EUROPEAN UNION

European Neighbourhood and Partnership Instrument

Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013

Information and Communication Plan

Gelöscht: Moldova

February 2008

SECTION 1

INTRODUCTION

In recent years, the significance of information and communication has become much more widely recognized within the European Commission. A clearly understood form of governance bringing together the European Union and its citizens needs to evolve, characterized by an improvement in popular perceptions of the Union and leading to a greater general awareness of the European dimension. In approaching this goal, the European Commission now recognizes that communication is a major instrument. Good communication is crucial for technical assistance and programme implementation. It is vital to inform stakeholders, potential applicants and the general public in order to raise awareness for the programme and its potential results in terms of project outputs.

The Communication Plan for the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 sets out the strategic guidelines for the information and publicity measures that can ensure a good knowledge about the Romania-Ukraine-Republic of Moldova JOP and the contribution of the European Union to the development of the boarder regions and target groups concerned.

A strategic approach for the Communication on the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 represents a necessity due to the strong and obvious connection between the success of CBC policies and a coherent and efficient system of information and publicity measures. These measures have to reflect the content of the activities carried out through the programme and have to guarantee a high degree of transparency for the use of funds.

A communication plan in accordance with Article 42 of the Commission Regulation (EC) No 951/2007 of 9 August 2007 laying down implementing rules for cross-border cooperation programmes financed under Regulation (EC) No 1638/2006 of the European Parliament and of the Council laying down general provisions establishing a European Neighbourhood and Partnership Instrument, has been drawn up by the Joint Managing Authority

The overall aim of the communication plan is to provide the citizens of the targeted areas, applicants and potential beneficiaries and stakeholders with information about the programme and its activities. An efficient implementation of the plan will:
- increase the public awareness about the programme,
- provide the beneficiaries and stakeholders with accurate and reliable information on the programme and operations
- attract a wide number of potential beneficiaries and increase the number of new applications
- increase the quality of the submitted applications
- highlight the role of the Community and ensure that assistance from the ENPI Funds and national co-financing is transparent

The communication plan defines various actions to be carried out throughout the 2007-2013 programme period.

In accordance with the communication plan, the Joint Managing Authority will implement information measures for potential applicants, information measures for beneficiaries, and information and communication measures for the general public of the targeted areas in accordance with the provisions laid down in Article 42 of the Commission Regulation (EC) No 951/2007 of 9 August 2007 laying down implementing rules for cross-border cooperation programmes financed under Regulation (EC) No 1638/2006 of the European Parliament and of the Council laying down general provisions establishing a European Neighbourhood and Partnership Instrument.

Information about the programme will be spread through a variety of channels in order to reach different target groups. A number of traditional sources of information as well as best practice mix of events serve as basis for a broad dissemination of programme-related information.

1.1 Legal framework

The current Communication Plan is in line with the provisions of:

- *Regulation (EC) No 1638/2006* of the European Parliament and of the Council of 24.10.2006, laying down general provisions establishing a European Neighbourhood and Partnership Instrument, Art. 11(2).

- *Regulation (EC) No 951/2007* of 9 August 2007 laying down implementing rules for the cross-border cooperation programmes financed in the framework of the Regulation No 1638/2006 of the European Parliament and of the Council laying down general provisions establishing a European Neighbourhood and Partnership Instrument. Article 42 of the Regulation states that the: (1) The Joint Managing Authority shall be responsible for implementation of information and visibility actions relating to the joint operational programme. In particular, the Joint Managing Authority shall take all necessary steps to ensure the visibility of the Community financing or co-financing in relation to its own activities and to the activities of the projects financed under the programme. Such measures shall comply with the relevant rules on the visibility of external actions laid down and published by the Commission. (2) The responsibility of any branch offices of the Joint Technical Secretariat which might be set up in participating countries shall be to publicise activities under the joint operational programme and to provide anyone who may be interested with information.

- *Cross-Border Cooperation within the European Neighbourhood and partnership Instrument (ENPI)* - Joint Operational Programme Romania-Ukraine-Republic of Moldova. The Programme includes a section referring to Information, publicity and visibility, where the role of information within the Programme is recalled, as well as the tasks of the Joint Managing Authority and of the others actors involved in the implementation of information activities.

- *European Union Visibility Guidelines for External Actions* (2005) providing the formats to ensure a correct use of the EU logos and emblems.

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In order to respond to the necessity of information and publicity that may have dynamic characteristics, the Communication Plan could be subject to amendments during the implementation of the Programme in order to receive possible and needed integration. A mid term review would be proposed when, on the basis of the results achieved by the Programme, the opportunity to re-define some aspects of the Plan could be taken into consideration.

