

## Annex I

### Overview of the national RRP Communication strategies from the SWD.

*Analysis of communication strategies included in the national Recovery and Resilience plans, endorsed by the European Commission by 5 October 2021.*

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## **ESTONIA (05.10.2021.)**

The RRP sets out Estonia's communication plans. The objectives of the communication strategy are in line with the RRF Regulation and aim to raise awareness about the RRP's contribution to the Estonian and European recovery and to the twin transition. The purpose of communication is also to be transparent about grant planning and distribution and to ensure the visibility of supported and funded projects. Partly, the RRP-related communication will be integrated in the overall communication strategy of EU funds, which is managed by the EU Funds Communication Management Group. The communication process will have a stronger focus in 2021, 2024 and the end of 2026, around major events in the implementation of the plan. A dedicated communication plan will be set out including media briefings, articles on major topics, press briefings and audience-based activities to ensure that messages reach all target groups.

Estonia plans to target four main groups: specific target audiences (potential applicants and final recipients, entities participating in the implementation of the RRP, social partners and NGOs), politicians, opinion-leaders and experts, and the general public with a dedicated approach towards the Russian-speaking population. A wide range of communication channels will aim to provide objective and comprehensible information to all the above-mentioned target groups. A dedicated RRF homepage (online since spring 2021) provides access to all information and communication materials. It is expected that Estonia will ensure the necessary funding of all these measures.

The RRP foresees a series of coordinated communication activities with the European Commission, including joint press releases, social media posts, possible events with the participation of Commissioners and members of the European Parliament. These would focus on key areas such as mitigating the social and economic impact of the crisis, development of green hydrogen technology, digital transition, green transition for businesses, energy efficiency and major infrastructure projects, namely the– Rail Baltic Ülemiste Joint Terminal, the Tallinn Old Port tramline, the Rohuküla railway and the Tallinn Hospital.

An indicative amount of EUR 95 000 has been planned for communication activities. The Communications Department of the Ministry of Finance and the Communications Unit of the State Support Service Centre are responsible for the organisation of communication. The communication strategy will be monitored based on a number of indicators and benchmarks specified in the communication strategy.

It is essential that the described communication plan is implemented. Coordination between the EU and national authorities is specified in the strategy and should be pursued to maximise the impact and effectiveness of communications.

## **FINLAND (04.10.2021)**

The communication strategy is embedded in the broader context of the Finnish Sustainable Growth Programme. The Ministry of Finance is coordinating the communication efforts and has already set up a network with representatives from all ministries. It has also discussed on a preliminary basis coordination in communication efforts with the Representation of the Commission. The website of the Ministry of Finance serves as a primary channel to provide continuous and complete information on the preparation and the implementation. A dedicated section under the Finnish Sustainable Growth Programme informs about Finland's recovery and resilience plan and the process. It is envisaged to provide information on the measures included in the plan, distribution of funding over time and

practical information for beneficiaries. The communication involves a mix of formats, including media events and social media outreach. The plan indicates a clear commitment of the Finnish authorities to adhere to the obligations on communication as per the regulation, in particular that projects be labelled as financed by the RRF: “Funded by the European Union– Next Generation”. The Ministry of Finance has organised a communications network, in which representatives from all implementing ministries have been invited to participate. As the implementation of the plan advances, this will give rise to additional communication opportunities; it will be up to the Finnish authorities, in cooperation with the Commission, to seize such opportunities. The Ministry of Finance has committed to cooperate in communication with the Commission.

### **ROMANIA (27.09.2021.)**

The Recovery and Resilience Plan sets out Romania’s communication plans. The objectives of the communication strategy are in line with the RRF Regulation and aim to raise awareness about the Plan’s contribution to the Romanian and European recovery and to the twin transition. The described communication strategy objective is to raise awareness of the financial contributions from the Recovery and Resilience Facility for fostering reforms and investments that are instrumental for the economic and social recovery and resilience. Communication activities will be targeted to the general public, potential and final beneficiaries, media and other stakeholders and will be closely correlated to the six pillars of the Recovery and Resilience Mechanism, which are also the six pillars of Romania’s Recovery and Resilience Plan. Specific key messages will be included in the communication campaign, around the central idea of a reformed and modernised Romania with the help of the Plan.

