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**2007-2013**

Annual Information and Communication Plan

**2014**



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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 2014 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 2014**

1. To increase the visibility of the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 and of its results among the general audience in all three partner states;
2. To increase the level of knowledge among the beneficiaries in what regards the visibility rules of the Programme;
3. To ensure visibility of decisions and actions taken by the management structures of the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013;
4. To disseminate information in relation to different projects that have received financial assistance from the Programme.
5. To support the process of preparing the new ENI programmes, ensuring the involvement of key stakeholders and that the fact that they are fully aware of the new approach.

### 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.
* staff of the management structures and decision-makers.

**Secondary target audience:**

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

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 main 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) or international level (for example, different external events where the Programme can be promoted).

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

**Objectives for the main target audience:**

* to increase the operational and technical capacity of the project beneficiaries and the quality of projects’ implementation;
* to establish an efficient system of internal communication between the parties involved in the decision-making process of the Programme.

**Objectives for the secondary target audience:**

* to raise awareness among the general public in what regards the financial opportunities offered by the European Union to the states participating in the programme and, generally, in territorial cooperation;
* to inform the general public, mass media, stakeholders etc. on the results gained within the Programme;
* to ensure a proper information and to involve the key stakeholders in preparing the new ENI programmes.

II Communication activities

Communication activities for 2014 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. **To increase the operational and technical capacity of the project beneficiaries and the quality of projects’ implementation and to increase the level of knowledge among the beneficiaries in what regards the visibility rules of the Programme**

In addition to the permanent monitoring of the projects and helpdesk 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 public procurement, preparation of reports and other documents etc.

1. **To raise awareness among the general public in what regards 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 previous years. The TV spot was broadcasted in Republic of Moldova. The procedure for contracting the broadcasting of the TV spot, in Romania and Ukraine 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. The JMA has started the public procurement procedure in 2013 for upgrading the website due to the fact that the technology has changed substantially during the last years and the website does not function properly.

**3. To inform the general public, mass media, stakeholders etc. on the results gained within the Programme.**

Because some of the results of the Programme implementation are already available, these should be presented to the general public, mass media, stakeholders and other interested parties. In this respect, a major communication event will be organised in the 3rd or 4th 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.

The measures planned for 2014 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 2014 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 for the Programme website:  -upgrading  -permanent updating;  - maintenance; | JMA/JTS/BO | | | Primary, secondary | Permanently |
|  |  | **1.2. Publications** |  | | |  |  |
|  | | **1.2.1 Visual Identity Manual**  - distribution during the training events for grant beneficiaries  - updating the programme website  **1.2.2. Elaboration and dissemination of annual brochure**  An annual brochure will be developed, presenting the Programme’s achievements and the projects that have received financing. The best examples will be further developed, providing pictures and short interviews of the beneficiaries.  Necessary activities:  - elaboration of the brochure;  - dissemination. | JTS/BO  JMA/JTS/BO  JMA/JTS/BO  JMA/JTS  JTS/BO | | | Primary | Permanently  Permanently  Q3  Q3-Q4 |
|  |  |  |  | | |  |  |
|  |  | **1.3 Helpdesk**  The helpdesk activity shall continue at local level within JTS and branch offices in all three countries, as main information locations for the beneficiaries and other interested parties. Information about the new financial instrument (ENI) will be provided at request and upon availability. | JTS/BO | | | 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:   * updating 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/BO  JMA (for those subscribed on the JOP website) | | | Primary, secondary  Primary, secondary | Permanently  Permanently |
|  |  | **1.5 Electronic bulletin**  It shall be drafted 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, including preparation of the next ENI CBC Programmes. 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. | JMA/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 2014 connected with European Cooperation Day for promoting the cross border cooperation financed by EU funds, and informing the general public 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 the activity, with the assistance of the JMA 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 spot in the states participating in the programme.**[[1]](#footnote-1)**  **2.6 Promotion materials**  - The promotion materials shall be produced and/ or inscribed with the programme's visual identity elements, in order to complement the already produced ones.  - Dissemination of the promotion materials.  **2.7 Formal and informal meetings with the decision-makers**  **2.8 Best practice case studies**  A film with images from the implemented projects and interviews of the grant beneficiaries and direct/indirect beneficiaries of the projects will be created, in order to share their best practice, their positive experience and benefits and to make the results of the Programme more visible to the general public.  The film will be presented to the general public at the annual major event and at other relevant public events (including festivals) organized by third parties, where JMA/JTS representatives will be invited.  Specialized services will be contracted for this activity.  **2.9 Information (external) events**  The representatives of the JMA, JTS and BOs will participate to events where the programme may be promoted and where relevant information concerning the next programming period will be presented.  Moreover, the JTS and BOs will keep in touch with local and regional authorities and other relevant organizations in order to participate in their meetings/ events that will give room to promote the achievements of the programme. The type of presentation and information provided by the representatives of the JTS and BOs will be adapted to the audience.  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/BOs. | | JMA/JTS/BO  JMA/JTS/BO  JMA/JTS/ BO  JTS/BO    JTS    JTS  JTS/BO  JMA/JTS  JTS  JMA/ JTS/ BO | | Primary, secondary  Primary, secondary  Primary, secondary  Primary, secondary | Q3/Q4    When necessary  When necessary  Permanently    Q1/Q2    Q1/Q2  Permanently  Permanently  Q1/Q2/Q3  When necessary/ Upon request |
| 3. Training | | | | | | | |
|  |  | **3.1 Active training**  For beneficiaries (project leaders), trainings shall be organised in order to support them in the process of projects’ implementation. At least 3 thematic trainings having multiple sessions in all participating countries shall be organised:  - training concerning the final reporting for 1st call for proposals  - general training – project start-up for 2nd call for proposals  - training concerning progress reports and payments requests for 2nd call for proposals  - trainings for the large scale projects (concerning progress reports and payments requests) | | | JTS/BO | Primary | Q1/Q2  Q1  Q1/Q2  Q1/Q2/Q3 |
|  |  | **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 2014, Information and publicity activities will be constantly evaluated, according to the programme procedures in force. | | JTS/BO | | Primary, secondary | Q1, Q2, Q3, Q4 |

