF ODP:**  
<https://cohesiondata.ec.europa.eu/>
- **VIDEO:** <https://youtu.be/tK9nYjuMrBM>
- **Q+A:**  
[http://ec.europa.eu/regional\\_policy/en/faq/about\\_open\\_data/](http://ec.europa.eu/regional_policy/en/faq/about_open_data/)
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**Thank you !**