



European Neighbourhood and Partnership Instrument

**Black Sea Basin
Joint Operational Programme
2007-2013**

2010 Annual Communication Plan

February 2010



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1. Introduction/ Objectives

The objective of the Communication Plan is to put into a common framework all 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 tools, thus the Communication Plan for the Black Sea Basin Joint Operational Programme 2007-2013 must be detailed every year in an Annual Communication Action Plan.

The aim of the Annual Communication Action Plan for 2010 is to provide the potential applicants with information regarding the communication measures that will:

- ❑ Ensure a high quality for the applications submitted;
- ❑ Provide the potential applicants and the beneficiaries with reliable information about the programme and calls for proposals;
- ❑ Attract a wide number of potential applicants, support them in finding partners and ensure a large number of applications;
- ❑ Increase the level of trust of the general public in the managing institutions of the Programme;
- ❑ Increase the awareness about the programme;
- ❑ Highlight the role of the community and ensure the transparency of the assistance from the EU funds and national co-financing.

2. Evaluation of the 2009 Annual Communication Plan

2009 was the first year on the communication agenda for the "Black Sea Basin Joint Operational Programme 2007-2013". According to the 2009 Annual Communication Plan, the following activities should have been implemented:

The web site (www.blacksea-cbc.net) should have been improved in 2009 by adding new functions. In addition, a firm was contracted for the maintenance of the web site. 16 000 Euro were available for this procedure. Thus, the JMA organized a public tender for the firm in charge with optimizing and maintaining the web site of the Programme. The contract in amount of 6,500 Euro was signed in November 2009 for a two years period. The updated version of the site is estimated to be launched at the latest in March 2010. A special attention will be paid to the partner search tool and to the project idea search tool. In 2009, 36.500 visits were registered on Programme's web site

Leaflets- According to the 2009 Annual Communication Plan, 2000 leaflets were supposed to be distributed in the framework of the first call for proposals.

No new leaflets were elaborated in 2009, as the JMA still had available for distribution 1000 leaflets published under the Phare project RO 2004/016-772.04.03.01.03.05 "Awareness campaign for the Regional Operational Programme".

A help desk function should have been established at local level acting as main information point for all interested parties, operating at the National Info Points (NIPs) offices in the ten countries.



Except for Russia, all countries nominated NIPs. NIPs offered information to the potential beneficiaries during the first call for proposals. In addition, the JMA answered to approximately 140 written questions put by potential beneficiaries during the first call for proposals.

Newsletters-According to the 2009 Annual Communication Plan, the JMA was supposed to deliver 2 Newsletters. They were published in July 2009 and January 2010.

Launching conference of the programme and 1st call for proposals

As planned, the Launching Conference of the Programme was organized in Bucharest on the 5th May 2009. More than 200 persons participated (high officials from participating counties in the Programme, ambassadors, and representatives from National Authorities, National Info Points, and international organisations). The total cost of the event was 7392 Euro. In the framework of the Conference, on the 6th of May 2010 the JMA together with RCBI organised a Partner search forum. The total cost of the event was 4612 Euro. During the first call for proposals, RCBI organised 2 more Partner search forums, in Varna and Odessa.

Info days

The JMA was supposed to organise 4 Info Days in 2009 in Greece, Romania, Bulgaria and Turkey. Because Romania did not have a legislative framework, which allowed organising events abroad, those events could not be organised. RCBI organised 9 Info Days in the Partner countries.

Project preparation workshops

The JMA was supposed to organise 8 Project preparation workshops in Greece, Romania, Bulgaria and Turkey (2 events per country). Because Romania did not have a legislative framework, which allowed organising events abroad, those events could not be organised using the Programmes' funds. The National Authority from Turkey organized 4 project preparation workshops in this country. The Turkish National Authority covered the cost of the event from the IPA funds, according to the Programme's budgetary allocation.

Nevertheless, the JMA with the help of the National Authority from Greece organised one project preparation workshop in Thessaloniki. The cost of the event was covered by the Greek National Authority.

In Romania 3 such events were organised using the funds of a Phare project. Potential beneficiaries from Greece and Bulgaria were invited to the event.

RCBI organised 11 Project preparation workshops in the Partner countries and 10 Follow up seminars.

Trainings for the JMA, JTS and NIPs

The JMA organised on the 7th of May a training seminar for NIP's and JMA staff with RCBI's support, in order familiarize them with the specificity of the first call for proposals. The cost of the event was 254 Euro.



In the view of the start of the evaluation process, at the request of the JMA, the INTERACT project organized in Bucharest a training for the Joint Managing Authority staff and internal assessors on the 3rd of November.

