



INFORM-INIO

The Networks of Cohesion Policy Communicators





MEETING OF THE INFORM-INIO

The Networks of Cohesion Policy Communicators

15 → 17 MAY
2 0 1 9

PALERMO

V E N U E :
HOTEL LA TORRE
VIA PIANO DI GALLO, 11

#EUinmyregion

In collaboration with :



REGIONE SICILIANA



REPUBBLICA ITALIANA

P  **FESR**
SICILIA 2014-2020

Programme

Moderator: Alexander FERSTL, European Commission

Wednesday, 15 May 2018

- From 10:00 Marketplace of ideas – Informal exchange and showcase of communication materials
Venue: Hotel La Torre, Via Piano di Gallo, 11
- 11:00 – 13:00** **INIO meeting** *ESF communicators only*
- 13:00 – 14:00 Registration
Venue: Hotel La Torre, Via Piano di Gallo, 11
- 14:00 – 14:30** **Welcome and introduction**
Nello MUSUMECI, President of the Region of Sicily
Dario TORNABENE and Marco TORNAMBÈ, Region of Sicily
Giulia AMATO, Agenzia Coesione Territoriale
Agnès MONFRET and Loris Di PIERANTONIO, European Commission
- 14:30 – 15:00** **Rules and Campaigns: Learning from the past and stepping into the future**
- State-of-play on the negotiations on the post-2020 programming period (communication provisions and beyond)
 - How to “program” communication in 2021-2027?
 - Programme websites 2014-2020 – lessons learned
- Loris DI PIERANTONIO, Francesco MOLICA, Patricia GOUVEIA and Alexander FERSTL, European Commission

15:00 – 15:45 **Updates on on-going communication campaigns & activities**

Matteo SALVAI, Vera TARNAI, Olivia BRUYAS, Florin RUGINA,
Eirini NIKOLAIDOU, and Isabelle OMER, European Commission

Fact & figures are in this document

15:45 – 16:00 Coffee break

16:00 – 18:00 **Country team meetings**

20:00 Networking dinner

Venue: Palazzo Belmonte Riso, Via Vittorio Emanuele 365,
Palermo

Thursday, 16 May 2018

9:00 – 9:15

Arrival

Venue: Hotel La Torre, Via Piano di Gallo, 11

9:15 – 9:45

‘Social Media, Euroscepticism, and the European Public’

Keynote speech

Michael BOSSETTA, Political Scientist, University of Copenhagen, Denmark

9:45 – 10:45

Assessing the impact of the communication measures

- *Communicating cohesion policy: what is the impact on local audiences?*

Barberio VITALIANO and Ines KURIC, Wien University, Perceive Project, Austria

- *Evaluation of synergies between Commission and Managing Authorities’ campaigns*

Bea MAHIEU, Technopolis, Belgium

- *A concrete example: the Portuguese case*

Paula VICENTE, Cohesion and Development Agency, Portugal

10:45 – 11:00

Coffee break

11:00– 13:00

Working together as an EU-wide network: objectives, resources, working methods.

Animated by Claudio NICHELE, European Commission

Questions for discussion are in this document

13:00 – 14:00

Lunch break

14:00 – 15:15

Parallel workshops

- *Workshop 1: Building your social media strategy*

Alexandra EKKELENKAMP, Council of the European Union
Dino AMENDUNI, Proforma

Moderator: Daniela TEIXEIRA, European Commission

- *Workshop 2: Fighting fake news, tackling disinformation, myth busting*

Alberto RABBACHIN, European Commission

Florin RUGINA, European Commission

Moderator: Laura BELENGUER, Interact Programme

- *Workshop 3: Cohesion policy in the media – Journalists vs communication officers*

Barbara ZRIMŠEK, RTV Slovenija

Raquel MORÃO LOPES, RTP Portugal

Giuseppe CHIELLINO, Sole24Ore

Andrea FIORAVANTI, Europhonica

Domenico ROSITANO, LaC

Moderator: Patricia GOUVEIA, European Commission

15:15 – 15:30

Break

15:30 – 16:45

Parallel workshops (repeated)

16:45 – 17:00

Break

17:00 – 18:00

Communication Awards 2019

INFORM-INIO members pitching their best communication activities

Animated by Vera TARNAI, European Commission

20:00

Networking dinner

Venue: Villa Boscogrande - Via Tommaso Natale 80, Palermo

Friday, 17 May 2019

9:30 – 14:00

Visit of EU-funded projects

“From astrophysics technology to the creation of a business for the development of the territory”

