

	<b>URBACT III Programme Manual</b>	<b>Fact Sheet 4C  Communication</b>
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### 1. Main objectives and expected results

As stated in the URBACT III Operational Programme<sup>1</sup>, URBACT shall “ensure that practitioners and decision-makers at all levels (EU, national, regional and local) have increased access to URBACT thematic knowledge and share know-how on all aspects of sustainable urban development in order to improve urban policies” (Specific Objective 4).

It is expected that through its activities, URBACT will strengthen the up-take of knowledge on sustainable urban development and increase the opportunities of exchange of know-how at all levels, including the national level, in national languages as much as possible. This will as a consequence help cities to improve their urban development policies, and practitioners and decision makers of all levels to share common knowledge and practices. Communication activities are key in achieving this expected result.

The programme shall develop actions to consolidate and share knowledge on sustainable urban development (good practices, policy recommendations, etc.) so that it is widely used by relevant players in the field. As outlined in the Operational Programme, mainstreaming of URBACT knowledge and results shall aim to “reach urban players beyond the URBACT beneficiaries: cities not involved in URBACT networks as well as the different levels of government involved in sustainable urban development (regional, national, European)” (URBACT III OP – Section 2A3/1d).

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<sup>1</sup> URBACT III Operational Programme, section 2. Priority Axes

## 2. URBACT Communication Strategy

As laid down in the EU Regulations<sup>2</sup>, a Communication strategy shall be drawn up by the Managing Authority and approved by the programme Monitoring Committee. Such a strategy is one of the necessary and elementary components of all structural funds programmes. The Communication Strategy shall apply the principle of flexibility as actions are driven by changing policy demand.

The *URBACT III Communication strategy*<sup>3</sup> was thus elaborated to support the URBACT programme in achieving its overall operational objectives and publicising funding opportunities widely to potential beneficiaries and all interested parties. It more especially aims to increase access of practitioners and decision-makers at all levels (EU, national, regional and local) to URBACT thematic knowledge and share know-how on all aspects of sustainable urban development in order to improve urban policies.

The URBACT III Communication strategy outlines 4 key objectives:

- Objective 1: To raise awareness of the programme to a wider group of beneficiaries (direct, indirect and potential)
- Objective 2: To promote the thematic content to beneficiaries (direct, indirect and potential) and interested organisations to ensure uptake of knowledge.
- Objective 3: To share knowledge about the urban themes, sustainable urban development and how the EU is approaching urban development to wider public, media.
- Objective 4: To ensure that the beneficiaries and internal stakeholders play an active role in communication.

To reach these objectives, Communication activities shall be carried at three levels:

- Programme level – Communication aimed at sponsors and influencers, besides beneficiaries (direct and indirect) and potential beneficiaries; communication support and coordination by the Secretariat for network partners, and all internal stakeholders.
- National level – Coordination and support for the National URBACT Points (NUPs)
- Network level – Coordination and support for communication officers of URBACT networks.

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<sup>2</sup> Article 116 and Annex XII of Regulation (EU) 1303/2013 [CPR]

<sup>3</sup> URBACT III Communication Strategy, approved by the Monitoring Committee on 03 July 2015

### 3. Activities

The URBACT III Communication strategy shall be implemented for the benefit of cities, other indirect beneficiaries and the wider public by means of various Communication activities and tools.

Communication activities will include:

- **Visual and verbal identity**
- **Website** – Designed as a knowledge portal on urban topics, the website will be at the centre of the communication activities, with an enhanced focus on thematic content and national entries into the programme; it will also ensure institutional communication on the programme, its activities, beneficiaries, etc.
- **Digital community platform** – An on-line platform to host webinars and e-learning events dedicated to the URBACT community will be set up to foster networking and the exchange and dissemination of URBACT knowledge.
- **Social media**
- **Publications** - The URBACT results (outputs, policy instruments, etc.) will be disseminated by means of publications.
- **Events** –Events will be organised to serve Communication and dissemination purposes, as well as objectives related to other strands of activities of the programme such as capacity-building and capitalisation.
- **Media relations**
- **Partnerships** with other ETC programmes and international organisations and associations working on sustainable urban development.
- **National URBACT Points (NUPs)** – See Programme Manual Fact Sheet 4B.

Additional communication activities will be developed over the course of the programme implementation.

Communication activities shall be delivered in accordance with the regulatory requirements (Article 116 and Annex XII of Regulation (EU) 1303/2013 [CPR]).

Communication activities shall be delivered using the resources available under the Managing Authority Operation 4 – Communication and Dissemination (Website & Digital tools, Graphic Design and Editorial support, Events, Printing, Translation, and Strategic Communication & expertise).

### 4. Budgetary elements

The URBACT programme budget is split between networking activities (52% of the programme ERDF) and Programme level Support Activities (42% of the programme ERDF).

All activities linked to communication and dissemination at programme level shall be covered in the related Support Activities budget. Individual actions and related budget shall be approved on an ongoing basis by the URBACT Monitoring Committee.