The strategy indicates that communication activities will be organised both at central and project/beneficiaries level. Visual Identity Guide with mandatory communication rules for beneficiaries will be developed. Romania plans to use the following communication channels: Websites and social networks, public online and offline events, interviews in print, TV and radio media, and online publications, newsletters, as well as outdoor publicity and stories/reports at project level. Key reforms and investments for communication have been identified, based on the following criteria: green/digital content; essential reforms for the modernisation of Romania; and the maturity of the initiative. A list of minimum communication activities to be carried out will be stipulated and costs will be part of the costs of projects/reforms. The communication strategy will be monitored based on a number of indicators specified in the communication plan periodically evaluated. It is essential that the described communication plan is implemented. Coordination between EU and national authorities is specified in the strategy and should be pursued to maximise the impact and effectiveness of communications.

### **MALTA (16.09.2021)**

The recovery and resilience plan broadly outlines Malta’s communication plans. The outline of the communication strategy aims to provide a coordinated, recognisable and simple message that highlights the impact of the plan on the economy and socio-economic well-being of Maltese citizens. The objectives of the strategy include:

- raising awareness about the recovery and resilience plan and its scope;
- communicating and promoting the adoption of the plan, and any amendments to it, where relevant;
- promoting implementation of the plan;
- publishing the list of projects funded under the plan;

- helping project beneficiaries understand publicity requirements and their fulfilment;
- publishing visual identity guidelines and publicity material to be used by all supported projects to ensure appropriate and consistent recognition of the assistance received; and
- promoting the role of the plan and the EU's contribution in meeting national objectives.

Publicity actions will be differentiated according to the target audiences. They will range from the general public to more targeted multipliers of the communicated message and beneficiaries, implementing stakeholders, as well as the users of the infrastructure and training of the actions being supported. The recovery and resilience plan is expected to be promoted among the public through various communication channels. These include audio-visual, social and web media, as well as print media, promotional material, signage, and participation in local events. Malta stated its intention to create a website to provide visibility on the initiatives funded under this plan. Appropriate communication measures are set to accompany all proposed reforms and investments in the plan. The focus is expected to be on health-related interventions, education and decarbonisation efforts in buildings and transport. For the implementation of communication and information activities, an indicative budget of EUR 250,000 is expected to be allocated to such interventions. A point of contact for coordinating communication activities related to the plan should be designated. Coordination between EU and national authorities should be pursued to maximise the impact and effectiveness of communication, and to ensure awareness of the RRP's contribution to the Maltese and European recovery and to the twin transition. Malta aims to accompany implementation of the communication strategy by monitoring and evaluation activities. To this end, an output indicator aims to quantify the number of publicity activities carried out by 2026. Furthermore, as part of its evaluation activities, the Planning and Priorities Coordination Division in the Office of the Prime Minister plans to carry out an annual survey that provides an objective assessment of the public's knowledge, awareness and perception of EU-funded interventions in Malta. The annual survey is set to be adapted in order to take into account measures and interventions under the plan.

### **CZECHIA (19.07.2021)**

The RRP broadly outlines the Czech communication plans. The objectives of the communication strategy are in line with the RRF Regulation and aim to raise awareness about the RRP's contribution to the Czech and European recovery and to the twin transition. The described communication strategy objective is to ensure awareness raising, of the financial contributions from the RRF, as well as ensuring effective communication of benefits to the general public and other target groups. The communication strategy is a live document, which will be updated and refined annually by detailed plans, following the state of play of the achievement of milestones and targets across all activities. The annual communication plans will include monitoring progress in the year, implementation deadlines and allocations for the activities/projects. The basic principles applied in the field of publicity will be Transparency and openness; "Effectiveness, efficiency, economy; Neutrality and avoidance of political influence; Responsibility, honesty." There is no further specification of these actions. Czechia plans to target the general and professional public. Czechia plans to use the following communication channels: Websites and social networks; Interviews in print and radio media, and online publications, Public seminars/webinars representing NPOs; NPO media campaign; and press releases. It is essential that the described communication plan be fully developed and implemented. Coordination between EU and national authorities, should be pursued to maximise the impact and effectiveness of communications.