1.2 The Joint Operational Programme Romania-Ukraine-Republic of Moldova

During 2007-2013 programming period, the amount of 126,72 millions Euro will be allocated to the Joint Operational Programme Romania-Ukraine-Republic of Moldova from the ENPI Funds and 11,40 from national funds, to finance the following priorities included in the programme:

Priority 1: Towards a more competitive border economy
• Improving the productivity and competitiveness of the region's urban and rural areas by working across borders.
• Cross-border initiatives in transport, border infrastructure and energy.
Priority 2: Environmental challenges and emergency preparedness
• Addressing strategic cross-border environmental challenges including emergency preparedness.
• Water supply, sewerage and waste management
Priority 3: People to People Co-operation
• Local and regional governance, support to civil society and local communities.
• Educational, social and cultural exchanges.
Technical Assistance
• Programme management and implementation
• Publicity and information

SECTION 2
RATIONALE

Communications in the field of EU-supported cross-border cooperation is a specialised area reflecting the complexity of the subject matter itself. In broad lines, the need for sustained communication activities through information and publicity campaigns mainly arises from the need for immediate, accurate and easy to understand information.

In the case of communication on EU-funds, apart from raising awareness on the funds available through the European Territorial Cooperation Operational Programmes, the communication activities also aim at increasing the level of transparency and of public trust in the bodies managing these funds, as recent research show these as the main issues of concern.

The Communication Plan for the Joint Operational Programme Romania-Ukraine-Republic of Moldova sets out its strategic lines of action based on the above mentioned quantitative and qualitative researches that took place in Romania, for they provide us with a clear picture on the need for information by the general public, but also by the specific target groups.

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Key findings of the research for the Romanian public show that:

1. People do not have a clear image on the funds' destination – they are mostly aware of funds going to infrastructure, investments in schools, agriculture; thus, knowledge of financing towards other fields is very limited.
2. People are mostly aware of the need of co-financing; ignoring other important parameters of the programmes.
3. There is scarce knowledge on the bodies responsible for the management and distribution of EU funds to beneficiaries.
4. There is also confusion with regard to the existence of people/bodies responsible for supervising the way the funds are spent by the beneficiaries.
5. A widespread view is that funds are not quite correctly distributed. The extensive media coverage of cases under fraud suspicion, and also the wide spread perception of high corruption in Romania helped shape this image that European funds are allocated on a discriminatory basis. Suspicion implies that someone deliberately restricts communication on EU funds in order to discourage ordinary people in favour of businessmen, politicians etc.
6. People are mostly aware that a large proportion of funds are not spent because of the poor quality of projects' design or delays in the projects' implementation.
7. Eligibility of expenditure: the opinion is that some funds (about 30%) are spent for purposes other than those initially declared
8. Eligibility of applicants: There is still poor knowledge on who can apply for EU funds.
9. Participants demonstrate an ambiguous understanding of the concept of regional development.

Specifically for the cross border region, in Romania-Ukraine-Republic of Moldova interviews, the qualitative research shown:

- There is a certain knowledge at potential applicants level, for the existence of these programmes as well as of the overall objective of transnational cooperation, in the bordering region, although they are known under "CBC" title;
- Specific difficulties that were created from the much lower lever of knowledge – compared to the Romanian one – from the other side of the border, in relation to the implementation mechanism of the grants and the respective responsibilities of the applicants;
- There are doubts about their ability to use the funds at a short term run, due to the current lack of information regarding the CBC programmes; however they are optimist for their long term absorption;
- The existence of other Operational programmes (like Regional Operational Programme) increases the need to promote the differences between them and clearly distinguish their objectives;

The quantitative research that was implemented in all Cross Border Regions in Romania shown:

⇨ 72% of the Romanian general public has not heard about Cross-border Co-operation Programmes.

⇨ Over 60% of the population does not know what to associate the phrase, 'Cross-border co-operation programmes' with.

⇨ Respondents associate Cross-border co-operation programmes with the collaboration between 2 countries in specific fields (9%), but also with good neighbouring relationships between countries sharing the same borders (7%).

⇨ 37% of the people who have heard about cross-border co-operation programmes know that funds under this programme can be allocated for economic and social development. Respondents are aware of the following fields: Developing co-operation with neighbouring countries (36%), Infrastructure development (36%) and Tourism development (34%).

⇨ Among respondents who have heard about cross-border co-operation programmes, 45% know that local public authorities are eligible to propose projects for funding under the cross-border co-operation programmes. The next actors that the respondents have identified will be eligible to propose projects for funding under these programmes are the following: NGOs (22%) and businesses (22%).

⇨ Respondents who have heard about cross-border co-operation programmes believe that the institutions which manage these programmes are: the Mayoralty (30%), Regional Development Agencies (29%) and the Ministry of Development, Public Works and Housing (27%).

