

Convergence Communication Guidance

There is an *increased emphasis on communications in the Regulations* for the 2007-13 programming period, including responsibilities of beneficiaries (ie organisations leading on individual investments) for the use of billboards and permanent explanatory plaques, statements in documents concerning the investment, and ensuring those taking part are informed of the Convergence investment, etc. The Regulations also give specific advice on the use of European Union emblems including wording, colour and design. These need be adhered to.

Additionally the *Programme Monitoring Committee has agreed with the European Commission a communication plan* for Convergence that includes for all investments the identification of (at least) three communication opportunities over the lifetime of each investment, the use of the overarching Convergence brand and logo alongside the European emblem, and the role of the *Convergence Partnership Office as the hub for Convergence Communication* for both European Regional Development Fund and the European Social Fund.

It is therefore important for each investment to put in place from the start of the investment a framework for communication. This should include:

- meeting the requirements *the Regulations*, including acknowledgment of European Union's role in appropriate formats in all appropriate circumstances, including the use of the EU emblem; (Regulations attached)
- the identification of (at least) three communication opportunities for the investment, in conjunction with the Convergence Partnership Office and the use of the Convergence brand and logo, for Cornwall and the Isles of Scilly, per the PMC agreed *Convergence Communication Plan*
- communication being a clear and discrete part of the *records system* for the investment

All Convergence communication should be co-ordinated through the Convergence Partnership Office who will provide advice and guidance on: media releases etc, Convergence messaging, and provide supportive Convergence Partnership Office quotes. The Convergence Partnership Office will lead on the announcement of individual investments, incorporating European and UK match investment. This does not prevent partners issuing their own releases on individual investments with their own nuances, but rather is designed to help ensure that the core messages of the Programme are kept as a constant.

The Convergence Partnership Office will be the first point of contact for the media for the Programmes, working closely with individual investments and partners as appropriate, to help ensure the consistency and integrity of the messages of the Programmes.

This Convergence Partnership Office communication activity will include: media releases, publications, newsletters, updates on the Programmes, identification of good practice, and developing and maintaining the Convergence website – all on behalf of the Convergence Partners as a whole. This will include explaining the complementary nature of the ERDF and ESF Convergence Programmes.

As the delivery of individual investments develop it will be important to identify case studies of individual people and businesses as key content for the communication of the Programmes.

Convergence Partnership Office for Cornwall and the Isles of Scilly
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