Venue: National Institute of Astrophysics (INAF) - Astronomical Observatory “Giuseppe S. Vaiana” – Norman Palace, Piazza del Parlamento 1, Palermo

Bus transfer to the second project:

Tecnozinco company

Venue: Via Don Lorenzo Milani 72, Carini

Practical information

Venue

La Torre Hotel

Piano Gallo 11, 90151 Mondello, Italy

<https://latorrehotel.it/en/palermo>

Telephone: +39 091 450222

Email: latorre@latorrehotel.it

The meeting will take place in the hotel, around 25 minutes from the city center of Palermo and 20 km from Punta Raisi / Falcone Borsellino Palermo Airport.

How to get from Palermo airport (PMO)...

Palermo Airport is about 30 km distant from Palermo. General information on the airport connections can be found at:

<https://www.gesap.it/en/aeroporto/arrive-at-the-airport/connections/>

...to Palermo city center & vice versa by bus

Autolinee Prestia e Comandè

tel. +39 091 586351 +39 091 580457

fax 091 581241

Timetable:

from Palermo

first route at 04.00 am - every 30 minutes – last route at 10.30 pm

from the airport

first route at 05.00 am – every 30 minutes – last route at 00.30 am

Ticket price:

One way: € 6,30

Both ways: € 11,00

Tickets can be purchased on-line and at the ticket office of the airport in the Arrivals area.

Stops: Palermo (Terminal via Fazello Stazione Centrale), via Roma 289 (Rinascente), Politeama, Via Libertà 45 (Piazzo Croci), Via Libertà 95 (piazza A.Gentili), via Libertà 171 (at

the corner with via Rutelli), via Libertà 203 (at the corner with viale Lazio), via Croce Rossa 125 – Via A. De Gasperi 187, via Belgio 25, Aeroporto.

Website (also to purchase your online ticket):

<https://www.prestiaecomande.it/>

...to Palermo city center by train

For information and timetables on the train transport service to and from Palermo airport, please visit:

<http://www.rfi.it/rfi-en>

Additional information can be found here: <http://www.sicily-holiday.com/en/flights-airports-sicily/180-palermo-airport-train.html>

...to Palermo city center by taxi

Taxis are available from outside the Arrivals area. The transfer to Palermo from the airport takes approximately 45 minutes and costs around €35.00.

Taxi companies:

Cooperativa Radio Taxi: +39 091 513311 / 091 848: <http://www.autoradiotaxi.it/>

Radio Taxi Trinacria: +39 091 6878: <https://www.6878.it/>

App MY Taxi: <https://mytaxi.com/it/>

Taxi sharing: <http://www.taxi-sharing-palermo.it/>

...to the conference hotel “La Torre” in Mondello

There is no direct public transport link from Palermo airport to the “Hotel la Torre” in Mondello. The easier but also more expensive way is to go by taxi (this may take up to 45 minutes/1 hour depending on traffic conditions). The cheaper but longer solution would be to take the bus with Prestia e Comandè until Palermo city centre and from there continue with the 806 bus to Mondello (this may take up to 1h30/2 hours depending on the 806 bus schedule and traffic conditions). See below for more information on the 806 bus.

From the city center to the conference hotel “La Torre” in Mondello

The 806 bus links Palermo city centre to Mondello (this may take up to 1h30/2 hours depending on the 806 bus schedule and traffic conditions). The 806 bus (direction: Mondello) has 28 stops departing from “Sturzo – Politeama” in Palermo city center and ending in “Teti” which is 10 minute walking distance from the “Splendid Hotel la Torre”.

Here is more information on the 806 bus:

https://moovitapp.com/index/en/public_transit-line-806-Palermo-2804-924704-744228-0

Website of Palermo's bus company "AMAT" (available in Italian only): <http://amat.pa.it/>

Shuttle service city centre - conference venue - dinner venues – project visits

The Sicilian hosts organize a shuttle service from the city centre to the conference venue, to the dinner venues and for the project visits.

