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**2007-2013**

Annual Information and Publicity Plan

**2012**



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I Objectives

* 1. **Introduction**

The objective of the Information and Communication Plan is to put into a common framework all the information and communication aspects with the purpose of ensuring coherence, efficiency and best possible impact of the information and communication measures. The visibility of the programme depends a great deal on the implementation of the communication aspects, thus the Information and Communication Plan for the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 must be detailed every year in an Annual Communication Action Plan.

The main objective of the Annual Communication Action Plan for 2012 is to ensure an efficient communication system and the tools necessary for increasing the visibility of the programme among the citizens of the targeted areas and to ensure a high quality of the applications submitted within the second call for proposals.

When implementing the communication plan, the management structures shall highlight the role of the European Union and shall ensure the transparency of the financial assistance received from the latter.

**2. Objectives for 2012**

1. Increase of the visibility of the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 among the general audience in all three partner states;
2. Increase of the knowledge of the potential beneficiaries as regards the access methods to the Programme;
3. Increase of the quality of submitted projects;
4. Transparent implementation of the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 by ensuring the visibility of the decision and of the actions taken by the management structures.

### 3. Target audience

**Main target audience:**

* potential applicants: local and regional authorities, education institutions, chambers of commerce, NGOs, Non-profit organisations, associations, public entities responsible with promoting tourism, associations of local municipalities, local and regional public authorities responsible with public transport, bodies responsible with the management of the border crossing points, environment agencies, natural parks administrations, professional organisations, etc.
* decision-makers, etc.

**Secondary target audience:**

* general public,
* information multipliers,
* mass media.

The planned activities shall be directed to the most appropriate target audience, so that efficiency and effectiveness of such action is ensured. The main target audience consists of potential applicants/ beneficiaries for all priorities of the programme, as described in the above mentioned Plan. The secondary target audience consists of the general public.

The information and communication measures shall be mainly implemented in the Programme's area. However, for a limited number of activities, where the added value of a particular activity would justify it, the information and communication measures may be extended at national level (for example, media campaigns).

**4. Specific objectives for each target audience**

**Objectives for the main target audience: potential applicants/ beneficiaries:**

1. increase of the quality of the project implementation
2. improvement of the quality of selected full applications submitted within the 2nd call for proposals, following the selection of the Concept Notes.

**Objectives for the secondary target audience, the general public:**

1. awareness of the public as regards the financial opportunities offered by the European Union to the states participating in the programme and, generally, in territorial cooperation;

information of the public on the results gained within the programme

II Communication activities

Communication activities for 2012 and Chosen communication tools

For setting up the necessary communication activities, the Programme will address the specific objectives for each target audience, as follows:

1. Increase of the quality of projects

In addition to the permanent monitoring of the projects and help desk for the beneficiaries, the management structures will address this objective by a range of communication activities. Trainings for grant beneficiaries selected following the 1st call for proposals will be organised, in both start-up phase, and execution period, and visibility manual of the programme will be distributed.

Moreover, the beneficiaries and partners involved in large scale projects will be targeted by seminars and trainings meant to clarify aspects related to contracting, public procurement, preparation of various documents.

For addressing this objective, also the capacity of the staff of the management structures needs to be increased, and in this respect, trainings for JMA, JTS and antennae are going to be organised. Will be also considered participation of the staff involved in the first level control in trainings.

2. Improvement of the quality of the selected full applications

Following the first evaluation step, concept note, the pre-selected applicants will be requested to submit the full applications. For a better understanding of the call for proposals requirements, and in particular of its second phase-full application, the management structures will carry out various communication activities, mainly (but not exclusively) oriented to the pre-selected applicants. We shall mention here workshops, distribution of the brochure concerning the errors frequently identified within the first call for proposals, helpdesk for the applicants and publication of questions and answers on the Programme website.

For addressing this objective, also the capacity of the persons involved in evaluation of projects (as internal assessors, voting members, chair and secretary) will be increased by trainings organised prior to the first evaluation meeting.

3. Awareness of the public concerning the financial opportunities offered by the European Union to the states participating in the programme and, generally, in territorial cooperation;

In order to cover as much as possible of the general public located in the programme area, the Programme shall continue the communication activities started in 2011. The billboard campaign shall continue during the first two semesters of 2012, while the procedure for contracting the broadcasting of the TV spots in the three states shall be resumed,

Promotional materials will be distributed both to the participants in the communication events organised by the management structures or other organisations where the Programme is invited, and to other potential beneficiaries of the programme, potential information multipliers, The JTS will also continue the cooperation with the information multipliers network .

The website shall be both an information instrument for potential beneficiaries and general public, and shall be permanently updated.

