



MINISTERUL DEZVOLTĂRII REGIONALE
ȘI ADMINISTRAȚIEI PUBLICE



INTERNATIONAL CONFERENCE - ENEC 2013

The barriers in public administration communication efficiency

Simona Curpan, Expert at BIRDA
Claudia Ionescu, Manager RP&I at BIRDA
31 May 2013, Hyperion University

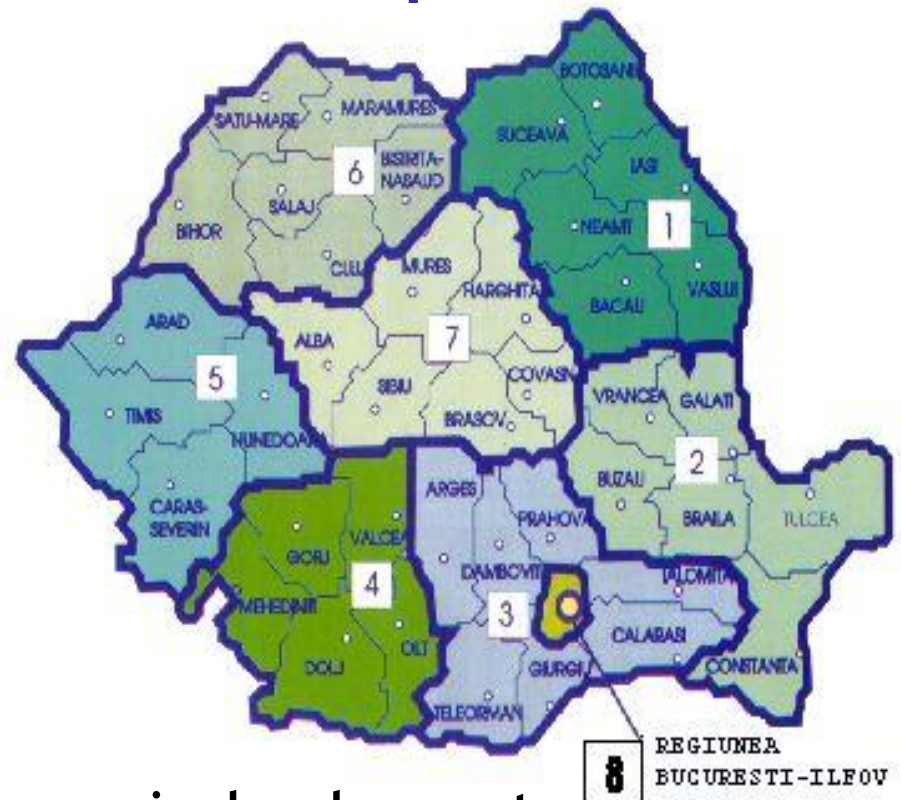


Inițiativă locală. Dezvoltare regională.

www.inforegio.ro

www.regioadrbi.ro

Regional development concept



ROMANIA - 8 regions for economic development
Law nr.315 / 2004

Targeting the development priorities of Romania and the EU objectives

Following the principles of EU regional development and cohesion policy

BI Region opportunities for you!



Regional Institutions

- BI Regional Development Agency
- NGO for public utility
- BI Regional Development Council
- the decision-making body

Bucharest Ilfov Regional Development Agency BIRDA

**Non-governmental, non-profit
organization for public utility, which
started its activity in the field of
regional development on 1st of July
1999**

**Organization implementing the BI RDC
decisions (Bucharest-Ilfov Regional
Development Council), who
represents the decision-making body
on the regional level**



BIRDA Intermediary Body for Regio

The information and promotion activities of Regio:

- implementation of Regional Communication Plan
- the regional information office www.regioadrbi.ro/suport/
- the web page Regio www.regioadrbi.ro
- newsletter www.regioadrbi.ro/publicatii/newsletter
- relations with media
- the Regio communicators network

