

EUROPEAN TERRITORIAL COOPERATION



COMMUNICATION PLAN

SOUTH BALTIC CROSS-BORDER CO-OPERATION PROGRAMME 2007-2013

April 2008



Operational Programme of cross border co-operation under European Territorial Co-operation Objective financed by the European Regional Development Fund

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LIST OF ACRONYMS ABBREVIATIONS AND TECHNICAL TERMS

CPs	Contact Points
EC	European Commission
ERDF	European Regional Development Fund
ETC	European Territorial Co-operation
EU	European Union
General Regulation	Council Regulation (EC) No 1083/2006 of 11 July 2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and repealing Regulation (EC) No 1260/1999
Implementing Regulation	Commission Regulation (EC) No 1828/2006 of 8 December 2006 setting out rules for the implementation of Council Regulation (EC) No 1083/2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and of Regulation (EC) No 1080/2006 of the European Parliament and of the Council on the European Regional Development Fund
JTS	Joint Technical Secretariat
MA	Managing Authority
MC	Monitoring Committee
NGOs	Non-governmental organisations
SB	South Baltic

Assumptions

1. The Communication Plan is a new document, for the first time introduced as an obligatory document for the financial perspective 2007-2013, requiring de facto acceptance of the European Commission (EC). The necessity to prepare a separate document on this subject in the new programming period and considerably more precise directives connected with the preparation of the description of this policy show that the EU organs put more weight to the proper implementation of these actions. The Communication Plan should be officially sent to the European Commission within four months after approval of the Operational Programme. However, it is possible to launch information and promotion activities before the document is officially presented to the EC.
2. The EU regulations made a basis to the document. Its programming basis was the *South Baltic Cross-border Co-operation Operational Programme 2007-13*, approved by the European Commission on 20th December 2007. Moreover, the author took into account the directives („good practices”) given in the INTERACT publication „Territorial Co-operation operation Project 2007-13: Communication Plan Factsheets” from March 2007 and different studies on this subject, recommended by INTERACT.
3. Taking into account the specific nature of the programmes of the European Territorial Co-operation the Plan concerns the implementation of information and promotion activities in the partner countries engaged in the Programme, in this case on the Polish, Danish, German, Lithuanian and Swedish side. According to the recommendation given at various meetings by the European Commission, the activities should also consider other target groups, e.g. EU institutions. The present Plan takes into account these recommendations.
4. Before official submission of this Plan to the European Commission, the draft version was subject of consultations by members of the Monitoring Committee and was officially approved by this Committee.

1. Legal basis

The Communication Plan is based on the following legal acts:

- Council Regulation (EC) No 1083/2006 of 11 July 2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and repealing Regulation (EC) No 1260/1999 (hereinafter the General Regulation),
- Regulation (EC) No 1828/2006 of December 2006 setting out rules for the implementation of Council Regulation (EC) No 1083/2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and of Regulation (EC) No 1080/2006 of the European Parliament and of the Council on the European Regional Development Fund (hereinafter the Implementing Regulation),
- South Baltic Cross-border Co-operation Operational Programme 2007-2013.

Moreover, the Communication Plan should be in line with adopted in a given state participating in the Programme legal regulations concerning carrying out information and publicity measures.

In accordance with Art. 2 sub par. 2 of the Implementing Regulation the Communication Plan should in particular include the information about:

- the aims and target groups,
- the strategy and content of the information and publicity measures to be taken by the Member State or the Managing Authority, aimed at the potential beneficiaries, beneficiaries and the public having regard to the added value of Community assistance at national, regional and local level,
- the indicative budget for implementation of the plan;
- public administration institutions and other bodies responsible for implementation of the information and publicity measures,
- an indication of how the information and publicity measures are to be evaluated in terms of visibility and awareness of operational programmes and of the role played by the Community.

2. Levels of the communication

Joint carrying out by all states participating in the Programme the coherent and uniform information and publicity policy is essential for implementation of the Programme. Therefore all measures taken within this scope should have the nature of persistent and deliberate process, basing on the transparency rule, adjusted to three main levels of communication:

- Community level,
- programme level,
- project level.

At each of these levels can be distinguished other target groups, at which the message will be addressed using appropriate communication tools.

With the information process is inextricably connected publicity, which is used to promote benefits and positive results of the Programme, including examples of good practice. Actions taken within this scope aim at encouraging potential beneficiaries to use financing opportunities offered by the Programme. Publicity serves also to disseminate the idea of co-operation not only between countries involved in the Programme implementation but first of all between (potential) beneficiaries, who jointly intend to implement the project. In order to ensure effectiveness of carried out publicity measures it is necessary to select appropriate tools which will allow to direct the information to the appropriate group of recipients.