For addressing this objective, also the capacity of the management structures staff will be increased by trainings, in order to provide correct information on the programme to the applicants, the general public and mass media.

4. Information of the public as regards the results gained within the programme

Being in the fourth year of implementation, the positive results of the programme should be presented to the general public and media. In this respect, a major communication event will be organised in the 3rd quarter of the year, aiming at informing the general public both on the achievements of the Programme (projects implemented under Priority 3, projects contracted under Priorities 1 and 2 (regular call and LSPs). Moreover, the event will include a general component of territorial cooperation, as part of the European event: “European Territorial Day”, an initiative of the European Commission. The conference concept will be set up in agreement with the European Commission and harmonised within all countries participating in territorial cooperation programmes.

In addition, the management structures, with the participation of the projects’ beneficiaries, will publish the annual brochure of the programme, containing information related to projects selected under the 1st call for proposals.

The measures planned for 2012 are in line with the Information and Communication Plan and are targeted to the special needs of the fourth year of implementation of the Programme.

The following table provides the list of the activities planned for 2012 and also a short description of the actions required, as well as the distribution of responsibilities of the management structures.

| No. | Measure | **Activity** | | Responsible body | | Target audience | Implementation period |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **Information** | | | | | |  |
|  |  | * 1. **Website**   Necessary activities:  - permanent updating;  - maintenance; | JMA/JTS/BO | | | Primary, secondary | Permanently |
|  |  | **1.2. Publications** | JMA/JTS | | |  |  |
|  |  | **1.2.1. Leaflets**  Distribution of the presentation leaflet of the main data of the second call for proposals leaflets are bilingual and provide information both in Romanian and Ukrainian. | JTS | | | Primary, secondary | Q1  During the call for proposals |
|  |  | **1.2.2 Brochures**  - Distribution of the brochure concerning the Errors frequently identified within the first call for proposals;  - Distribution of the presentation brochure for the second call for proposals;  - Preparation and distribution of the presentation brochures of the programme (information related to the projects selected under the 1st call for proposals. | JTS  JTS  JMA | | | Primary, secondary | Q1, Q2  During the call for proposals  Q1  During the call for proposals  Q4 |
|  | | **1.2.3 Visual Identity Manual**  -Distribution during the training events for grant beneficiaries  -maintaining on the programme website | JTS    JMA | | |  | During the call for proposals  Permanently |
|  |  | **1.2.4 Guidelines for grant applicants**  Distribution of the printed and electronic versions in English The electronic version in English and unofficial translations in Romanian and Ukrainian are available on the programme’s official website. | JTS/JMA | | | Primary | Q1,2  Permanently |
|  |  | **1.3 Help desk**    The help desk activity shall continue at local level, as main information locations for all interested countries, within JTS offices in all three countries. | JTS/Branch office; | | | Primary | Permanently |
|  |  | **1.4 Mailing**  This activity is closely connected to measure 1.1, whereas the website provides the option for subscription to periodical electronic bulletins.  Via electronic mail, JMA, JTS staff and branch offices staff shall answer to questions addressed by the public.  Necessary activities:   * Development of the database of potential beneficiaries, developed by JTS and transmission of the electronic publications to those registered * automatic transmission of the electronic publications to the subscribers on the programme's website | JTS | | | Primary | Permanently |
|  |  | **1.5 Electronic bulletin**  It shall be updated once every four months and shall be available in electronic format and an additional electronic bulletin would be issued whenever requested by the programme development.  Necessary activities:  - Publication of information regarding the programme status and the planned activities and other relevant elements for the cross border cooperation. The bulletin shall be bi-lingual.  - As much as possible, beneficiaries of the first call for proposals shall be co-opted to provide articles on the activities performed within their project. | JTS | | | Primary, secondary | every four months |
