

April 1, 2025

# Results and added-value (so far): the Italian experience

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COESIONE  
ITALIA 21-27

*INFORM EU Communication Lab:  
National communication coordinators  
Vienna, Austria, 31 March-2 April 2025*

# The 2021-2027 programming framework in Italy

- ▶ **58 Operational Programs co-financed by ERDF, ESF+ & JTF** (including ETC having Italian Managing Authority).
- ▶ **40 to 60 Plans funded by Italian national cohesion resources.** Even these Plans, although they do not have to comply with the requirements of EU regulations, must activate communication actions in synergy with what is planned for EU Programs.

**The national coordination of communication is particularly valuable in Italy given the number of programs, actors and initiatives undertaken**



# 1

**RESULTS ACHIEVED**

**A SINGLE LOGO**

# The CoesioneItalia single logo

**COESIONE  
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**Adoption of a single logo for cohesion policy programs in Italy** to overcome the past fragmentation and to strengthen the recognizability of the policy

- ▶ choice of the logo shared within the INFORM ITA network
- ▶ publication of a complete Brand Book
- ▶ graphic files for Programs declinations provided by the national coordination

# Coesioneltalia – logo's kit

COESIONE  
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PUGLIA



COESIONE  
ITALIA 21-27

INCLUSIONE E LOTTA  
ALLA POVERTÀ



COESIONE  
ITALIA 21-27

EMILIA-ROMAGNA



COESIONE  
ITALIA 21-27

LOMBARDIA



Cofinanziato  
dall'Unione europea



Regione  
Lombardia

COESIONE  
ITALIA 21-27

INNOVAZIONE RICERCA  
E COMPETITIVITÀ



*per la transizione verde e digitale*

COESIONE  
ITALIA 21-27

GIOVANI, DONNE  
E LAVORO



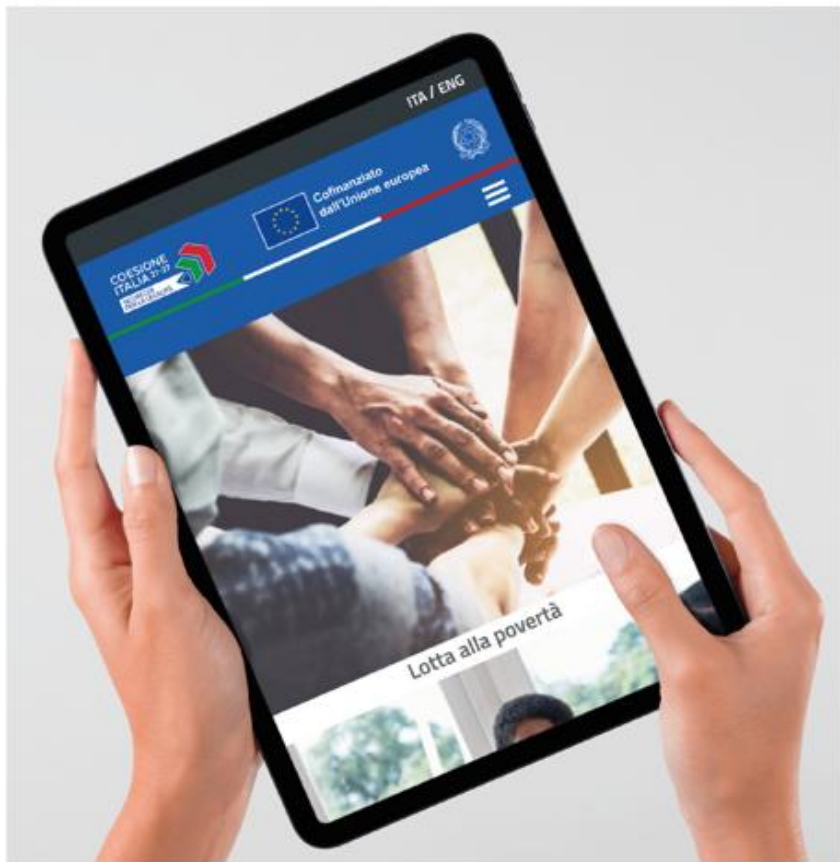
Cofinanziato  
dall'Unione europea



COESIONE  
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# Coesionetalia – application examples



