Annex IV - Communication Plan

Introduction

The current communication plan refers to the Programme "Integrated marine and inland water management" according to the Memorandum of Understanding between Greece and the Donor States on the implementation of the EEA Grants 2009-2014.

The communication plan intends to contribute to the dissemination of the programmes' objectives and the projects' outputs in order to act as a tool for attracting the public's attention to the country's commitment to protecting and enhancing water resources.

Furthermore, the communication plan aims at highlighting the Donor States' positive contribution to Greece's efforts at protecting its distinguished natural landscape. In this way, the significant role of European cooperation will be accentuated.

Objectives

The goals of this communication plan are determined by the overall objectives deriving from the Regulation and the specific objectives deriving from the nature of the Programme:

Overall objectives:

- To make the funding available to potential Project Promoters by providing overall and specific information about the Programme and the available financing opportunities
- To increase the Programme's visibility to the general public and to highlight the added value of the Donor States' intervention, thus contributing to the reinforcement of the relations between the Donor States and Greece

Specific Objective

- To increase awareness of a "good environmental status in European marine and inland waters".

Target groups

The target groups of the communication plan are the following:

1. **Potential Project Promoters** such as:
   a. Research institutions
   b. Educational institutions
   c. Regional and Local Authorities
   d. Water Supply and Sewerage Companies Management Bodies of protected areas
   e. Ministries (i.e. Education, Lifelong Learning and Religious Affairs, Environment Energy and Climate Change)
   f. NGO's

2. **Project Promoters** selected according to the selection procedures as described in Article 6.5

3. **Public**
   I. Information multipliers such as:
      a. Economic and social partners
      b. Professional associations
      c. Local Press
      d. Environmental NGOs
      e. Donor States' entities (embassies, teaching institutions)

   II. People who can benefit from/exploit the results of interventions

      a. Island and costal population
      b. Students of primary and secondary education
      c. Students
      d. Enterprises engaged in the fisheries sector
      e. The general public

Communication Strategy

The communication strategy will focus on the following:

- **Achieve accessibility** to the funding by timely communicate the opportunities for applying to the calls for proposals
- **Achieve transparency** by continuously informing the public about how the funding is spent through an updated website
- **Communicate the results** and create a positive image of the Programme

To attain these aims and to address the key stakeholders and the public efficiently, the messages have to be tailored to their level of knowledge.

1.   Potential Project Promoters

According to the Annex 4 of the Regulation on the implementation of the EEA Grants 2009-2014 the Project Operator is responsible for providing the potential Project Promoters in details with all the relevant information, concerning the funding opportunities provided. In order to meet this requirement the Special Service for the Coordination of Environmental Activities (SSCEA) will involve relevant entities, who will function as information multipliers as described in 3a. of this Communication Plan. Furthermore, the creation of a network between relevant institutions will enhance the dissemination of the Programme.

2.   Project Promoters

According to the Article 4.7 2 of the Regulation the P.O. shall ensure, that the Project Promoters fulfill their information and publicity obligations. To achieve this, the Project Promoters will continuously be supplied and assisted with the required information.

The aim is to use the beneficiaries as "objective-allies" to highlight the results/impacts of the Programme, and to encourage them to communicate (with the P.O., the Public/citizens etc.) in order to generate awareness and to ensure, that the results will lead to the projects' sustainability in long term.

3.   Public

a. Information multipliers

Institutions are closer to the people who can benefit from the funding, so they should be involved in the dissemination of the Programme. They are also likely to re-exploit the results of the Programme. For that reason they will be involved in their own interest. They will be sent targeted information, invited to meetings and will also be involved informally with the choice of projects. Special attention will be given to the local press for the multiplying effect it can have on the inhabitants of the intervention areas.

b. People who can benefit/exploit the results of interventions

To bring the Programme closer to the public and show how it can improve its' life conditions, the messages will be simple, easily understandable and brief.

Messages

The key-message defined in the beginning of the Programme is **"Go Blue"** since it refers to the familiar colour of the Greek sea and it is expected to work effectively in attracting the publics' attention.

The messages needed for attracting the audience's attention in the implementation phase will be defined according to the kind of the projects. Indicatively: for the Public and Local Authorities actions in Outcome 1 some mottos could be:

- Save wetlands!

- Safeguarding water reserves!

For the Outcome 3 target groups some mottos could be:

- Let's experience waters!

- Water is Life!

A list which provides an outline of the objectives, the expected communication results, as well as the relevant communication practices is following.

