



SUGGESTIONS FROM THE ITALIAN INFORM NETWORK

The information reported is the result of a brief survey carried out by the Italian national coordination of 2021-2027 communication activities addressed to the communication officers of FSE+ Programs in Italy

ESF+ COMMUNICATION PRIORITIES 2026–2030

1. Inclusive communication centred on beneficiaries

Strengthen the communication of projects targeting vulnerable groups and disadvantaged individuals, ensuring the involvement of all stakeholders, placing beneficiaries at the heart of the strategy through direct testimonials and grassroots campaigns.

2. Integrated and coordinated communication

Promote replicable events and formats across Regions and Countries to enhance awareness of programmes using a consistent language and identity, and strengthen communication governance across the different responsibilities of Managing Authorities.

3. Large-scale campaigns

Launch “umbrella” campaigns at the European and national levels on cohesion policy and the EU’s role in achieving its objectives.

4. Effective tools and language

Use engaging and immediate communication styles, tools and contents (e.g. success stories, infographics, interactive maps, compendium of best practices), and strategically leverage digital channels and social media.

5. Standardisation and visibility of calls

Ensure broad visibility for ESF+ calls by establishing common standards to create centralised hubs for national and European-level dissemination.

6. Collaboration and digital tools

Define common operational methods and indicators, optimise the use of digital platforms for sharing and coordination, considering centralised solutions to overcome technological challenges.

INFORM EU EXCHANGE AND COMMUNICATION METHODS

- Regarding the format and frequency of exchange and collaboration meetings, the Italian Social INFORM network proposes holding **online meetings every two/three months** and **in-person meetings twice a year**.
- The Italian Social INFORM network has expressed **strong appreciation for the training sessions provided by the EU Commission** on Teams platform, which are also available via streaming.
- Concerning platforms and tools for sharing and collaboration, some **technological challenges** have been noted, particularly with the use of Teams. As a result, the possibility of relying on **centralised solutions** has been suggested.