

Communication, visibility and transparency

Key updates from DG REGIO's Communication Unit

Slaven KLICEK

Communication with Member States

INFORM EU team

Direktorate-General for Regional & Urban Policy

European Commission



Agenda

INFORM EU

- Updates from the network
- Roles and responsibilities
- Plenaries
- Thematic seminars
- Training sessions
- Support tools and more

Communication campaigns & actions

- Competitions and awards
- Media and press actions
- Campaigns



Part one: INFORM EU updates

Visibility, transparency and communication from a regulatory point of view



INFORM EU

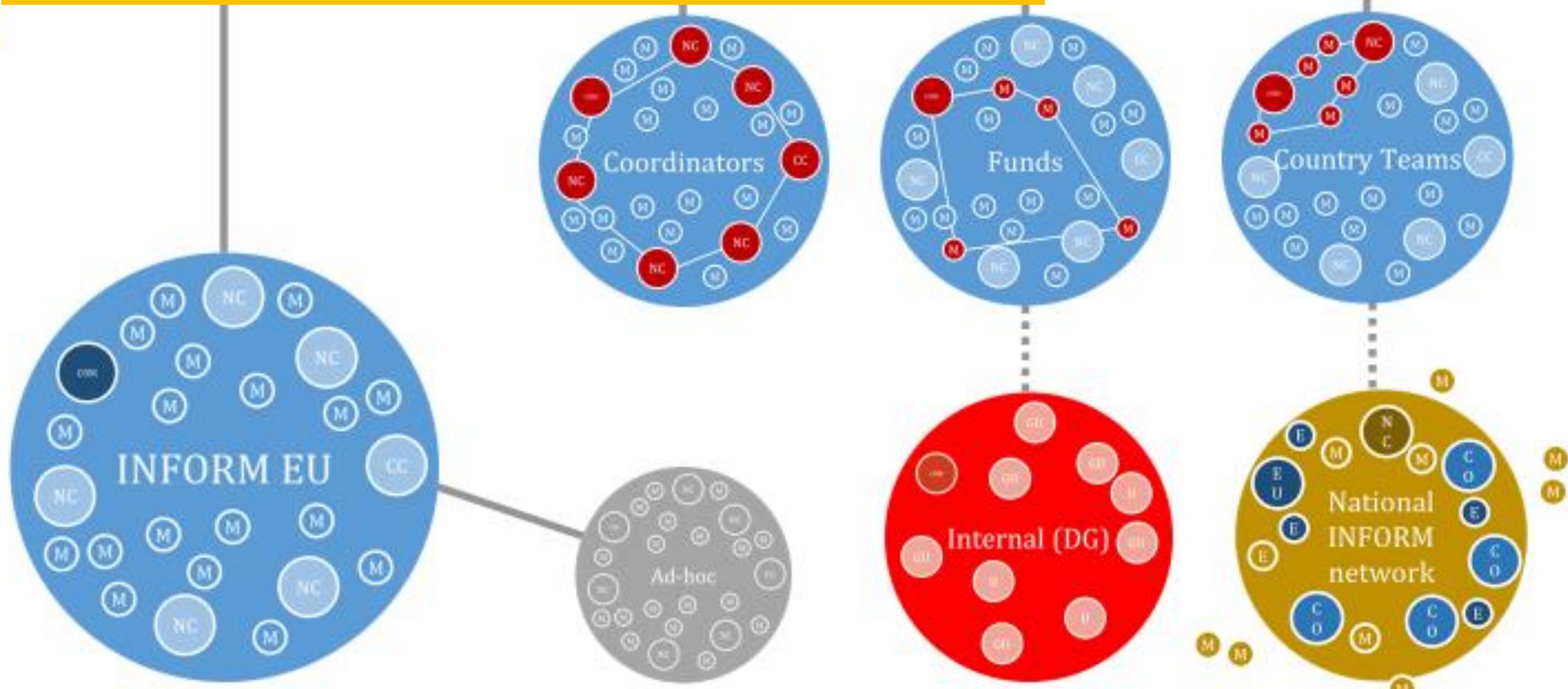
An EU-wide network of communication officers responsible for communicating EU and Member State investments under shared management covering CPR EU funds, plus **Interreg** and **RRF**.

Serving 1.000+ members and offering exchange of practices, support in visibility implementation and cooperation between the funds.

One of the best networks out there, if you ask us.
(alongside ICON, of course)