Potential Project Promoters

Activities	Expected Communication Outcomes	Communication Outputs
▪ Broad dissemination of the Programme's existence and creation of a positive image of the Programme ▪ Detailed information about the financing opportunities, the eligibility terms and the procedures to be followed ▪ Highlighting of the added value of the Donor States' intervention	▪ Interest and mobilization of potential beneficiaries have increased. ▪ Preparation of potential Project Promoters for participation to the calls of proposals was in time. ▪ Number of project application was large. ▪ Project applications were accurate and delays in the Programme's implementation had been avoided ▪ Visibility of the Programme and of the EEA Grants at all have increased	▪ Published detailed information about the Programme in English and Greek on the website according to Annex 4 3.2.c ▪ Published detailed information about the Programme in English and Greek on the website according to Annex 4 3.3. ▪ Published calls for proposals on the website as well as in one national newspaper ▪ Representatives in charge have been identified and sent targeted information ▪ They were invited to information meetings ▪ In the beginning of the Programme a conference has been conducted with the participation of entities from the Donor States, potential project promoters, potential partners and the press

Project Promoters

Objective	Expected Communication Results	Communication Practice
▪ Detailed and continuous information about the project promoters' obligations deriving from the financed project ▪ Detailed and continuous information about the Project Promoters' information and publicity obligations ▪ Highlight the added value of the Donor States' intervention	▪ Irregularities have been prevented ▪ The Project Promoters have complied with the provisions of the legal framework of EEA Grants ▪ The Project Promoters have fulfilled their information and publicity obligations ▪ The Project Promoters have function as "objective allies" to highlight the results and impacts of the projects ▪ Visibility of the Programme and of the EEA Grants at all have increased	▪ Published management and control system on the website ▪ A manual with brief information on the project promoters responsibilities has been edited ▪ Project Promoters have been invited to information meetings ▪ The Project Promoters' obligation to develop a publicity plan has been included in the calls for proposals

Public

I. Information multipliers

Objective	Expected Communication Results	Communication Practise
▪ Inform them about the opportunities deriving from the Programme ▪ Encourage knowledge and/or experience transfer ▪ Make the Programme better known, project a positive image of the Programme ▪ Highlight the results of the projects	▪ The institutions function as "communication channels" for arriving the public ▪ A network between relevant institutions has been created ▪ The media have functioned as opinion leaders in creating the awareness of the water resources problem ▪ The media have had a multiplying effect on the general public ▪ The general public has become aware of the pollution and the lack of water resources	▪ A distribution database of various relevant NGOs and other institutions/associations as well as local newspapers has been set up ▪ NGOs and other institutions/associations and the local newspapers have been provided with direct-mails and information about open calls and other relevant issues ▪ The Project Promoters have fulfilled their responsibilities regarding publication/information ▪ The website is maintained and all relevant information is published ▪ Journalists are invited to participate in events

II. People who can benefit from/exploit the results of interventions

Objective	Expected Communication Results	Communication Practise
- Bring the Programme closer to the citizens by pointing out the positive impact the projects have on their quality of life - Highlight the added value of the Donor States' intervention and make the support of the EEA Grants explicit - Raise awareness of the necessity to contribute to the protection and enhancement of the water resources as a "source of life"	- Local communities benefit financially from the environments' enhancement - The general public has been encouraged to participate to water resources' protection/reduction of exploitation - The country can utilise the projects' results for the promotion of an enhanced "tourism-product"	- A distribution database of various relevant NGOs and other institutions/associations has been set up - The website is maintained and all relevant information as well as "success stories" is published - The Project Promoters fulfil their responsibilities regarding publication/information by implementing the management and control system - The FMC is informed about any open calls so these can be published of the EEA Grants ' website

Tactics

According to Article 4.7.2 subparagraphs (b) and (c)

the Programme Operator of the Programme "Integrated marine and inland water management" shall undertake the following communication activities:

1. Conferences

In the beginning of the Programme **a launch conference** with the participation of Donor States' Entities and potential Greek Project Promoters and potential partners from the Donor States will be held. The conference's purpose is to create awareness of the existence of the Programme and to mobilize potential Project Promoters to participate. Furthermore, this conference will serve the objective of "Strengthen the bilateral relations" since it will be followed by a match making event for potential Project Promoters as well as potential donor partners.

When the projects will be in a position to share first results **a second conference** will be organized to give an update on achievements and focus on presenting good practices. Institutions and Project Partners will have the opportunity to exchange experiences, solve problems and accelerate the ongoing projects.

Finally, **a last conference** will be held at the end of the Programme presenting all the good practices and results/impacts.