|  |  | **1.6 Establishment and cooperation with the organizations involved in the information network**  Necessary activities:  - development of the database of organisations from the public sector and NGOs which are to participate to the information multipliers network;  - initiation of new contacts with such organisations;  - signing a Memorandum of Understanding between the new members of such network and JTS. | JTS/BO | | | Primary, secondary | Permanently |
|  |  |  | JMA/JTS/BO | | | Primary,  secondary |  |
| **2. Promotion** | | | | | | | |
|  |  | **Publicity campaign**  **2.1** One major event is foreseen for 2012:  -Conference “European Territorial Cooperation Day”- event connected with similar events organised by all Programmes for promoting the territorial cooperation financed by EU funds. The conference will also address the major achievements of the programme (in particular presenting the results of the 1st call for proposals).  **2.2 The Press releases** shall be sent to the national and local media when newsworthy information exists. The Info and Communication Officer at JMA level shall coordinate such activity. At local level, JTS shall coordinate with the assistance of the info and communication officer the regular feeding of local press with newsworthy information.  **2.3 Press advertisements:** important events related to the call for proposals or to the programme shall be advertised in the programme’s eligible area.  **2.4** A specialized **press-cutting** **service** shall be used to monitor the presence of the Programme in mass media.  **2.5 Poster campaign/ billboard (contract in implementation during the 2nd call for proposals)**  Necessary activities:   * Maintaining the display of billboard within the eligible area of the programme.   **2.6 Radio-TV campaign**  Broadcasting of the radio and TV spots in the three states participating in the programme.**[[1]](#footnote-1)**  **2.7 Promotion materials**  The promotional materials shall be produced and/ or inscribed with the programme's logo in order to complement the already produced ones under the programme (for example: pens, notebooks, calendars, agendas, backpacks, post-it, stickers, etc.)  Dissemination of the promotional materials.  **2.8 Formal and informal meetings with the decision-makers**  **2.9 Information events**  The representatives of the JMA, JTS and BOs will participate to events where the programme may be promoted. This activity does not have consequences on the communication budget as it involves only travel costs covered from the Travel and Subsistence budget lines of JMA and JTS. | | JMA/JTS/BO  JTS  JMA/JTS/ BO  JTS    JMA/JTS  JMA/JTS    JTS  JMA/JTS    JMA/ JTS/ BO  JMA/JTS/BO | | Primary, secondary  Primary, secondary  Primary, secondary  Primary, secondary | Q3    When necessary  When necessary  Permanently      Q1  Q1,Q 2  Q3,Q4    Permanently  When necessary/ Upon request  When necessary/ Upon request |
| 3. Training | | | | | | | |
|  |  | **3.1 Workshops**  The workshops shall focus on the increase of the capacity and abilities of the applicants selected following the concept note’s evaluation step of the 2nd call for proposals, to prepare full applications of a proper quality. The number of workshops organized will depend on the number of applicants whose concept notes have been selected and who will have to submit the full application forms. If the number of participants justifies it, in 2012 at least 9 such seminars shall be organized, at least 3 for each state participating in the programme, if possible (the number of locations in each country will depend on the number of preliminary successful applicants from these countries). | | | JTS | Primary | Q1 |
|  |  | **3.2 Active training**  For beneficiaries (project leaders), formation trainings shall be organised to support them implement the projects. . At least 3 thematic trainings having multiple sessions in all participating countries shall be organised:  -1 training concerning the final reporting for 1st call for proposals Priority 3  -1 general training –project start-up for 1st call for proposals Priorities 1&2  -1 general training –project start-up for 2nd call for proposals  - 1 general training in the field of contracting the large scale projects  - 1 general training in the field of implementing the large scale projects | | | JTS | Primary | Q1  Q1/Q2  Q4 |
|  |  | **3.3 Training sessions for JMA, JTS and the Branch offices**  Seminars for the staff within the management and implementation bodies shall be organised with the purpose of increasing the capacity thereof to provide correct information on the programme to the potential applicants, the general public and mass media. | | | JMA/JTS | Primary | When necessary |
| **4 Monitoring and evaluation** | | | | | | | |  |  |  |  |  |
|  |  | In 2012, an evaluation of the advertising campaigns performed during the period 2009-2011 within the area of the programme shall be conducted. | | JTS | | Primary, secondary | Q1,Q2 |

