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**Romania-Ukraine-Republic of Moldova**

**2007-2013**

Annual Information and Publicity Plan

**2013**



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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 2013 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.

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 2013**

1. Increase of the visibility of the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 and its results among the general audience in all three partner states;
2. Increase of the knowledge of the beneficiaries as regards the visibility elements of the Programme requirements:
3. 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:**

* beneficiaries: 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 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: applicants/ beneficiaries:**

1. increase of the quality of project’s implementation

**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 2013 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 project’s implementation

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 addressed mainly (but not exclusively) to the beneficiaries. Trainings for grant beneficiaries selected following the second call for proposals will be organised, in both start-up phase, and execution period, and visibility manual of the programme will be distributed. Frequent questions and answers will be published on the Programme website.

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 branch offices are going to be organised. Participation of the staff involved in the first level control in trainings will be also considered.

2. Increasing 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; and also as regards the results gained within the programme

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 previous years. The procedure for contracting the broadcasting of the TV spots in the three states shall be resumed.

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

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

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

Because at that date some of the results of the Programme implementation are already available these should be 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. This event will be connected with the European Cooperation Day supported by Interact, when common tools shall be used by all ENPI programmes for a better impact within the target area. Moreover, the Programme will consider organising joint events with other cooperation programmes acting in the region, and in this respect will make a proposal to the JMC during the current year.

The measures planned for 2013 are in line with the Information and Communication Plan and are targeted to the special needs of this year of implementation of the Programme.

The following table provides the list of the activities planned for 2013 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(elaboration and dissemination of annual brochure)** | JMA/JTS/BO | Primary, secondary |  |
|  | **1.2.1 Visual Identity Manual**-Distribution during the training events for grant beneficiaries-maintaining on the programme website  | JMA/JTS/BO  JMA/JTS/BO |  | PermanentlyPermanently |
|  |  |  |  |  |  |
|  |  | **1.3 Help desk** The help desk activity shall continue at local level, as main information locations for all interested countries, within JTS and branch 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, and other stakeholders, 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/BOJMA (for those subscribed on the JOP website) | Primary, secondaryPrimary, secondary | PermanentlyPermanently |
|  |  | **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 shall be co-opted to provide articles on the activities performed within their project. | JTS/BO | Primary, secondary |  every four months |
|  |  | **1.6 Establishment and cooperation with the organizations involved in the information network**Necessary activities:-cooperation with information multipliers listed in the JTS database. | JTS/BO | Primary, secondary | Permanently |
| 2. Promotion |
|  |  | **Publicity campaign****2.1** One major event is foreseen for 2013:-Conference of the Programme-connected with European Cooperation Day for promoting the cross border cooperation financed by EU funds, and informing the general public both on the achievements of the Programme (projects implemented under First Call, projects contracted under Second Call and LSPs. **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 programme shall be advertised in the programme’s eligible area.If necessary, there will also be published press announcements for recruiting human resources for the purpose of implementation of the programme.**2.4** A specialized **press-cutting** **service** shall be used to monitor the presence of the Programme in mass media.**2.5 TV campaign**Broadcasting of the TV spots in the three states participating in the programme.**[[1]](#footnote-1)****2.6 Promotion materials** The promotional materials(for years 2013 and partly 2014) shall be produced and/ or inscribed with the programme's logo in order to complement the already produced ones under the programme (for example: calendars, agendas, laptop bags, post-it support, etc.)Dissemination of the promotional materials.**2.7 Formal and informal meetings with the decision-makers****2.8 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/BOJMA/JTSJMA/JTS/ BO JTS  JTS JTSJTS JMA/ JTS/ BO |   Primary, secondaryPrimary, secondaryPrimary, secondaryPrimary, secondary |  Q3 When necessary When necessaryPermanently During 2013 Q1,Q2 PermanentlyWhen necessary/ Upon request |
| 3. Training |
|  |  | **3.1 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 -1 general training –project start-up for 2nd call for proposals -1 general training –reporting-up for 2nd call for proposals - 2 trainings for the large scale projects  | JTS | Primary |   Q1Q3/Q4Q1/Q2 |
|  |  | **3.2 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 beneficiaries, the general public and mass media. | JMA/JTS | Primary | When necessary  |
| 4 Monitoring and evaluation |  |  |  |  |  |
|  |  | In 2013, an evaluation of the advertising campaigns performed during the period 2009-2012 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 2013 on implementation of the programme must comprise/ reflect the information and advertising measures achieved in 2013, 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 during the information and communication activities, how many times the message has been exposed and whether the target audience paid attention to, 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 and information activities 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 releases/ announcements
* Number of visits on the website of the programme
* Number of publications distributed
* Number of broadcasts of the TV advertising spots
* Number of subscribers to newsletter/ electronic bulletins
* Number of articles sent by beneficiaries for 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 Public Administration fulfils the role of Joint Managing Authority for the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013, bearing the 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 are responsible for the implementation of Annual Information and Publicity Plan (AIPP). Within the JTS Iasi, the promotion activities are implemented by two communication officers. Also a service contracts on for each of 3 Branch Offices of the JTS in partner countries (consisting of 2 communication officers/branch office) is ongoing.

**V Financial resources**

**(to be contracted in 2013)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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/BO** | **0** |
| **1.5** | **Electronic bulletin** | **JTS/BO** | **0** |
| **1.6** | **Establishment of the information network** | **JTS/BO** | **0** |
| **2.1** | **Promotion** | **Conference + EC Day Event** | **JTS** | **47 625** |
| **2.2** | **Press releases**  | **JMA/JTS** | **0** |
| **2.3** | **Press advertisements** | **JTS** | **22500** |
| **2.4** | **Press monitoring** | **JMA/JTS/BO** | **0** |
| **2.5** | **TV campaign\*** | **JTS** | **45 000** |
| **2.6** | **Promotional materials**  | **JTS** | **54 000** |
| **2.7** | **Formal and informal meetings with the decision makers** | **JTS/BO** | **0** |
| **2.8** | **Information events** | **JMA/JTS/BO** | **0** |
| **3.2** |  **Training** | **Active training for beneficiaries** | **JTS** | **30000** |
| **3.3** | **Training sessions for JMA/JTS and the Branch offices** | **JMA** | **30750** |
| **4.** | **Monitoring and evaluation** | **Monitoring and evaluation of the advertising campaigns performed during the period 2009-2011 within the area of the programme** | **JTS** | **35 000** |
| **Total JMA** |  | **19 000** |
| **Total JTS** |  | **264 875** |
| **Total**  |  | **283 875** |

**\* 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 2013.**

1. The TV spot produced in 2011 intended to increase the general awareness on the Programme was presented during events organised by European Commission and by the Programme during 2012.The procurement procedure for services repeatedly launched by the JTS in order to broadcast the TV spot in the Programme area was not successful. In 2013 the procedure for procurement of the broadcasting services of the TV spot will be resumed. [↑](#footnote-ref-1)