



Information and Communication Plan 2011

MEDITERRANEAN SEA BASIN PROGRAMME 2007-2013



Introduction

This Annual Information and Communication Plan details the communication activities to be implemented from January to December of the year 2011.

The Plan stems from a consultation launched by the JMA in 2009 which has involved, throughout meetings and a specific Questionnaire, both the Branch Offices and the National Contact Points.

It's very first draft was in fact presented and discussed in Rome with colleagues coming from Valencia and Aqaba respectively on 2 December 2009 and 15 March 2010; the results of the Questionnaire, drafted and forwarded on 23 November 2009 by the JMA and subsequently submitted by the NCPs, have also been taken into account in order to better target the communication strategy set in the Joint Operational Programme and specified according their expressed needs and expectations.

The Plan foresees some actions related to the calls for proposals that the JMA is going to launch in 2011 while other actions are crosscutting ones. All actions are coordinated to achieve the general three objectives set by the JOP:

- Communicate effectively to public opinion the political and strategic aims that the European Union intends to achieve, in partnership with the countries involved, through activities financed by the Programme and, more generally, by the ENPI;
- Guarantee transparency in the use of community resources, through regular dissemination of information and the use of simple and effective procedure and instrument of direct participation;
- Make potential beneficiaries aware of the purposes, of the opportunity offered by the Programme and the modalities of participation.

The logical framework indicating the coherence among general objectives, specific objectives and actions has been explained in an summary table, while a specific section of the document indicates for each planned detailed action: a brief description, the activities list, the bodies responsible for the implementation, the bodies involved in the implementation, the target groups, the timing, the budget and the indicators.

Following the approval of the JMC, this Plan will be annually updated in order to allow the addition of relevant activities or to reduce activities that turn out to be less successful and efficient, enabling further coordination between national and cross border activities, especially with regards to timeframe of events which will be used by all actors involved.



Strategy

The communication strategy, shared with the two BOs, is divided into Specific Objectives and Operational Objectives (Actions) in coherence with the three Strategic Objectives set by the Joint Operational Programme.

The framework of planned objectives and actions are explained in the three following tables. For each Action, detailed communication activities are provided and explained in the following section called "Detailed Communication Actions and Activities".

Objective 1 - Communicate effectively to public opinion the political and strategic aims that the European Union intends to achieve	
Specific objectives	Actions
1.1 Improve the Programme awareness and visibility	1.1.1 Ensure the use of the Programme logo and visual identity
1.2 Broadcast the Programme information through networking communication tools	1.2.1 Enhance the website 1.2.2 Design and build two public databases 1.2.3 Design and build a private database
1.3 Promote the Programme activities through PR material	1.3.1 Produce and disseminate information and visibility materials
1.4 Communicate the Programme aims during meetings and seminars	1.4.1 Organize events: Launching Conference (Strategic projects, 1th call) Launching Conference (Standard projects, 2nd call)
1.5 Organize Media information campaigns	1.5.1 Prepare a short Programme presentation to be broadcasted through the national media of participating countries. 1.5.2 Publish an extract of the next call for proposals in national newspapers of the beneficiaries countries



Objective 2 - Guarantee transparency in the use of community resources	
Specific objectives	Actions
2.1 Inform granted projects on rules and expectations by the JMA	2.1.1 Participate in Projects Kick off meetings 2.1.2. Participate in official Projects meetings
2.2 Co-ordinate Programme Projects about the utilization of common accepted procedures	2.2.1 Organize informative seminars 2.2.2 Organize training seminars with Projects on: Management, Communication and Finance
2.3 Produce handbooks on sector guidelines	2.3.1 Draft guidelines on Programme common standards for Communication and Reporting formats

Objective 3 - Make potential beneficiaries aware of the purposes, of the opportunity offered by the Programme and the modalities of participation	
Specific objectives	Actions
3.1 Reach the widest audience of potential beneficiaries in the Programme area	3.1.1 Presentation of the Programme opportunities (and distribution of PR material) during selected national and international events
3.2 Create synergies and links with other EC Regional and Co-operation Programmes	3.2.1 Co-operation and cross-links with other EC Programmes



Detailed Communication Actions and Activities

Specific objective 1.1 Improve the Programme awareness and visibility

Action 1.1.1 Ensure the use of the Programme logo and the visual identity

Description: The main objective of this action is to promote and facilitate the use of the logo and the visual identity, among the institutional subjects involved in the Programme implementation, in order to ensure a larger visibility. The JMA intends to make available the Corporate Image Guidelines within the Website and support the Branch Offices and the National Contact Points in their use.

