



Baltic Sea Region

Programme 2007–2013

Communication plan

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Contents

1.	INTRODUCTION	2
2.	AIMS OF THE COMMUNICATION PLAN	3
3.	RESPONSIBILITY	3
4.	TARGET GROUPS	5
5.	COMMUNICATION TOOLS AND TIMEFRAME	6
6.	EVALUATION & INDICATORS	10
7.	BUDGET	11



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1. Introduction

In the new programming period 2007-2013 the role of and the emphasis on communication and information is strengthened. Communication and information plays an important role in the programme implementation and is a practical and efficient tool to improve the quality of the projects and programme management.

According to Article 69 (1) of Council Regulation (EC) No. 1083/2006 (General Regulation), Member States participating in the programme and the Managing Authority (MA) will provide information on and publicise projects co-financed by the Baltic Sea Region Programme 2007-2013.

A Communication plan as defined in Article 2 (2) of Commission Regulation (EC) No. 1828/2006 (Implementing Regulation) will be drawn up by the Managing Authority. The plan will comply with information and publicity requirements set in this regulation. The Monitoring Committee shall approve the communication plan as well as any major amendments to it. The Managing Authority shall inform the Monitoring Committee and the European Commission annually about progress of the implementation of the Communication Plan. Furthermore, Communication plan can be modified by a Monitoring Committee decision when appropriate.

With regard to the European Neighbourhood and Partnership Instrument (ENPI) funding allocated to the Baltic Sea Region Programme 2007-2013, the Communication plan will also comply with Article 42 of the Commission Regulation (EC) No 951/2007 (CBC Regulation), in particular with the Visibility Guidelines for external action of the EU.

In this context a Communication plan for the Baltic Sea Region Programme 2007-2013 has been prepared. The plan defines information, publicity and marketing activities to be carried out throughout the 2007-2013 programme period. The Communication plan supplements programme goals by increasing visibility and transparency of the programme.

Moreover the Communication Plan emphasises and communicates the Baltic Sea Region Programme 2007-2013 objectives and contributes to priorities outlined in the Operational Programme and takes into account the specific cooperation area of this Programme.

The Communication plan covers whole eligible area and all funding sources (ERDF/ENPI/Norwegian). The communication plan is available at the programme's website at eu.baltic.net.

2. Aims of the communication plan

The overall aim of the Communication plan is to:

- a) insure transparent use of EU funds,
- b) increase awareness about the Programme, projects, funding opportunities and role played by the Community,
- c) promote transnational co-operation and worthwhile results
- d) communicate with potential applicants
- e) provide guidance towards on-going projects
- f) internal communication among the Programme management bodies

3. Responsibility

Division of responsibilities and efficient communication between Monitoring Committee, Managing Authority, Joint Technical Secretariat, National Subcommittees and beneficiaries is important to achieve the aims of this Communication plan and the overall Programme aims set in the Operation Programme. This will also help to reach different target groups in the Programme area.

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The Managing Authority for the Operational Programme is responsible for ensuring compliance with the information and publicity requirements laid down in Article 69 of Council Regulation (EC) No 1083/2006 and chapter II, Section I, of the Implementing Regulation and thus for drawing up and implementing the Communication plan. The Managing Authority will delegate the day-to-day implementation of the Communication plan to the Joint Technical Secretariat (JTS). The Joint Technical Secretariat will be in charge of the information and publicity activities implemented mainly by

the Information managers under the supervision of the Monitoring Committee.

National stakeholders including National sub-committees will play an important role when it comes to information activities in the respective participating countries. National sub-committees are encouraged to support the Managing Authority and Joint Technical Secretariat by e.g. supporting organisation of seminars, providing translations of flyers, important Programme documents into national languages, promoting Programme and its results to the relevant target groups in their countries. The JTS will support and equip the national sub-committees with necessary information e.g. info toolkit, publications, maps, presentations and project and programme related statistics etc.

As projects are the best ambassadors of the programme efficient communication on project level is important. Project partners have to fulfil requirements listed in the Commission Regulation (EC) No 1828/2006 (Article 8 and 9, Annex 1) and Programme requirements set in chapter 8 of the Programme Manual and grant contract.