A single network with many faces



Communication coordinators & officers

Central role for communication



Coordinators

Appointed at Member State level

27 MS + Interreg + Schengen countries



Officers

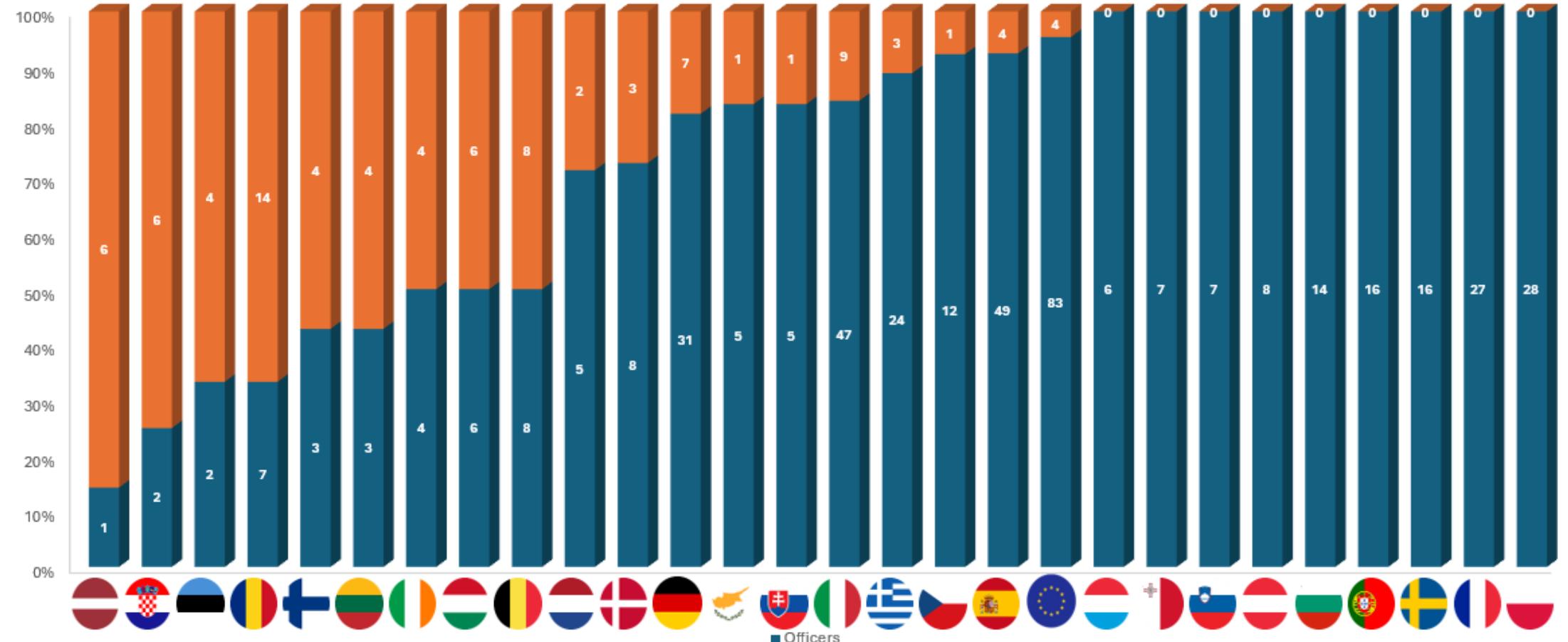
Appointed at programme(s) level
One CO per programme, covering all the Funds



Communication coordinators & officers

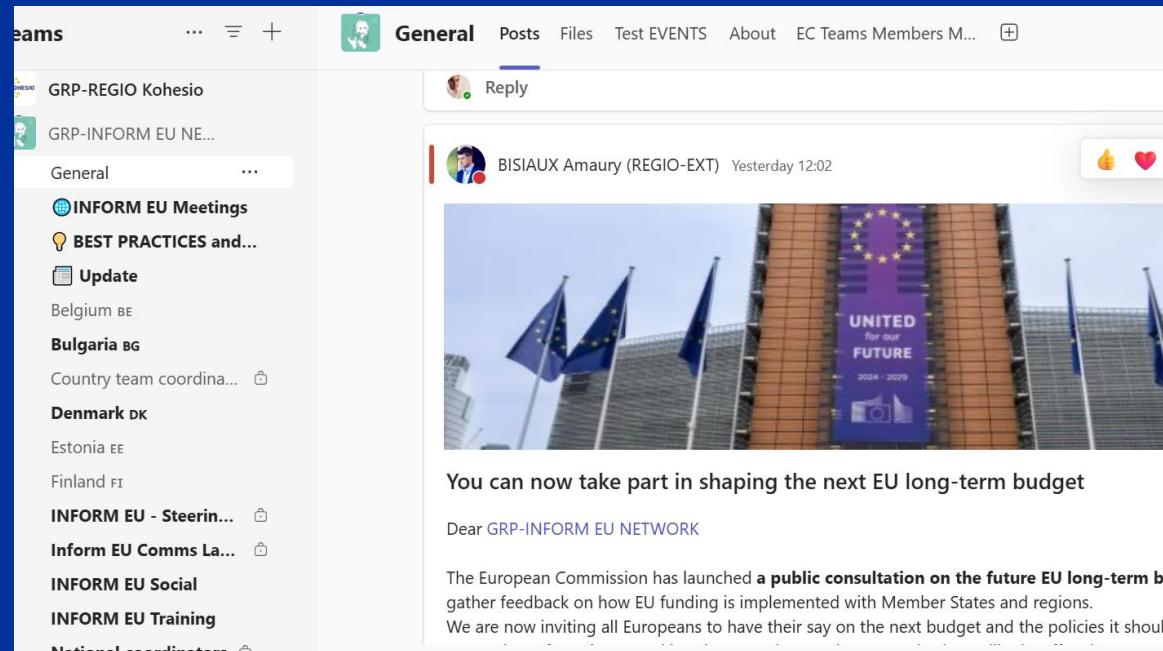
How do we get the info?

NOMINATIONS OF COMMUNICATION OFFICERS & NATIONAL COORDINATORS
STATE OF PLAY ACCORDING TO SFC2021 (FEBRUARY 2026)



INFORM EU: the digital side

1000+ communication stakeholders on one platform



GRP-REGIO Kohesio
GRP-INFORM EU NE...
General ...
INFORM EU Meetings
BEST PRACTICES and...
Update
Belgium BE
Bulgaria BG
Country team coordina...
Denmark DK
Estonia EE
Finland FI
INFORM EU - Steerin...
Inform EU Comms La...
INFORM EU Social
INFORM EU Training
National coordinators ...