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 the means of communication used.

The annual report for 2014 on implementation of the programme will comprise/ reflect the information and advertising measures achieved in 2014, the arrangements as to the publication of 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 information and promotion materials distributed
* Number of broadcasts of the TV advertising spots
* Number of mailing list contacts who received electronically delivered information
* 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 information and publicity activities will be constantly evaluated, according to the programme procedures in force. Also, at information or training events, evaluation questionnaires shall be distributed to participants. The questionnaires will be centralized and the centralizations will be integrated within the post-event reports. Based on the post-event evaluations, the improvement methods of promotion and information events will 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 contract for each of 3 Branch Offices of the JTS in partner countries (consisting of 2 communication officers/branch office) is on-going.

**V Financial resources**

**(to be contracted in 2014)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Measure** | **Activity** | **Responsible body** | **Total Budget (EUR)** |
| **1.1** | **Information** | **Website** | **JMA** | **4000** |
| **1.2** | **Annual presentation brochure** | **JMA** | **6000** |
| **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** | **Major Event (including ECDay)** | **JTS** | **50 000** |
| **2.2** | **Press releases** | **JMA/JTS** | **0** |
| **2.3** | **Press advertisements** | **JTS** | **11 500** |
| **2.4** | **Press monitoring** | **JMA/JTS/BO** | **0** |
| **2.5** | **TV campaign\*** | **JTS** | **30 000** |
| **2.6** | **Promotional materials** | **JTS** | **47 400** |
| **2.7** | **Formal and informal meetings with the decision makers** | **JTS/BO** | **0** |
| **2.8** | **Best practice case studies (film)** | **JTS** | **15 000** |
| **2.9** | **Information (external) events** | **JMA/JTS/BO** | **0** |
| **3.1** | **Training** | **Active training for beneficiaries** | **JTS** | **20 150** |
| **3.2** | **Training sessions for JMA/JTS and the Branch offices** | **JMA** | **10 000** |
| **4.** | **Monitoring and evaluation** | **Information and publicity activities will be constantly evaluated, according to the programme procedures in force.** | **JTS** | **0** |
| **Total JMA** | | |  | **20 000** |
| **Total JTS** | | |  | **174 050** |
| **Total** | | |  | **194 050** |

**\* 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 was concluded only for 1 lot (Republic of Moldova). The tender for broadcasting of the TV spot in Romania and Ukraine will be resumed in 2014.**

1. The TV spot produced in 2011 in order to increase the general awareness on the Programme was presented during events organised by European Commission and by the Programme during 2012 and 2013. The procurement procedure for services launched by the JTS in order to broadcast the TV spot in the Programme area was successful only for one lot (Republic of Moldova). In 2014, the procedure for procurement of the broadcasting services of the TV spot for lot 2 and 3 (Romania and Ukraine) will be resumed. [↑](#footnote-ref-1)