In addition, in June 2009, the INTERACT project organized in Italy, Florence, a networking meeting of the National Information and Contact Points of the south and south-eastern ENPI CBC programmes. The meeting offered the participants the possibility to exchange their views on the role of national authorities and Info Points in maximizing awareness and local and regional involvement in ENPI CBC Programmes.

Promotion materials

In May 2009, the JMA organized a public tender for the acquisition of 500 badges and business cards. The value of the contract was 541 Euro.

In June 2009, the JMA organized a public tender for the acquisition of 1000 pens, 4 banners, 1000 badges and 1000 folders. The value of the contract was 2870 Euro.

A third public tender was organised in November for the acquisition of 1000 calendars and 1000 notebooks. The items will be delivered and paid in 2010.

Press releases/Press conferences

In 2009, 3 press releases were sent to the media and posted on the Programme's web site. No press conferences were organised in 2009.

Establishment of an Information network

Although no official information network was established in 2009 in the Black Sea Basin area, the JMA initiated cooperation with different international organisations. The JMA members participated to events organised by international organisations active in the area and invited to the programme events international organisations active in the Black Sea Basin area.

Conclusions:

1) 173 applications submitted under the first call for proposals, as well as the 1800 participants to the events organized in the framework of the first call show the high interest of potential applicants towards the programme and the fact that the Programme is known in the Black Sea area.

JMA, together with RCBI and National Authorities/NIPs from the countries participating to the programme organized 41 events (Partner Search Forums (3), Info Days (9), Project Preparation Workshops (19), and Follow -up Information Workshops (10)). The participants represented local, regional authorities (38 %), central authorities (7%), NGO's (32%), chambers of commerce, regional development agencies and business associations (8%), universities and research institutes (9%), others (6%).



Taking into consideration the fact that the Programme is well-known in the area, the events organised in 2010 should focus more on helping potential beneficiaries to prepare their applications and on finding partners.

The Partner search forums¹, organised by RCBI and JMA including financial support for the participation of potential applicants and partners from Partner countries has been seen as very helpful. The same support was required for Member State's participants and by participants from Turkey, whose travel expenses were not covered, and their participation was not very numerous.

2) From the total amount of funds allocated for the 2009 Communication Plan (110 700 Euro), only 22 079 Euro were spent. The main reason was that Romania did not have the appropriate legislative framework to allow the organisation of events abroad. This issue was solved by introducing an amendment in the 2010 Romanian State Budget Law, which will allow the JMA (the Ministry of Regional Development and Tourism) to organise events abroad in 2010.

3) The National Authorities and National Info Points played an important role in the dissemination of information for potential beneficiaries. During the first call for proposals, the NIP's organized the flow of information to potential beneficiaries from their own country (supported RCBI and JMA in organizing events, provided information about the calls for proposals in their own language).

4) RCBI played a very important role in supporting the JMA in organising the events for potential beneficiaries in 2009. This collaboration shall continue in the framework of this communication plan.

5) The involvement of INTERACT project in organising training activities for the JMA and NIP should continue in 2010. More training workshops for NIP's should be organised in the framework of the second call for proposals and the start of implementation of first projects.

6) The partner search engine on the RCBI's website and on the Programmes' website was considered useful, but insufficient in their functionalities.² Potential beneficiaries requested more detailed communication information on potential partners.

3. Target Audience

Communication activities will be directed at the potential applicants to ensure that they are properly and timely informed about the opportunities of funding, about the 2nd call for proposals and simultaneously to make sure that they understand the administrative process and implementation mechanism. In addition, in 2010 it will start the implementation of the projects approved in the first call for proposals.

The target audience consists of:

- Potential applicants
- Beneficiaries
- Decision makers

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

¹ According to RCBI's Assessment of the State of Play in the Management and Implementation of the ENPI CBC Programmes 2007-2013

² Idem 1



Primary target audience:

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

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

Secondary target audience:

Programme management bodies:

- Joint Monitoring Committee
- Joint Technical Secretariat
- National Info Point
- National Authorities
- CFCU from Turkey
- Audit Authority
- European Commission
- EU Delegations and Representations
- 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)
 - Others