General Posts Files Test EVENTS About EC Teams Members M... +

Reply

BISIAUX Amaury (REGIO-EXT) Yesterday 12:02

You can now take part in shaping the next EU long-term budget

Dear GRP-INFORM EU NETWORK

The European Commission has launched a **public consultation on the future EU long-term budget** to gather feedback on how EU funding is implemented with Member States and regions. We are now inviting all Europeans to have their say on the next budget and the policies it should



In previous episodes

2019
Communication strategies and rules in 2021-2027 | Warsaw, PL

Communication strategies and indicators in 2021-2027 | Zagreb, HR

2020
Visibility rules and requirements | Porto, PT
Kohesio | online

2021
Eurobarometer | online
Operations of strategic importance | Prague, CZ

2022
Regiostars awards | Valencia, ES
EU in my region: communication in partnership | Burgenland, AT

MS Teams

Training sessions

INFORM EU: Plenary meetings

In-person flagship events in Member States



Sevilla, ES

20-22 November 2024

Communication & AI



Talinn, EE

16-18 June 2025

**Truth and Trust:
Communicators vs
Disinformation**



Gdansk, PL

3–5 December 2025

**Communicating with
projects**



Incoming:



Kalamata, Greece

10th INFORM EU plenary

6-8 May 2026

Communicating with citizens

INFORM EU Regional

The REGIO-specific network of communication officers



Gdansk example:

Part one: How DG REGIO uses project information

Part two: How Member States use project information

Part three: Project speed-dating



INFORM EU Thematic seminars

Policy development with MS officers



Paris, Jan 2025

Topic: Financial measures



Vienna, March 2025

Topic: National coordinators' tasks



Luxembourg, Nov 2025

Topic: Networks & communication



A close-up, low-angle shot of a hand pouring beer from a tap into a glass. The beer is a light color with a thick, white head. The background is blurred, showing the interior of a bar with other taps and equipment.

Incoming:

**Communicating Financial instrument,
Pilsen, CZ, March 2026**

Latvia, June 2026

Budapest, Hungary, September 2026

More to come

INFORM EU Thematic seminars

On previous episodes

2019

Communication strategies
and rules in 2021-2027 |
Warsaw, PL

Communication strategies
and indicators in 2021-2027
| Zagreb, HR

2020

Visibility rules and
requirements | Porto, PT
Kohesio | online

2021

Eurobarometer | online
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importance | Prague, CZ

2022

Regiostars awards |
Valencia, ES
EU in my region:
communication in
partnership | Burgenland, AT



Photo by [Jakob Owens](#) on [Unsplash](#)

INFORM EU Thematic seminars

On previous episodes

2023

Approach and framework |

Berlin, DE

Networks and structures |

Cluj, RO

Visibility and branding

| Bari, IT

Transparency and dana |

Sligo, IE

Coordinator roles and tasks

| Mechelen, BE

2024

Operations of strategic
importance 2.0 | Nafplio, EL

2025

Financial measures | Paris, FR

Meeting with national
coordinators | Vienna, AT

Networks & communication |
Luxembourg, LU



Photo by [Jakob Owens](#) on [Unsplash](#)



Country Teams

Member States & Commission joining forces

Meetings between Member States Communication officers and Commission (CPR DGs and RRF) to discuss country-specific communication issues.

Organised two times a year, in April and October (in-person and online)