Qualitative research has shown that participants would be interested in the following topics:
- the available funds
- the amount or percentage that the applicant needs to contribute to
- the benefits / profit?

- funding conditions; how can someone get funding?

- necessary documents

- regional planning (on the short or long term) of development directions

- training opportunities in the field

To conclude, the degree of information on post-accession funds is low and the common opinion is that accessing EU funds is difficult because of bureaucracy and the need for co-financing, but also because of the suspicions of corruption. Although information is available, people are generally not very aware of funds available, of benefits, of who is eligible, especially under the ENPI Funds.

Hence there is a need to:
- Advertise results of previous projects under the pre-accession CBC programmes. The results of projects have to be made public, thus making them more visible. Also, they have to be promoted as best practice, as examples of good projects that received financial support.
- Increase trust in public authorities, especially those managing funds. According to the above-mentioned surveys, there is a high-rate of mistrust in these institutions.
- Facilitate a better communication between those involved in the management of EU funds, thus ensuring that information circulates faster, decisions are taken more promptly and the target audience receives immediate, reliable information.

SECTION 3
OBJECTIVES

Information and publicity activities on financial assistance offered by the European Union have as fundamental goal: raising awareness and ensuring transparency in order to create a coherent image of the financial assistance offered by the European Union to the participant countries.

3.1 General Objectives

The general objectives of the current Communication Plan that are in line with the above global objective and the rational summarised in section 2, are the following:

- To provide accurate and up to date information about the programme to stakeholders as well as to the general public;
- To ensure transparency and consistency for a correct information of all target groups about the financing opportunities offered through the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013;
- To inform about the availability of EU financial assistance in view of supporting the absorption of funds allocated through the Joint Operational Programme Romania-Ukraine-Republic of Moldova;
- To inform the primary target group on the added value of EU assistance and its role for the border regions of Romania, Ukraine and the Republic of Moldova.
- To obtain the support of public opinion (with special focus on opinion leaders), on the necessity for such a programme and also about the objectives and benefits of each measure included in the Programme;
- To promote information regarding cross-cutting themes of the Programme i.e. equal opportunities, sustainable development and territorial cohesion.

3.2 Specific objectives

- To achieve successful implementation of the programme by ensuring effective communication system and channels at all levels and by providing specific and qualified information to all identified targets;
- To create and maintain a close relation with the media in what regards transparency in implementing the Joint Operational Programme Romania-Ukraine-Republic of Moldova;
- To encourage an efficient partnership between potential beneficiaries and public administration;
- To contribute to establishing an efficient system for internal communication between interested parties involved in the implementation of the Joint Operational Programme Romania-Ukraine-Republic of Moldova;
- To make available all relevant information in what concerns the requests, eligibility conditions, procedures and good practices that a potential applicant must know;
- To ensure visibility of decisions and actions taken by the institutions involved in the management of the Joint Operational Programme Romania-Ukraine-Republic of Moldova;
- To ensure visibility and multiplication of results obtained by implementing the Joint Operational Programme Romania-Ukraine-Republic of Moldova;
- To disseminate information in relation to different projects that have received assistance form the programme;

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- To develop an information and cooperation network incorporating entities from the public and the private sector in view of further generating a positive awareness on the use of European funds.

SECTION 4
TARGET AUDIENCE

Communication activities primarily should be directed to potential applicants to ensure that they are **properly** and **in time** informed about the opportunities of funding, about calls for proposals and simultaneously to make sure that they understand the administrative process and implementation mechanism.

Information about the programme and the projects' results will also be provided to institutions involved in policy-making in fields related to priorities of the programme, stakeholders and information relayers.

Another important target group for the communication activities is the general public. The geographical area of the programme is the extended border region between Romania and the Republic of Moldova and Romania and Ukraine.

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Core areas

The following areas will constitute the core area for the Joint Operational Programme Romania-Ukraine-Republic of Moldova:

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- In **Romania,** the counties of Botosani, Galati, Iasi, Suceava, Tulcea and Vaslui.
- In **Ukraine,** the oblasts of Odesska, and Chernivetska
- In **the Republic of Moldova,** the whole country.

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Adjoining Areas

In addition certain non-border adjacent areas have been included, that may positively influence the cooperation in the border area. These are:
- In **Romania, the county of Braila**
- In **Ukraine,** the oblasts of Ivano-Frankivska, and Vinniytska plus ten districts of Vinkovetskyi, Chemerovetskyi, Khmelnytskyi, Kamyanets-Podiskyi, Letychivskyi, Dunayevetskyi, Derazhnyanskyi, Novoushutskyi, Yarmolynetskyi, and Horodetskyi in Khmelnyitska Oblast and the twelve districts of Ternopilskyi, Berezhanskyi, Pidgayetskyi,Terebovlyanskyi,Monsturskyi,Gusyatynskyi,Chortkivskyi, Borschchivskyi, Zalishutskyi and Buchatskyi in the oblast of Ternopilska.