Regional Promotion and Investments Departament



The strategic objective of the BI REGIO Communicators Network

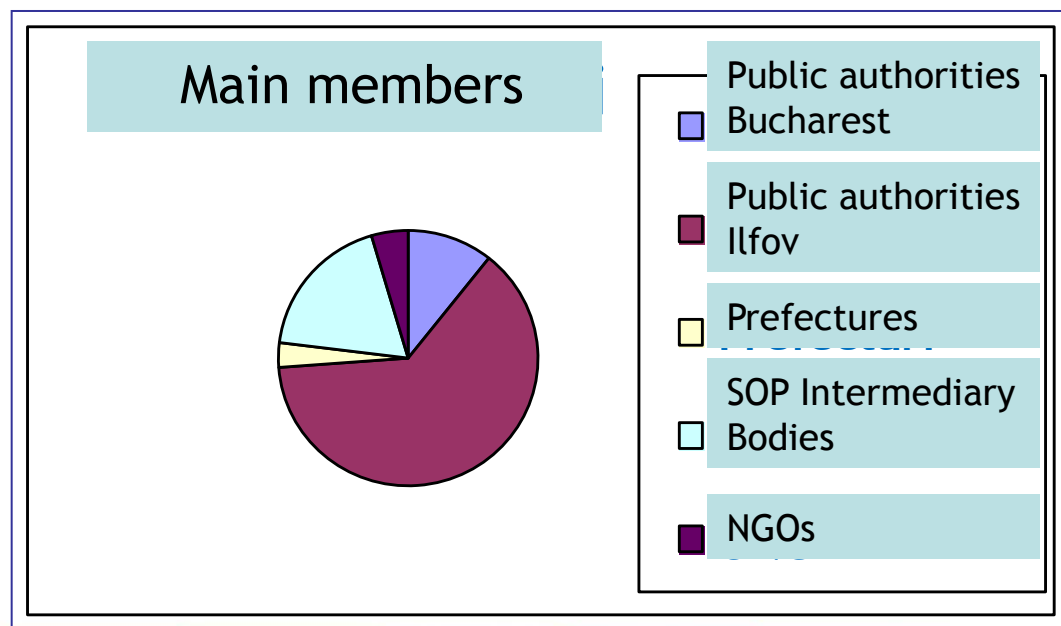
“Increasing the level of information, transparency and awareness regarding the activities of the European Union, Structural Instruments and REGIO”

EC Regulation no.1159/2006 on the measures of information and advertising for the assistance granted through Structural Instruments



Main members of the BI REGIO Communicators Network

- ✓ Public Authorities
- ✓ NGO (professional & business associations)
- ✓ Chambers of Commerce
- ✓ InfoEuropa Centre
- ✓ Intermediary Bodies from other Sectorial Operational Programmes
- ✓ Academia
- ✓ Embassies
- ✓ Mass-media



Activities of the network

- ✓ continuous informations flow
- ✓ support in organising of the Regio promotion events
- ✓ meeting with lbs for SOP in order to correlate the communication activities within region
- ✓ information & assistance regarding the visual identity for Regio beneficiaries
- ✓ distribution of the Regio promotion materials & publications
- ✓ promotion of the Regio projects as good practice exemples

The BIRegio Communicators Network at a glance

IBs for SOPs



Mass-media



NGOs



Public administration



Support for projects development

❖ helpdesk activities



❖ achievement of projects portfolio within region

Information and communication activities

- Information events (conferences, seminars, promotion caravans)
- Electronic communication (websites and newsletter)
- Publications and promotion materials
- Promotion Regio movie & photos
- Visits with mass media at projects sites