Wednesday 15th May

Conference

City centre **9:30** (Piazza Sturzo) – stop Libertà-Lazio (via Libertà, 201) 9:45 – conference venue (Hotel la Torre) 10:00

Conference venue (Hotel la Torre) **18:30** – stop Libertà-Lazio (via Libertà, 112) 18:45 – city centre (Piazza Sturzo) 19:00

Dinner

Conference venue (Hotel la Torre) **19:30** – stop Libertà-Lazio (via Libertà, 112) 19:45 – dinner venue (Belmonte Riso Palace, stop via Papireto) 20:00

City centre (Piazza Sturzo) **19:45** – dinner venue (Belmonte Riso Palace, stop via Papireto) 20:00

Dinner venue (Belmonte Riso Palace, stop via Papireto) **23:00** - stop Libertà-Lazio (via Libertà, 201) 23:15 – conference venue (Hotel la Torre) 00:00

Dinner venue (Belmonte Riso Palace, stop via Papireto) **23:00** - City centre (Piazza Sturzo) 23:15

Thursday 16th May

Conference

City centre **8:30** (Piazza Sturzo) – stop Libertà-Lazio (via Libertà, 201) 8:45 – conference venue (Hotel la Torre) 9:00

Conference venue (Hotel la Torre) **18:30** – stop Libertà-Lazio (via Libertà, 112) 18:45 – city centre (Piazza Sturzo) 19:00

Dinner

Conference venue (Hotel la Torre) **20:15** – dinner venue (Villa Boscogrande) 20:30

City centre (Piazza Sturzo) **20:00** – stop Libertà-Lazio (via Libertà, 201) 20:15 - dinner venue (Villa Boscogrande) 20:30

Dinner venue (Villa Boscogrande) **23:30** - Conference venue (Hotel la Torre) 00:00

Dinner venue (Villa Boscogrande) **23:30** - stop Libertà-Lazio (via Libertà, 112) 23:45 - City centre (Piazza Sturzo) 00:00

Dinner venue (Villa Boscogrande) **00.30** - Conference venue (Hotel la Torre) 1:00

Dinner venue (Villa Boscogrande) **00:30** - stop Libertà-Lazio (via Libertà, 112) 00:45 - City centre (Piazza Sturzo) 1:00

Friday 17th May

Project visits

Conference venue (Hotel la Torre) **8:30** – stop Libertà-Lazio (via Libertà, 201) 8:45 – city centre (piazza Indipendenza) 9:00

City centre (Piazza Sturzo) **8:45** – Norman Palace (Piazza Indipendenza) 20:30

City centre (Piazza Indipendenza) **11:30** – Tecnozinco (in Carini) 12.10

Zecnozinco (in Carini) **13.30** - Conference venue (Hotel la Torre) 14.00

Zecnozinco (in Carini) **13.30** - stop Libertà-Lazio (via Libertà, 112) 13.45 - City centre (Piazza Sturzo) 14.00

Useful numbers

| | |
|----------------|---------------------|
| Matteo Salvai | tel. +32 472117533 |
| Anne Verbist | tel. +32 479487948 |
| Marco Tornambé | tel. +39 3921620045 |

Papers for the meeting

Ongoing communication campaigns – Overview (15 May)

#EUinmyRegion

- **Events on the map:** 800+ in 26 countries (as of 7/5) + 900 events in Poland
- **Participants to the quiz** (in April): **840**, first winner from Hungary
- **Photos submitted for postcards** (in April): **120**
- **Access to the website** (in April): **25,000**
- **FB impressions** with decentralised budget (34 local Fb accounts): 2.8M, reach 1.4M, action 120,000, budget spent 4,800€
- **#EUinmyregion** hashtag increased used by the partners

EU delivers in the regions

| DONE | | | | |
|---------|---------------------------|--|------------|------------|
| France | Region Sud | HELIO | 12-11-2018 | 12-12-2018 |
| Austria | Niederosterreich | Therme Laa | 10-12-2018 | 10-01-2019 |
| Greece | Peloponnese | Malliaropouleio Theater and the Square | 17-12-2018 | 17-01-2019 |
| Greece | West Macedonia | Dragon's Cave | 21-12-2018 | 21-01-2019 |
| France | Guadeloupe | Cité Scolaire Baimbridge | 14-01-2019 | 14-02-2019 |
| Sweden | Mellersta Norrland | Ski Arena Ostersund | 21-01-2019 | 21-02-2019 |
| France | Grand Est | Station de Gerardmer | 28-01-2019 | 28-02-2019 |
| Sweden | Ovre Norrland | Artic Fox | 25-mars | 25-avr |
| Austria | Vorarlberg | FHV Digital Factory | 25-mars | 25-avr |
| Italy | Tuscany | Centre d'art contemporain de Prato | 01-avr | 30-avr |
| Greece | Thessaly | Lake Karla | 08-avr | 08-mai |