## **IRELAND (16.07.2021.)**

The plan contains a short description of a communication strategy. A dedicated website is expected to ensure delivery of communications on the plan. The website [www.gov.ie](http://www.gov.ie) is a central portal for all government services, communications and information in Ireland, and the recovery and resilience plan webpage is expected to act as the main repository of information. A detailed plan for communication actions at national and measure levels should be developed, to raise public awareness, promote the benefits of EU funding and give visibility to the reforms and investments. The Implementing Body is expected to be responsible for all communication actions at programme level. There is no further specification of these actions. The plan indicates 29 that an appropriate funding statement will be a condition of funding for beneficiaries, which is in line with the requirements of Article 34(2) of the RRF Regulation. It is essential that the described communication plan be fully developed and implemented. Coordination between EU and national authorities, as mentioned in the recovery and resilience plan, should be pursued to maximise the impact and effectiveness of communications.

## **CROATIA (08.07.2021)**

The plan broadly outlines Croatia's communication plans. The objectives of the communication strategy are in line with the RRF Regulation and aim to raise awareness about the RRP's contribution to the Croatian and European recovery and to the twin transition. The described communication strategy will publicise the objectives pursued by the Government through the implementation of the Croatian RRP as well as the opportunities for funding, programmes and projects. The plan foresees three strategic communication goals. These include familiarising the general public with the content of the RRP, strengthening public trust in the implementation process through transparent approach and raising awareness of the usefulness of EU membership linking it to the opportunities provided by RRP. Croatia plans to target three main groups with tailored messages: the general public, beneficiaries and multipliers with focus on media. The communication channels used will range from press briefings, conferences, regular thematic announcements, thematic broadcasts, public events and promotional videos. Dedicated web page will be set up and an information campaign on government social media organised. A series of coordinated communication activities with the European Commission is planned, including joint press releases, conferences, events with European Commission representatives and cooperation in an informal campaign on the social media. Projects with particular relevance for Croatia and size will be highlighted. The activities will be either budget neutral or be included in a separate cost statements of individual projects. The government plans to monitor the impact of the communication measures in terms of transparency, awareness of RRP opportunities and the role of the EU.

## **CYPRUS (08.07.2021)**

Regarding communication, the recovery and resilience plan presents a detailed communication strategy. Cyprus foresees an estimated budget of EUR 1 million for the implementation of the envisaged communication strategy. The objectives of the communication strategy are consistent with the RRF Regulation. The strategy aims to ensure awareness about the EU's contribution to mitigate the economic and social consequences of the COVID-19 pandemic and to the twin transition. The overall responsibility for the implementation of the communication strategy and plan, coordinating and supervising all communication activities, is under the Coordinating Authority of the plan (the DG-EPCD). In this context, the DG-EPCD presents its plan in relation to the aims of the communication strategy, as well as its implementation phases. In particular, the DG-EPCD main aim is to set up the most appropriate mechanisms and tools for maximum visibility and communication impact (including of a website on which the plan is uploaded). Moreover, the communication strategy will be closely linked with the implementation of the plan. At times when important milestones have been achieved, it will display its

results when these are visible and measurable. Thus, the communication activities presented will be planned in three phases, each of which addresses a separate audience.