The following description of the target group refers to the above-mentioned regions only.

The target audience of the programme is compound and manifold:
- potential applicants,
- final beneficiaries,
- general public (citizens of the targeted areas),
- stakeholders (i.e. Associations, Mass-media, whoever participated in the consultation process).

The *primary target group* is the potential applicants/ beneficiaries for all priorities of the programme, as following:

- chambers of commerce,
- local and regional authorities,
- schools, colleges, universities, other educational institutions
- educational institutions such as business colleges, public entities supporting the work force (job creation centres, job exchange services etc),
- educational institutions and formally constituted women's groups.
- NGOs and formally constituted business and professional associations,
- NPOs
- associations
- public entities in charge with promoting tourism,
- association of small local municipalities and town administrations
- local and regional authorities and public sector (transport, rail and road and energy) and energy agencies and public service providers
- bodies in charge with border crossing management
- environmental agencies including County Environmental Protection Agencies and agencies involved in water management and flood protection
- national parks administrations
- emergency situations inspectorates
- other statutory bodies involved in the development of emergency plans
- county and regional waste management, waste water management public bodies
- legally constituted voluntary bodies drawn from civil society and local communities, including disadvantaged groups and cultural and social organisations;
- non-profit media associations,
- professional organizations
- social partners
- Non-state actors:
    - Mass-media
    - NGOs active at local bordering level
    - Trade associations of the bordering regions
    - Women and youth organizations
    - Cross-border associations
    - Cultural, research and scientific organizations
    - Organizations representing economic and social interests
- International organizations/institutions/networks active in the area

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SECTION 5
MEASURES AND ACTIONS

The Communication Plan for the Joint Operational Programme Romania-Ukraine-Republic of Moldova, is aimed, on one side, at disseminating information about the programme and thus increasing the participation into the programme by the potential beneficiaries, resulting into increased absorption and transparency; and on the other side at increasing awareness about the initiative to the general public and the citizens of the regions involved.

The elements of the highest importance, which have been taken into consideration for the programming and implementation of the strategic communication measures, are:

1. The use of the key messages

2. The expression of messages in an attention-holding way so that target audience will remember them

3. The use of various communication channels, proportional with their impact

4. The constant repetition of messages over a sustained period of time, maintaining the interest of the target group

5. The development of messages with a view not only to inform but also to motivate people/potential beneficiaries to take action

6. The permanent and systematic monitoring and evaluation of the information and publicity measures

Steps shall be taken, at the time of the original launch of assistance and of the main phases of implementation, to alert the regional media as appropriate; such steps may include press releases, placing of articles, supplements in the most suitable newspapers and site visits. Other means of information and communication will also be used such as a website, publications describing successful projects and competitions to identify best practice. These communication tools and the ways in which they are to be used in order to achieve the strategic goals will be described in the following part of the Strategy.

The JMA will also prepare a visibility manual for the programme in line with the rules on visibility for external actions drawn up by the EC.

Cross cutting themes

The cross cutting themes (**equal opportunities,** territorial cohesion, **sustainable development**) have a defining role in developing and implementing the Communication Plan.
- All materials produced within the framework of this Communication Plan will observe the sound equal opportunities norms and will adhere to the EC visibility guidelines.
- The communication strategy will encourage the use of electronic services for the delivery of the information. All produced materials will also be available electronically, to increase access to information and reduce costs with printed materials.

- All publications will be printed in a recyclable paper and the promotional materials will be made with a reduced plastic packaging wrapping.

Below are presented the measures and actions to be taken for the implementation of the Communication Plan.

Indicative measures

No	Measure	Action	Responsible Body	Target audience
1	**Information**			
		1.1 Website The Programme's dedicated internet website will: • Provide general information on the operational programme: regulations, institutional framework, official documents, etc • Provide complete information on the **financing opportunities**[1], **format and content of the applications, selection criteria, procedures to follow (incl. publicity guidelines)** • **Contacts, in the Joint Managing Authority and Joint Technical Secretariat** • **Partnership search facility** • Publish the list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations • Provide information on **the activity of the Joint Monitoring Committee,**: minutes, decisions, reports etc., as soon as they become available to public. • Provide **documentary archives and best-practice** advice and information on how to access and utilize the financial assistance *N.B.The web site was created and developed under Phare project No. RO 2004/016-772.04.03.01.03.05 "Awareness campaign for the Regional Operational Programme". The Technical Assistance of the Programme Ro-Ua-Md will cover the cost for the maintenance (updates) of the web site.*	JMA, JTS	Primary, secondary
		1.2 Publications **1.2.1 Leaflets** One leaflet promoting the programme as a whole will be developed at the beginning of the implementation. The leaflet will be made in a simple language presenting the	JMA, JTS	Primary, secondary

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[1] The "Call for proposals" section of the site is intended to be the most visible one.