| ON GOING | | | | |
|----------|---------------------------|--|--------|---------|
| Austria | Tirol | Heinfels Castle | 15-avr | 15-mai |
| Greece | Central Macedonia | Lanscaping River Promenade (EDESSA) | 29-avr | 29-mai |
| Italy | Lombardia | Navigli | 29-avr | 29-mai |
| Italy | Campania | San Giovanni Hub (Centre d'innovation) | 06-mai | 06-juin |
| France | Nouvelle Aquitaine | Grotte de Lascaux | 13-mai | 13-juin |

| UPCOMING | | | | |
|----------------|---------------------------------------|--------------------------------------|----------------|----------------|
| France | Auvergne Rhone Alpes | Via Rhona | 10-juin | 10-juil |
| France | Normandie | Cité de la Mer | 15-juin | 15-juil |
| Italy | Abruzzo | Marine Protected Area | 17-juin | 17-juil |
| Greece | Northern Aegean | Farkaina Area | 17-juin | 17-juil |
| Austria | Steiermark | Ausserland | 24-juin | 24-juil |
| France | Bretagne | Port de Brest | 08-juil | 08-août |
| Sweden | Smaland med oarna | Harbour Service Terminal | 22-juil | 22-août |
| France | Occitanie | Lido de Sete | 29-juil | 29-août |
| <i>Austria</i> | <i>Burgenland</i> | <i>Family Park</i> | <i>05-juil</i> | <i>05-août</i> |
| <i>Sweden</i> | <i>Norra Mellansverige</i> | <i>Save the Salmons</i> | <i>26-août</i> | <i>26-sept</i> |
| France | Hauts de France | Eco Quartier des Alouettes | 01-sept | 30-sept |
| Greece | Iperous | Restoration of Pedestrian Streets | 02-sept | 02-oct |
| <i>Italy</i> | <i>Puglia</i> | <i>Petruzelli Theater</i> | <i>05-sept</i> | <i>05-oct</i> |
| Sweden | Sydsverige | ESS and MAX IV | 09-sept | 09-oct |
| Greece | Southern Aegean | Appolo Theater | 10-sept | 10-oct |
| Greece | Western Greece | Olympia Odos | 07-oct | 07-nov |
| Italy | Sicilia | Circumetnea Ferrovia | 14-oct | 14-nov |
| Italy | Piemonte | Auto Museum Torino | 14-oct | 14-nov |

Road trip project

- **Two simultaneous routes**
 - North- South: SE, DK, DE, BE , LUX, FR, ES
 - East – West: CY, GR, BG, RO, HU, SK, PL, CZ, DE, NL, IE

- **Will the Road Trip cross your region?**
 - Tentative itineraries are in development. Regions that are potentially crossed have received an invitation to indicate best-suited projects to visit (+/- 250 projects)
 - Projects: youth oriented or related to topics of interest for the youth, and enabling tangible/fun activities on the ground, possibly outdoor.
 - In parallel: Suggestions for local influencers are also most welcome

- **On the road: two teams of four travellers**
 - Profiles: 1) Vlogger, 2) Photograph, 3) Story teller (community manager), 4) Presenter. Aged 18-30, EU citizen or EU resident.

- **Timeline:** May-JUNE > Awareness; JUNE-JULY Recruitment (including online public voting); END of AUG-till beginning of October: on the road; end of the year: the Road Movie
- **Your role**
 - During awareness and recruitment: promote participation = your chance to have one of the travellers coming from your country/regions
 - During the Road Trip: amplification via your platforms, special emphasis if/when the Road Trip is crossing your country/regions and if one of the travellers is from your country/regions.
 - After the Road Trip: promote the Road movie.
- **Dissemination platforms and channels**
 - Follow the Road Trip on [Instagram](#), [Facebook](#), [YouTube](#) + The Road Trip [Web hub](#)
 - Special partnerships (Konbini –France & Belgium, VICE in +/- 10 countries), relay by local influencers (including paid partnerships) and cooperation with local media
 - Amplification by partners on their social media (Managing Authorities, EC Representations, Europe Direct Information Centres) + Participation on site

Media Call

- 19 beneficiaries in 2017 from 11 countries
- 25 beneficiaries in 2018 from 16 countries

European Week of Regions and Cities

- 7-10 October 2019; 7,000 participants expected
- 340 applications to become partners: organize a workshop, an exhibition or a tasting

