






## Communications Update

### Media Monitoring

Press releases are an important way of engaging with the media and communicating messages to the general public. News releases have been published on the Scottish Government news pages for any European Funding announced by a Minister. These are recorded on our newly created Events and Contents planner when the announcements take place. News coverage following an announcement or launch event is recorded and monitored on our media monitoring table. The following table shows media coverage following announcements for the 2014-2020 programmes:

Strategic Intervention	Date	Media Coverage
Broadband Infrastructure		
Business Competitiveness		<a href="http://news.gov.scot/news/business-boost">http://news.gov.scot/news/business-boost</a> <a href="http://news.gov.scot/news/funding-for-north-creative-industries">http://news.gov.scot/news/funding-for-north-creative-industries</a> <a href="http://www.scotsman.com/news/20-000-businesses-share-60m-funding-pot-boosted-by-eu-cash-1-4266434">http://www.scotsman.com/news/20-000-businesses-share-60m-funding-pot-boosted-by-eu-cash-1-4266434</a>
Business Innovation		<a href="http://news.scotland.gov.uk/News/Business-innovation-boost-1da3.aspx">http://news.scotland.gov.uk/News/Business-innovation-boost-1da3.aspx</a>
Higher Skills and Developing Scotland's Workforce	March 2017	<a href="http://www.bbc.co.uk/news/uk-scotland-37759545">http://www.bbc.co.uk/news/uk-scotland-37759545</a> <a href="http://www.heraldscotland.com/news/14907119.Beyond_Brexit_Scottish_colleges_fear_funding_decline_after_Brexit/">http://www.heraldscotland.com/news/14907119.Beyond Brexit/ Scottish colleges fear funding decline after Brexit/</a> <a href="https://beta.gov.scot/news/expansion-of-foundation-apprenticeships/">https://beta.gov.scot/news/expansion-of-foundation-apprenticeships/</a>
Employability and Labour Mobility	Markey	<a href="http://www.dailyrecord.co.uk/news/local-news/perths-lone-parents-long-term-7314507#UxSplGJsHMgJDxcu.97">http://www.dailyrecord.co.uk/news/local-news/perths-lone-parents-long-term-7314507#UxSplGJsHMgJDxcu.97</a> <a href="http://www.thecourier.co.uk/news/local/perth-kinross/multi-million-pound-drive-to-fight-poverty-in-perthshire-1.923020">http://www.thecourier.co.uk/news/local/perth-kinross/multi-million-pound-drive-to-fight-poverty-in-perthshire-1.923020</a> <a href="http://www.pkc.gov.uk/article/12741/More-than-56m-investment-over-next-4-years-to-help-local-people-back-into-employment-and-address-poverty?utm_source=twitterfeed&amp;utm_medium=twitter">http://www.pkc.gov.uk/article/12741/More-than-56m-investment-over-next-4-years-to-help-local-people-back-into-employment-and-address-poverty?utm_source=twitterfeed&amp;utm_medium=twitter</a>
Financial Engineering Instruments		
Green Infrastructure		<a href="http://news.gov.scot/news/green-space-funding">http://news.gov.scot/news/green-space-funding</a> <a href="http://www.snh.org.uk/pdfs/SNHMagazine/SNHMagazine_AutumnWinter2016Issue24.pdf">http://www.snh.org.uk/pdfs/SNHMagazine/SNHMagazine_AutumnWinter2016Issue24.pdf</a>
Low Carbon Travel and Transport		<a href="http://www.transport.gov.scot/environment/low-carbon-travel-and-transport">http://www.transport.gov.scot/environment/low-carbon-travel-and-transport</a> <a href="http://news.gov.scot/news/funding-boost-for-low-carbon-transport-plans">http://news.gov.scot/news/funding-boost-for-low-carbon-transport-plans</a>
Low Carbon Infrastructure Transition Programme		<a href="http://news.gov.scot/news/scotland-gets-low-carbon-cosy">http://news.gov.scot/news/scotland-gets-low-carbon-cosy</a> <a href="http://news.scotland.gov.uk/News/-76-million-windfall-for-Scotland-s-low-carbon-economy-177f.aspx">http://news.scotland.gov.uk/News/-76-million-windfall-for-Scotland-s-low-carbon-economy-177f.aspx</a> Courier & Advertiser and Press & Journal on Saturday