No	Measure	Action	Responsible Body	Target audience
		priorities of the programme, its objectives, the eligible applicants and the expected results. The recommended format of this bi-lingual leaflet is: maximum 2 A4 folded in two, 4-coulor print, 110 gr. paper. Additionally in every call for proposals a bilingual leaflet will be printed, that will promote the specific call, providing useful information for the potential applicant in a summarised form. The leaflets will include the objective of the call, the eligible applicants, the type of actions that can be financed, the deadlines and where additional information can be gained. The recommended format of these bi-lingual leaflets is: maximum 2 A4 folded in two, 4-coulor print, 110 gr. Paper. Special attention will be paid to the dissemination of these leaflets. The general programme leaflet that will mainly work as a programme's presentation will be widely distributed through all local stakeholders, i.e. Joint Technical Secretariat and its branch offices, local authorities, RDAs, county councils, Banks, local Chambers of Commerce, and as an insert into local newspapers. The specific leaflets will be mass mailed by the JTS to the targeted potential beneficiaries, as well as local information relayers (media, etc). **1.2.2 Brochures** A brochure will be developed annually, presenting the call for proposals that were launched and the projects that were receiving financing. The best examples will be further developed providing pictures and short interviews of the beneficiaries. The proposed format is a maxi brochure of 10 A4 pages, bilingual, 4 colours, with photo illustration. The brochure will be distributed through the JTS by mass mailing to potential beneficiaries (in order to facilitate exchange of ideas between the same beneficiary "clusters") **1.2.3 Communication guideline** This document will assist all the relevant bodies to perform their communication and PR tasks during the implementation of the Programme. The Guideline will include instructions on and recommended/possible PR activities that the involved bodies can perform in accordance with the regulation and instructions to be transmitted to the final beneficiaries on how to publicize their projects.		

No	Measure	Action	Responsible Body	Target audience
		1.2.4 Visual identity manual The manual will include information on how to use the brand, and further visibility elements and it is meant for all entities involved in the management, implementation and project development activities. This will help the management team to position the brand clearly in the minds of the general public and of the potential beneficiaries. Therefore, a uniform image gives a sense of reliability and competence. **1.2.5. Guidelines for applicants** The guide is meant for the potential applicants, therefore it will contain information regarding the process of application, project management stages etc. The table of contents will include the objectives of the programme and priority issues, financial allocation provided by the Joint Managing Authority, eligibility criteria, how to apply and the procedures to follow, evaluation and selection of applications, submission of supporting documents for provisionally selected proposals, notification of the Joint Managing Authority's decision, conditions applicable to implementation of the action following the Joint Managing Authority's decision to award a grant.		
		1.3 Help desk A help desk at the local level will act as main information point for all interested parties, operating at the JTS offices in the three countries.	JTS	Primary
		1.4 Mailing This activity will be strictly connected to measure 1.1, whereas the website will provide the option for subscription to periodical electronic bulletins. Additional mailing will be made by the JTS as described above. *The direct mailing is based on a database with all potential applicants to be developed by the JTS	JMA, JTS	Primary
		1.5 Electronic Bulletin This will be a 6-monthly magazine available in electronic format. The content will include articles written by the beneficiaries regarding their project activities. Additional articles from the JMA will present the status of the programme as well as forecasted activities and other topics relevant to the Cross Border Cooperation. The bulletin will be bi-lingual.	JMA, JTS	Primary

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No	Measure	Action	Responsible Body	Target audience
		1.6 Establishment of an Information network Partnerships with organizations in the public sector (acting locally in the Border region) and local NGOs are essential for the communication activities of the programme. The network will be built locally and it will operate as information relayers for all activities of the Programme. A Memorandum of Understanding will be signed with the members of the network and the JTS, where the network members will act as intermediaries for getting messages into the local communities they operate and thus acting as information multipliers.	JTS	Primary, secondary
		1.7 Information seminars For every launch of a call for proposal information seminars will be organised to present the call for proposals.	JMA JTS Antennae	Primary, secondary
2	**Promotion**			
		2.1 Publicity campaign The media campaign will concentrate on the promotion of the Programme, dissemination of information and news concerning the financing opportunities, availability of the financial assistance and ways to access it, with the purpose of attracting potential beneficiaries towards the more in-depth information sources available. **2.1.1 Print media campaign (press ads, conferences)** The Joint Managing Authority will initiate and maintain close relations with the press, especially in terms of news feeding. The website at 1.1 will contain a section dedicated to journalists, in which facts and events in an already synthesized publishable form will be available. This "Press Room" will have available a *news database*, a *last period synopsis*, a *calendar of events* for the upcoming period, the *public agenda of the Joint Monitoring Committee* and of the Joint Managing Authority and *contact information* for the journalists who need to address a "human-source".	JMA JTS	Primary, secondary