Results so far

Implemented in all Member States + special format for Interreg

Incoming

April 2026



Operations of strategic importance

Flagships of 2021-2027

A set of requirements for ERDF, CF, ESF+, JTF & EMFAF programmes

Putting the most emblematic & key projects in the spotlight

State of play

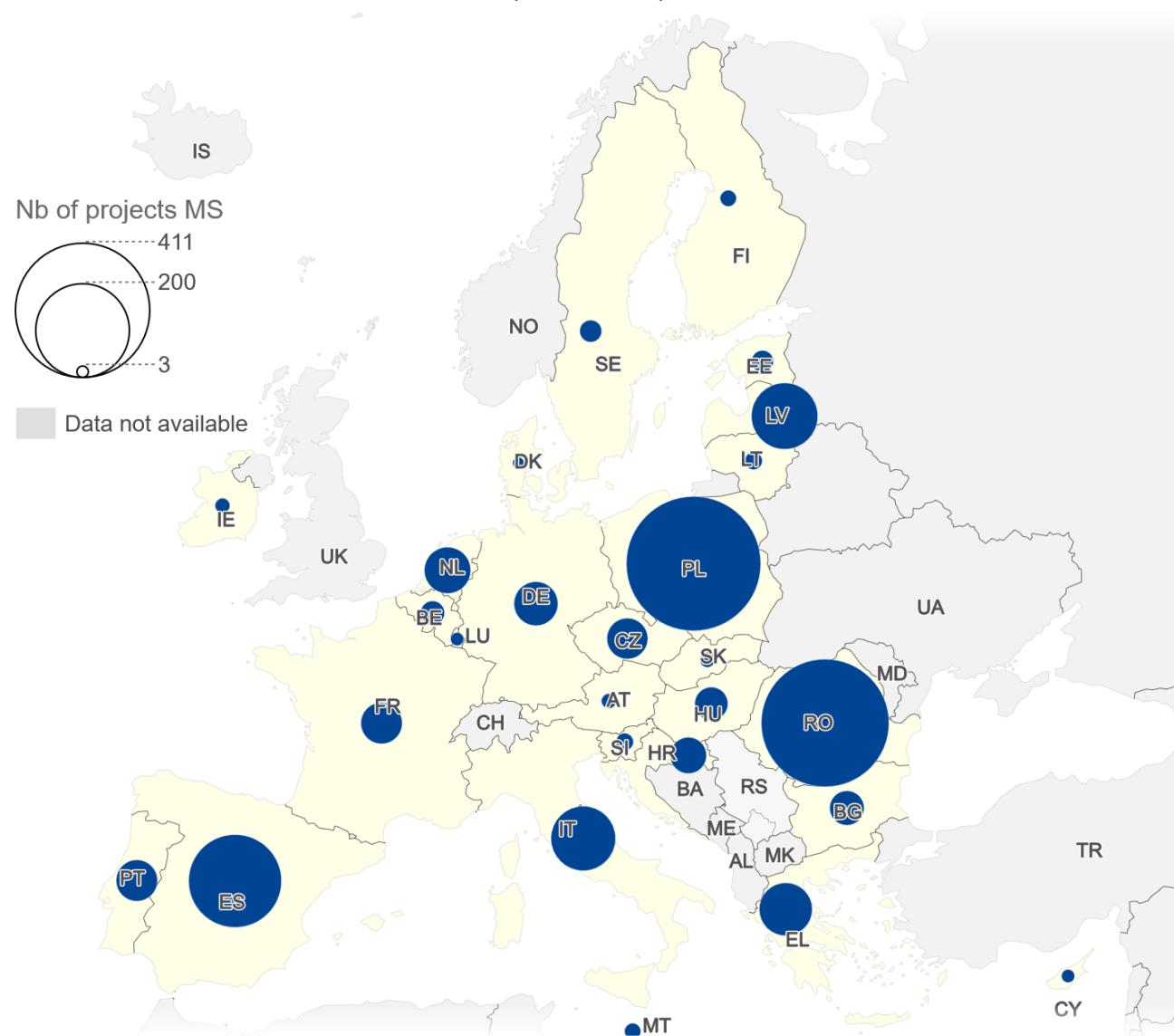
More than a 1.000 strategic projects in implementation (estimate based on SFC2021)

Planning

Providing examples & good approaches on OSIs as part of regular INFORM EU activities, including the newsletter, training sessions etc

Operations of Strategic Importance in the EU

Estimate based on SFC2021 data (Feb 2026)



February 2026

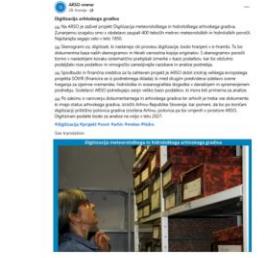
Information provided by MS via the Visibility, transparency and communication module of SEC2021

Administrative boundaries: © EuroGeographics © OpenStreetMap contributors
Cartography: Eurostat – IM

OSIs in practice



SOVIR
Slovenia's EU Cohesion Policy Programme 2021-2027
Aim: developing and upgrading new tools to inform and warn the local population about weather-related emergencies caused due to climate change



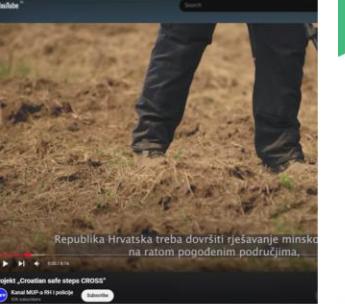
OSIs in practice



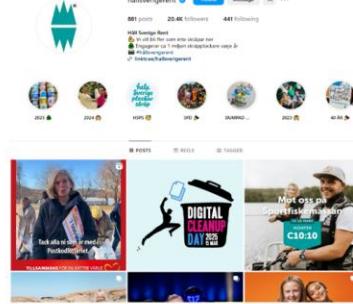
Connecting the Dots
Interreg Euro-MED
Aim: a programme-led opportunity where the programme's eight governance strategic projects showcased results of 2014-2020 & their missions for 2021-2027



OSIs in practice



OSIs in practice



Croatian safe steps CROSS
Croatia's Competitiveness and Cohesion OP
Aim: demining of over 83,2 million m² of forests and forest land, to improve safety, protect the environment and preserve public & private property



Re:Fish
Interreg Central Baltic
Aim: reduce the number of abandoned recreational fishing gear in the Baltic Sea and contribute to less pollution and more awareness of its environmental impact



Interreg Euro-MED Programme
15. sijelje 2024.

Last November, stakeholders from across the Mediterranean region gathered to discuss and shape the future of governance

Interreg Euro-MED projects and Mediterranean organisations launched an institutional dialogue and fostered collaboration over networking moments.

Discover the materials, pictures, videos and interviews:
<https://interreg-euro-med.eu/en/connecting-these-dots/>

#InterregEuroMED #governance



INFORM EU newsletter

The Informer

The Informer

Your periodical update from the world of the INFORM EU network



Humans of INFORM EU



We packed our bags, grabbed an espresso, and headed to Naples to talk with Annalisa and Paolo in search of our next EU story.

[more](#)

Focus on strategic EU projects

Strategic EU projects are being implemented all around Europe - see details on a [little map](#) we created, based on inputs by programmes shared via SFC2021. For some spotlighted examples of strategic and other emblematic projects, see below.



Redeveloping the GSP Stadium

[more](#)

An aerospace school

[more](#)

National fisheries data

[more](#)

Communication under the next MFF

On day 2, DG BUDG presented the simplification approach for communication rules, based on the EC proposals for the post-2027 MFF. See more details in the slides.

[more](#)

INFORM EUrovision

After the INFORM EUro 2024 spectacle in Hannover, we came up with another way to engage (read: annoy) Member States with a fun competition highlighting the best in communication practices. Esteemed INFORM EU people, welcome to the Eurovision of EU communication!