### **LITHUANIA (02.08.2021)**

The RRP broadly outlines Lithuania's communication strategy. The objectives of the communication strategy are consistent with the RRF Regulation and aim to ensure awareness about the EU's contribution to mitigate the economic and social consequences of the COVID-19 pandemic and to the twin transition. The target audiences are clearly defined and justified based on their specific role in relation to the RRF. These will cover the general public, the social and economic partners, potential applicants, final recipients, the media and opinion makers. The communication activities will take into consideration the geographical and thematic scope of the plan as well. The communication tools and channels will be adapted to the type of communication activity and the needs of the target audiences. The main channel of disseminating information will be the website of the Ministry of Finance which will be the central entry point on all aspects in relation to the planning and implementation of the plan. In addition to this, traditional (printed media, TV, radio, etc.) and digital tools, including social media, will be used. Lithuania has foreseen an estimated budget of 0.15% of the overall allocation of the plan for communication purposes that will be ensured through the national budget. The overall budget will be adapted to the needs and challenges in terms of achieving the overall communication targets. The plan foresees a wide range of coordinated communication activities with the European Commission, including joint communication messages and joint events. The plan identifies key communication areas such as sustainable electricity production, sustainable transport, digitalisation of state administration and connectivity, general education and resilience of the health system.

### **SLOVENIA (01.07.2021)**

The plan outlines a communication strategy to raise awareness and ensure visibility and recognition of the Recovery and Resilience Facility's contribution to the economic recovery and green and digital transition of the country to the citizens. The strategy focuses on communicating both reforms and investments and identifies joint communication actions on the projects of strategic importance to be implemented together with the European Commission. In the communication strategy, the Slovenian authorities plan to target five main groups (general public, potential beneficiaries, relevant stakeholders by component, participants in project, media). General communication objectives have been developed for all target groups that will be appropriately adapted through communication messages to the target groups. Communication will take place at two levels: (i) the content by development area and component; and (ii) targeted and proportionate to the size of the projects financed. It is envisaged to use different communication channels and actions. Regionally relevant content will be communicated through the regional and local media. The overall coordination of the communication strategy and its implementation will be ensured by the coordinating body. The strategy stipulates regular monitoring of the communication impact. The scope of communication and promotion will be proportionate to the amount of funding allocated and to the strategic importance of the reform or project. The labelling will take into account the communication guidelines for European cohesion policy implemented under the Common Provisions Regulation and the specific RRF guidance issued by the European Commission. In terms of communication, special attention will be given to projects of strategic importance, which will be selected in each of the plan's four policy clusters. Communication on these projects envisages development of national communication campaigns and active cooperation with the European Commission. For communication and dissemination of information on the Slovenian recovery and resilience plan and its implementation, the authorities have set-up a dedicated sub-page to the already existing national key landing webpage on the European funds.

## **FRANCE (23.06.2021)**

The French government has prepared a national communication strategy on the recovery and resilience plan to ensure the visibility of its benefits to citizens. First, a specific logo has been created and will be attributed to all projects financed by the “France Relance” plan, including the projects part of the plan. A specific logo “Financed by the European Union – NextGenerationEU” will be used for projects financed with the support of the Recovery and Resilience Facility, in compliance with article 34 of the Regulation establishing the Recovery and Resilience Facility. Second, the recovery and resilience plan is published on the Ministry of the Economy, Finance and Recovery’s website. A scoreboard allows the deployment of the plan to be followed. Third, a communication plan will also be dedicated to the French Parliament, local authorities and unions.

## **BELGIUM (23.06.2021)**

The Belgian plan outlines the main elements of its communication strategy. Each entity will remain responsible for its own communication strategy and for ensuring compliance with the communication requirements of the RRF Regulation and the Commission’s guidance. However, to ensure communication consistency across entities, Belgium will set up a dedicated website for the Belgian recovery and resilience plan in Dutch, French, German and English to present the measures and the components of the plan per thematic axis, per region/province and per competent entity in an interactive way. The website, which is expected to be operational by the end of July 2021, will be regularly updated with information on the implementation of the measures. In addition, the plan states that several entities can organise coordinated outreach activities. In addition, a three-year recovery and resilience plan communication strategy will be developed, consisting of strategic annual communication plans and quarterly operational planning of the communication items to be implemented (such as the media plan, the types of outreach events to be organised, the target audience, the objectives and format of the outreach events). Belgium intends to organise a launch event to give maximum visibility to the recovery and resilience plan to a multitude of stakeholders including journalists, civil society organisations, industry, political actors (at federal, regional, community and local levels), financial actors, and EU institutions. In addition, Belgium aims to organise bi-annual events that are to coincide with the publication of interim EU implementation reports on the plan.