Activities:

- Translating in English, French and Arabic the instructions of the Corporate Image Guidelines.
- Making the Corporate Image Guidelines available on the website.
- Assisting the Branch Offices and the National Contact Points in the understanding and better use of the Guidelines ensuring the correct use of the logo, the graphic line, the templates for each document and informative materials.

Body responsible for the implementation: JMA and JTS

Bodies involved in the implementation: BOs and NCPs

Target groups: Potential Beneficiaries, Large Public

Timing: Starting from the Annual Information and Communication Plan approval

Allocated budget: € 0.00 (work carried out internally by JMA and JTS staff under Technical Assistance budget)

Indicators: The Programme official documents follow the same graphic line and are clearly identifiable



Specific objective 1.2 Broadcast the Programme information through networking communication tools

Action 1.2.1 Enhance the website

Description: The website became operational in March 2009 providing complete and updated information about the Programme, assuring the access to the opportunities offered, the management rules and the approved procedures. During the first call for proposals for Standard Projects, the website was considered the most effective communication tool by the NCPs, particularly the section “Questions and Answers”. It should be taken into account also that, following the results of a survey launched by the JMA, the EUMC have found the website a more relevant source of information than the MPC. Therefore the main objective of this action is to improve the official website by building new static sections and databases as described here below.

Activities:

- Add a new section/page called “synergies/differences with other ETCs Programmes”.
- Enhance the website taking into account the needs and expectations of partners, beneficiaries and general users (e.g. on the home page, the calendar box will highlight the important coming events and by clicking on the day the details on future events/deadlines will be shown).
- Redesign the ‘Information’ section in order to make more visible the role of Communication.
- Make available, in a new section of the website called ‘Communication’ → ‘e-Library’ , important documents, guidelines and ppt presentations.
- Create a private restricted area for the JMC members, BOs and NCPs.
- Enhance the sections dedicated to the ‘Questions and Answers’ in order to reach the highest number of applicants and provide an alert – message system each time the section is updated.
- Enhance the section dedicated to the ‘partner search’ (e.g. a *search for partners* together with a *search for projects* could be presented in the Projects section).
- Publish the internal contacts (JMA and JTS) indicating names, email addresses and telephone numbers.
- Create a section ‘Register’ to be used for subscribing to the mailing lists and login to the restricted areas.



Body responsible for the implementation: JMA and JTS

Bodies involved in the implementation: BOs and NCPs

Target groups: JMC, BOs, NCPs, Potential Beneficiaries, Large Public

Timing: Starting from November 2010

Allocated budget: around € 50.000 (VAT included) within a contract to be signed with the Regional In House company "Sardegna IT". Please note that this amount covers the cost for: hosting, CMS (Content Management System), graphic design and technical assistance, starting from 2011 till the Programme end.

Indicators: Improvement of visits and hits certified by the website statistics

Action 1.2.2 Design and build two public databases

Description: the aim of this action is to publish, in a specific section of the website, two databases in order to give updated information about the granted projects and the people working for the Programme.

Activities:

- Create a data base which will give access to the main information (project sheet) of the granted Projects. It should be possible to query this database by priority/measure/country.
- Create a data base which will give access to the contact details of people working within the Programme. In this case, it should be possible to query this database by function (e.g. financial officer, project officer, etc.) and by organization (e.g. JMA, JTS, BOs etc.).

Body responsible for the implementation: JMA and JTS

Bodies involved in the implementation: BOs, NCPs and Granted Projects

Target groups: JMC, BOs, NCPs, Potential Beneficiaries, Large Public

Timing: From January 2011

Allocated budget: around € 10.000 (VAT included) within a contract to be signed with the Regional In House company "Sardegna IT". Please note that this amount covers the cost for 2 databases for: elaboration, Internet interface, data entry and technical assistance, starting from 2011 till the Programme end.

