

Role of Communication in the 2014-2020 Period



Geographically handicapped border area

Border (328 km)
geographically limited in case of both countries (determined by natural characteristics- rivers Mura, Drava)



Problem of the **slow opening of borders** (Schengen Area)

Strong language barrier

Importance of communication

HU-HR border crossings

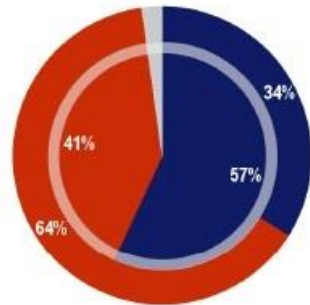


Cross-border transport infrastructure is weak and limited

(only 6+1 road and 3 railway border crossings)

Eurobarometer Survey 1

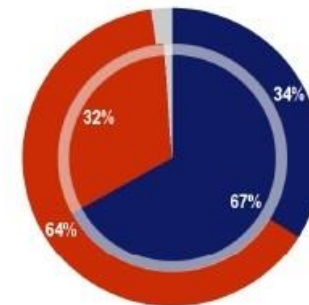
Q1A. Europe provides financial support to regions and cities. Have you heard about any EU co-financed projects to improve the area where you live?



EU28 Outer pie HR Inner pie

	EU28		HR	
	FL423	2015-2013	FL423	2015-2013
Yes	34%	=	57%	+ 18
No	64%	=	41%	- 18
Don't know	2%	=	2%	=

Q1A. Europe provides financial support to regions and cities. Have you heard about any EU co-financed projects to improve the area where you live?



EU28 Outer pie HU Inner pie

	EU28		HU	
	FL423	2015-2013	FL423	2015-2013
Yes	34%	=	67%	+ 5
No	64%	=	32%	- 4
Don't know	2%	=	1%	- 1

Flash Eurobarometer 423 "Citizens' awareness and perceptions of EU Regional Policy" results for Croatia and Hungary/ Public Opinion European Commission, Sep 2015, Web. 6 Oct 2015

<http://ec.europa.eu/COMMFrontOffice/PublicOpinion/index.cfm/Survey/getSurveyDetail/instruments/FLASH/surveyKy/2055>



Hungary-Croatia
Cross-border Co-operation Programme

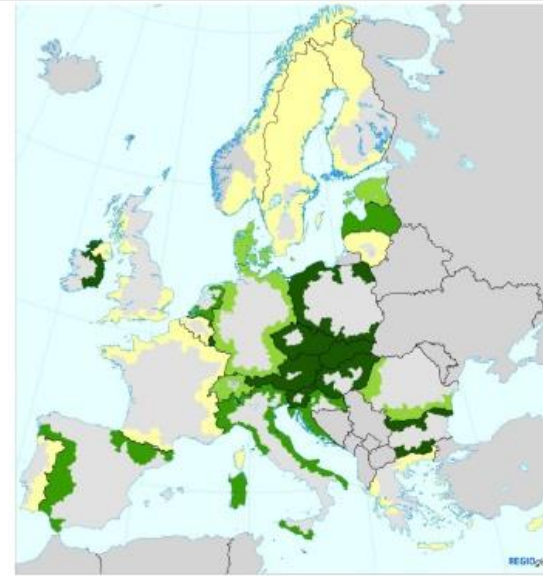


Eurobarometer Survey 2

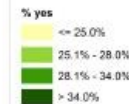
Q1 Have you heard about any EU funded cross-border cooperation activities in the region where you live?

Total 'Yes' (25% or below)		Total 'Yes' (between 25.1% and 28%)		Total 'Yes' (between 28.1% and 34%)		Total 'Yes' (above 34%)	
BE	25%	DE	28%	ES	34%	CZ	50%
FR	25%	EE	28%	HR	34%	HU	48%
LT	25%	RO	28%	IT	33%	BG	43%
SE	25%	DK	26%	NL	33%	IE	43%
EL	24%			LV	32%	SI	41%
PT	24%			MT	29%	PL	40%
FI	22%					SK	40%
UK	14%					AT	38%
CY	13%					LU	35%
NO	10%	CH	27%				

Results presented do not represent the overall view of residents in a country, but the average view of respondents in the border regions covered by cross-border cooperation programmes.



Q1: Have you heard about any EU funded cross-border cooperation activities in the region where you live?



