



Ministerstwo Rozwoju Regionalnego



Ministero dello Sviluppo Economico
Dipartimento per le Politiche di Sviluppo e di Coesione

Shaping Structural Funds Communication: Insights from the past programming period, strategies for 2007 - 2013



Rome, Palazzo Rospigliosi
Via XXIV Maggio, 43

Friday, 18th May 2007

Conference organised in the framework of
"Partners for Cohesion"
Bilateral Cooperation Project
between Italy and Poland

morning

9,00 Registration of participants

9,30 **Welcome speech**

Vincenzo Donato, Director General, DG Relations with Third Countries, Department for Development Policies, Ministry of Economic Development, Italy

10,00 **Panel: Experiences and insights from Structural Funds communication in the 2000-2006 programming period**

Chairman:

Emanuela Poli, Director, Unit for International Cooperation, DG Relations with Third Countries, Department for Development Policies, Ministry of Economic Development, Italy

Speakers:

Anna Sulinska-Wójcik, Department of Information and Promotion, Ministry of Regional Development, Poland
The Community Support Framework 2004 -2006

Rafal Nowak, DG for the Implementation of IROP, Ministry of Regional Development, Poland
The Integrated Regional Operational Programme (IROP) 2004 -2006

Ewelina Budzinska, Slaskie Region, Poland
Information and promotion experiences in Slaskie Region within IROP 2004-2006

Ireneusz Ratuszniak, Dolnoslaskie Region, Poland
Creating a positive image of the Structural Funds in Dolnoslaskie Region. IROP best practices

Anna Maria Linsalata, Unit for Economic Development Policies, DG for Productive Activities, Emilia Romagna Region, Italy
The Emilia Romagna 2000-2006 Programming Document

Nicolina Del Bianco, DG Economic Programming, Molise Region, Italy
The Molise Operational Programme 2000-2006 Communication Plan

Tania Melchionna, Press, information and communication Departement, Campania Region, Italy
The Campania Operational Programme 2000-2006 Communication Plan

Giuseppe Sabia, Regional Operational Programme Managing Authority Staff, Basilicata Region, Italy
The Basilicata Operational Programme 2000-2006 Communication Plan

13,00 Lunch

afternoon

14,30 **Round table on 2007-2013: Strategies and methodologies for Structural Funds communication**

Chairman:

Barbara Piotrowska, Information Unit, DG Regio, European Commission

Participants:

Claudia Salvi, Foromez, Italy
Methodological Guidelines for 2007-2013 Communication Plans

Aleksandra Sztetyllo - Budzewska, Department for Information and Promotion, Ministry of Regional Development, Poland
The Polish National Strategic Reference Framework Communication Plan

Annamaria Leuzzi, Ministry of Education, General Directorate for International Affairs, Managing Authority for the National Operational Programme, Italy
The Italian Operational Programme "Education" Communication Plan

Malina Frateanu, Communication Unit, DG for Structural Instruments Management, Ministry of Environment and Water Management, Romania
The Romanian Operational Programme "Environment" Communication Plan

Denitsa Goleva, Communication Unit, DG for Management of Projects and Programmes, Ministry of State Administration and Administrative Reform, Bulgaria
The Bulgarian Operational Programme "Administrative Capacity" Communication Plan

16,00 Debate

17,00 **Conclusions**

Sabina De Luca, Director General, DG for EU Structural Funds Policies, Department for Development Policies, Ministry of Economic Development, Italy

Working languages:

Italian, Polish, English (simultaneous translation)

Si prega di confermare la partecipazione inviando una mail alla Segreteria del Servizio per le Relazioni con i Paesi Terzi del Dipartimento per le Politiche di Sviluppo e di Coesione del Ministero dello Sviluppo Economico
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