No	Measure	Action	Responsible Body	Target audience
		2.1.2. Press conferences will be held to make news announcements, to mark and bring into media's attention major events like program launches or closings. **2.1.3** At least **one major event per year** will be held, drawing as much attention on it as possible. As the level of interest at **local level** in communicating with potential applicants is higher, most of the print media material will be developed for and published in the local newspapers. **2.1.4 Press releases** will be regularly sent to National and Local media, when newsworthy information exists. A press relation officer at National level will coordinate the information given on the national press and will organise interviews with key staff of the Joint Managing Authority. At local level the JTS will coordinate with the assistance of the press officer the regular feeding of local press with newsworthy information. **2.1.5 Press Advertisements,** every call for proposals will be advertised at national and local press. All press advertisements will carry the Programme logo. **2.1.6** A specialized **press-cutting service** will be used in order to monitor the presence of the Programme in the media. **2.1.7 Poster / Billboard campaign** A poster campaign is an effective advertising tool, with a strong impact on the targeted groups. The communication campaign will make use of: • Posters on public transportation, railway and subway stations, airports, bus shelters etc or any other usable kind of outdoor support • Indoor posters – smaller billboards, inside stakeholders' offices • Starting with the 9th of May, flying the European flag for a week on the site of all projects co-financed by the Funds.		

No	Measure	Action	Responsible Body	Target audience
		2.1.8. TV and radio Campaign **2.1.8.1 TV spots** that introduce the Joint Operational Programme Romania-Ukraine-Republic of Moldova will be designed for the general public. The TV spots aim at informing the general public about the existence of this programme, at raising the awareness on it. Yet it is meant for the general public, the TV concept wants also to draw attention on potential beneficiaries to the website, the JMA and JTS/ Antenna of the JTS for further information and registration. **2.1.8.2. Radio spots** will be developed to promote the programme as a whole, according to the pattern of the TV spots, but adapted for radio channels. The spots should be aired at local radio stations, in the period before every launch of a new call for proposals. Radio is a very cost effective tool that can be used locally. The radio campaign will mainly serve the secondary target group and will inform the general public of the bordering region about the programme. **2.1.9. Promotion materials (gadgets)** A wide range of promotional materials will also be produced and/or inscribed, in order to complement the above actions (e.g. pens bearing the programmes' logo, notebooks, files, calendars, backpacks, post-it, stickers etc). **2.1.10 On site visits** for mass media, decision-makers, civil society, academic society (according to the type of project). Successful projects may be visited on the Romanian side, and/or, on the side of Ukraine and the Republic of Moldova. The visitors will belong to all countries. **2.1.11. Formal and informal meetings** with the decision-makers. **2.1.12. Best practice case studies.** For the lifespan of the programme successful project should share their best practice with ongoing projects.		

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No	Measure	Action	Responsible Body	Target audience
		2.1.13. Information events in the programme area when the experts communicate with the potential beneficiaries regarding the steps that must be made when applying for financing. The road show has two objectives: information (general and specific information will be disseminated), identification of project ideas and searching for partners. **2.1.14. Cross border conference** The conference shall gather in one place different programme stakeholders: potential beneficiaries, implementing bodies, general public/communities. The aim of this conference is to ensure transparency and more information about the programme, how it is implemented, what are the procedures, what is the impact. It also allow the exchange of information, dissemination of best practice, and support for partnership building and ownership feeling from the part of the participants, who can discuss/propose future projects.		
3	**Training**			
		3.1 Seminars/ workshops The seminars will concentrate on addressing the information needs of the potential beneficiaries of the financial assistance provided within the programme. For every launching of call for proposals, a first round of information seminars will be organised in the programme area, in each of the participant countries, where the call for proposals will be presented analytically. A second series of seminars should be organised after 2-3 week from the launching seminars, with the aim to build partnerships and facilitate the meeting and the agreement between the possible partners.	JMA, JTS	Primary
		3.2 Active training For the potential beneficiaries, training will also be available, in order to develop the skills necessary for ensuring the quality of the requests for financing and thus, to constantly increase the absorption capacity of the financial assistance. The training curricula will concentrate on the necessary skills potential beneficiaries should have in order to apply for financing on the programme (how to mature a project) and manage the programme during its implementation (project management, procurement, etc)	JTS	Primary
		3.3 Trainings and thematic workshops for journalists	JMA	Secondary