# CoesionItalia – application examples



# The Brand Book

[https://bit.ly/COESIONEITALIA\\_KIT](https://bit.ly/COESIONEITALIA_KIT)

Online is available the Brand Book v1.0

In these days it is in the process the publication of the Brand Book v2.0 with extra contents (i.e. plaques and signs) & a section dedicated to the use of the unique logo for the Plans financed by national resources for cohesion





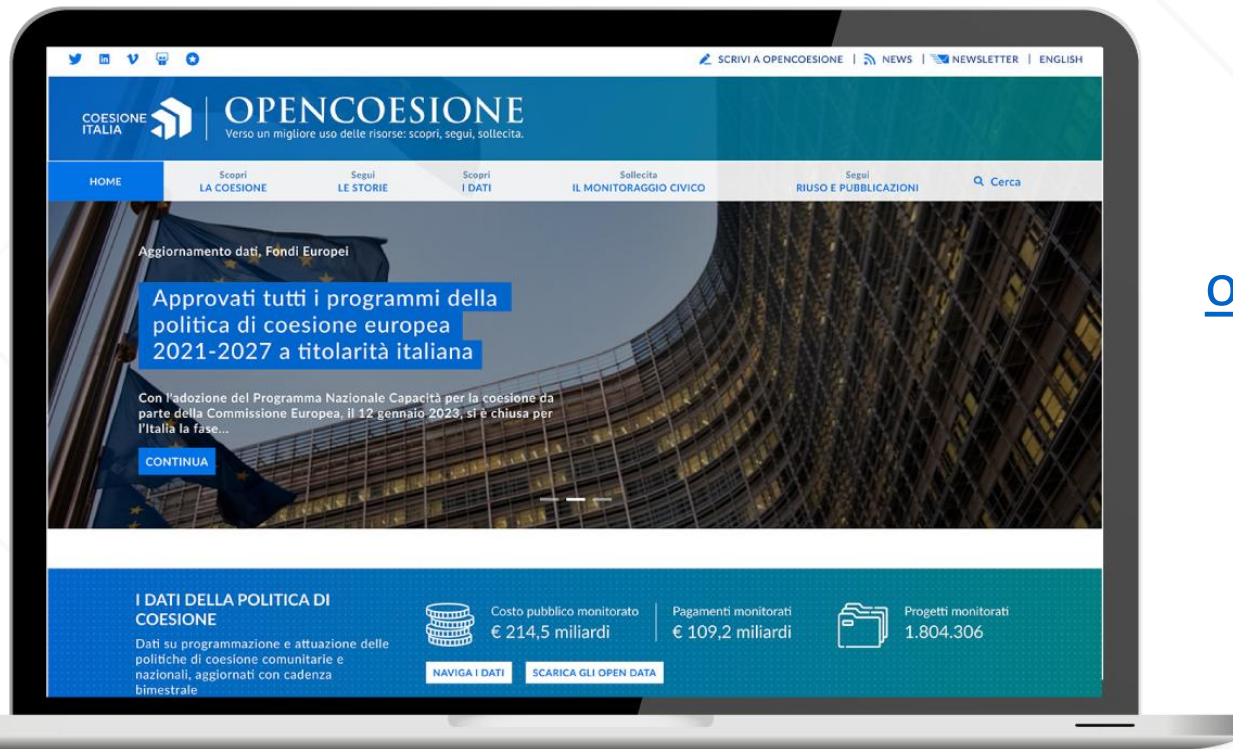
**# 2**

**RESULTS ACHIEVED**

**THE SINGLE NATIONAL WEBPORTAL AS  
OPENDATA & COMMUNICATION HUB**

# First results achieved: the new single national website

Complete restyling of the **OpenCoesione website**: from an opendata platform to an **opendata&communication hub** (completely bilingual ITA/ENG)