The information and publicity activities shall not only promote the Programme itself but also underline the role of the European Union role in this aspects.

Planning of the Communication Plan of the Programme should consist in skilled direction and combination of the process of informing and promoting, taking into account three main levels of communication. In the end the overall objective and strategic objectives should be defined, which will make directions of action more precise and systematic.

3. Overall objective and the strategy

Communication is of great importance during the whole Programme life cycle and should be adjusted to it. However it should be underlined that certain flexibility should be maintained in the communication strategy to be able to react on different needs according to the programme phases or on needs of special target groups.

The community strategy, which includes the activities and the budget will be further detailed or adjusted through “annual overviews”, in order to maintain the possibility to update and coordinate activities, means or budget.

Planned information and publicity measures aim to ensure transparency of rules of obtaining subsidy within the framework of South Baltic Cross-border Co-operation Programme 2007-2013 towards different target groups and interest groups in the joint eligible area. On the grounds of these requirements and in accordance with Art. 69 of the General Regulation and the Art. 5 par. 1 of the Implementing Regulation, the Managing Authority and beneficiaries undertake all necessary measures in order to ensure information about cross-border projects selected under the Programme for the public.

In accordance with Art. 7 of the Regulation (EC) No 1828/2006 the Managing Authority shall inform the public about adoption of the joint Programme by the European Commission, about the most important results achieved in the course of the Programme implementation and about the end of the Programme. The Managing Authority shall spare no effort in order to publicize the content of the Programme after its approval and to make available programme documents to all interested parties. The next important task

is to carry out appropriate actions connected with management, monitoring and evaluation of the joint Programme.

Moreover, the Managing Authority shall ensure that the participation of the European Union is visibly emphasized and that the total contribution of the fund is indicated as stated in Art. 8 and 9 of the Implementing Regulation.

The overall objective of the Communication Plan of the South Baltic Cross-border Co-operation Operational Programme 2007-2013 is *to strengthen integration and competitiveness and enhance the co-operation in the South Baltic area through carrying out joint and uniform information and publicity policy*. The general objective will be achieved by programme detailed objectives, which have been defined in order to specify the target groups and further activities.

3.1. Detailed objectives

The overall objective will be realized through detailed objectives, defined at three main levels of communication:

a) Community level:

- informing the public about the role played by the European Union in the support within the framework of the European Regional Development Fund and about the national co-financing and ipso facto strengthening the positive image of the Community and of the given states,
- informing the public about the added value of the funds and the benefits which the Programme brings to the citizens,
- informing the European Commission about the progress in the Programme implementation and in enhancing co-operation as well as about realization of information and publicity measures promoting the Programme, which have been included in the Communication plan,

b) Programme level:

- formulation of common rules of carrying out coherent and uniform information and publicity policy binding in all states participating in the Programme,
- ensuring efficient and coordinated flow of information concerning the Programme among institutions involved in the Programme implementation,
- ensuring universal and transparent system of an access to information about the possibility to obtain support within the framework of the Programme and about procedures connected with it, including information about selection criteria and assessment of projects,
- ensuring transparency of spending public means through informing about the amount of received national co-financing and about co-financing from the European Union.

c) Project level:

- dissemination of information about the project and about positive results of its implementation and about impact on the local community,
- ensuring proper realization of projects by the beneficiaries, in conformity with requirements defined in the Programme and Programme Manual, including proper carrying out information and publicity measures at the project level.

The message on the above-mentioned levels will be communicated by the means defined in Table 1, particularly by ensuring that regional media are involved in the communicating of the role of the EU and the Programme for the development of the area, by using the beneficiaries as ambassadors for the Programme, and by highlighting the social side of the EU actions to the local environment and individuals.

4. Target groups

Dissemination of information about the Programme should on the one hand have wide social range but on the other hand it requires inclusion of specialised information that will be interested only for smaller group of recipients. That is why in order to ensure effective carrying out information and publicity measures concerning the Programme, the main target groups should be defined to which the information will in particular be directed.