Programul Operational Regional

Clarificari si instructiuni generale

Axa prioritara 1

Axa prioritara 2

Axa prioritara 3

Axa prioritara 4

Axa prioritara 5

Legislatie

Institutii de avizare

Manual de identitate vizuala

Glosar

Acces la finantare beneficiari

Cautare

Cauta fonduri in baza de date

Tip organizatie

alege tipul organizatiei

Tip finantare

alege tipul de finantare

trimite

reseteara

Formular on-line
pentru solicitare
de informatii



aceseaza

OIADRBI

Proiecte

Promovare

Publicatii

Retea

Intrebari frecvente

Contact

cauta

Prima pagina » Retea » Reteaua comunicatorilor REGIO

Reteaua comunicatorilor REGIO

Obiectivul strategic al rețelei este acela de a crea un cadru unitar care sa asigure o informarea prompta si corecta a publicului larg, a potentialilor beneficiari si a beneficiarilor despre oportunitatile Programului si despre modul in care proiectele finantate prin REGIO pot imbunatati aspectele economice si sociale ale comunitatilor regionale si locale. La nivel regional, rețeaua este formata din reprezentantii ADRBI si ai altor institutii care indeplinesc functii de promovare si informare.

marime text: + -

ROF retea BI Regio
vers.martie 2011.pdf

adauga la favorite

tipareste

Reuniuni ale rețelei regionale a comunicatorilor BI REGIO



12 septembrie 2012

26 aprilie 2012

1 noiembrie 2011

28 martie 2011

2 noiembrie 2010

22 iunie 2010

26 aprilie 2010

23 noiembrie 2009

13 mai 2009

4 noiembrie 2008

Reuniuni ale rețelei comunicatorilor REGIO la nivel national



Intalnirea de lucru regionala a comunicatorilor
REGIO - 4 mai 2012

Forumul Comunicatorilor REGIO - 22-24 iunie 2011

«2012» «Septembrie»

Lu	Ma	Mi	Jo	Vi	Sâ	Du
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

au mai ramas: 300 zile

am contractat: 126.827.888 euro

mai avem: 227.172.112 euro

Inregistreaza-te pentru a primi
ultimele noutati.

Aboneaza-te la newsletter

Centrul de Informare
pentru Instrumente Structurale

02193 40
www.fonduri-ue.ro

Linkuri utile

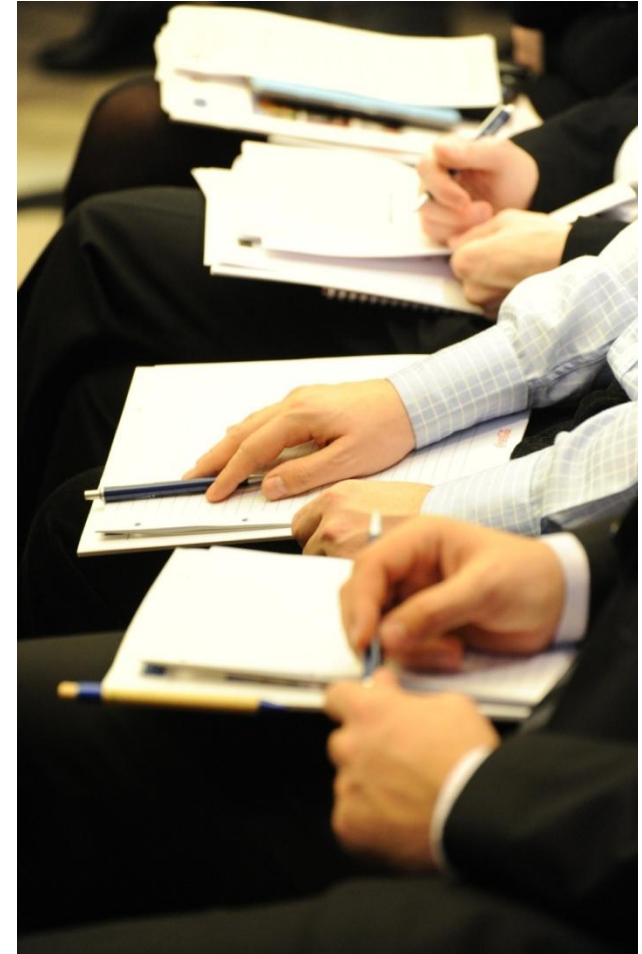
Departamentul de lupta antifrauda

Comisia Europeana

Pentru informatii detaliate despre
celelalte programe cofinantate de
Uniunea Europeana, va invitam sa