		<p><a href="https://www.pressandjournal.co.uk/fp/business/scotland-business/526873/new-76million-fund-stimulate-low-carbon-sector/">https://www.pressandjournal.co.uk/fp/business/scotland-business/526873/new-76million-fund-stimulate-low-carbon-sector/</a>  <a href="http://www.thecourier.co.uk/business/news/low-carbon-infrastructure-transition-programme-1.854236">http://www.thecourier.co.uk/business/news/low-carbon-infrastructure-transition-programme-1.854236</a></p> <p><b>Other media</b>  <a href="http://www.clickgreen.org.uk/news/national-news/125800-scotlands-low-carbon-sector-gets-76m-funding-boost.html">http://www.clickgreen.org.uk/news/national-news/125800-scotlands-low-carbon-sector-gets-76m-funding-boost.html</a>  <a href="http://www.bloomberg.com/news/articles/2015-03-20/scotland-starts-76-million-pound-low-carbon-infrastructure-plan">http://www.bloomberg.com/news/articles/2015-03-20/scotland-starts-76-million-pound-low-carbon-infrastructure-plan</a>  <a href="http://renews.biz/85976/scots-spotlight-on-low-carbon-growth/">http://renews.biz/85976/scots-spotlight-on-low-carbon-growth/</a></p>
<b>Resource Efficient Circular Economy</b>	Feb 2016	<p><a href="http://news.scotland.gov.uk/News/Manufacturing-Plan-to-boost-industry-229d.aspx">http://news.scotland.gov.uk/News/Manufacturing-Plan-to-boost-industry-229d.aspx</a></p> <p><a href="http://www.zerowastescotland.org.uk/content/zero-waste-scotland-welcomes-%C2%A370m-boost-circular-economy-ambitions">http://www.zerowastescotland.org.uk/content/zero-waste-scotland-welcomes-%C2%A370m-boost-circular-economy-ambitions</a></p> <p><a href="http://www.zerowastescotland.org.uk/content/circular-economy-investment-fund-and-service">http://www.zerowastescotland.org.uk/content/circular-economy-investment-fund-and-service</a></p> <p><a href="http://paper.li/DrResources/1406540219?edition_id=0a15b790-d491-11e5-9e3d-002590a5ba2d">http://paper.li/DrResources/1406540219?edition_id=0a15b790-d491-11e5-9e3d-002590a5ba2d</a></p> <p><a href="http://www.letsrecycle.com/news/latest-news/scotland-to-provide-funding-for-circular-economy-projects/">http://www.letsrecycle.com/news/latest-news/scotland-to-provide-funding-for-circular-economy-projects/</a></p> <p><a href="http://news.gov.scot/news/making-things-last-2">http://news.gov.scot/news/making-things-last-2</a></p>
<b>Smart Cities</b>	July 2016  Dec 2016	<p><a href="http://www.scottishcities.org.uk/media/press-releases/smart-cities-working-together-in-europe">http://www.scottishcities.org.uk/media/press-releases/smart-cities-working-together-in-europe</a>  <a href="http://www.heraldscotland.com/opinion/14964266.Agenda_Let_the_smart_revolution_begin_in_Scotland_39_s_cities/">http://www.heraldscotland.com/opinion/14964266.Agenda_Let_the_smart_revolution_begin_in_Scotland_39_s_cities/</a>  <a href="http://www.heraldscotland.com/opinion/14964266.Agenda_Let_the_smart_revolution_begin_in_Scotland_39_s_cities/">http://www.heraldscotland.com/opinion/14964266.Agenda_Let_the_smart_revolution_begin_in_Scotland_39_s_cities/</a>  <a href="http://www.thenational.scot/news/14964169.Smart_money_is_on_helping_cities_find_new_approaches/">http://www.thenational.scot/news/14964169.Smart_money_is_on_helping_cities_find_new_approaches/</a></p> <p><a href="http://www.scottishconstructionnow.com/16344/smart-infrastructure-projects-revealed-for-scotlands-cities/">http://www.scottishconstructionnow.com/16344/smart-infrastructure-projects-revealed-for-scotlands-cities/</a>  <a href="http://readwrite.com/2016/12/13/scottish-cities-raise-31m-collaborate-smart-city-projects-cl4/">http://readwrite.com/2016/12/13/scottish-cities-raise-31m-collaborate-smart-city-projects-cl4/</a>  <a href="http://www.eveningtimes.co.uk/news/14965344.Smart_bins_which_tell_council_when_they_are_full_to_be_piloted_in_Glasgow/">http://www.eveningtimes.co.uk/news/14965344.Smart_bins_which_tell_council_when_they_are_full_to_be_piloted_in_Glasgow/</a>  <a href="http://www.bqlive.co.uk/2016/12/14/scotland-selects-smart-cities/">http://www.bqlive.co.uk/2016/12/14/scotland-selects-smart-cities/</a></p>
<b>Social Inclusion and Poverty Reduction</b>		
<b>Tackling Poverty and Promoting Social Inclusion</b>		<p><a href="http://news.gov.scot/news/fifty-actions-to-achieve-a-fairer-scotland">http://news.gov.scot/news/fifty-actions-to-achieve-a-fairer-scotland</a>  <a href="http://news.gov.scot/news/scotland-to-benefit-from-significant-eu-funds">http://news.gov.scot/news/scotland-to-benefit-from-significant-eu-funds</a></p>