In accordance with Art. 5 sub par. 3 of the Implementing Regulation *the Managing Authority shall involve in information and publicity measures, in accordance with national laws and practices, at least one of the following bodies that can widely disseminate the information:*

- *national, regional and local authorities and development agencies,*
- *trade and professional associations,*
- *economic and social partners,*
- *non-governmental organizations,*
- *organizations representing business,*
- *information centres on Europe as well as Commission representations in the Member States,*
- *educational institutions.*

In turn in Art. 5 par. 3 of the Implementing Regulation it is stated that information and publicity measures within the framework of implementation of the joint Programme should be aimed first of all at the target group which is the public and to particular groups of interest.

After analysing the Programme Document, potential beneficiaries and beneficiaries of the Programme can be stated as the target groups , and among others there are:

- national (governmental), regional or local authorities as well as their associations;
- non-governmental organisations (NGOs);
- schools, universities, vocational and other educational organisations and centres;
- research and development institutions;

- entrepreneurship and innovation development support structures, like business incubators, trade unions, chambers of commerce;
- national and landscape parks, bodies responsible for management of protected areas,
- other public institutions supporting and promoting sustainable development, innovation and entrepreneurship.

The above mentioned provisions do not mention all target groups to which information about the Programme will be directed at each communication level: Community, programme and project. Specificity of the above mentioned communication levels as well as the range of a given communication require wider definition of the target group.

Therefore, joint information and publicity policy concerning the Programme first of all should be directed to:

- the public in all countries participating in the Programme,
- potential beneficiaries and beneficiaries of the Programme,
- final recipients of a project (local community, etc.)
- the media,
- institutions involved in the Programme implementation,
- the European Commission.

5. Institutions involved in implementation of the Communication Plan

5.1. Managing Authority

In accordance with the provisions of the General Regulations and the Implementing Regulation, the Managing Authority is responsible for all information and publicity measures concerning the given operational programme.

In Art. 69 of the General Regulation it is stated that the MA shall be responsible for providing the EU citizens and beneficiaries with information about co-financing of the programme and projects (financial operations) from the ERDF. The Managing Authority shall be responsible also for publicity of the Programme (sub par. 1). The aim of these actions is to highlight the role of the Community and to ensure that assistance from the Funds is transparent.

Moreover, the MA shall be responsible for carrying out information and publicity measures in accordance with implementation provisions included in the Implementing Regulation.

The Managing Authority shall also be responsible for informing members of the Monitoring Committee about (in accordance with the Art. 4 sub par. 1 of the Implementing Regulation):

- the communication plan and progress in its implementation,

- information and publicity measures carried out,
- the means of communication used.

As agreed by all members states involved in the Programme, the functions of the Managing Authority of the South Baltic Cross-border Co-operation Programme 2007-2013, which is responsible for overall implementation of the Programme, are fulfilled by:

Ministry of Regional Development of Poland
 Territorial Cooperation Department
 ul. Wspólna 2/4
 00-926 Warsaw

The Managing Authority shall be responsible for coordination of carrying out information and publicity measures at the Programme level through realization of coherent and joint information policy. Therefore, the MA shall be responsible for:

- preparing of the Communication Plan and coordinating of its implementation,
- ensuring flow of information between institutions involved in the Programme implementation,
- in consultation with the National Authority setting up institutions involved in the implementation of the Communication Plan,
- planning the indicative budget of information and publicity measures,
- monitoring progress of the implementation of the Communication Plan,
- informing members of the Monitoring Committee about progress of implementation of the Plan,
- informing the European Commission about progress of implementation of the Plan via including of the information about the carried out information and publicity measures in the Annual Report and in the Final Report.

Moreover, the Managing Authority within four months of the date of approval of the Programme is obliged to submit the Communication Plan to the European Commission in order to obtain approval of the Plan. The Managing Authority has to introduce into the document all amendments motioned by the Commission.

The Managing Authority shall be responsible also for setting up the Joint Technical Secretariat.

5.2. National Authority

Cross-border nature of the programmes and, in particular, provisions included in the programme document and in other agreements between countries participating in the programme indicate that the National Authority is the partner of the Managing Authority. The National Authority will support the Managing Authority in implementation of the Communication Plan in its country.

The National Authority along with the MA prepares indicative budget of the Technical Assistance, within the framework of which information and publicity measures are funded.