[opencoessione.gov.it](https://opencoessione.gov.it)

# OPENCOESIONE: AN OPENDATA & COMMUNICATION HUB

- + User friendly approach to policy with a dynamic and appealing visual impact
- + Simple and immediate communicative style
- + Enrichment of narrative contents: storytelling and infographics (**one per week**)
- + Video stories realized within the INFORM ITA network (**one per month**)
- + Communication contents on projects carried out by the Programs: an amplifier
- + Immediate and simplified access to data to preserve previous User Experience



**# 3**

**RESULTS ACHIEVED**

**NATIONAL GUIDELINES ON  
COMMUNICATION**

# First results achieved: guidelines on communication

- ▶ Guidelines for the strategic planning of communication activities
- ▶ Guidelines on the communication of Operations of Strategic Importance – OSI
- ▶ Guidelines for the communication of the Programs on the OpenCoesione portal



[opencoesione.gov.it/en/communication\\_2021\\_2027/](https://opencoesione.gov.it/en/communication_2021_2027/)



**# 4**

**RESULTS ACHIEVED**

**COMMON COMMUNICATION INDICATORS**

# First results achieved: common communication indicators

Adoption of a set of national indicators on communication activities:

## OUTPUT INDICATORS

**ISOCOM\_1IT** - *Initiatives and communication, information and visibility products delivered*

**ISOCOM\_2IT** - *Integrated communication campaigns*

## RESULT INDICATORS

**ISRCOM\_1IT** - *Level of interaction with the digital contents of the Programme*

**ISRCOM\_2IT** - *Level of knowledge of cohesion policy*

The national coordination provided methodological fiches and data collection toolkits

# First results achieved: data collection on indicators

ISOCOM\_1IT - *Initiatives and communication, information and visibility products delivered*

ISOCOM\_2IT - *Integrated communication campaigns*

ISRCOM\_1IT - *Level of interaction with the digital contents of the Programme*

- ▶ **2022** was the year of the definition of the methodological fiches, guidelines and toolkits
- ▶ **2023** was a test year for data collection by programs.
- ▶ **2024** is the first year for which we will have common information for indicators, and right now we are in the national “data acquisition phase” referred to that year.

ISRCOM\_2IT - *Level of knowledge of cohesion policy*

As a national coordination, we are about to launch a survey to have **regional data** on the degree of knowledge about EU and cohesion policy: an **ITA BAROMETER** to be carried out in the years when the EC produces the EU BAROMETER with focus on cohesion (2025-2027-2029). **Working group created within the INFORM ITA network.**



**# 5**

**RESULTS ACHIEVED**

**THE STEP COMMUNICATION CAMPAIGN**

# First results achieved: campaign on the STEP initiative

The Strategic Technologies Platform for Europe (STEP) is a EU initiative that supports the development and production of critical technologies in strategic sectors. STEP is funded by both direct EU programs (i.e. Horizon) and through the reprogramming of 2021-2027 cohesion policy funds.

In Italy, 10 programs have reprogrammed resources to STEP for a huge financial amount, making our country a key player in the initiative.

Communication plays a key role: by making STEP more accessible and known among large, medium and small enterprises, the campaign aims to ensure that companies can access funds available for growth and innovation.

Working group created within the INFORM ITA network.

# First results achieved: campaign on the STEP initiative

Communication objectives:

- ▶ Generate awareness about STEP and the benefits it can bring to enterprises
- ▶ Place STEP as a key tool for the future of Italian enterprises.
- ▶ Create a visual identity with a claim and a specific graphic format.

We are realizing an “umbrella-campaign” and a “crossfunds-campaign” that provides national contents and contents to be tailored for each program that has joined STEP (ERDF and ESF+)

# First results achieved: the STEP communication campaign

## WHAT CAMPAIGN:

- ✓ Social campaign
- ✓ TV spot
- ✓ Radio spot

We will use prime time space on TV and radio channels available for free to government institutions

Work in progress with an advertising agency

To be launched between June and July 2025 when most of the calls supported by cohesion resources should be open

*Grazie*

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