

PROGRAMMA OPERATIVO NAZIONALE RICERCA E COMPETITIVITÀ 2007-2013 PER LE REGIONI DELLA CONVERGENZA: CALABRIA, CAMPANIA, PUGLIA, SICILIA



The general objective

- **increasing the awareness, cooperation and active participation of European citizens on the intervention priorities of the 2007-2013 NOP for Research and Competitiveness, in line with the aims, methods and expected results of the common regional policy, optimising the EU's role in co-financing the Programme, and disclosing the added value of Community action on a national, regional and local level.**

A Tree Diagram of the objectives

- **Specific Objective 1 (SOB1): To facilitate access to relevant information and awareness of the opportunities by all Potential Beneficiaries.**
- **With the term Beneficiary, the following is intended: an operator, body or firm, whether public or private, responsible for initiating or initiating and implementing operations.**
- **In the context of aid schemes under Article 87 of the Treaty, beneficiaries are public or private firms carrying out an individual project and receiving public aid.**
- ***in accordance with Regulation (EC) 1083/2006***

Specific Objective 2 (SOB2)

- **To guarantee full application of European standards with regards to the communication of operations by all Beneficiaries/Implementers of structural funds.**

Specific Objective 3 (SOB3)

- **Specific Objective 3 (SOB3): To make the 2007-2013 NOP for Research and Competitiveness visible and to encourage and facilitate Public understanding of the EU's role**

Specific Objective 4 (SOB4)

- **To help reach the general objective by creating a widespread and stable partnership of territorial events and communication on a national, regional and sub-regional scale.**

Specific Objective 5 (SOB5)

- **To promote and support inter-institutional cooperation for the development of cooperation networks and the comparison of experiences on matters of research and innovation.**

The preferred channel of the communication plan

- **MAIN CHANNELS:**

1. Internet
2. Fixed and mobile telephone
3. Presence events: national and travelling territorial

- **SECONDARY CHANNELS:**

4. Press
5. Radio
6. Television

The indicative budget of the communication plan

Sources of financing	Millions of euros	%	Notes
ERDF	9,5	50	
NATIONAL FOUND	9,5		
MIUR BUDGET	0		
MiSE budget	0		
Other sources	0		
Grand Total	19	100	