## **ITALY (22.06.2021)**

The Plan envisages a broad communication strategy aimed at informing stakeholders and the general public of the measures included in the Plan and the results achieved, to be implemented also in coordination with the EU institutions as a joint communication effort. The strategy clearly identifies main objectives and target groups, which encompass both potential beneficiaries of RRF funds as well as the wider public, with the individuation of categories considered as particularly strategic (enterprises, media, students). The strategy builds on a set of identified communication channels, including an online portal dedicated to the Plan and its implementation that is intended to support communication activities to the wider public and to enhance transparency in the monitoring of projects execution. It is also envisaged that annual communication plans will be prepared, detailing strategic priorities, activities (actions, targets, channels), planned budget, and monitoring and evaluation activities. The recognition of adequate visibility to the role of the European Union in the financing is to be pursued in accordance with Article 34 of Regulation 2021/241 of the European Parliament and of the Council.

## **GERMANY (22.06.2021)**

A comprehensive three-pillar communication strategy is set out in the plan to promote it both to the public and to key stakeholders. The communication on the plan highlights its role for the modernisation

of Germany's economy and society in the context of post-pandemic recovery. The strategy is based on integrated communication (first pillar) with a cross-medial (second pillar) and multi-perspective (third pillar) approach. It is coordinated by the Federal Press Office, which develops the visuals, the key messages, and the horizontal narrative on the plan, to be included in the communication material prepared by the responsible federal ministries. The communication involves a mix of formats – text, visual and audio-visual content combined with live events – to be used both by the communication channels of federal ministries and subordinated public bodies and in overarching communication campaigns. The website of the Federal Ministry of Finance serves as a hub that ensures continuous and complete overview of the information on the plan. The third communication pillar establishes a close link between the recovery and resilience plan and the communication activities of the federal government on modernisation projects and plan-related aspects of the national fiscal stimulus package. Key visible landmark events such as the approval of the plan by Council, the launch of key programmes, and reviews of implementation progress are expected to be used as communication opportunities to generate and sustain public and media interest throughout the lifecycle of the plan.

### **LATVIA (22.06.2021)**

The RRP broadly outlines Latvia's communication plans. The objectives of the communication strategy are in line with the RRF Regulation and aim to raise awareness about the RRP's contribution to the Latvian and European recovery and to the twin transition. Moreover, the RRP related communication will be integrated in the overall communication strategy of EU funds, EU Funds Communication Management Group. Latvia plans to target three main groups, consistent also with the geographical and thematic scope of the RRP: specific target audiences (potential applicants and final recipients, entities participating in the implementation of the RRP, social partners and NGOs), corporate (internal) target groups and the general public. A wide range of communication channels will aim to provide objective and comprehensive information to all the above-mentioned target groups. A single EU funds homepage (to be developed in 2021) will provide a direct access to all information and communication materials. The communication channels used will range from information sessions (workshops, conferences, trainings, press conferences), advertising, printed material, as well as social media, in line with the specificities of the target audience. It is expected that Latvia will ensure the necessary funding of all these measures. The plan foresees a series of coordinated communication activities with the European Commission, including joint press releases, social media posts, possible events with the 25 participation of Commissioners and members of the European Parliament. These would focus on key areas such as the greening of the Riga Metropolitan Area Transport System, improving energy efficiency in public, residential and historic buildings, climate change adaptation, digital transformation of the public administration, digitalisation and innovation of SMEs, digital skills at all levels, reducing inequality, strengthening the health infrastructure.