Indicators: Number of visitors in the website sections containing the databases



Action 1.2.3 Design and build a private (internal) database

Description: the aim of this action is to collect in a systematic way a number of contacts that the JMA and JTS could use for the Programme communication activity.

Activities:

- Create a data base, for internal use, which will collect and organize the contact information (available in the visit cards) of authorities and stakeholders met during conferences and meetings. This data base may be filtered by function (e.g. general director, project officer, etc.), by organization (e.g. Ministry, Directorate, etc.) and by country.

Body responsible for the implementation : JMA and JTS

Bodies involved in the implementation: BOs and NCPs

Target groups: JMA and JTS

Timing: February 2011

Allocated budget: around € 5.000 (VAT included) within a contract to be signed with the Regional In House company "Sardegna IT". Please note that this amount covers the cost for: elaboration, Intranet interface, data entry and technical assistance, starting from 2011 till the Programme end.

Indicators: Number of "contacts" available within the internal database



Specific objective 1.3 Promote the Programme activities through PR material

Action 1.3.1 Produce and disseminate information and visibility materials

Description: The main objective of this action is to ensure the Programme largest visibility and equal opportunities to access the information in the different participating countries. The JMA will make available, to the BOs and NCPs, a “Communication Kit” containing all the printed material to be distributed at any occasion considered relevant (e.g. events organized by other ongoing Programmes within the framework of the European Territorial Cooperation or regional and neighborhood policy; exhibitions, workshops and seminars related to some initiatives funded by the European Commission; technical meetings in which the JMA, JTS, BOs and NCPs are invited to participate as speakers; Projects meetings; etc.).

All the produced materials will be available and downloadable on the website.

Activities:

- Elaborating the layout and the content of all materials in close cooperation with experts in design and printing.
- Distributing the PR material (using the Contact database for addressing authorities and stakeholders) during the events and technical meetings in which the JMA, JTS, BOs and NCPs are invited to participate as speakers.

Not exhaustive list of PR material to be designed, published and disseminated:

- E-flash: the electronic flash will be based on a mailing list and a “send-mail” automatic system, the main objective of this communication tool is to inform subscribers about the ongoing activities of JMA and JTS on two monthly base.
- Newsletters: it will be appointed a redaction committee in cooperation with the BOs and the NCPs. For each issue, relevant information on one or two eligible countries and two or three granted projects and a short section on MED Programme news will be published. The newsletter would also include evaluation forms to assess the popularity of the tool.
- Booklet collecting project ideas: one for each call for proposals.
- Flyers: about the Programme and for each call for proposals.
- Leaflets: reuse of the one already prepared for the Programme launching conference.
- Folders containing description sheets on the four Programme priorities.
- Brochures: the first issue will be on the standard projects selected in the first call for proposals; the second issue will be about the strategic projects selected in the first call for proposals; the third one, to be published at the end of the Programme, should capitalize all the activities performed by the Programme and will include all the financed projects. This tool aims to highlight the value of the projects as the most important tool for the achievement of the Programme general objectives. The granted projects will be asked from the very beginning of their life-cycle to send a “communicative” description of their objectives and activities. Each project will be then identified with its own logo and graphic line and will have one or two dedicated pages in the brochures.



- Comparative Brochure ENPI CBC MED – ETC MED: the existing brochure will be printed to be distributed during significant events.
- Posters: one about the first call for proposals on strategic projects; one about the second call for proposals on standard projects; one for each Programme priority.
- Programme roll-up posters: to be used during relevant internal and external events.
- Stand Kit: about the Programme to be used during relevant external events.
- Video projection: one video about the Programme to be projected during the events.
- Visiting cards: for the JMA, JTS and BOs staff.
- Block notes, Folders and Gadgets (bookmarks, pens and pencils, cotton bags).

Body responsible for the implementation: JMA and JTS

Bodies involved in the implementation: NCPs and BOs

Target groups: Potential Beneficiaries, Large Public

Timing: Starting from the Information and Communication Plan approval

Allocated budget: around € 300.000 (VAT included) within a contract to be signed with the Regional In House company "Sardegna IT". Please note that this amount covers the cost for materials (elaboration, graphic design, printing and photo archive) starting from 2011 till the Programme end.

