

**Programme funded by the**

**EUROPEAN UNION**

**European Neighbourhood and Partnership Instrument**

**Joint Operational Programme**

**Romania-Ukraine-Republic of Moldova**

**2007-2013**

Annual Information and Communication Plan

**2015**



**Contents:**

1. Objectives
   1. Introduction
   2. Objectives for 2015 Target audience
   3. Target audience
   4. Specific objectives for each target audience
2. Communication activities
   1. Communication activities for 2015
   2. Chosen communication tools
3. Indicators
   1. Achievement of the communication objectives
   2. Evaluation methods of the communication activities
4. Human resources
5. Financial resources

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 2015 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 2015**

1. To increase the visibility of the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 and of its results among the general public 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 stakeholders and the fact that they are fully aware of the new approaches.

### 3. Target audience

**Main target audience:**

* 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 Programme 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 actions 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 in 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 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 increase the level of knowledge among the beneficiaries in what regards the visibility rules 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 achieved by the Programme;
* to ensure proper information and to involve the key stakeholders in preparing the new ENI programmes.

II Communication activities

Communication activities for 2015 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 the grant beneficiaries, including those involved in large scale projects will be organised, upon request. 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 preparation of reports and other documents etc. The beneficiaries and their partners will be constantly supported by the management structures in order to produce promotion and information materials in compliance with the Visual Identity Manual of the Programme.

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 the general public located in the programme area, the Programme shall continue the communication activities started in previous years.

Information and promotional materials will be distributed both to the participants in the communication events organised by the programme or 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 an information instrument for beneficiaries and the general public, and shall be permanently updated. The website of the Programme was upgraded and is constantly updated with various type of information.

**3. To inform the general public, mass media, stakeholders etc. on the results achieved by 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 2nd semester. This event will be connected with the European Cooperation Day, supported by European Commission and Interact, when common tools shall be used by all ENPI programmes for a better impact within the target area.

In order to promote the results of the programme to the general public a TV campaign will be organized in 2015 for airing the TV movie produced by the JTS in 2014.

The measures planned for 2015 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 2015 and also a short description of the actions required, as well as the distribution of responsibilities among the management structures.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Measure | Activity | | Responsible body | | Target audience | Implementation period |
| 1 | **Information** | | | | | |  |
|  |  | * 1. **Website**   Necessary activities for the Programme website:  -permanent updating;  - maintenance;  -development of the new sections related to the 2014-2020 period | JMA/JTS/BO | | | Primary, secondary | Permanently |
|  |  | **1.2. Publications** |  | | |  |  |
|  | | **1.2.1. Elaboration and dissemination of annual brochure**  The annual brochure will be developed to present 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. | JMA/JTS/BO  JMA/JTS  JTS/BO | | |  | 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.    Via electronic mail, JMA, JTS staff and branch offices staff shall answer the questions addressed by the public.  Necessary activities:   * updating the database of 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 issued in Romanian and Ukrainian.  - As much as possible, beneficiaries shall be invited to provide articles on the activities performed and results achieved 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 2015 connected with European Cooperation Day for promoting the cross border cooperation and informing the general public on the achievements of the Programme and projects. Moreover information about preparation of the next ENI CBC Programmes will be provided.  **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 this activity. At local level, JTS shall regularly feed the local press with newsworthy information with the assistance of the JMA Info and Communication Officer.  **2.3 Press advertisements:** important events related to the 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 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.  **2.6 Formal and informal meetings with the decision-makers**  **2.7 Information (external) events**  The representatives of the JMA, JTS and BOs will participate to events where the current programme or the next programming period could be promoted.  Moreover, the JTS and BOs will keep in touch with local and regional authorities and other relevant organizations, and participate to various events giving the opportunity to promote the achievements of the Programme. Presentations 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.  **2.8 TV campaign** for the promotion of programme results by airing the movie produced in 2014 by the JTS. | | JMA/JTS/BO  JMA/JTS/BO  JMA/JTS/ BO  JTS/BO      JMA/JTS  JTS/BO  JMA/JTS/BO  JMA/ JTS/ BO  JMA | | Primary, secondary  Primary, secondary  Primary, secondary  Primary, secondary  Primary, secondary | Q3/Q4    When necessary  When necessary  Permanently      Q1/Q2  Permanently  when requested/ necessary  When necessary/ Upon request  Q3 |
| 3. Training | | | | | | | |
|  |  | **3.1 Active training**  Trainings shall be organised for the beneficiaries in order to support and assist them during implementation. The following thematic trainings could be delivered to the projects, upon request:  - reporting the project progress to the programme management bodies;  - preparing and submitting project payment requests. | | | JTS/BO | Primary | Q1, Q2, Q3, Q4 |
|  |  | **3.2 Training sessions for JMA, JTS and the Branch offices**  Seminars could be organised with the purpose of increasing the capacity of the programme staff to further provide correct information to the beneficiaries, the general public and mass media. | | | JMA/JTS | Primary | When necessary |
| 4 Monitoring and evaluation | | | | | | | |  |  |  |  |  |
|  |  | In 2015, 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 2015 on implementation of the programme will comprise/ reflect the information and advertising measures achieved in 2015, and will show any 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 mailing list contacts who received electronically delivered information;
* Number of articles sent by beneficiaries for the bulletin.

#### 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, during programme 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 coordination of 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, as well as to the general public.

Within JMA, an information and communication Officer responsible with the coordination of the communication activities related to the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 is appointed. Within JTS Suceava a coordinator and an information 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. Service contracts with the Branch Offices of the JTS in partner countries (consisting of 2 communication officers/ branch office) will be concluded.

**V Financial resources**

**(to be contracted in 2015)**

| **No.** | **Measure** | **Activity** | **Responsible body** | **Total Budget (EUR)** |
| --- | --- | --- | --- | --- |
| **1.1** | **Information** | **Website** | **JMA** | **10 000** |
| **1.2** | **Annual presentation brochure** | **JMA** | **20 000** |
| **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** | **Major Event (including ECDay)** | **JTS/ BO** | **40 000** |
| **2.2** | **Press releases** | **JMA/JTS** | **0** |
| **2.3** | **Press advertisements** | **JTS** | **21 300** |
| **2.4** | **Press monitoring** | **JMA/JTS/BO** | **0** |
| **2.5** | **Promotional materials** | **JMA/JTS** | **53 500** |
| **2.6** | **Formal and informal meetings with the decision makers** | **JMA/JTS/BO** | **0** |
| **2.7** | **Information (external) events** | **JMA/JTS/BO** | **0** |
| **2.8** |  | **TV campaign** | **JMA** | **300 000** |
| **3.1** | **Training** | **Active training for beneficiaries** | **JTS** | **0** |
| **3.2** | **Training sessions for JMA/JTS and the Branch offices** | **JMA** | **9 500** |
| **4.** | **Monitoring and evaluation** | **According to the programme procedures** | **JMA/JTS** | **0** |
| **Total JMA** | | |  | **359 500** |
| **Total JTS** | | |  | **94 800** |
| **Total** | | |  | **454 300** |