		<a href="https://firstminister.gov.scot/eu-funding-for-anti-poverty-and-inequality-projects/">https://firstminister.gov.scot/eu-funding-for-anti-poverty-and-inequality-projects/</a> <a href="http://news.gov.scot/news/scotland-to-benefit-from-significant-eu-funds">http://news.gov.scot/news/scotland-to-benefit-from-significant-eu-funds</a>  Evening News - 15th Newspaper  Evening Times - 15th Newspaper  Mirror - 15th Newspaper  National - 15th Newspaper  Daily Record - 15th Newspaper
<b>Youth Employment Initiative</b>	Feb 2016	<a href="http://news.scotland.gov.uk/News/-60-million-to-boost-youth-employment-2289.aspx">http://news.scotland.gov.uk/News/-60-million-to-boost-youth-employment-2289.aspx</a>  <a href="http://www.bbc.co.uk/news/uk-scotland-south-scotland-35570439">http://www.bbc.co.uk/news/uk-scotland-south-scotland-35570439</a>  <a href="http://news.stv.tv/west-central/1342725-european-commission-unveils-60m-youth-employment-fund-for-scotland/">http://news.stv.tv/west-central/1342725-european-commission-unveils-60m-youth-employment-fund-for-scotland/</a> <a href="http://www.recruiter.co.uk/news/2016/02/ec-funding-for-scottish-youth-must-go-on-employability-say-recruiters/">http://www.recruiter.co.uk/news/2016/02/ec-funding-for-scottish-youth-must-go-on-employability-say-recruiters/</a>
<b>Europe Day 2017</b>	May 2017	<a href="http://www.thenational.scot/culture/15274852.Culture_Secretary_Fiona_Hyslop_Scotland_is_a_stage_for_all_the_world/">http://www.thenational.scot/culture/15274852.Culture_Secretary_Fiona_Hyslop_Scotland_is_a_stage_for_all_the_world/</a> <a href="https://www.facebook.com/EuropeanCommissionInScotland/videos/1565934013431332/">https://www.facebook.com/EuropeanCommissionInScotland/videos/1565934013431332/</a> <a href="http://www.express.co.uk/news/politics/802247/Europe-Day-2017-Britain-only-celebration-takes-place-Edinburgh-Scotland">http://www.express.co.uk/news/politics/802247/Europe-Day-2017-Britain-only-celebration-takes-place-Edinburgh-Scotland</a>

Now the 2014-2020 programmes are underway the Managing Authority and Lead Partners will be able to start to identify possible suitable projects as case studies. Lead Partners will be asked to contribute by providing more information on such case studies. The introduction of a Lead Partner newsletter will help with Lead Partners having the opportunity to share project success stories, providing promising examples for case studies.