Indicators: Number of copies of PR materials printed and distributed



Specific objective 1.4 Communicate the Programme aims during meetings and seminars

Action 1.4.1 Organize events

Description: The launching conferences for the first call for proposals on Strategic projects and for the second call for proposals on Standard projects will communicate the Programme state of play and will promote its opportunities on a large scale. The events will be organized by the JMA and the JTS and all participating countries will provide their contribution in terms of definition of the agenda and of their active participation to the conference. The meetings will be organized in two days with a plenary session and some parallel thematic sessions dedicated to the Programme priorities with workshops and a partner search café in which potential beneficiaries will be able to discuss and share project ideas and to meet partners.

During 2011 the JMA will organize two great events: the annual event including the Launching Conference for the first call for proposals on Strategic projects and the Launching Conference for the second call for proposals on Standard projects.

Activities:

For each Conference the following common activities will be performed:

- Defining date and place for the event.
- Detailing the agenda with the identification of main topics and speakers.
- Preparing PR material presentations and working documents.
- Promoting the event in cooperation with the NCPs and BOs.
- Organizing logistics and welcoming.
- Promoting the conference in the national newspapers.

Body responsible for the implementation : JMA and JTS

Bodies involved in the implementation: JMC, JTS, Branch Offices, NCPs and RCBI

Target groups: Potential Beneficiaries, Public Institutions and Beneficiaries Countries Stakeholders

Timing: From March/April 2011 (not later than 1 month after the launching of the 1st call for proposals of the Strategic Projects); From June 2011 (not later than 1 month after the launching of the 2nd call for proposals of the Standard Projects)

Allocated budget: around € 300.000,00 (VAT included)

Indicators: Number of participants attending the conferences



Specific objective 1.5 Organize Media information campaigns

Action 1.5.1 Prepare a short Programme presentation to be broadcasted through the national media of participating countries.

Description: this action aims to raise the Programme awareness publishing, during 2011, a press kit in some national newspapers recommended by the NCPs. The JMA will prepare a general press kit, to be adapted by the NCPs according to the local context. In particular, this press kit will be used at the occasion of relevant events which draw the attention of the local media giving the JMA the opportunity to promote the Programme with no need to dedicate any budget for that.

Promoting the first call for proposals on Strategic projects and the second call for proposals on Standard projects are the main objectives of the 2011 campaign.

Especially during the Programme capitalization phase, the general press kit will be adapted to be broadcasted also using other kinds of media (radio, TV and non-conventional media such as social networking).

Activities:

- Preparing a press kit.
- Contacting the relevant national media at the occasion of important events.

Body responsible for the implementation: JMA, JTS and NCPs

Bodies involved in the implementation: BOs

Target groups: Potential Beneficiaries, Large Public

Timing: From November 2010

Allocated budget: € 0.00 (work carried out internally by JMA and JTS staff under Technical Assistance budget)

Indicators: Number of newspapers which will publish the press kit



Action 1.5.2 Publish an extract of the next call for proposals in national newspapers of the beneficiaries countries

Description: this action aims to give the widest visibility to the call for proposals on Strategic projects and to the second call for proposals on Standard projects in the beneficiaries countries. The Action comes from a need expressed by some NCPs of the MPCs (Questionnaire sent in November 2009) and allows the JMA to guarantee the transparency principle in the use of EU funds as recommended by the Commission, ensuring equal funding opportunities to potential beneficiaries of all participating countries.

A short but effective extract of the call will be published in the national newspapers suggested by the NCPs and the BOs.

Activities:

- Contacting, with the support of the NCPs, the beneficiaries countries national newspapers which are published in English and French.

Body responsible for the implementation : JMA, JTS

Bodies involved in the implementation: NCPs, BOs

Target groups: Potential Beneficiaries, Large Public

Timing: Starting before the launching of the two calls, from March and from May 2011

Allocated budget: € 97.000,00 (VAT included) = around € 3.500,00 (estimated cost for the publication of an extract in each national newspaper) x 14 (beneficiaries countries) x 2 (n° of calls).

