



European Neighbourhood and Partnership Instrument

Black Sea Basin

Joint Operational Programme

2007-2013

2009 Annual Communication Plan

December 2008



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1. Introduction/ Objectives

The objective of the Information and Communication Plan is to put into a common framework all the information and communication aspects with the purpose of ensuring the coherence, efficiency and best possible impact of the information and communication measures. The policy's visibility depends a great deal upon the implementation of the communication aspects, thus the Information and Communication Plan for the Black Sea Basin Joint Operational Programme 2007-2013 must be detailed every year in an Annual Communication Action Plan.

2009 is the first year on the communication agenda for the Black Sea Basin Joint Operational Programme 2007-2013. The Information and Communication Plan for this year is the reference point for the main communication activities that will be implemented this year.

The aim of the Annual Communication Action Plan for 2009 is to provide the potential applicants with information regarding the communication measures that will:

- Increase the awareness about the programme;
- Provide the potential applicants and the beneficiaries with reliable information about the programme;
- Attract a wide number of potential applicants and ensure a large number of applications;
- Ensure a high quality for the applications submitted;
- Highlight the role of the community and ensure the transparency of the assistance from the ENPI funds and national co-financing.



2. Target Audience

Communication activities will be directed at the potential applicants to ensure that they are properly and in time informed about the opportunities of funding, about the 1st call for proposals and simultaneously to make sure that they understand the administrative process and implementation mechanism.

The target audience consists of:

- Potential applicants
- Beneficiaries
- Decision makers

In order to better clarify the target audience, it is divided into two main target groups: primary and secondary targets

Primary target audience:

The primary target group is the potential applicants for all priorities of the programme. The summary list of all potential applicants is:

- Local governments and their associations
- Non-gouvernemental non-profit organisations (NGOs)
- Regional development agencies and other development organizations
- Chambers of Commerce and other professional organizations
- Social partners
- Other public or non-profit organisations, including local branches of universities, schools and colleges



Secondary target audience:

Programme management bodies:

- Joint Monitoring Committee
- National Authorities
- Audit Authority
- European Commission

International organizations/institutions/networks active in the area like:

- Black Sea Economic Cooperation (BSEC)
- Black Sea Forum for Dialogue and Partnership
- Conference of Peripheral Maritime Regions (CPMR)
- Commission for the Protection of the Black Sea against pollution
- United Nations Development Programme (UNDP)



3. Measures and actions/ Timing /Bodies responsible for the implementation of each action/ Estimated Budget

No	Action	Responsible Body	Target audience	Implementing period	Budget
1.1.	Website 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 BLACK SEA Programme covers the costs for the maintenance (updates) of the web site. The web site should be finalized this year by adding the search-for-partners facility. The web page is updated continuously.	JMA	Primary, secondary	Permanently	16 000 EURO
1.2.	Leaflets In the first call for proposals an English leaflet will be printed to promote the specific call, providing useful information for the potential applicant in a summarised form. The leaflet 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. Special attention will be paid to the dissemination of these leaflets.	JMA	Primary, secondary	Q2	4 200 EURO



No	Action	Responsible Body	Target audience	Implementing period	Budget
1.3.	Help desk A help desk at the local level will act as main information point for all interested parties, operating at the NIP offices in the ten countries	NIP	Primary	Before and during the first call Q1, 2	
1.4.	Emailing The website provides the option for subscription to periodical electronic bulletins. *The direct emailing is based on a database with potential applicants to be developed by the JMA.	JMA	Primary Secondary	Permanently	
1.5.	Newsletters Every six months the JMA/JTS in collaboration with the NIPS will publish in electronic format on the programme website a newsletter presenting the status of the programme, results achieved in implementation considering the Programme work plan as well as forecasted activities and other topics relevant to the Cross Border Cooperation in the Black Sea basin area. The newsletter will be in English.	JMA/JTS/NIP	Primary, secondary	Q 2, 4	1000 Euro
1.6.	Establishment of an Information network The JMA shall identify the stakeholders acting in the area (donors - European or international) and shall initiate	JMA/ NIP	Secondary	Permanently	



No	Action	Responsible Body	Target audience	Implementing period	Budget
	cooperation partnerships with such organizations aiming at fostering synergies and complementarities among the different financial instruments available in the area in order to increase the impact of the Black Sea JOP. In the framework of this network JMA will exchange information with the members of the network on the annual BSB programme work plan, participate in the donors events or in common prepared events with the purpose to match the funds for a better orientation of the potential applicants. If there was a need to formalize this network, JMA could sign Memoranda of Understanding with the members of the network, especially where the network members will act as intermediaries for getting messages into the local communities and thus acting as information multipliers				
1.7.	Press conferences One press conference will held at the moment of the launch of the programme (international press will be invited)	JMA	Primary, secondary	Q1	
	Press releases will be regularly posted on the programme website or sent to National or Local media, when newsworthy information exists. The NA and NIP will support the JMA in ensuring the dissemination of such information in their respective countries.	JMA	Primary, secondary	Permanently	



No	Action	Responsible Body	Target audience	Implementing period	Budget
1.8	<p>Launching conference of the programme and 1st call for proposals</p> <p>The launching event of the Programme and 1st call for proposals shall be organised with the participation of representatives from each country, international media, international organizations, embassies etc. The event will take place in Bucharest, Romania.</p>	JMA	Primary, secondary	Q1	10 000 EURO
1.9	<p>Info days</p> <p>The Info days will concentrate on addressing the information needs of the potential applicants of the programme. There are going to be organized 1 Info day per country in Greece, Romania, Bulgaria (ENPI) and Turkey (IPA).</p> <p>Info days in Armenia, Azerbaijan Georgia, Moldova, Ukraine and Russia will be organized with the financial and technical support of RCBI. Approximately two info days per partner country are envisaged.</p>	JMA and NIPs	Primary	Q1	4 500x 4 = 18 000 EURO (ENPI and IPA)
		JMA and RCBI	Primary	Q1	RCBI



No	Action	Responsible Body	Target audience	Implementing period	Budget
2.0	<p>Project preparation workshops After the launch of the first call for proposals, the potential applicants from Greece, Romania, Bulgaria and Turkey will be invited to this type of workshops in order to learn how to prepare a project. There are going to be two workshops per country.</p> <p>Project preparation workshops in Armenia, Azerbaijan Georgia, Moldova, Ukraine and Russia will be organized with the financial and technical support of RCBI. Approximately two project preparation workshops per partner country are envisaged.</p>	JMA	Primary	Q2	8000 x 8 = 64 000 EURO (ENPI and IPA)
		JMA and RCBI	Primary	Q2	RCBI
2.1	<p>Trainings for the JMA, JTS and NIPs</p> <p>Seminars for the JMA, JTS and NIPs staff to increase their ability to provide correct information to potential applicants on applicants pack, PRAG rules, programme implementing system and any other relevant information.</p>	JMA	Secondary	Q1	5 000 EURO
2.2	<p>Promotion materials (pens, maps, banners, memory sticks).</p>	JMA	Primary, Secondary	Q1/Q2	13 000 EURO