No	Measure	Action	Responsible Body	Target audience
		In each county involved in the programme, there will be seminars, informal lunches for the journalists (chief editors, editors,) in order to inform them about the specific of the programme so that the meetings would generate articles and experts' presence in certain radio and TV shows.		
		3.4 Trainings for the JMA/JTS/ Antenna Seminars organized for the management and implementation organisms in which the staff is taught how and what information to give to the potential beneficiaries, general public and mass media regarding the programme.	JMA JTS ANT	Primary, secondary
4	**Monitoring and evaluation**			
		To assess the quantity and quality of the information and promotion activities and the easy/difficult way in getting information, different type of evaluation methods will be carried out. On the one hand, the results obtained after the application of these methods will be analysed and the information received will be used to adapt the next communication plan to the target groups' needs. On the other hand, the evaluation will be an on-going process for every type of activity included in the communication plan, so that the existing plan could be adjusted according to the targets' requests.	JMA, JTS	Primary, secondary

SECTION 6
BUDGET – to be contracted

	Measures	2008	2009	2010	2011	2012	2013
1	**Information**	30,000	30,000	32,000	32,000	32,000	22,000
2	**Promotion**	405,000	20,000	373,000	233,000	323,000	38,000
3	**Training**	15,000	110,000	100,000	100,000	100,000	100,000
4	**Monitoring and Evaluation**	5,000	5,000	5,000	5,000	5,000	20,000
	Reserve	5,000	5,000	5,000	5,000	5,000	10,000
	TOTAL (EURO)	**460,000**	**170,000**	**515,000**	**375,000**	**465,000**	**190,000**

SECTION 7
RESPONSIBILITIES

The Joint Managing Authority for the Joint Operational Programme Romania-Ukraine-Republic of Moldova is the Romanian Ministry for Development, Public Works and Housing (MDPWH), that holds the overall management and responsibility for the information and publicity activities comprised in the Communication Plan.

The JMA will ensure that the programme is disseminated widely and made available to all interested parties.

The JTS will support the JMA in the implementation of information, communication and promotion activities addressed to the Programme's eligible actors at local level, in order to inform them of the opportunities offered, and to the general public, to illustrate the results and impact of the Programme itself.

The Joint Managing Authority

The Joint Managing Authority will ensure that the programme is going to be disseminated widely and made available to all interested parties. It shall carry out specific publicity activities in close cooperation with the JTS according to the communication plan, including:

- Developing and disseminating publicity materials (e.g. leaflets, brochures, newsletters) and ensuring that the Programme's website is properly maintained and updated with relevant information (e.g. news, useful documentation, minutes of the Joint Monitoring Committee meetings, list of funded projects and beneficiaries etc)

- Coordinating the media campaign at national and local level

- Organizing briefings, information sessions, seminars and conferences both for media representatives, applicants and beneficiaries and ensuring that EU requirements are met using adequate, proper channels for disseminating information and communicating in general

- Submit each year to the JMC, for approval an annual information and publicity plan to be implemented by the Joint Managing Authority and Joint Technical Secretariat;

- Informing the Joint Monitoring Committee of progress in implementing the Communication Plan, of information and publicity measures carried out and of the means of communication used

- Nominating the Information and Publicity Officer(s)

The Joint Technical Secretariat

The Joint Technical Secretariat (JTS) is responsible for the information and publicity measures at regional / local level.
In this respect, the JTS shall:

- implement the communication and information activities, according to the annual information and publicity plan;
- develop and disseminate publicity materials (e.g. leaflets, brochures, newsletters);
- coordinate the media campaign at local level;
- organize briefings, information sessions, seminars and conferences both for media representatives, applicants and beneficiaries, according to the Programme Visual Identity Manual;
- ensure that the information and publicity requests are clearly stated in the contracts with the beneficiaries;
- ensure that on the spot checks include an investigation on carrying out the regulations setting up the information and publicity measures;
- ensure that beneficiaries carry out the information and publicity measures, according to the Programme Visual Identity Manual;
- ensure that the progress reports from the beneficiaries contain the report on the information and publicity report that should confirm that the benefits owed to the ENPI Funds are made known;
- keep a database to be made public and that should include the successful projects and it shall disseminate these projects as best practice.

The JTS shall nominate a person responsible for carrying out information and publicity activities and shall inform the Joint Managing Authority in this respect.