Public consultation regarding the new programming period 2014-2020

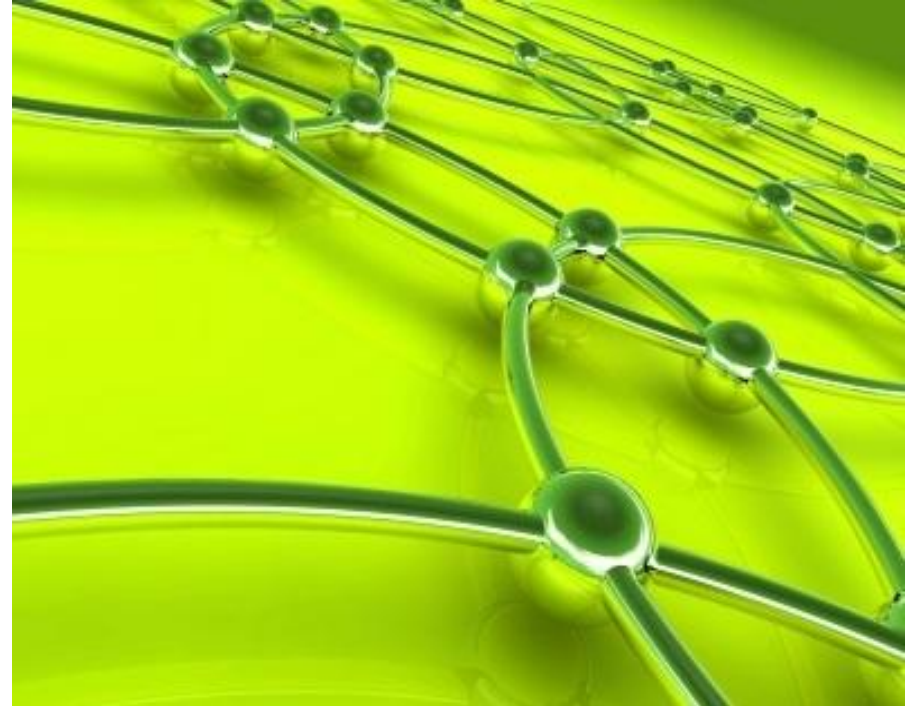
- ✓ consultation on the local needs and the futures regional development directions
- ✓ organisation of the work groups for debates and proposals
- ✓ collection of the proposals regarding programming documents for the new period 2014-2020



Conclusion (1)

The importance of continuing the **networking process** within the **sustainable development** context with

- New members
- New activities



All the actors must **cooperate to develop the network** in order to attract more EU funds to finance sustainable projects

Conclusion (2)

The citizens have the right to information and to access the public information

For a professional and efficient public communication to exist in both theory and practice, citizens must be empowered to participate in meaningful ways in decision-making processes

The public administration must build up a good relation to citizens using new media technologies in order to get over the barriers in public administration communication efficiency



MINISTERUL DEZVOLTĂRII REGIONALE
ȘI ADMINISTRAȚIEI PUBLICE



Bucharest-Ilfov Regional Development Agency Intermediary Body FOR Regional Operation Programme

163 M. Eminescu Street, Bucharest, Romania

Phone /Fax: +4 021.315.96.59; +4021.315.96.65

Phone helpdesk: + 4021.313.80.99

Email: simona.curpan@adrbi.ro

www.adrbi.ro

www.regioadrbi.ro



Inițiativă locală. Dezvoltare regională.

www.inforegio.ro

www.regioadrbi.ro