To improve quality of communication activities at project level the information and communication shall become an integral part of each project activity. Requirements towards the projects are following:

- Projects are recommended to appoint a person responsible for implementation of information and communication measures or so called Information manager. It is recommended to plan from half to one full staff for this position. In smaller projects that have little resources for project management these tasks can be carried out by other persons involved, for example, the project coordinator. The Joint Technical Secretariat would regularly be in contact with the appointed information manager on information and communication issues of the project.
- Each project will develop, implement and assess its own communication plan. The purpose of the plan is to plan their information and communication activities, target the audience with information they are interested in and disseminate information about the project and its results. The communication plan should not exceed 4-6 pages. The lead partner submits the communication plan to the Joint Technical Secretariat during the first reporting period but no later than the last day of the first reporting period. The plan together with the reviewing the Work Package 2 of the Programme Application form and list of publicity and communication indicators will form the basis for monitoring the implementation of the communication and information measures.
- Projects are recommended to design their own logo and to establish a website. The website should contain information about project, its

progress, contact data, project achievements and results. The website should be regularly updated during the project lifetime. It is recommended to maintain the project website until end of 2015

In addition, at all time projects have to ensure that all their final outputs, including investments, have clear reference to EU contribution e.g. Programme and EU logos are obligatory. Reference must be reproduced and well visible on all media produced by the project, e.g. websites, documents (reports, presentations, invitations etc.), publications, promotion materials (T-shirts, bags, cups, umbrellas etc.), press releases, newsletters, billboards, signs, commemorative plaques, vehicle panels etc. Project has to display the EU & programme logo at all events (e.g. conferences, seminars, press conferences, briefings, trainings etc.).

The fulfilment of these requirements and the activities as indicated in project communication plans will be monitored by the JTS.

The JTS will as well assist projects in their information & communication activities by providing necessary information about the programme (facts sheets, templates), advising on fulfilment of communication and information requirements, as well as providing regular training for projects on communication and information issues like work with media, organising final events, establishing user friendly website etc. It's foreseen to establish a network of Information managers of the projects in order to share the knowledge and experience.

Additionally a list of beneficiaries, including project title, allocated funding amounts, list of partners and description of project will be published on the Programme website at eu.baltic.net after projects are contracted.

4. Target groups

Information and publicity measure will address the following target groups¹:

- National, regional & local authorities in the Baltic Sea Region
- Monitoring Committee & National sub-committees (NINS²)
- Pan-Baltic organisations
- Associations (NGO's, chambers of commerce, trade and professional associations, non public organisations)
- Academic/scientific institutions (universities, research centres, vocational training)
- Project partners

¹ Potential project partners are not listed, as this group is covered by e.g. national, regional, local authorities, organisations, academic institutions etc.

² National Information Networks (National sub-committees, regional and national contact points in participating countries etc.)

- Development agencies
- Enterprise Europe Network & Europe Direct points
- EU institutions (European Parliament, Committee of the Regions, Directorates-General (e.g. Regio, Relex, AIDCO, Enterprise, Environment, Communication, Agriculture, Employment, Maritime Policy, Transport and Energy)
- Commission representations in the Member States, EU delegations)
- Regional representations in Brussels
- Other structural fund programmes especially under European territorial cooperation objective in the Baltic Sea region and national programmes under Convergence and Regional competitiveness and employment objectives.
- Relevant financial institutions (European Investment Bank, Nordic Investment Bank, European Bank for Reconstruction and Development, Nordic Environment Finance Corporation etc.)

The “internal communication” in the Programme - communication between programme management bodies (Monitoring Committee & MA/JTS) is the core of the communication plan. The tools are carefully selected and efforts made to make sure that the information flow and decision making allow for efficient management of the Programme.

5. Communication tools and timeframe

Information about the programme will be spread through a variety of channels in order to reach the different target groups according to their specific needs. Several communication tools will be used.

Communication tools will be adjusted and used according to the programme stage, for instance, start-up, implementation and programme end phase. Table 1 lists communication tools and explains when and how the tools are to be used. These tools will be particularly used to support project generation, implementation and networking, dissemination of project results and cooperation with information multipliers.