### **SLOVAKIA (22.06.2021.)**

The plan outlines communication effort specifying that some communication activities have been already launched by the authorities during the preparatory phase of the Slovak recovery and resilience plan. The activities were mainly centred on raising the awareness and positive perception of the plan. It included several dedicated debates with stakeholders, a number of online public events as well as targeted public thematic discussions on thematic pillars with the line Ministers. The main objective of the communication strategy of the Slovak authorities is to raise awareness about the RRP's priorities. It should also highlight the overall benefits of the plan, show the benefits of the green and digital transition, ensure visibility of the EU financing and improving the overall image of the EU. The communication should also address the impact of specific reforms and investments, contributing to understanding of public about the need for reforms. The plan builds upon the strategic importance of



key reform and investments for the success of RRP and includes dedicated actions around the selected topics: green transition (buildings' renovation, climate adaptation), digital transformation ("state in the mobile"), quality and inclusive education (e.g. accessible kindergartens, competitive universities), excellent science, research and innovation, quality and modern health and sustainable and reliable transport. The communication tools and activities are designed to run in two streams, the communication on benefits of the plan and information on main reforms and investments. A wide range of social networks, newsletters and webpages are planned to be used in the roll-out of communication activities. The overall communication strategy shall be further detailed in annual action plans, allowing for sufficient flexibility in view of changing circumstances. The synergies with the cohesion policy communication should be explored in order to maximise the use of existing tools, experiences and projects examples to strengthen the key messages on benefits of EU financing. The plan envisages setting up an RRP network of communication coordinators in relevant line ministries and intend strengthening the cooperation with the European Commission Representation and European Parliament Information Office in Slovakia.

### **AUSTRIA (21.06.2021.)**

The plan contains a communication strategy to emphasise the contribution of the European Union to the green and digital transformation of the Austrian society and economy. The communication strategy will highlight the contribution towards increasing the innovation potential and the education and qualification levels of all citizens, notably the younger generations. It will seek to raise the awareness of the population relating to the plan and the included measures including the financing by the European Union that should be made evident at all relevant levels. Furthermore, the communication related to the recovery and resilience plan should involve the parliament and relevant stakeholders to ensure ownership. The target groups of the communication strategy are the general public, potential beneficiaries, implementing bodies, media, as well as social partners and the parliament. The communication strategy is structured around a central website and supported by dedicated communication channels for the specific target groups. Press releases, press conferences and dedicated press meetings in close cooperation with the representation of the European Union in Austria will form the base of the communication strategy. To reach out to the general public, Austria will use existing communication projects of the European Union, as well as the dialogues in Austria through the Conference on the Future of Europe. The flagship initiatives will be promoted by dedicated communication activities. At project level, the existing standards on publicity and communication related to EU funding will be applied. The achievement of the objectives related to communication are going to be measured in number of accesses to the website and through the reception of the plan in the media.

### **LUXEMBOURG (18.06.2021)**

Section 7 in Part III of the plan outlines the communication strategy envisaged to raise awareness of the public on the EU funding channelled via the RRF. Luxembourg published on the website of the Ministry of Finance the draft plan as approved by the Government Council on 10 March 2021 and the full plan submitted to the Commission on 30 April. Luxembourg has also set up a dedicated section on the website of the Ministry of Finance to provide information on the reforms and investments presented in the plan as well as an overview of the projects financed under the Facility.

### **GREECE (17.06.2021.)**

The Communication Strategy described in the plan consists of:

- Coherent and effective information to multiple audiences regarding the reforms and investments undertaken by Greece under the Recovery and Resilience Facility, giving emphasis to audiences that «need to know» specific information to respond to the opportunities, obligations, etc. connected to the national recovery and resilience plan (people directly affected by investments or reforms included in the plan), including the wide dissemination of funding opportunities for potential recipients.
- Increasing awareness of the plan’s objectives, tangible benefits, and impact on citizens’ daily life.
- Information access on funded projects and reforms of the plan, facilitating the opportunity of any interested citizen or group to follow up on its implementation and thus promote the efficiency and transparency inherent to the national recovery and resilience plan, throughout the implementation period.
- Informing, coordinating and supporting recipients to design and implement their own communication actions by providing guidelines, monitoring, and networking. 33
- Introducing a citizen focused approach by telling project stories “on the ground” or locally to mobilize community participation and build up a sense of ownership of the plan.
- Ensuring the visibility of EU funding and provide the opportunity to citizens to fairly judge the difference made in their lives by the Recovery and Resilience Facility as both a national and an EU policy instrument.

