

I. ANNEXES

1 ANNEX 5. Information and Communication Action Plan

Nr	Action	Indicative budget	Evaluation		Responsible								
			Outputs	Outcomes		07	08	09	10	11	12	13	
	Central Information tools												
1	Develop Corporate design		Visibility guidelines developed and disseminated by all OP implementing partners	Visibility guidelines properly used and materials and activities readily recognised by partners. (recognition as per survey results)	MA, consultant	07	08	09	10	11			
2	Development of Web site		Website in place and regularly updated Web address widely promoted	Nr of hits. Nr of downloads. Level of perceived usefulness from stakeholders (as per survey)	MA Consultant		X	x					
3	Maintain and update website		Regular updates	Monitoring reports indicate that information is uptodate with new information appearing regularly	MA	x	x	x	x	x	x	X	

Nr .	Action	Indicative budget	Evaluation		Responsible							
			Outputs	Outcomes		07	08	09	10	11	12	13
4	Information material (OP brochure, grant scheme leaflets)		Nr of leaflets developed and disseminated	Survey results indicating level of familiarity with and satisfaction with leaflets	Consultant	x	x	x	x	x	x	X
5	Brochures (Annual report, documenting achievements, best practices)		Brochure and leaflets developed Nr of brochures disseminated in all geographic regions	Survey results indicating this as source of knowledge about OP achievements, esp. among multipliers (Media, NGOs, etc)	MA		x	x	x	x	x	X
6	Application package, CD ROM)		Nr of application package available CD Roms disseminated to implementing bodies all over country	Materials comprehensive and easy to use (survey findings)	MA, consultant	x						
7	Update and dissemination of CD ROM		CD ROM materials uptodate	Materials always update and accessible in all parts of country (survey findings)	MA	x	x	x	x	x	x	X
8	OP newsletter (online)		Regular and timely preparation of newsletter	Nr of subscribers Level of satisfaction with usefulness of information (survey results)	Consultant	x	x	x	s	x	x	X

Nr .	Action	Indicative budget	Evaluation		Responsible							
			Outputs	Outcomes		07	08	09	10	11	12	13
9	EU tender fair/open information day (???)		Nr of fairs held throughout the country Nr of participants	Nr of follow-up enquiries from potential applicatins	Representatives of MA, IB, Consultant	x	s	s	s	s	s	S
On-the-spot measures												
10	District and Service offices		Persons appointed Nr of visitors provided with information and answers	Survey results indicating level of usefulness in preparing applications	IBs with support of MA and consultant	X	x	x	x	x	x	X
11	Annual conferences		Conference organised Nr of relevant attendees participate	Clarity about successes, and problems and solutions identified	IB	X	x	x	x	x	x	X
12	Seminars		Nrs of seminars organised Nrs of attendees Level of satisfaction with seminars (evaluations)	Project promoters accurately informing and encouraging their stakeholders to avail of opportunities	IBs, with support of consultant in year 1	X	x	x	x	x	x	X

Nr .	Action	Indicative budget	Evaluation		Responsible							
			Outputs	Outcomes		07	08	09	10	11	12	13
13	Dissemination events		Nr of events organised Nr of potential applicants attending Level of satisfaction with information provided (evaluations)	Nr of potential applicants informed about project opportunities	IB, with support of consultant in year 1	X	x	x	x	x	x	X
Communication/coordination with partners												
14	Direct mailings		Nr of mailings.	Database of project partners and monitors is complete. Guidance is received and implemented in a timely fashion	MA, IBs	x	x	x	x	x	x	X
15	Manuals		Nr of manuals disseminated Level of satisfaction of users with manuals (survey)	Information events being implemented as per guidance and appropriate display of visibility materials	MA, project (development) IBs (dissemination)	x	x	x	x	x	x	X
16	Visibility materials		Appropriate materials distributed to all appropriate persons	Appropriate display of visibility materials at all appropriate events in line with EU requirements. .	IB	x	x	x	x	x	x	X

Nr .	Action	Indicative budget	Evaluation		Responsible							
			Outputs	Outcomes		07	08	09	10	11	12	13
17	Seminars to inform project promoters and promoters of visibility, information requirements		Nr of events organised Nr of potential applicants attending Level of satisfaction with information provided (evaluations)	Nr of partners and promoters successfully implementing information activities in line with guidance manuals		x	x	x	x	x	x	X
198	Good practice workshops		Nr of events organised Nr of potential applicants attending Level of satisfaction with information provided (evaluations)	Level of increase of using successful practices and models	IBs	x	x	x	x	x	x	X
19	Regional workshops		Nr of events organised Nr of potential applicants attending Level of satisfaction with information provided (evaluations)	Level of awareness of progress and best practices in region	IBx	x	x	x	x	x	x	X

Nr .	Action	Indicative budget	Evaluation		Responsible							
			Outputs	Outcomes		07	08	09	10	11	12	13
20	Annual conference of OP communication officers		Annual conference organised Nr of communication officers attending. Level of satisfaction with participation and benefit (evaluations)	Level of knowledge about and implementation of best practices in communication events. (evidence of well implemented communication activities)	MA	x	x	x	x	x	x	
PR and publicity												
21	Advertising		Nr of ads placed in media as per plan.	Recall of ads Reaction to as (as indicated in survey)	MA, IBs	x	x	x	x	x	x	X
22	Media relations		Nr of press release, briefings, press conferences, study visits, interviews and features published. Level of uptake of key messages and accuracy of stories	Nr of potential beneficiaries who have seen materials and were encouraged to learn more (survey) Nr of members of public who can recall seeing stories about SFs and have formed a favourable opinion.	MA, IBs	x	x	x	x	x	x	X

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23	Case studies and film/video documentaries		Nr of films and case studies developed in film or other formats Nr. of broadcasts, viewings of materials	Nr of potential applicants and general public who have seen materials Nr of people who were favourably impressed about the works of the programme	MA, IBs	x	x	x	x	x	x	X
24	High profile events. (Programme launch, and annual presentation of achievements)		Event launched Nr of or high profile participants Level of media coverage	Nr of people aware of the launch/ achievements of the programme as a result of this.	MA, IBs	x	x	x	x	x	x	X
25	European Flag is flown for one week from 9 May in front of the Premises of Ma		Flag in hoisted as part of May 9 ceremony. Ceremony is captured in photographs		MA	x	x	x	x	x	x	X
	Evaluation											

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	Conduct annual survey of final beneficiaries to assess knowledge of, attitude towards and experience of programme and of exposure to and perceived usefulness of different types of information activities, and effective coordination of communication activities to					X	X	X	X	X	X	X
	Request report from all IBs, detailing activities carried out (including photographic evidence), evaluations and activities of programme promoters.					X	X	X	X	X	X	X
	Develop evaluation report and recommendations					X	X	X	X	X	X	X
	Present in annual meeting of information officers					X	X	X		X	X	X
	Update annual communication plan accordingly					X	X	X	X	X	X	X