Joint Monitoring Committee

Taking into consideration the strategic nature of information and publicity, the Joint Monitoring Committee has the following responsibilities:
- adopts the annual information and publicity plan to be implemented by the Joint Managing Authority/Joint Technical Secretariat;
- revises, on a set up procedure, to what extent the information and publicity measures contributed to carrying out the strategic objectives and provides specific instructions and corrections where necessary;
- considers and approves the annual report and the final report which shall be submitted to the Commission for approval. These reports include a detailed description of the measures taken by the Joint Managing Authority and the Joint Technical Secretariat in order to insure the quality and efficiency of the measures taken for improving publicity for the community assistance.

As transparency is an essential principle for the activity of the Joint Monitoring Committee, the following shall be taken into consideration:
- the JMC shall inform the media on the progress made in implementing the financial package it is responsible for;
- the chairperson of the JMC shall be responsible for the contacts with the press;

- proper arrangements shall be made when important events concerning the JMC meetings will take place. The Commission and the representation of the partner state shall be informed on such arrangements;
- press information regarding the JMC meetings shall be posted on the Internet.

The JTS branch offices

The JTS branch offices (in Chisinau - Republic of Moldova, Odessa – Ukraine, Chernivetska – Ukraine) have generally the task to carry out information and publicity activities and public relations work, under the JTS coordination. The role of the JTS branch offices will be to publicise activities under the programme, and to provide the public with information .

Beneficiaries

Beneficiaries shall be responsible for the information and publicity measures agreed upon in the Grant Contract.
For all its information and publicity activities, the beneficiary shall keep a file (in hard copy and/or electronically) containing all the registered documents relating to these activities (for example, printed or audio-video materials).

SECTION 8
MONITORING AND EVALUATION

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

The annual and final reports on implementation of the programme have to contain some examples of information and publicity measures for the programme, the arrangements as to the publication of results and the content of any amendment to the overall communication plan.

The information and publicity actions will be subject to ongoing and ex-post evaluations, based on the indicators and evaluation criteria defined in advance.

Evaluation of results of information and publicity activities will be done through quantitative data (participation, involvement, and access to information) as well as through qualitative data (questionnaires will be used to register the satisfaction of the users after each contact). The evaluation indicators will be:

a) Efficiency indicators
The "exposure" indicates to what extent the target audience receives 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 or recognizing messages sent during the implementation of the communication plan. This indicator reveals whether the message / campaign "penetrates" the minds of the target audience. For this purpose, the means of communication (newspapers, television, radio) will be the subject of a constant monitoring.

b) Quantity indicators
- Number of participants in the events
- Number of articles generated from the press announcements'
- Number of visits in the web site
- Number of publications distributed
- Number of newsletter subscribers
- Number of articles send by the beneficiaries in the bulletin
- Number of trainees in the seminars, etc.

c) Quality indicators
The technical method for collecting data for quality evaluation is interviewing the target audience using public opinion polls.
- A constant increase in the number of applications received and in the diversity of the applicants
- A constant increase in the number of the administrative compliant applications received

No	Measure	Action	Measurement Instruments	Target Output
1	**Information**			
		1.1 Website	Number of visitors per semester	5000
		1.2 Publications	Number of copies per publication	
		1.2.1 Leaflets	-//-	2000
		1.2.2 Brochures	-//-	2000
		1.2.3 Communication guideline	-//-	150
		1.2.4 Visual Identity Manual	-//-	200
		1.2.5 Guidelines for applicants	-//-	2000
		1.3 Help desk	Number of visitors per semester	100
		1.4 Mailing	Number of publications mailed per semester	200
		1.5 Electronic Bulletin	Number of articles send by the beneficiaries every semester	20
		1.6 Establishment of an Information network	Number of participants per semester	100
		1.7 Information seminars	Number of participants per year	100
2	**Promotion**			
		2.1 Publicity campaign		
		Press Conferences	Number of participants per conference	30 participants from which around 10 will write about the event
		Major Event per year –local level	Number of participants per event	100
		Press Releases	Number of articles generated by press release	around 5
		Press Advertisements	Number of appearances per advertisement	30

No	Measure	Action	Measurement Instruments	Target Output
		Poster / Billboard campaign	Number of copies per action	400
		TV and Radio Campaign	Number of exposures in accordance with the rating per spot	30+60
		Promotional materials (gadgets)	Number of gadgets produced per action	1500
		On site visits	Number of visits per year	10
		Formal and informal meetings	Number of participants per year	10
		Best practice case studies	Number of participants per year	5
		Information events	Number of participants per year	100
		Cross border Conference	Number of participants per conference	150
3	**Training**			
		3.1 Seminars/ workshops	Number of participants per seminar/workshop	50
		3.2 Active Training	Number of participants per training	30
		3.3 Trainings ad thematic workshops for journalists	Number of participants per training	10
		3.4 Trainings for the JMA/JTS/Antenna	Number of participants per training	40