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

No	Action	Responsible Body	Target audience	Implementing period	ENPI TA Budget
1.1.	<p>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 Programme covers the costs for the maintenance (updates) of the web site. The web site shall become fully operational this year. The web page is updated continuously.</p>	JMA	Primary, secondary	Permanently	5 000 EURO
1.2.	<p>Publications</p> <p>Leaflets A leaflet will be translated in nine languages and printed in 9 versions (one for every language of the Programme), providing useful information for the potential applicants in a summarised form. The leaflets will include information about the eligible applicants, the type of actions that can be financed, where additional information can be obtained, etc. The leaflets will be disseminated at the events organized in the framework of this communication plan and through the NIPs.</p> <p>Brochure A brochure will be elaborated, printed and distributed at the annual conference, containing information about the projects approved in the first call for proposals, annual implementation</p>	JMA	Primary, secondary	Q2	7 000 EURO
		JMA	Primary, secondary	Q2	4000 EURO



No	Action	Responsible Body	Target audience	Implementing period	ENPI TA Budget
	report, future steps and other useful information for potential applicants.				
	Maps of the eligible area A pliable and extensive political map of the eligible area will be printed. On verso, it will also contain information regarding the general conditions that potential beneficiaries must fulfil in order to access the Programme. The maps will be distributed via NIPs to primary target audience and at the events.	JMA	Primary	Q2	5000 EURO
1.3	Promotion materials (notebooks, calendars, memory sticks, business cards, etc).	JMA	Primary, Secondary	Q1,Q2	9 000 EURO
1.4	Training for the JMA, JTS, TIKA, CFCU and NIPs Seminars for the JMA, JTS and NIPs staff shall be delivered to increase their ability to provide correct information to potential applicants on applicants pack, PRAG rules, programme implementing system and any other relevant information. JMA will organize these seminars with the support of INTERACT ENPI and RCBI. Thus, two events are envisaged: one event will take place in Bucharest, after the establishment of JTS and another will be linked with the training for Beneficiaries. In addition the JMA, JTS, TIKA, CFCU and NIPs staff shall attend the specific events organized by INTERACT ENPI on different themes relevant for the implementation of the programme.	JMA INTERACT RCBI	Secondary	Q2,Q4	4 000 EURO



No	Action	Responsible Body	Target audience	Implementing period	ENPI TA Budget
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 3,Q4	
1.6	Annual conference of the programme and announcement of the second call for proposals The Annual conference of the Programme and announcement of the second call for proposals shall be organised with the participation of representatives from each country, international media, international organizations, embassies etc.	JMA RCBI	Primary, secondary	Q3	15 000 EURO
1.7.	Press conferences One press conference will held at the moment of the Annual conference Press releases will be regularly posted on the programme website or sent to National or Local media, when newsworthy information exists. The NIPs will support the JMA in ensuring the dissemination of such information in their respective countries.	JMA JMA	Primary, secondary Primary, secondary	Q3 Permanently	
1.8.	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 participating countries and JTS.	NIPs JTS	Primary	Before and during the Second call Q3, Q4	



No	Action	Responsible Body	Target audience	Implementing period	ENPI TA Budget
1.9	Partner Search Forums In order to facilitate the contact among the potential beneficiaries from the participating countries, the Partner Search Forums will be organized with the financial and technical support of JMA, TIKa and RCBI. Approximately three Partner Search Forums are envisaged (one in Turkey, one in a Member State and one in a Partner Country). The cost of participation of 10 participants per country will be supported by JMA (for Member States' participants), TIKa (for Turkish participants) and RCBI (partner countries participants).	JMA NIPs RCBI TIKA	Primary	Q3,Q4	82 000 EURO
2.0	Project preparation workshops After the launch of the second call for proposals, the potential applicants will be invited to this type of workshops in order to learn how to prepare a project. JMA shall organize 2 workshops per Member State (Greece, Romania, and Bulgaria). 2 Project preparation workshops per partner country (Armenia, Azerbaijan Georgia, Moldova, and Ukraine) will be organized with the financial and technical support of RCBI. The workshops in Turkey shall be organized by TIKa, with JMA support. In addition RCBI shall organize follow up Info workshops in the partner countries (2 events per country). Around 100 people shall be invited at each workshop.	JMA RCBI TIKA	Primary	Q3,Q4	27 000EURO
2.1	Trainings for Beneficiaries and their Partners RCBI and JMA shall organize two training seminars in Bucharest				



No	Action	Responsible Body	Target audience	Implementing period	ENPI TA Budget
	for Beneficiaries, one on signature of the contract and another one, 4 months afterwards, with the participation of the partners. The objective of this last seminar is to increase the capacity of the Beneficiaries and their partners in dealing with procurement rules, reporting, financial management, verification of expenditure and irregularities.	RCBI JMA	Primary	Q3,Q4	
TOTAL					158 000 EURO