A closer look at communication materials

If communication is the hammer, then materials are the nails. Here are some fine examples that nail down EU messages, combining visual storytelling with eye-catching design. Plus, an example from beyond our usual EU communications focus.



Graphics that bring projects alive

In a region of northern Croatia, projects adopted a shared, distinctive branding.

[more](#)

Storybooks, Romans & Romanians

Travelling across EU-funded heritage sites in Romania with an original storybook.

[more](#)

A rock n' roll leaflet

When Radiohead gave paper advertising a fresh spin.

[more](#)

Support tools

Good approaches, best practices and visibility tips

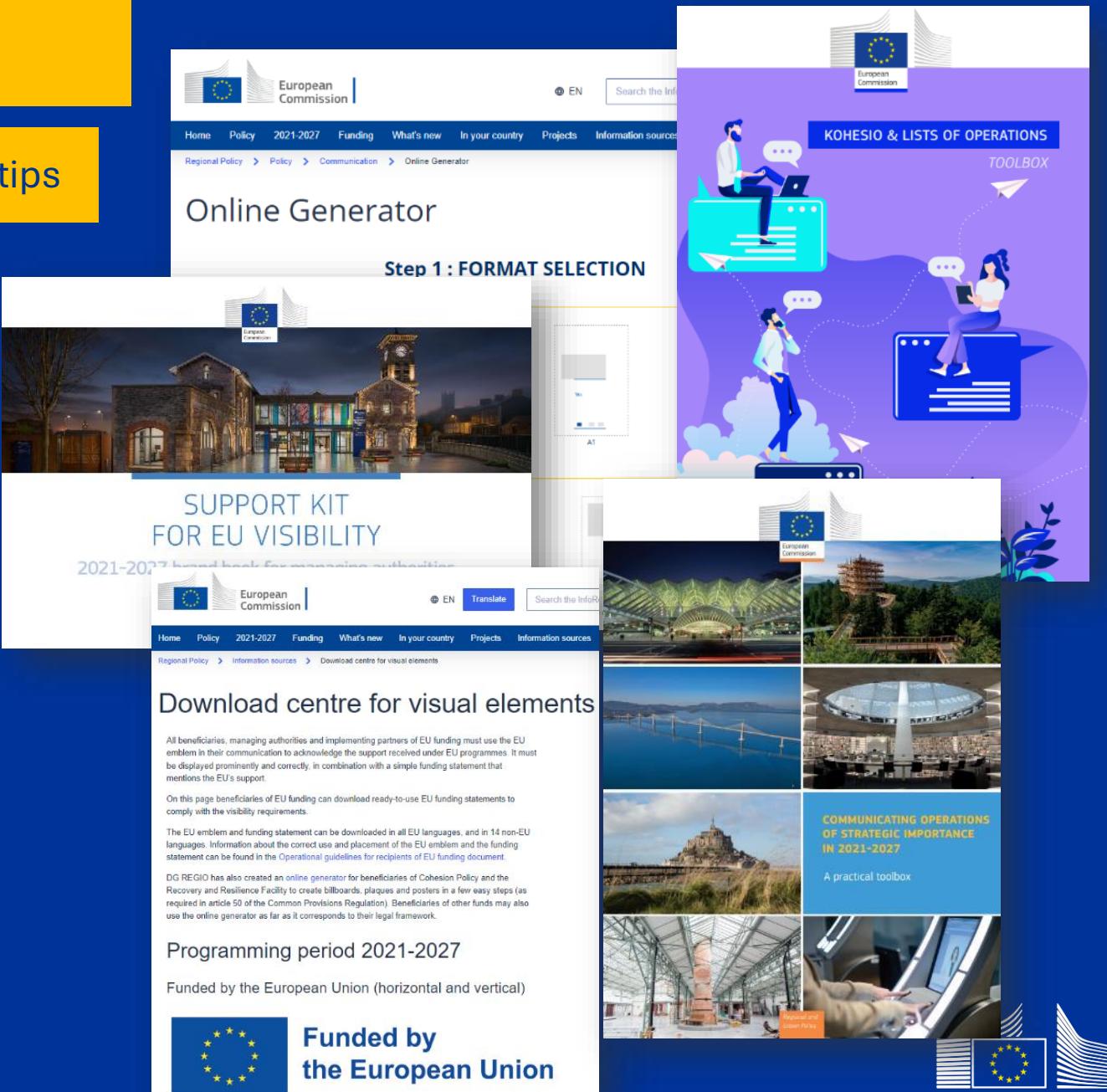
Better implementation

Download centre

Online generator for billboards

Support manual

Publications on specific topics



European Commission | @ EN Search the Info

Home Policy 2021-2027 Funding What's new In your country Projects Information sources

Regional Policy > Policy > Communication > Online Generator

Online Generator

Step 1 : FORMAT SELECTION

SUPPORT KIT FOR EU VISIBILITY
2021-2027

European Commission | @ EN Translate Search the Info

Home Policy 2021-2027 Funding What's new In your country Projects Information sources

Regional Policy > Information sources > Download centre for visual elements

Download centre for visual elements

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes. It must be displayed prominently and correctly, in combination with a simple funding statement that mentions the EU's support.

On this page beneficiaries of EU funding can download ready-to-use EU funding statements to comply with the visibility requirements.

The EU emblem and funding statement can be downloaded in all EU languages, and in 14 non-EU languages. Information about the correct use and placement of the EU emblem and the funding statement can be found in the [Operational guidelines for recipients of EU funding document](#).