REGIOSTARS

- 363 accounts created to submit the applications (state-of-play 7 May)
- www.regiostars.eu

Citizens Engagement Activities

- [Europe Direct Information Centres](#) and the [Interreg Volunteer Youth](#) organise events to engage citizens in direct communication and gather feedback/ideas for cohesion policy
- See a list of proposed EDICs events and follow the [map of local events on InfoRegio](#)

'Rural campaign'

- New corporate campaign targeting rural areas in 7 Member States: ES, FR, IT, PL, LV, HU, GR
- Road show in the rural areas + integrated communication activities
- Timing: June 2019 - December 2020

YOUTH4REGIONS

The [Youth4Regions programme](#) is aimed at educating aspiring journalists about regional policy. The programme enables journalism students and young journalists to visit Brussels during the European Week of Regions and Cities and follow trainings, participate in a mentorship programme with established journalists, and work in the event's press room as well as visit media organisations and other EU institutions. The application period is open until 15 July.

Questions to be discussed at the session 'Working together as an EU-wide network' (16 May)

1) How do you assess the effectiveness of your communication actions?

- Is it possible to find common benchmarks/indicators?
- How the networks could help this process?
- What is the best way to share results and measurements with your peers?

2) What the challenges you are now facing in your daily work as communicator?

- What training would you need to enhance your competences? In which format?
- How to make your hierarchy more interested in and supportive on communication?

3) How to transform the networks into a community?

- How facilitate a bottom-up community approach? (e.g. having a steering committee, reinforce the country-team) ?
- How INFORM/INIO could work differently and better?

4) List the most successful communication actions you run in 2018-2019.

- Why it has been particularly effective?
- Is there an action/campaign that could be replicate din other contests?

5) Looking into the future – what should change in the next programming period regarding the network(s) and the cooperation between EC and MAs?

- A unique network for all the EU funds? Any experience in this sense?
- Which support do you need from the Commission?

6) Language: how to simplify the language of cohesion policy?

- Do you have any experience on working on this?
- Which are the top jargon terms we should not use in the external communication?
- How you would replace these terms? (e.g. "operational programme", "axis", "cohesion policy")

7) How to best involve the actors of partnership (art. 5) in the communication activities (municipalities, NGOs, social and economic partners)?

- How do you work with the 'cohesion policy' multipliers?
- Do you have any positive experience on this?

Communication Awards 2019 (16 May)

Participants in this year's competition

| | | | |
|------------|-----------------------|---|----------------|
| Kim | DE PAEPE | ESF Flanders | Belgium |
| Michal | KLUSAK | Ministry of Regional Development | Czech Republic |
| Sandra | CHAIGNON | Commissariat général à l'égalité des territoires | France |
| Guillaume | PYOT | DIECCTE de La Réunion | France |
| Milica | MARKOVIC TOMIC | Ministry of European Integration, Government of the Republic of Serbia | Serbia |
| Barry | GUCKIAN | Northern & Western Regional Assembly | Ireland |
| Elena | CATTE | REGIONE AUTONOMA DELLA SARDEGNA | Italy |
| Francesco | CORSO | MINISTERO DELLE INFRASTRUTTURE E DEI TRASPORTI | Italy |
| Valentina | DANEO | | Italy |
| Giuliano | D'EREDITÀ | Regione Siciliana - Dipartimento Istruzione | Italy |
| Maria Josè | VERDE | | |
| Annalisa | GRANATINO | Regione Campania | Italy |
| Anna Maria | LINSALATA | Emilia-Romagna Region | Italy |
| Tara | MARINI | Regione Autonoma della Sardegna | Italy |
| Guiseppe | RIZZI | MISE DGIAI | Italy |
| Irmina | ŠALČIŪTĖ-RIČKIENĖ | Central project management agency | Lithuania |
| Ilma | SKUKAUSKAITE | Ministry of Environment of the Republic of Lithuania | Lithuania |
| Jovita | VALEIKAITE LA FERRERA | Finance Ministry | Lithuania |
| Jacek | SZCZERBA | Managing Authority for Regional Operational Programme for Lubelskie Voivodeship | Poland |

Project visits (17 May)

Project visit 1: “From astrophysics technology to the creation of a business for the development of the territory”

The projects delivered high-level specialized training courses in ICT, nanotechnologies, X-ray and hydroelectric, wind and solar power. Nine professionals were trained and provided with scholarships. After the training, participants created start-ups or are working in research and innovation.