The events and content planner also functions as a planner for content such as blogs for the newly developed European Structural and Investment Funds [blog](#). Lead Partner newsletters will also be scheduled into the planner.

### Social Media and Web Analytics

Since September 2016, the European Structural Funds Communications Officer has been working closely with Scottish Government Digital colleagues in the redesign of the Scottish Government's corporate identity to demonstrate our role as a digital Government leading a world class digital country. This involved transitioning to a

new website which required careful consideration in transferring content to the new Scottish Government website. This also involved the development of a new blog for European Structural and Investment Funds.

The Communications Officer has provided a list of webpages to Digital colleagues so that a web analysis can be carried out on a monthly basis, identifying any increased traffic to particular webpages after announcements, events, news releases, social media posts and blog posts.

A combination of the Events and Content Planner, Hootsuite and Web Analytics will improve our Social Media presence. A recent news article has been published on the European Structural and Investment Funds news page to remind Lead Partners to share any significant activities, carried out either by them or beneficiaries and relevant to European Funding received, with European Structural Funds communications. Further communication activities will encourage and increase sharing between Lead Partners and European Structural Funds colleagues by means of a quarterly newsletter and already created content for their Social Media posts.

### **Upcoming communications activity**

The communications activity ahead includes Ministerial Announcements, Annual Publicity Event and arranging quarterly Lead Partner user groups.

The following table shows announcements of European Funding due to take place in the coming months.

INCLUSIVE Growth: Big Lottery Financial Inclusion - Ministerial briefing for event and announcement.
INCLUSIVE Growth: National Employability Third Sector Challenge Fund - Ministerial briefing for event and announcement
SMART Growth: Developing Scotland's Workforce - Ministerial briefing and announcement (SFC element previously announced only)
SUSTAINABLE Growth: Digital (Remote Islands) - Ministerial briefing for event and announcement
SMART Growth: Redevelopment of Rothesay Pavillion - Ministerial briefing for event and announcement

Planning is now underway for the 2017 event and is likely to take place in September.

Although the content of the 2017 event has still to be finalised it is likely to include:

- Key ESIF 2014-20 achievements to date including funds awarded to projects;
- Existing and future funding opportunities;
- How activities in Scotland are contributing to the delivery of Smart, Sustainable and Inclusive Growth Priorities of Europe 2020;

This year is focussed on building relationships and increased engagement between the Managing Authority and Lead Partners. This will take the form of quarterly user group sessions where Lead Partners are invited to share best practices and communications activities and will highlight the promotion of the 2014-2020 Programmes. It will also give the Managing Authority and Lead Partners the opportunity to discuss progress and highlight any concerns and find the best way forward. Arrangements are in motion with the first session due to take place in August 2017.

## **Monitoring and Evaluation**

Section 5 of the Communications Strategy outlines how the Managing Authority will monitor and evaluate the effectiveness of the methods of communication and of the publicity and awareness of ESIF in Scotland. It is the Managing Authority's intention to take the following steps in 2017/2018.

1. Commission an assessment of the frequency and tone of media coverage.
2. Review the content of the new web site and analyse performance in order to develop online engagement activities.
3. Look to improve communication through increased awareness and exposure of the MA blog.
4. Look to increase the MA's and lead partners' social media activity through collaborative working, sharing best practices and producing a toolkit to ensure confident usage of social media.
5. Increase stakeholder engagement through quarterly newsletters and lead partner events.

The effectiveness of these steps will be assessed and reported to the first JPMC in 2018.