Indicators: Number of newspapers which will publish the calls for proposals



Specific objective 2.1 Inform granted projects on rules and expectations by the JMA

Action 2.1.1 Participate in Projects Kick-off meetings

Description: The main objective of this action is to support the projects beneficiaries for the launching of each funded project. The JMA, the JTS and the BOs will take part to the presentation at the occasion of a specific Kick-off event in which the project is presented at local level to the large public, to politicians and stakeholders in order to raise awareness and to assure its best implementation. The JMA, the JTS and the BOs furthermore will support the promotion of the Programme activities and the creation of an internal network of approved projects in order to facilitate the dialogue and the problem solving also connecting the NCPs of the two shores.

Activities:

- Defining the date and place for the event, in close cooperation with the Projects Beneficiaries.
- Promoting the event.
- Preparing PR material and working documents.

Body responsible for the implementation : Projects Beneficiaries; JMA and JTS

Bodies involved in the implementation: JMA, JTS, BOs and NCPs

Target groups: Projects Beneficiaries, Local Territories

Timing: from January 2011 (1st call on Standard projects) –from November 2011 (1st call on Strategic projects)

Allocated budget: € 0.00 (JMA and JTS budget for missions)

Indicators: number of participants in the kick-off meetings to be held in 2011



Action 2.1.2 Participate in official Projects meetings

Description: The main objective of this action is to support the projects beneficiaries in a follow up plan. A common shared calendar containing all the events planned by the projects will be published in the Programme website. The JMA, JTS and BOs will take part in the Projects relevant meetings in order to raise awareness and to assure the projects best implementation. This action aims also to promote the Programme opportunities on a large scale at the occasion of the main events organized by the funded projects.

Activities:

- Collecting the Projects meetings Plan in order to publish a common calendar in the ENPI Programme website
- Deciding, in close cooperation with the Projects Beneficiaries, the events to which take part, who participates and its role.
- Preparing PR material and working documents

Body responsible for the implementation: JMA, JTS and BOs

Bodies involved in the implementation: Projects Beneficiaries

Target groups: Projects Beneficiaries, Large Public

Timing: Programme life

Allocated budget: € 0.00 (JMA, JTS and BOs budget for missions)

Indicators: Missions performed by JMA, JTS and BOs staff to participate in external events



Specific objective 2.2 Co-ordinate Programme Projects about the utilization of common accepted procedures

Action 2.2.1 Organize informative seminars

Description: The Informative seminars, to be held very close to the launching of a call for proposals, has the aim to raise awareness of the Programme, to promote the typology of prospective funded projects, informing potential beneficiaries on the opportunities offered and on the procedures and rules to be observed (who can apply for a grant; how to form a partnership; what can be funded; how to design a project proposal; etc.). These seminars should be organized by the branch Offices of Valencia and Aqaba, RCBI will contribute with its own budget for the MPC.

During 2011 the JMA is planning to organize the following seminars:

- Two informative seminar related to the first call for proposals for Strategic projects that will be launched in 2011 (one for each shore of the eligible area).
- Two informative seminar related to the second call for proposals for Standard Projects that will be launched in 2011 (also in this case, one for each shore).

Activities:

For each seminar the following base activities will be performed:

- Defining the calendar of the event and where it will be organized.
- Promoting the event.
- Organizing logistics and welcoming.
- Preparing PR material and working documents.

Body responsible for the implementation : JMA, JTS and BOs

Bodies involved in the implementation: RCBI and NCPs

Target groups: Potential Beneficiaries

Timing: Very close to launching of the calls. From April 2011 (call on Strategic projects). From July 2011 (2nd call on Standard projects)

Allocated budget: € 144.000,00 (VAT included)

Indicators: Number of participants in the seminars



Action 2.2.2 Organize training seminars with the Projects on: Management, Communication and Finance

Description: The main objective of this action is to provide actors involved in the management of the projects with specific and detailed information on methodologies, financial procedures and communication guidelines.