1. Indicators
   * 1. Achievement of the communication objectives

JMA, with the JTS support, shall inform the Joint Monitoring Committee about the progress in implementing the communication plan, the information and advertising measures carried out and about the means of communication used.

The annual report for 2012 on implementation of the programme must comprise/ reflect the information and advertising measures achieved in 2012, the arrangements as to the publication of the results and the content of the amendments to the communication plan.

The evaluation indicators shall be:

**a) Efficiency indicators**

The exposure indicates to what extent the target audience received the key message of the campaign, how many times the message has been exposed and whether the target audience paid attention to the campaign, by remembering and recognizing the message transmitted during the implementation of the communication plan. This indicator reveals the perception level of the message/ campaign by the target audience. For this purpose, the means of communication (newspapers, television, radio) shall be subject to a constant monitoring.

**b) Quantity indicators (the indicators included in the Multiannual Information and Communication Plan will be used)**

* Number of participants to the events
* Number of articles generated from the press announcements
* Number of visits on the website of the programme
* Number of publications distributed
* Number of broadcasts of the TV and audio advertising spots
* Number of subscribers to newsletter/ electronic bulletins
* Number of articles sent by beneficiaries within the bulletin
* Number of participants to seminars, etc

#### 2. Evaluation methods of the communication activities

In order to evaluate the way in which the public perceived the communication activities within the Programme during the period 2009-2012, within the Communication Plan the evaluation of the performed activities shall be budgeted. Also, at each information event, evaluation questionnaires shall be distributed to participants, whereby such questionnaires shall be centralized and the centralizations shall be integrated within each post-event report. Based on the post-event evaluations, the improvement methods of promotion and information events shall be established so that they correspond to the requirements and expectations of the participants.

The Joint Technical Secretariat shall transmit to JMA every six months the reporting on the activities performed during the previous period and the results thereof. Based on such reporting, JMA shall decide together with the Joint Technical Secretariat the implementation method of the activities for the next period.

#### IV Human resources

The Ministry of Regional Development and Tourism fulfils the role of Joint Managing Authority for the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013, bearing the entire responsibility for the implementation of the information and advertising activities comprised in the Annual Information and Communication Plan.

JTS (and the Branch offices) shall support JMA with the implementation of the information, communication and promotion activities addressed to the primary target audience of the Programme with the purpose of informing it on the opportunities offered by the Programme, as well as to the general public which shall be informed on the results and the impact of the Programme.

Within JMA, a Technical Assistance Officer responsible with the coordination of the communication activities related to the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 achieved by JMA and JTS and by Offices thereof is appointed. Within JTS Suceava, a coordinator of the information-advertising activity and communication officer is responsible for the implementation of Annual Information and Publicity Plan (AIPP). Within the JTS Iasi, the promotion activities are implemented by two communication officers. Currently, the service contract for the 3 Branch Offices of the JTS in partner countries (consisting of 2 communication officers/branch office) was extended up to 31.03.2011. Moreover, a new service contract shall be signed in order to ensure the continuity of the activities of the Branch Offices, in accordance to the AIPP.

**V Financial resources**

**(to be contracted in 2012)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Measure** | **Activity** | **Responsible body** | **Total Budget** |
| **1.1** | **Information** | **Website** | **JMA** | **3 000** |
| **1.2** | **Annual presentation brochure** | **JMA** | **6 000** |
| **1.3** | **Help Desk** | **JTS/ Branch offices** | **0** |
| **1.4** | **Mailing** | **JMA/JTS** | **0** |
| **1.5** | **Electronic bulletin** | **JTS** | **0** |
| **1.6** | **Establishment of the information network** | **JTS** | **0** |
| **2.1** | **Promotion** | **Conference** | **JTS** | **35 000** |
| **2.2** | **Press releases** | **JMA/JTS** | **0** |
| **2.3** | **Press advertisements** | **JTS** | **27 000** |
| **2.4** | **Press monitoring** | **JMA/JTS** | **0** |
| **2.5** | **Poster campaign/ billboard\*** | **JTS** | **0** |
| **2.6** | **Radio-TV campaign\*\*** | **JTS** | **30 000** |
| **2.7** | **Promotional materials** | **JTS** | **50 000** |
| **2.8** | **Formal and informal meetings with the decision makers** | **JTS** | **0** |
| **2.9** | **Information events** |  |  |
| **3.1** | **Training** | **Workshops for applicants selected following the concept note’s evaluation step of the 2nd call for proposals** | **JTS** | **48 400** |
| **3.2** | **Active training for beneficiaries** | **JTS** | **30 000** |
| **3.3** | **Training sessions for JMA/JTS and the Branch offices** | **JMA** | **25 000** |
| **4.** | **Monitoring and evaluation** | **Monitoring and evaluation of the advertising campaigns performed during the period 2009-2011 within the area of the programme according to the national laws of the Contracting Authority** | **JTS** | **35 000** |
| **Total JMA** | | |  | **34 000** |
| **Total JTS** | | |  | **255 000** |
| **Total** | | |  | **289 400** |

**\*The contract for poster campaign/ billboard was contracted and paid in 2011.**

**\*\* The tender procedure for developing and broadcasting of TV spot was launched in 2010. While the contract for developing of the video spot was realized and paid by JTS in 2011, due to objective reasons the contract for broadcasting couldn’t be concluded. The tender for broadcasting of the TV spot will be resumed in 2012.**

1. The radio spots produced under the contract signed in 2011 were aimed to increase the awareness of the potential beneficiaries, while the TV spot produced was intended to increase the general awareness on the Programme. Unfortunately, the procurement procedure for broadcasting services repeatedly launched was not successful. Consequently, the JMA asked the support of the NAs for broadcasting as public campaigns of the radio spots during the call for proposal at the national/regional stations. In 2012 the procedure for acquisition of the broadcasting services of the TV spots will be resumed. [↑](#footnote-ref-1)