DG REGIO has also created an [online generator](#) for beneficiaries of Cohesion Policy and the Recovery and Resilience Facility to create billboards, plaques and posters in a few easy steps (as required in article 50 of the Common Provisions Regulation). Beneficiaries of other funds may also use the online generator as far as it corresponds to their legal framework.

Programming period 2021-2027

Funded by the European Union (horizontal and vertical)

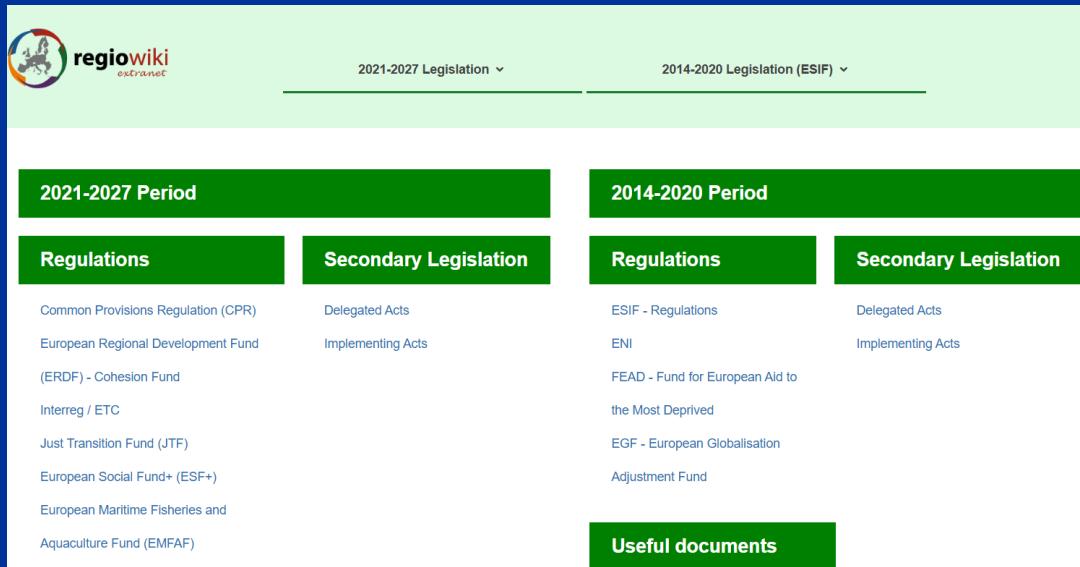
 **Funded by the European Union**

KOHESIO & LISTS OF OPERATIONS
TOOLBOX

COMMUNICATING OPERATIONS OF STRATEGIC IMPORTANCE IN 2021-2027
A practical toolbox

Support tools

Good approaches, best practices and visibility tips



The screenshot shows a comparison of legislation periods. The top navigation bar has two dropdowns: '2021-2027 Legislation' and '2014-2020 Legislation (ESIF)'. Below this, there are two main sections: '2021-2027 Period' and '2014-2020 Period'. Each section is divided into 'Regulations' and 'Secondary Legislation' tabs. The '2021-2027 Period' tab is active. Under 'Regulations', it lists 'Common Provisions Regulation (CPR)', 'European Regional Development Fund (ERDF) - Cohesion Fund', 'Interreg / ETC', 'Just Transition Fund (JTF)', 'European Social Fund+ (ESF+)', 'European Maritime Fisheries and Aquaculture Fund (EMFAF)'. Under 'Secondary Legislation', it lists 'Delegated Acts' and 'Implementing Acts'. The '2014-2020 Period' tab is active. Under 'Regulations', it lists 'ESIF - Regulations', 'ENI', 'FEAD - Fund for European Aid to the Most Deprived', 'EGF - European Globalisation Adjustment Fund'. Under 'Secondary Legislation', it lists 'Delegated Acts' and 'Implementing Acts'. At the bottom, there is a 'Useful documents' section.

[REGIO Wiki Extranet](#)



Estonia
Communicating the JTF
What is it? A visibility & communication approach adapted to the region's dependence 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
Source slides from the [Inform EU plenary, Hanover presentation](#)



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...



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



Good communication examples, part of the Country Teams



Planning 2026

Main INFORM EU activities this year

Plenary meetings

Kalamata, Greece

6-8 May 2026

Thematic seminars

Communicating Financial
instrument, Pilsen, CZ,
March 2026

Latvia, June 2026

Budapest, Hungary,
September 2026

More to come

Training sessions

Twice a month, online

Next one: REGIOSTARS, 24/2

Repository

MS Teams community

Ongoing updates



Photo by [Jakob Owens](#) on [Unsplash](#)