2. Information on the Website in Greek and English with the following content:

- Information on the Programme "Integrated Marine and Inland Water Management" and the EEA Grants
- Overview of open calls, including documents pertaining to the open calls
- Information on the selection criteria, procedures and deadlines
- Information of all funded projects, including contact information, a description of the projects and their duration, the amount of funding allocated to the projects and information on cooperation with Donor States' entities
- Information on the impact from the Programme and EEA Grants' support
- Relevant documents
- A link to the website www.eeagrants.org
- Links to relevant beneficiaries'/stakeholders' websites
- Contact information
- A contact form

Next up a list with the main tactics and the targeted groups to be addressed is following:

Tactic	Potential Project Promoters	Project Promoters	Public	
			Institutions/ Information multipliers	General Public
Promotional Activities				
Conferences	x	x	x	
Direct Mail/Newsletters	x	x	x	
Calls for Proposals	x			
Brochures/Leaflets	x	x	x	
Information meetings	x	x	x	
Media				
Website	x	x	x	x
Helpdesk	x	x	x	x

Radio or TV publicity will not be in use.

Being on brand

According to the Article 4.7.3 and the Annex 4 of the Regulation, the P.O. shall ensure that the Project Promoters are fulfilling their obligations in terms of publicity and information on the projects.

To communicate the EEA Grants correctly, the Project Promoters will be supported by the person responsible for publicity issues in the Unit A of the P.O. The Communication and

Design Manual includes all the relevant information and the tools to support the Project Promoters in fulfilling these responsibilities.

The following table describes the procedures the P.O. will follow to monitor these responsibilities:

Project Promoters Responsibilities	How to follow-up
Submit a Publicity Plan attached to the project application	During the selection procedure and according to the management system
Information activities on progress, achievements and results (3 or 2)	According to the management and control system
Seek solutions to publish projects information on the web	According to the management and control system
Maintain a project web page for projects of € 10.000	According to the management and control system
Maintain a project web page for projects of € 150.000 in English and Greek	According to the management and control system
Put a billboard at the site of each operation when the project exceeds € 50.000 or consists in the financing of a physical object, infrastructure or of construction operations	According to the management and control system
Replace the billboard no later than six months after completion with a permanent commemorative plaque	According to the management and control system

Timeline

During the planning period and before the official submission the P.O. conducted a consultation procedure about the Programme with representatives of potential Project Promoters as well as relevant stakeholders. The P.O. distributed a draft-programme and set

a deadline for the participants to give a feedback in the form of suggestions/objections, especially towards the defined outputs.

In the **beginning phase** in the first quarter of 2013 the communication strategy will focus on making the Programme known. The development of the website, the launch conference and a leaflet with general information are key tactics in this phase. A training seminar for potential Project Promoters shall also be planned in this phase.

In the **second phase** the communications' tactics will focus on the development of the Programme, the running projects and the monitoring process. This phase will start in second quarter of 2013 and last until the end of 2014. By the end of 2014 a conference will be held, to give an update on achievements and focus on presenting Good Practices.

The **third phase** is the completion phase of the Programme (2015-April 2016). In this phase, emphasis will be given to the presentation of the results and the promotion of exemplary projects.

A list with the communication tactics used in every phase is following:

TACTIC	1ST PHASE	2ND PHASE	COMPLETION-PHASE
Conferences	▬	▬	▬
Website	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬		
Information Meetings	▬	▬▬▬▬▬▬▬	
Direct Mail /Newsletters	▬	▬	
Helpdesk	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬		
Meetings at regional/local level	▬	▬	

Budget

The communication and publicity measures will be financed by the funds of the asset "Programme management" .

Tactics	Budget per unit	Budget total	Financing		
			National co-financing €	EEA FM €	Total
Conferences	18.000	54.000	8.100	45.900	54.000
Website		9.000	1.350	7.650	9.000
Other promotional activities (leaflets, brochures, newsletters,	1.800-2.300	41.000	6.150	34.850	41.000
Publication of calls for proposals	600	3.000	450	2.550	3.000

Evaluating success

For the evaluation of the communication practices' contribution to the Programme's dissemination, specific indicators shall be determined. The following table includes the indicators that will assist the P.O. to define, to what degree the aims of transparency and public awareness have been achieved.

Tactic	Output Indicator	Result Indicator
Conferences	Number of conferences held	Number of participants
Calls for Proposal	Number of calls	Number of submitted proposals
Brochures/Leaflets	Number of editions	Circulation
Newsletters	Number of editions	Circulation
Information meetings	Number of meetings	Number of participants
Website	Development and implementation	Number of visitors
Helpdesk	Development and implementation	Number of questions