A dedicated website for the national recovery and resilience plan and the related projects will be established in order to provide a single-entry point for all interested parties (institutional organisations, recipients, enterprises, media, general public) who wish to get information. In an effort to increase the visibility of the plan and the EU role and funding, the Communication Strategy will integrate multiple activities/channels, such as communication through traditional media and with a strong public relations communication strategy, through Digital Campaigns on different platforms. Moreover, the Communication Strategy seeks to bring the recovery and resilience plan closer to the citizens by translating technical terms into simple, clear and reliable messages.

## **DENMARK (17.06.2021)**

Most initiatives in the plan were included in the negotiations on the 2021 budget or the earlier negotiations on economic recovery and green stimulus in 2020. The inclusion of projects under the plan in the national budget and in several broad political agreements (notably on the green tax reform and road transport) raised the profile of the RRF from the outset among the politically interested general public. In the run-up to the submission of the plan, the Danish authorities (in cooperation with the Commission Representation in Denmark) organised a stakeholder event. During the event, the authorities presented the outline of the plan, highlighting the associated business opportunities in Denmark. In view of Denmark’s position in green and digital goods and services, the event also focused on business opportunities abroad arising from the realisation of other Member States’ plans. The plan indicates a clear commitment by the authorities to meeting the RRF Regulation’s requirements on communication. This refers in particular to the labelling of projects as financed by the RRF (‘funded by the European Union – NextGenerationEU’). The implementation of the plan could give rise to additional communication opportunities; it will be up to the Danish authorities, in cooperation with the Commission, to seize such opportunities.

## **PORTUGAL (16.06.2021)**

The recovery and resilience plan broadly outlines Portugal's communication plans. The task force Recuperar Portugal is to design a detailed communication strategy. A EUR 200 000 42 budget is set to be allocated to implement the communication measures. The Portuguese plan envisages communication based on the five main objectives of:

- Recognition: building a brand for the recovery and resilience plan;
- Information and transparency: clarifying the main features of the facility;
- Mobilisation: ensuring intensive demand for participating in the implementation of the recovery and resilience plan measures by promoting effective communication to mobilise potential beneficiaries;
- Raising awareness: contributing to the understanding, discussion and reflection on the challenges that the recovery and resilience plan proposes to address; and,
- Monitoring and evaluation: defining a model to report on the monitoring and evaluation of the results of the communication activities.

Portugal plans to target different audiences throughout the different stages of the plan. This is expected to range from the general public at the beginning (including during public consultation) to moments focused on stakeholders, bearing in mind that each component has a specific target audience. Portugal also plans to build on the experiences and models already used for communication on European Structural and Investment Funds and to request that in communication moments the European Commission – i.e. Commissioners and the Representation in Portugal – participate as well as other EU institutions, with a focus on the European Parliament. It is expected that the final communication strategy developed: • proposes a series of key projects that were selected for funding and on which proactive communication could focus – including jointly with the European Commission; and, • gives prominence to the European added value of the RRF in the distribution of the funds and its priority areas.

## **SPAIN (16.06.2021.)**

The government is finalising a communication strategy on the plan, including on access to finance for businesses and citizens. This strategy, which aims at increasing public awareness of the role of the European Union in overcoming the crisis, with a specific focus on the contribution of youth to the European project. The Communication on the RRF will seek to ensure transparency on the reforms and investments envisaged as part of the RRP, as well as on progress towards meeting the milestones and targets. Specific attention will be paid to communicating the plan's contribution to the digital and green transition. Information about opportunities will be provided to potential beneficiaries, as well as on the requirements, allocation and management of the funds. Finally, communication actions will also target management authorities (including regions and local authorities) as regards their responsibilities for the management, monitoring and control of funded actions. A specific web site for dissemination of information on the RRP is ready to be launched upon adoption of the Council Implementing Decision. In addition, dedicated events will be organised focused on communicating the general elements of the plan and specific components. Specific actions will also target media focusing on communication of opportunities and the development and impact of measures, increasing public awareness more generally. Component 11 (Public administration) provides further details regarding this communication strategy.