The National Authorities are as follows:

DENMARK

Danish Enterprise and Construction Authority
Vejlsøvej 29
DK-8600 Silkeborg Denmark

GERMANY

Ministry of Economics, Labour and Tourism Mecklenburg-Vorpommern
Unit 240, Foreign Trade, European territorial Cooperation, Trade Fairs
Johannes-Stelling-Str. 14
19053 Schwerin

LITHUANIA

Ministry of the Interior of the Republic of Lithuania
Šventaragio str. 2 LT-01510
Vilnius Lithuania

SWEDEN

Ministry of Enterprise, Energy and Communications
Jakobsgatan 26
103 33 Stockholm Sweden

5.3. Joint Technical Secretariat

The Managing Authority entrusts the coordination of carrying out information and publicity measures and ipso facto implementation of the Communication Plan to the Joint Technical Secretariat. The JTS is located in the country of the Managing Authority (in the Gdańsk area) and its functions are fulfilled by the Cooperation Fund Foundation.

The JTS carries out and coordinates information and publicity measures concerning the entire Programme. The JTS has in particular the following tasks:

- implementation and monitoring of the Communication Plan and the Annual Communication Plan,
- preparation and implementation in co-operation with the Contact Points of the Annual Communication Plan,
- realization of coherent information and publicity policy,
- preparation and service (running and updating) of the website of the Programme, containing at least (in accordance with Art. 5 of the Implementing Regulation) information concerning:
 - ✓ the conditions of eligibility to be met in order to qualify for co-financing under the Operational Programme,

- ✓ a description of the procedures for assessment of application forms for co-financing and of the possible time of the procedures,
- ✓ the selection criteria for co-financing projects,
- ✓ contacts points at national, regional or local level who can provide information on the Operational programmes,
- ✓ database of beneficiaries who received co-financing,
- implementation of the coherent visualization of the Programme – logotype,
- preparation and distribution of information and promotion materials,
- organization and running of conferences, training, and workshops for potential beneficiaries and applicants and for institutions involved in implementation of the Programme (e.g. first level controllers, Contact Points),
- running the data base for partners search or organization of partners matching meetings,
- consultancy within the scope of application form preparation and project implementation Progress Report, i.e. registration of questions and answers on the website, consultation in the seat of the JTS,
- informing beneficiaries about requirements on information and publicity of the project,
- co-operation with the media,
- organization of study visits,
- business trips connected with promotion of the Programme,
- dissemination of information about the best practices,
- current co-operation with the Managing Authority, the National Authorities, Contact Points and other institutions involved in the implementation of the programme,
- preparation of inputs to the Annual and Final Reports on the carried out for the Programme information and publicity measures.

5.4. Contact Points

In the countries participating in the Programme, within the territories of which the Joint Technical Secretariat was not located, are set up Contact Points (CPs). Their main task is to inform potential beneficiaries and the local public about the possibility of receiving support under the Programme. Among the others, the CPs have the following tasks:

- co-operation with the Joint Technical Secretariat within the scope of the implementation of the Communication Plan and the Annual Communication Plan,
- preparation of inputs to the Annual Reports and Final Report concerning carried out information and publicity measures,
- preparation and sending to the JTS of inputs to the Annual Communication Plan in form of annual plans of information and promotion activities to be carried out in the relevant region and member state,
- preparation, along with the JTS, and distribution of information and publicity materials, including publications and gadgets,
- organization of seminars, trainings for potential beneficiaries, beneficiaries of the Programme,

- assistance in project partners searching,
- giving advice within the scope of project preparation, development, and implementation (i.e. organization of consultancies for potential beneficiaries),
- dissemination of information about the best projects,
- co-operation with the media at regional and local level,
- realization of coherent information and publicity policy, including visualization policy.

5.5. Other institutions

In order to provide potential beneficiaries, beneficiaries and the public with better information on the Programme, it is possible to involve other institutions to the implementation of the Communication Plan. It shall be underlined that these kinds of institutions are not going to be co-financed from the Technical Assistance of the South Baltic Cross-border Co-operation Programme 2007-2013. Especially in Poland Regional Contact Points within the structures of Marshall Offices of Pomorskie, Zachodniopomorskie, Warmińsko-Mazurskie Voivodeships shall take active part in the implementation process.

Other institutions, e.g. Polish Regional Contact Points, may support the JTS as to:

- implementation of the Communication Plan and the Annual Communication Plan,
- co-operation with the Joint Technical Secretariat within the scope of the preparation of the Annual Communication Plan,
- distribution of information and publicity materials, including publications and gadgets,
- organization of seminars, trainings for potential beneficiaries, beneficiaries of the Programme,
- assistance in project partners searching,
- giving advice within the scope of project preparation, development, and implementation (e.g. organization of consultancies for potential beneficiaries),
- dissemination of information about the best projects,
- co-operation with the media at regional and local level,
- realization of coherent information and publicity policy, including visualization policy.