Communication activities shall be targeted and adjusted to the specific needs and interests of the identified target groups. Table 2 shows which communication tools will be used to reach each target group.

JTS will be available by telephone, e-mail, fax, via website and at different events (especially, programme events) to provide necessary information and to promote the programme and the projects.

Table 1. The table lists communication tools and explains when and how the tools are to be used.

Communication tool	Timeframe
Website	continuously, updated regularly
Direct mailings	on special occasions via programme mailing list and sub-mailing lists to special target groups
Newsletter	4-6 per year, additional for special occasions etc. post conference
Brochures	1-2 per year, presenting e.g. approved projects, results
Flyers	once at programme start & when updated
Fact sheets	once at programme start & when updated on programme level
Documents (Operation Programme, Programme Manual, Communication guidelines, Applicant's Pack)	continuously online
Press release	on special occasions
Press/Info kit	once at programme start & when updated, continuously on the website, for annual events
Trailers movies	on special occasions
Graphics	on special occasions
Promotional materials	Occasionally
Programme events (launching event ³ , programme conferences ⁴ , partner search events, lead applicant seminars, Lead partner information seminars, thematic seminars, communication seminars)	continuously depending on the programme phase, but at least one programme event per year. The programme conference 2012 in Lillestrøm, Norway (19-20 September 2012) as part of the "European Cooperation Day"/week (17-23 September 2012).
Participation in external events, including EU Strategy for the Baltic Sea Region annual events	The programme is marketed at several occasions like conferences, seminars, exhibitions and fairs organised by organisations or networks active in the region. On occasions of national relevance, information is provided mainly by national stakeholders. At transnational events, the MA and JTS meet promotion tasks depending on staff resources and travel limitations.

³ The pre-launch event of the Baltic Sea Region Programme 2007-2013 was held on 10-11 May 2007 in Hamburg, Germany. More than 450 participants took part and event offered the practical information about the programme, its priorities, as possibility to share project ideas.

The official launch event of the Baltic Sea Region Programme 2007-2013 was held on 26-27 November 2008 in Tallinn, Estonia. More practical information on lessons learned from the 1st call for applications and the launch of the 2nd call as well partner search possibilities offered.

Joint events together with other programmes	on special occasions
Celebrations/International days	EU day: 9 th of May ⁵
Personal contact	Continuously
Multipliers (MC, National sub-committees, project partners ⁶ , DG Regio, DG DEVCO, Media, Commission representations in the Member States and Regional representations in Brussels)	Continuously Multipliers will be provided with the relevant Programme information through emails, publications, personal contact, events in order to promote the Programme and its activities on the regional, national and European level e.g. Common information days with Commission representations in the Member States organised in order to promote the transnational cooperation possibilities in the Baltic Sea region etc.

⁵ EU flag flying for one week starting from 9 May in front of premises of MA and the JTS.

⁶ As project partners act on local level they have the best chances to catch attention of the media. Therefore partners are essential multipliers to reach media and general public.

Table 2. Target groups and communication tools

This table explains which communication tools will be used for respective target groups. For the timeframe see table 1.

Tools	Website	Direct mailings	Newsletter	Brochures, flyers	Fact sheet	Documents	Press release	Press kit	Trailers movies	Graphics	Promotional materials	Programme events	Participation in external events	Joint events with other programmes	Celebration of EU day	Personal contact	Multipliers (MC, nat. Sub com. DG AIDCO etc.)
National and regional local authorities	X	X	X	X	X	X			X		X	X	X	X			X
Monitoring Committee & National sub- com.	X	X	X	X	X	X	X	X	X	X	X	X				X	X
Pan-Baltic organisations	X	X	X	X	X	X			X		X	X	X	X		X	X
Associations (NGO 's, chambers of commerce etc.)	X	X	X			X						X	X	X			X
Academic/scientific institutions	X	X	X	X	X	X					X	X	X	X	X		X
Project partners	X	X	X	X		X			X	X	X	X	X	X		X	X
Development agencies	X	X	X	X	X				X			X		X		X	
Enterprise Europe Network & Europe Direct points	X	X	X	X	X						X						
EU institutions	X		X	X					X				X			X	X
Regional representations in EU	X	X	X	X	X	X					X	X	X			X	X
Other structural fund programmes	X	X	X	X	X									X		X	

6. Evaluation & indicators

According to Commission Regulation (EC) 1828/2006 Article 2 the Communication plan shall be assessed. Indicators are set to measure if aims of the communication plan have been achieved and what needs to be improved.