INFORM EU 2026



January		February		March		April		May		June	
						← COUNTRY TEAM MEETINGS →					
1 Th	New Year's Day	1	1 Su	1	1 Su	1 We		1 Fr	Labor day	1 Mo	23
2 Fr		2	Mo	6	2 Mo	10	2 Th	Maundy Thursday	2 Sa	2 Tu	Interreg ICON 2026 Turku, Finland
3 Sa		3	Tu	3	Tu	EU Social rights Forum Brussels, Belgium	3 Fr	Good Friday	3 Su	3 We	
4 Su		4	We	4	We		4 Sa	Easter	4 Mo	19	4 Th Training Eurobarometer
5 Mo		2	5 Th	5	Th	INFORM EU Social meeting		5 Su	Easter Sunday	5 Tu	5 Fr
6 Tu		6	Fr	6	Fr	6 Mo	Easter Monday	15	6 We	10th INFORM EU Plenary meeting Kalamata, Greece	6 Sa
7 We		7	Sa	7	Sa	7 Tu		7 Th		7 Su	7 Mo
8 Th		8	Su	8	Su	8 We		8 Fr		8 Tu	24
9 Fr		9	Mo	7	Mo	11	9 Th	9 Sa	EUROPE DAY	9 Tu	
10 Sa		10	Tu	Training Thematic seminars		10 Tu	Training Comm. 101	10 Fr		10 Su	10 We
11 Su		11	We	REGIOSTARS call		11 We	Thematic Seminar Communicating Financial Instruments Pilsen, Czechia	11 Sa		11 Mo	20
12 Mo		3	12 Th			12 Th		12 Su		12 Tu	11 Th
13 Tu		13	Fr			13 Fr		13 Mo		13 We	12 Fr
14 We		14	Sa	14	Sa	14 Tu	Training Content creation	14 Th	Ascension Day	14 Su	
15 Th		15	Su	15	Su	15 We		15 Fr		15 Mo	25
16 Fr		16	Mo	8	16 Mo	12	16 Th	16 Sa		16 Tu	
17 Sa		17	Tu	17	Tu	17 Fr		17 Su		17 We	
18 Su		18	We	18	We	18 Sa		18 Mo		18 Th	
19 Mo		4	19 Th		19 Th	19 Su		19 Tu	Training Comm. examples	19 Fr	
20 Tu		20	Fr		20 Fr	20 Mo		20 We		20 Sa	
21 We	NCC meeting in Brussels	21	Sa	21	Sa	21 Tu		21 Th		21 Su	
22 Th		22	Su	22	Su	22 We		22 Fr	End RS call	22 Mo	26
23 Fr		23	Mo	9	23 Mo	13	23 Th	23 Sa		23 Tu	
24 Sa		24	Tu	Training REGIOSTARS		24 Tu		24 Fr	24 Su Pentecote	24 We	
25 Su		25	We		25 We	25 Sa		25 Mo	Whit Monday	25 Th	
26 Mo		5	26 Th		26 Th	26 Tu	26 Fr	26 Tu		26 Fr	
27 Tu		27	Fr		27 Fr	27 Mo	18	27 We		27 Sa	
28 We		28	Sa		28 Sa	28 Tu	28 Fr	28 Th		28 Su	
29 Th	Training Hard to reach		29	Su	29 Su	29 We		29 Fr		29 Mo	27
30 Fr				30 Mo		14	30 Th	30 Sa		30 Tu	
31 Sa				31 Tu							



Check TEAMS
for updates!

Access the calendar in the INFORM EU group.

Part two: communication campaigns & actions





APPLICATIONS
are
OPEN



Key features



- Launched on Tuesday, 10 February
- Deadline to apply 22 May
- Training on 24 February
- Familiar categories
- MA endorsement needed
- Applications done via EU survey
- “Communication kit/visuals” available

Inforegio - REGIOSTARS Awards



REGIOSTARS 2026 timeline

Phase 1: Application & Finalist Selection

February 10 Competition Launch

The official start for projects to submit their entries for consideration.



May 22
Application Deadline
The final date for all project submissions to be completed.

July 14 Finalists Announced

Successful projects are revealed following the official eligibility check.



September 3
Public Voting Opens
The community begins voting for their favorite regional projects online.



Phase 2: Voting, Pitching & Winners

October 13-14 (tbc) The Grand Finale

Finalists pitch to jurors before the official REGIOSTARS Ceremony takes place.



November 1 Winner Campaigns

Local promotional campaigns begin to celebrate and showcase the winning projects.

Follow up actions to promote the 2025 winners

- Smart Regions episodes by Euronews - supported by social media campaign
- First episode is out – [link here](#)
- REGIOSTARS plaques to enhance visibility on the ground
- Photo shooting



A reminder on last year's winners



Satellite radar-based fertilisation maps

Poland

AGEO - Atlantic Geohazard Risk Management

Portugal, Spain, France, Ireland, United Kingdom

MONOCAB OWL - New mobility on old tracks

Germany

Early support for families at risk

Czechia

Shankill Shared Women's Centre

United Kingdom, Ireland



EU in my region & school





Umbrella campaign encompassing several strands:



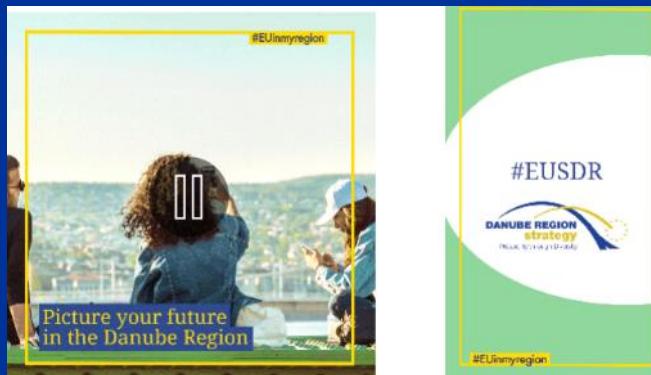
Regional campaigns



EU in my school
partnerships



Strategic support for
project milestones/
inaugurations



Social media support
service (ongoing)



Île-de-France



https://ec.europa.eu/regional_policy/whats-new/newsroom/11-02-2026-is-the-earth-cubic-eu-in-my-school-helps-students-fight-disinformation_en



Slavonia, HR





Ongoing

Expressions of interest currently on hold

Social media services open until mid April – drop a little email here if interested

General inquiries: REGIO-EUROPE-IN-MY-REGION-CONTACT@ec.europa.eu



Media actions



Eastern Border Regions

Strategy published yesterday on supporting EU's eastern regions bordering Russia, Belarus and Ukraine.