© EuroGeographics Association for the administrative boundaries

Flash Eurobarometer 422 "Cross-border co-operation in the EU"

Public Opinion European Commission, Sep 2015, Web. 6 Oct 2015

<http://ec.europa.eu/COMMFrontOffice/PublicOpinion/index.cfm/Survey/getSurveyDetail/instruments/FLASH/surveyKy/1565>



Hungary-Croatia

Cross-border Co-operation Programme



Strengthening the Role of Communication 2014-2020

Several key differences to 2007-2013 programming period:

- Communication plan → **strategy**
 - No Commission approval BUT checking that strategy is prepared in line with Regulation (EU) No 1303/2013 / MC approval no later than six months after the adoption of programme (CP) concerned (December 2015)
- **Programme launch event** and **Annual Major Information Activity** reaching wide audience
- **Programme launch event/ Conference** in Čakovec on 10 September 2015 and Conference site: <http://conference-2015.huhr-cbc.com/>

Harmonised Branding 2014-2020

- Initiative by INTERACT- co-ordinator of the process, supported by EC with the objective of harmonisation process of having more recognisable ETC in Europe- Interreg appears clearly as the preferred option of more than 75% of the respondents (CBC programmes)- outcome: Creation of logo representing INTERREG for all Europe
- Each programme was free to adopt or not the “winning” brand name and brand logo- voluntary basis



- *HU-HR CBC Programme*: **based on TF/MC decisions using the harmonised ETC/Interreg brand in combination with their own Programme logo- but as two distinct elements**



Changes for LBs/Bs (1)

- Requirements will be defined in GfA (First CfP) and later in Project Communication Guidelines
- for operations/projects not exceeding 500 000 euro placing at least **one poster with information about the project** (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building – CPR 1303/2013
- More communication tools (media, web)
- Focus on the activities to raise public awareness
- New designs of the billboards (LB and effected PPs) to put
- In case of larger works, more billboards/plaques (HU-HR CBC 2007-2013 Ongoing evaluation findings)

Changes for LBs/Bs (2)



Program prekogranične suradnje
Mađarska-Hrvatska

Gdje rijeke spajaju

Akronim:	[Akronim]
Naziv (cilj) projekta:	[Naziv (cilj) projekta]
Glavni korisnik:	[Glavni korisnik]
Projektni partner:	[Projektni partner]
Iznos sredstava Europske unije (projekt):	[Iznos sredstava Europske unije]
Iznos sredstava Europske unije (LB/PP dio):	[Iznos sredstava Europske unije]
Početak projekta:	[Početak projekta]
Kraj projekta:	[Kraj projekta]



Magyarország-Horvátország
Határon Átívelő Együttműködési Program

Ahol a folyók összekötnek

Rövid cím:	[Rövid cím]
A projekt célja:	[A projekt célja]
Vezető kedvezményezett:	[Vezető kedvezményezett]
Projekt partner:	[Projekt partner]
EU támogatás (teljes projekt):	[EU támogatás]
EU támogatás (projektrész):	[EU támogatás]
Projekt kezdete:	[Projekt kezdete]
Projekt vége:	[Projekt vége]



Hungary-Croatia
Cross-border Co-operation Programme

Project name



Hungary-Croatia
Cross-border Co-operation Programme



European Regional Development Fund

Communication activities in 2017

- **Annual Major Information Activities / *European Cooperation Day (ECDay)***
 - numerous project ECDay events planned on 21 September and surrounding days
- **special Newsletter** released in 2017 for Europe Day- 9 May
- **First Call for Proposals** results- March 2017- **press release**
- Developments of the visual design of Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020
 - Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 **website:** www.huhr-cbc.com new features, incl. **FB and Twitter**



A cross-border region where rivers connect, not divide

[Continue to website](#)

EN >

[Nastavite na web stranicu](#)

HR >

[Tovább a honlapra](#)

HU >



- > Welcome to the official website of the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020
- > Dobrodošli na stranice Interreg V-A Programa suradnje Mađarska-Hrvatska 2014.-2020.
- > Üdvözöljük az Interreg V-A Magyarország-Horvátország Együttműködési Program 2014-2020 honlapján!



European Regional Development Fund



EUROPEAN UNION

Thank you for your attention!

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Hungary-Croatia JS