



EUROPEAN COMMISSION
DIRECTORATE-GENERAL
REGIONAL AND URBAN POLICY
Budget, Communication and General Affairs
Communication

DG REGIO technical workshop on visibility rules and requirements 2021-27

6-7 February 2020

OP Management Authority (CCDR-N)
Rua da Rainha Dona Estefânia 251, Porto

Agenda

Thursday 6 February

- 17:00 **Guided walking tour of Porto.** Meeting point: Praça de Gomes Teixeira (near the Lions fountain)
- 17:10 Clérigos Tower - Rua de São Filipe de Nery
- 17:50 Lello Bookstore - Rua das Carmelitas 144
- 18:40 Bolsa Palace - Rua de Ferreira Borges
- 19:40 **Networking dinner:** Torreão Restaurant, Rua das Virtudes 37

Friday 7 November

- 9:30 **Welcome**
Presidency of Norte Portugal Coordination and Development Commission
- 9:35 **Presentation of Norte Region and the NORTE 2020 OP**
Vitor Deveza, CCDR-N/NORTE 2020 Communication Officer
- 9:45 **Introduction and objectives of the workshop**
*Alexander Ferstl, Head of Sector, Communication with Member States,
Directorate General for Regional and Urban Policy, European Commission*
- 10:00 **Publicity & visibility: Good and bad practices from 2014-2020**

Participants take stock of their activities with practical examples from their programmes (e.g. manuals, EU emblem, graphic standards, plaques, billboards, posters)

Topic 1: Programmes & EU regulation: What has worked well for you at programme level and in the regulations – and what hasn't?

Topic 2: Project & beneficiaries: What kind of support did you provide to beneficiaries – and what were the main issues encountered?

11:00 Presentation of the results of the two groups & discussion in plenary

11:45 **Update from the Commission**: Where do we stand with the preparation for the communication support package?

*Matteo Salvai & Hanna Söderström, Communication Officers,
Communication with Member States, Directorate General for Regional
and Urban Policy, European Commission*

12:30 Lunch

13:30 **Setting the standards for 2021-2027**: What do programmes & beneficiaries need?

Topic 3: Templates and graphic elements: What should be provided by the Commission – and what not? What communication channels should be covered (e.g. publications, social media, on-line communication, displays etc)?

Topic 4: Designing templates for billboards, plaques, posters and online communication: How would you imagine the ideal template? What information needs/should be displayed? What are the needs of programmes & beneficiaries?

14:45 Coffee break

15:00 Presentation of the results of the two groups & discussion in plenary

15:45 **Conclusions**

Alexander Ferstl & Matteo Salvai, European Commission

16:00 End of the workshop

From 17:00 to 19:00 optional project visits

17:00 Hall of Biodiversity, Rua de Ferreira Borges

18:00 Casa da Música, Av. da Boavista 604-610