These seminars should be organized in close cooperation with RCBI that will cover all the related costs. During 2011 the JMA is planning to organize the following seminars: one or two seminars for the Standard projects funded under the first call for proposals; one or two seminars related to the first call for proposals for Strategic Projects that will be launched in the year. Within the seminars, a thematic workshop on capitalization should also be organized in order to present a selection of successful ETC MED and ENPI CBC MED projects already started with their implementation.

Activities:

For each seminar the following base activities will be performed:

- Defining the calendar of the event and where it will be organized.
- Promoting the event.
- Organizing logistics and welcoming in close collaboration with RCBI.
- Preparing PR material and working documents.

Body responsible for the implementation : JMA and JTS

Bodies involved in the implementation: BOs (and Med Liaison Office), NCPs and RCBI

Target groups: Potential beneficiaries and beneficiaries

Timing: After signing the projects contracts. From February and October 2011 (1st call on Standard projects). From December 2011 (1st call on Strategic projects)

Allocated budget: € 0.00 (work carried out internally by JMA and JTS staff under Technical Assistance budget and budget for missions)

Indicators: Number of participant in the seminars



Specific objective 2.3 Produce handbooks on sector guidelines

Action 2.3.1 Draft guidelines on Programme common standards for Communications and Reporting formats

Description: The main objective of this action is to establish a common working framework for each funded Standard and Strategic Project and to guide its implementation. The JMA and JTS in cooperation with the Branch Offices and the INTERACT staff will elaborate a manual to help projects beneficiaries to reach their objectives and to communicate the results achieved.

Activities:

- Drafting of guidelines in cooperation with the BOs and the INTERACT staff.
- Illustrating the manual use to the beneficiaries projects during the training seminars.

Body responsible for the implementation : JMA and JTS

Bodies involved in the implementation: BOs and INTERACT staff

Target groups: Projects Beneficiaries

Timing: Drafting from January 2011 and then in coincidence with the Training seminars

Allocated budget: € 0.00 (work carried out internally by JMA and JTS staff under Technical Assistance budget)

Indicators: Number of downloads (guidelines files) certified by the website statistics



Specific objective **3.1 Reach the widest audience of potential beneficiaries in the Programme countries**

Action 3.1.1 **Presentation of the Programme opportunities (and distribution of PR material) during selected national and international events**

Description: The main objective of this action is the participation of JMA, JTS and BOs staff in specific events organized by other ongoing Programmes within the framework of the European Cooperation or regional and neighborhood policy and in exhibitions and workshops related to some initiatives funded by the UE Commission (e.g. MED, MEDA Finance, Union for the Mediterranean, CPMR, EUROMED, Open days, etc.).

Activities:

- Planning the events to which take part.
- Deciding who participates and its role.
- Preparing documents and presentations highlighting synergies and added value.
- Capitalizing the results by disseminating Programme and project materials.

Body responsible for the implementation: JMA and JTS

Bodies involved in the implementation: BOs and NCPs

Target groups: Potential beneficiaries, large public

Timing: Starting from the Annual Information and Communication Plan approval

Allocated budget: € 0.00 (budget for missions)

Indicators: Missions performed by JMA/JTS staff to participate in relevant external events



Specific objective **3.2 Create synergies and links with other EC Regional and Co-operation Programmes**

Action 3.2.1 Co-operation and cross-links with other EC Programmes

Description: The main objective of this action is the active collaboration of JMA and JTS staff with other Programmes within the framework of the European Cooperation or regional and neighborhood policy and generally all the initiatives funded by the UE Commission.

Activities:

- Publish a short description of the Programme objectives and opportunities in “external” websites (a short section of ENPI CBC Med Programme news could also be included in the MED newsletter).
- Broadcast relevant information (e.g. launching date of the call for proposal, deadlines) through existing specialized info&news networks (e.g. ENPI Info Centre, Interact/RCBI)

Body responsible for the implementation: JMA and JTS

Bodies involved in the implementation: BOs, Liaison Office and NCPs

Target groups: Potential Beneficiaries, Large Public

Timing: Starting from the Annual Information and Communication Plan approval

Allocated budget: € 0.00 (work carried out internally by JMA and JTS staff under Technical Assistance budget)

Indicators: Number of results in a search engine query (e.g. Google, Bing) about the Programme description in external websites