Budget

Total budget: EUR 381.685, thereof EU budget EUR 372.999 (ESF)

Venue

National Institute of Astrophysics (INAF) - Astronomical Observatory “Giuseppe S. Vaiana” – Norman Palace, Piazza del Parlamento 1, Palermo

More information

<http://www.iasf-palermo.inaf.it/cgi-bin/pub.cgi?href=prima.html>

Project visit 2: Tecnozinco company - Hot-dip galvanization and steel processing centre

The company developed several projects benefitting from different funding for integrating eco-friendly processes in the hot dip galvanizing line and in the reuse of industrial wastewater, developing a new production line, and creating a business cluster with local SMEs.

Budget

Total budget: nearly EUR 20 million, thereof EU budget EUR 14 million (European Regional Development Fund + Horizon 2020)

Venue

Via Don Lorenzo Milani 72, Carini

More information

<https://www.tecnozinco.it/en/>

Background information

Sicily



REGIONE SICILIA

Sicily is the largest island of the Mediterranean with 5 million inhabitants. Its most prominent landmark is Mount Etna, the tallest active volcano in Europe. The island is like its history: a melting pot of different cultures and influences resulting in a unique culture in arts, music, literature, cuisine and architecture.

| Sicily | |
|-------------------|------------------------|
| Area | 25 711 km ² |
| Population (2017) | 5 029 675 |
| GDP per capita | EUR 17 200 |
| Capital | Palermo |

The earliest archaeological findings date from 12 000 BC. By around 750 BC, Sicily had Phoenician and a Greek colonies and, for the next 600 years, it was the site of the Sicilian Wars and the Punic Wars. After the fall of the Roman Empire, Sicily was ruled by the Vandals, the Ostrogoths, the Byzantine Empire and the

Emirate of Sicily during the Early Middle Ages. The Norman conquest of southern Italy led to the creation of the Kingdom of Sicily which was ruled by the Hohenstaufen, the Capetian House of Anjou, Spain, and the House of Habsburg. It was unified under the House of Bourbon with the Kingdom of Naples as the Kingdom of the Two Sicilies. It became part of Italy in 1860.

Palermo is a crossroads of Mediterranean and northern European civilization. It's a vibrant (sometimes chaotic) city whose unique culture has been shaped by three millennia and three different continents. There's no other place on earth like Palermo! The streets are an intriguing labyrinth of outdoor markets, niches, small gardens, rooftop terraces and forgotten secrets. Street markets (Ballarò, Capo and Vucciria) evoke the atmosphere of Arab souks. The Baroque churches and palazzi on the same narrow streets remind you that you're actually in Italy.

The Norman Palace is a perfect example of the city's heritage of diversity. It was built by the Normans on the foundations of an Arab castle, al-Kasr which had been constructed in the ninth century on the site of a Punic (Phoenician-Carthaginian) structure. The Normans' first

chapel, built in the Romanesque style in the eleventh century, is now the "crypt" beneath the Palatine Chapel of the twelfth century. Today, all can be visited.

Palermo did never stand alone through the ages though. Segesta has an ancient Greek temple, hilltop Erice inherited Punic walls and a medieval fortress, seaside Cefalù possesses a medieval cathedral, a baronial castle on a mountain belongs to Caccamo, and there is much more. Monreale Abbey is next door, and the Phoenician-Greek-Roman colony of Solunto is twenty minutes outside town.

Nature is as eclectic as history. You find subtle streams, small lakes and rolling hills against the backdrop of steep peaks. There's the Ficuzza Woods to the south, the Madonie Mountains to the east and Sicily's Wine Country to the west, toward Marsala.

Whatever you do in Palermo, don't overlook the local cuisine. Sicilian food bears the mark of strong medieval influences. The Arabs introduced sugar cane, rice and certain citrus fruits, the caponata (aubergine and caper salad), arancine (filled rice balls), cassata and cannoli (both filled with a sweet ricotta cream). Artichokes, harvested in winter and spring, are thought to be native to Sicily, while lamb and swordfish are so popular that they might almost be considered "national" dishes.

(Text: Vera Tarnai)

Regional Operational Programme (ERDF) Sicilia 2014-2020

Main objectives

The programme aims to create growth and jobs by boosting innovation and competitiveness, and improving the efficient use of resources. It shares the objectives defined by the Europe 2020 strategy for a smart, sustainable and inclusive growth. The programme intends to increase SMEs competitiveness, strengthen research and innovation and ICT, protect the environment and promote an efficient use of resources and develop transport networks. Finally, the programme will contribute to improve the energy efficiency in the region as well as the transition to a low-carbon economy.