Indicators set below will help evaluate information and publicity measures in terms of visibility and awareness of the Programme and the role played by the Community.

Quantitative indicators

Output indicators:

- No of addresses e-mailed to
- No of events on regional, national and transnational level
- No of people invited to the events
- No of project applications submitted to the call for applications (sub indicators: per priority, country)
- No of printed publications produced
- No of printed publications distributed
- No of journalists invited to the events

Result indicators:

- Average daily/monthly visits on the website
- No of downloads
- No of participants at the events
- No of project applications approved
- No of newsletters downloaded online
- No of project ideas submitted at the website
- No of articles/appearances (press coverage) in media

Qualitative evaluation: a questionnaire

A questionnaire will be prepared and sent out per e-mail to the target audiences (e.g. stakeholders, project partners etc.) to assess quality of the information measures. In order to get more reliable answers to evaluation the questionnaire will be also sent to recipients who are not directly involved in the programme.

The first evaluation questionnaire will be prepared in 2010 and the communication plan reviewed against its results. The second questionnaire will be done in 2013 and results compared with 2010. The annual implementation report for the year 2010 and the final implementation report of the programme will contain a chapter assessing the results of the information and publicity measures. The evaluation will be carried out by the JTS.

7. Budget

For the period 2009-2015 an indicative budget of 700 000 EUR has been foreseen from the programme's Technical Assistance (TA) budget which has to be approved by the Monitoring Committee. Calculations are based on assumption that 5 calls for project applications will be organised.

Additional indicative 25 000 EUR annually are foreseen from the European Neighbourhood Partnership instrument TA budget.

In the table below the budget is indicated according to planned activities on yearly bases and activities which are call oriented.

Budget for Information & Communication 2009⁷-2015

Yearly	When	No	Costs per year
Regular info activities			
Newsletters			4,000.00 €
Web site			12,000.00 €
Give-aways			10,000.00 €
Publications		2 - 3	15,000.00 €
Total regular info activities			41,000.00 €
Events			
Partner Search Forum/ Project idea forum	Back to back with e.g. annual conferences of other organisations	1 ⁸	10,000.00 €
Thematic seminars/quality forum		2	15,000.00 €
Participation in external events		-	-
Total events			25,000.00 €
Total yearly			66,000.00 €

Call oriented	When	No	Costs per call
Lead Applicant seminars & individual project consultations	2 months before the call is closed	2	15,000.00 €
Lead Partner Information seminars	1 month after contracting	1	5,000.00 €
Communication seminars	1-2 months after 1 reporting period	1	20,000.00 €
Support seminar for 1st level controllers	4 months after project approval by the Monitoring Committee	1	7,000.00 €

⁷ The Information and Communication activities in 2007 and 2008 are carried out together with the activities for the Baltic Sea Region INTERREG III B Neighbourhood Programme 2000-2006.

⁸ Not in 2013-2015

Total call oriented			47,000.00 €
Other	When	No	Costs
Programme conference ⁹	At least once in programme period. The total costs of the conference circa 150000 EUR. The difference to be covered by the host.	1	33,000.00 €
Total 2009-2015		<i>Five calls for project applications expected. No Partner search forum in 2013-2015</i>	700,000.00 €
Annual in period from 2009 - 2015			100,000.00 €

8. Messages of the Baltic Sea Region Programme

- The programme is an effective financing tool for co-operation in the Baltic Sea Region.
- Eleven countries around the Baltic Sea work together to find joint solutions to common problems.
- The programme strives to make the Baltic Sea region an attractive place to invest, work and live in.
- The Baltic Sea Region Programme 2007-2013 is investing in Europe's future by fostering sustainable growth of the region.
- The Baltic Sea Region Programme financed projects contribute to competitiveness and prosperity of the region.

Messages are to be used in:

- footnotes in e-mails
- website
- newsletters
- presentations

⁹ Programme conference in 2008 in Tallinn paid from IIIB interest income and contribution from host.