A set of actions covering five priority areas:

- Security and resilience
- Growth and regional prosperity
- Building on local strengths
- Connectivity
- People

Interreg is recognised in contributing to cross-border security cooperation and resilience.

Contact: REGIO-PRESS@ec.europa.eu

Press release, with factsheet and Communication.



EU'S EASTERN REGIONS BORDERING RUSSIA, BELARUS AND UKRAINE

Strong regions for a safe Europe

New European Bauhaus prizes

New edition of the awards starts tomorrow, including the NEB Boost for Small Municipalities.

Also incoming: the NEB festival, planned for June 2026 in Brussels, Belgium.

Keep track of updates on the webpage: [New European Bauhaus Prizes 2025](#)



Social media

Share your Interreg stories with us!

We'd be happy to hear more about Interreg projects in 2026, in particular on projects fitting REGIO's communication priorities:

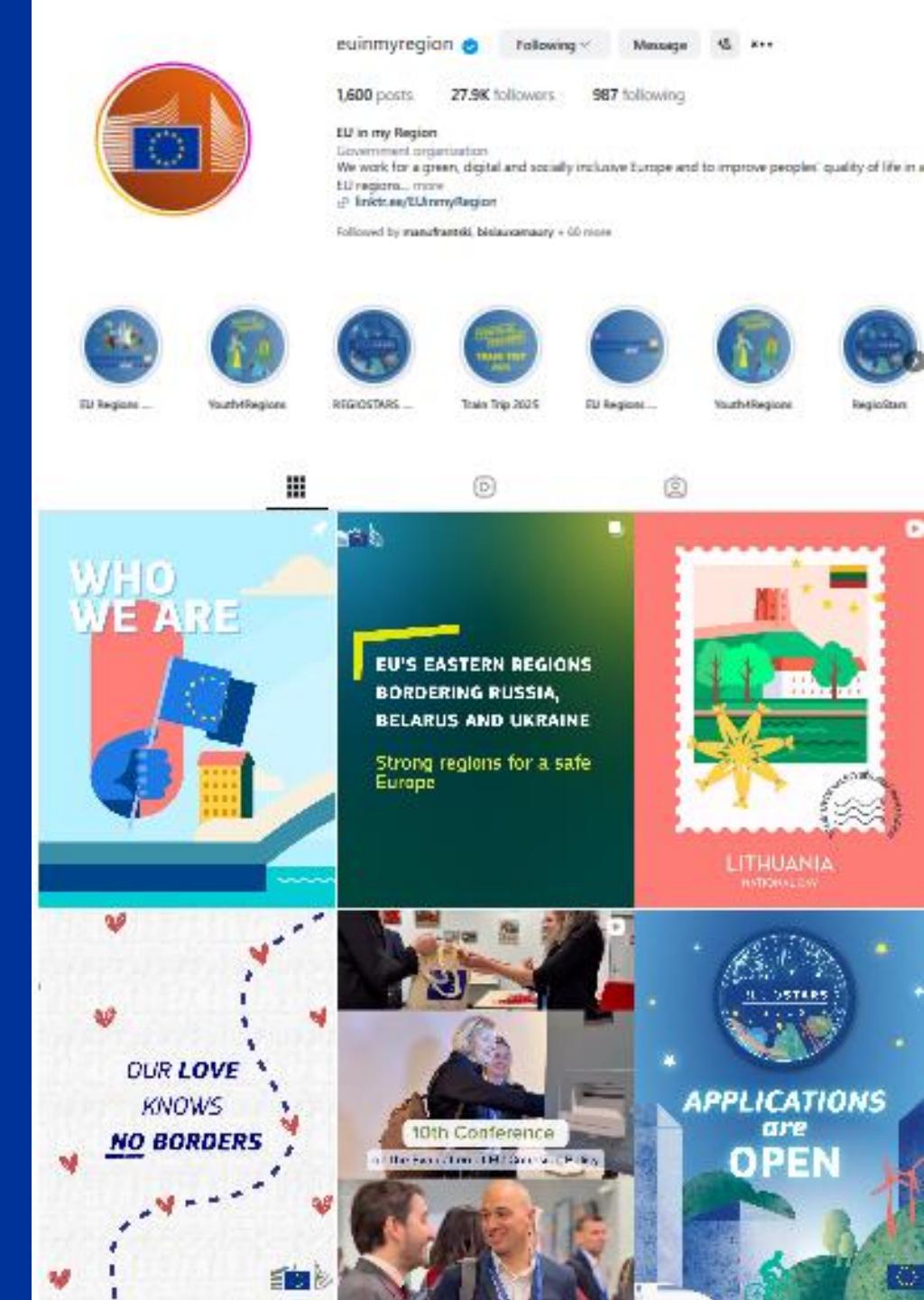
Eastern Borders

Islands and coastal communication

Outermost Regions

Right to stay

Tag us, share with us, reach out.



Other actions and events

EU Regions Week – Oct 2026

Youth4Regions programme for aspiring journalists – planned for April 2026 (tbc)

Media trips in Brussels and MS.

10th EUSAIR Annual Forum, May 2026,
North Macedonia

EU Strategy for the Danube Region, October 2026, Sofia, Bulgaria





COME DEEP

Thank you!

Slaven.klicek@ec.europa.eu