Funding priorities

The Programme will focus on six main priorities:

1. Reinforcing research, technological development and innovation (10% of total ERDF)
2. Enhancing the access to ICT-digital agenda (7.5% of total ERDF)
3. Promoting SMEs competitiveness (14.6% of total ERDF)
4. Supporting the transition towards a low-carbon economy (24.8% of total ERDF)
5. Protection of the environment and efficient use of resources (10.9% of total ERDF)
6. Developing transport and network infrastructures (15% of total ERDF)

Expected impacts

- Increase the number of enterprises cooperating with research bodies (from 56% to 67%);
- Ensure the full coverage of population with 30 Mbps broadband and 85% coverage with 100 Mbps broadband;
- Support 10.700 SMEs and increase the opening rate of the manufacturing sector from 16% to 30%;
- 10% reduction of energy consumptions in the public sector and increase in the use of public transport from 14.6% to 19.6% of population; Increase specific waste collection and waste recycling from 13% to 65% and increase population served by waste water treatment from 40% to 90%;

Financial information

Total budget: 4,273,038,791.00 €

EU contribution: 3,418,431,018.00 €

More information

<https://www.euoinfosicilia.it/po-fesr-sicilia-2014-2020/>

Regional Operational Programme (ESF) Sicilia 2014-2020 2014IT05SFOP014

Main objectives

ESF investment in Sicily is targeting education, skills and social inclusion with the aim of achieving sustainable and inclusive growth. The ESF operational programme (OP) for the Sicily region will target education, employment and social inclusion as priority areas. The OP has a total budget of EUR 820 million and its investment over the period to 2020 is expected to boost sustainable and inclusive growth and help the region meet national and EU employment and social targets.

Funding priorities

Sicily's ESF programme has identified three main investment priorities:

1. Over 40% of funding will go to projects to boost people's chances of getting work through better skills and qualifications. Higher employment among young people currently not in education, employment or training and women are particular targets; and employment services will be modernised to better respond to jobseekers' needs.
2. Social inclusion measures will receive 20% of available funding. These will target disadvantaged and marginalised groups with measures to help them access the job market and improve their living standards.
3. Ongoing improvements in education and training will receive support. Higher qualification levels, wider access to learning opportunities, more work-relevant courses and specialised training aimed at the needs of the local economy will all be promoted. A clear reduction in the number of unqualified, early school-leavers will be achieved. Lifelong learning as a means to improving career chances will be promoted throughout the island's population. More than 30% of available funding has been earmarked for this area.

In addition, Sicily will invest in the abilities and skills of its public servants to ensure they can manage and deliver employment programmes for the benefit of its citizens.

Financial information

Total budget: 820,096,428.00 €

EU contribution: 615,072,321.00 €

More information

<http://www.sicilia-fse.it>

Other ERDF/ESF programmes covering Sicily (2014-2020)