6. Channels and tools of communication

Depending on the recipients of communication the one-way, two-way or multi-way communication is used.

First type – one way communication consist only in informing recipients about the programme, results of the programme and is most often used to inform the public.

Two-way communication is most often used to convey information to beneficiaries and potential beneficiaries and consist in the situation when given information causes certain

reaction and the result is the number of submitted application forms and quality of projects.

Multi-way communication consist mainly in discussing and agreeing on common stands and that is why it is aimed mainly at institutions involved in implementation of the Programme. All types of communication are carried out by using information channel in form of traditional media and internet.

The basic tools used in the information and publicity process of the Programme are:

- joint visualization of the Programme: logo, the name of the Programme, coherent information about the co-financing,
- co-operation data base,
- information in newspapers, radio and television,
- publications:
 - ✓ programme documents
 - ✓ manuals,
 - ✓ reports,
 - ✓ brochures,
 - ✓ information leaflets,
- events:
 - ✓ conferences,
 - ✓ workshops,
 - ✓ meetings,
 - ✓ study visits/visiting site of a project,
- trainings,
- consultations for beneficiaries.

Table 1: Division of communication tools in respect of groups of recipients, level of communication and type of communication

Communication level	Target group	Type of communication	Tools
Community level	Public	one - way communication	- press, - radio, - television, - website, - evaluations, - annual implementation reports and final report

	Media	two-way communication / multi-way communication	<ul style="list-style-type: none"> - website, - leaflets on the programme, - brochures, - press releases, - conferences / events
	The European Commission	multi-way communication	<ul style="list-style-type: none"> - programme documents, - reports, evaluations, - conferences
Programme level	Public	one-way communication	<ul style="list-style-type: none"> - press, - radio, - television, - website, - evaluations, - annual implementation reports and final report
	Beneficiaries	two-way communication	<ul style="list-style-type: none"> - website, - cooperation data base - information leaflets, - brochures, - manuals, - trainings / workshops - consultations, - conferences / events
	Potential beneficiaries	two-way communication	<ul style="list-style-type: none"> - website, - cooperation data base - information leaflets, - brochures, - manuals, - trainings / workshops - consultations, - conferences / events
	Media	two-way communication/ multi-way communication	<ul style="list-style-type: none"> - website, - leaflets on the programme, - brochures, - press releases, - sponsored articles, - advertisements,
Project level	Final recipients / final beneficiaries	one - way communication	<ul style="list-style-type: none"> - press, - brochure on project, - billboard, - website

	Media	two-way communication/ multi-way communication	<ul style="list-style-type: none"> - website, - study visits, - event (end of a project), - conference (press) - advertisement
	Public	one-way communication	<ul style="list-style-type: none"> - press, - radio, - television, - website, - publications
	Beneficiaries	two - way communication	<ul style="list-style-type: none"> - press, - radio, - television, - website, - study visits, - workshops, trainings enabling exchange of experience, - conferences, - publications
	Potential beneficiaries	two - way communication	<ul style="list-style-type: none"> - press, - radio, - television, - website, - study visits, - workshops, trainings enabling exchange of experience, - conferences, - publications

6.1 Types of measures.

Requirements and recommendations of the European Commission on information and publicity measures within the framework of South Baltic Operational Programme should be implemented using instruments described in details in the next chapters of the Plan.

6.1.1 Visualization of the Programme

In order to facilitate and strengthen identification with the Programme among particular target groups the logo and own name of the Programme will be prepared. These two elements jointly will constitute base for preparation of coherent visualization rules (the so called corporate design) which shall strengthen message about the Programme.

The logo will be used on letters, business cards, publications, display boards, promotional gadgets and on the website, together with the EU emblem and the information on the co-financing from the European Regional Development Fund. In addition, besides elements defined in Art. 9 of the Implementing Regulation the logo should be deliberately used during promotion of particular projects by beneficiaries what will have positive impact on final recipients - local community.

6.1.2. Website

Website for the Programme shall be set up. The Joint Technical Secretariat shall be responsible for running and administration of the website. Moreover, information about the Programme will be or can be placed on websites of: the Managing Authority, National Authorities, institutions in which Contact Points have been set up.

The main website of the Programme run by the JTS will be prepared in English in order to facilitate an access to information for all potential beneficiaries, beneficiaries, institutions involved in Programme implementation, the public and the mass media. Other institutions may run their websites in their own languages so as local mass media and local society may be informed about the Programme. The Programme website will contain links to other sites.