National Operational Programme on Culture

National Operational Programme on Education

National Operational Programme on Enterprises and Competitiveness

National Operational Programme on Governance and Institutional Capacity

National Operational Programme on Infrastructures and Networks

National Operational Programme on Legality

National Operational Programme on Metropolitan Cities

National Operational Programme on Research and Innovation

National Operational Programme SME Initiative

National Operational Programme on Social Inclusion

National Operational Programme on Systems for Active Employment Policies

National Operational Programme on Youth Employment

Interreg V-A - Italy-Malta

Adriatic-Ionian

Mediterranean

ESPON, INTERACT, INTERREG EUROPE, URBACT

Places of INFORM

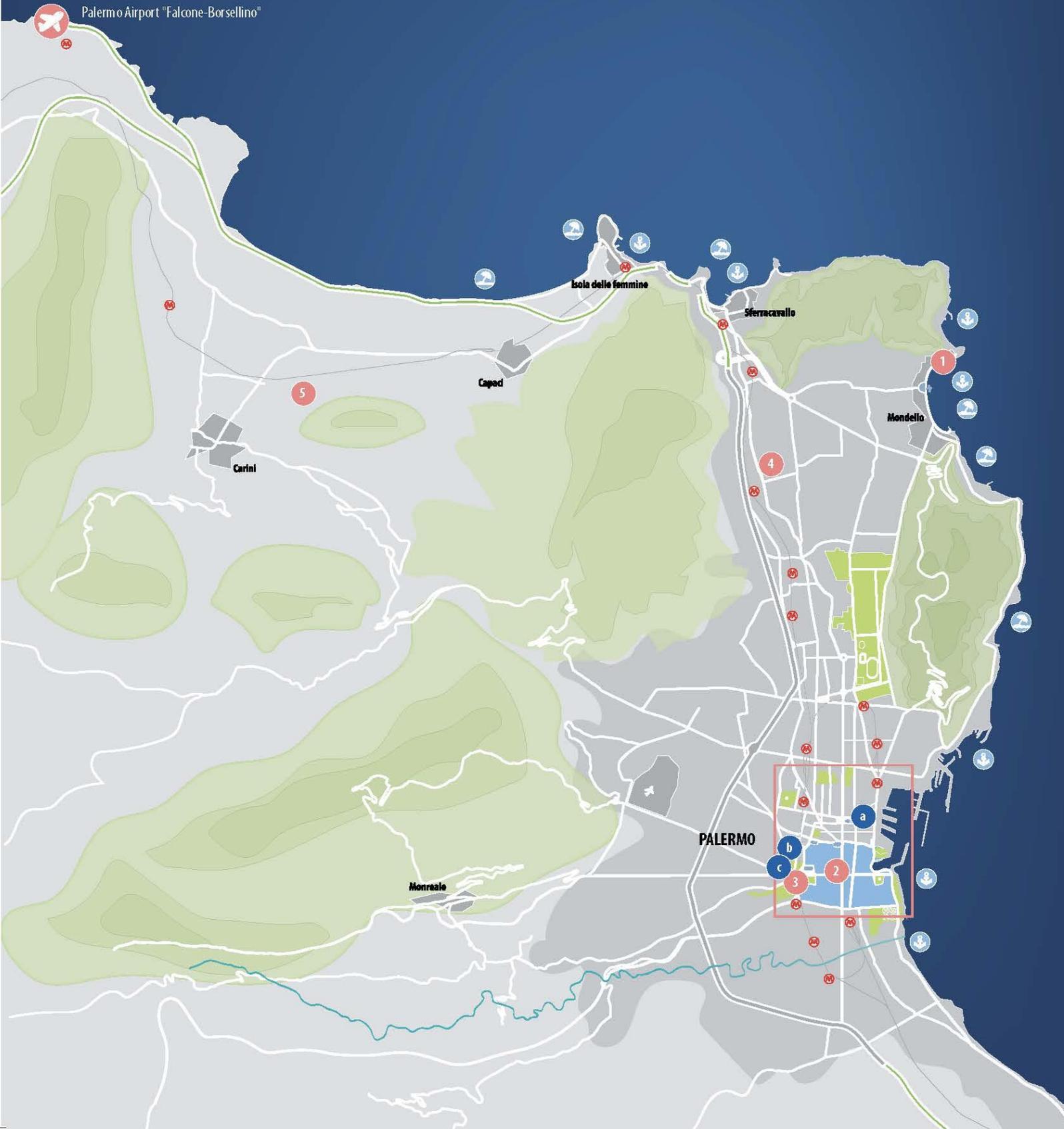
- 1 Hotel La Torre (Mondello)
- 2 Belm onte Riso Palace
- 3 Norman Palace
- 4 Villa Boscogrande
- 5 Tecnozinco Company (Carini)

Meeting Point

- a Piazza Don Luigi Sturzo
- b Via Papireto
- c Piazza Indipendenza

USEFUL NUMBERS

- First aid: tel. 118
- Carabinieri-Emergency: tel. 112
- Police: tel. 113
- Airport: tel. 800 541 880



Places of INFORM

- 1 Belmonte Riso Palace
- 2 Norman Palace

Places of interest

- 3 Teatro Massimo
- 4 Quattro Canti
- 5 Mercato di Ballarò
- 6 Teatro Politeama
- 7 Cattedrale
- 8 Mercato del Capo
- 9 Fontana Pretoria
- 10 Chiesa della Martorana e Chiesa di San Cataldo
- 11 Palazzo Chiaramonte-Steri
- 12 Palazzo Abatellis
- 13 Orto Botanico
- 14 GAM Galleria Arte Moderna
- 15 Lo Spasimo

Meeting Point

- a Piazza Don Luigi Sturzo
- b Via Papireto
- c Piazza Indipendenza



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