The main website of the Programme will contain information about:

- goals and connected with them types of actions for which subsidy can be granted,
- area of support,
- legal basis,
- programme documents,
- publications,
- requirements to be fulfilled in order to qualify for co-financing (including application forms, guidelines to be followed up, etc.),
- possible co-financing rates,
- procedures of submitting and assessing of application forms (including the selection criteria for co-financing and assessment of the projects),
- dates of calls for proposals,
- trainings, conferences, meetings,
- decisions of MC on selection of projects,
- data base of beneficiaries who received co-financing and the amount of the subsidy granted,
- partner search database or institutions facilitating getting in touch between partners,
- teledata of institutions involved in the Programme implementation.

The Programme website will be run in accordance with the regulations on the visualization deriving from Art. 9 of the Implementing Regulation, i.e. among others will include the Programme logo, EU emblem and the statement on the co-financing from the ERDF.

6.1.3. Newsletter

In order to ensure fast, regular and concise dissemination of information about the Programme an electronic Newsletter will be created and it will be sent to all interested parties (potential beneficiaries, representatives of the public, media, etc.). The Joint Technical Secretariat in co-operation with the Contact Points will be responsible for preparation of the Newsletter (preparation of content, distribution, etc.). The Newsletter will be in English. It will be created in accordance with the regulations on the visualization deriving from the Implementing Regulation.

6.1.4. List of beneficiaries

In accordance with Art. 7 par. 2 sub par. d of the Implementing Regulation, the Programme results, including presentations of cross-border projects (especially the so-called "best practice") will be placed in the relevant form on the Programme website. For this purpose on the website an appropriate review of cross-border projects, including also short description of progress of their implementation, will be prepared.

The list of beneficiaries will provide the necessary information on the projects being implemented and projects which are finalized especially to the potential beneficiaries, public opinion, and the media.

6.1.5. Press, radio and television

Programme level

Publication and dissemination of information will be carried out through press, own publications, publications of third parties, and also via radio and television. These media will be first of all used for dissemination of information about current events as well as for disseminate of information publicised in irregular intervals and meant for wide public. It is planned to carry out an information action about start of the Programme.

Moreover, on the Programme website the regular information about work of the Monitoring Committee will be published. The chairperson of the Monitoring Committee with the support from the head of the JTS and with taking into account provisions concerning data protection will inform media about achieved results immediately after meetings of the MC. The appropriate way of information will be press releases as well as press conferences and interviews. The chairperson of the Monitoring Committee with the support from the head of the JTS are responsible for contacts with press.

Additional participation of local and regional television from the joint eligible area of the SB Programme should take place in particular on the time of special events, such as ceremonial opening, successful end of measure, achievement of important component of project implementation, or achievement of media effective preliminary results. The Joint Technical Secretariat in co-operation with the Contact Points on the order of the Managing Authority deals with preparation and realization of the work with media with regard to a given project.

Project level

Moreover, beneficiaries within the framework of their project on their own shall plan and next establish contacts with press. The Joint Technical Secretariat will support the beneficiaries in these actions in case of a need, for example through making available the know-how.

6.1.6. Publications

Programme Document

The Programme Document will be made available in an electronic version on the Programme website as well as on websites of institutions involved in the Programme implementation. The Joint Technical Secretariat will be responsible for printing and distribution of the Programme Documents.

Implementing documents

Other documents, which add more details to the Operational Document, will also be placed on the Programme website and on the websites of institutions responsible for the Programme implementation. The same as in the case of the programme document the Joint Technical Secretariat will be responsible for printing and distribution of these documents.

Brochures / information leaflets

It is planned to issue a general brochure in English and in all five national languages of Member States involved in the Programme about the Programme. This brochure will first focus on information about the Programme, requirements that are to be fulfilled in order to get co-financing within the Programme and on procedure of filing in application form. The brochure will be published in printed version and on the website as a file to download.

Besides publications, containing general information on the Programme specialised information leaflets containing detailed information about priority axes and project thematic areas defined in the Programme will be issued. The aim is to create kind of "information packages" that can be broaden. The "information packages" shall be addressed at particular target groups and shall help beneficiaries in preparing application form and in implementation of the Programme.

The publications will include appropriate information in accordance with the regulations on the visualization deriving from Art. 9 of the Implementing Regulation.

Reports

In accordance with Art. 67 par. 1 of the General Regulation, the Managing Authority shall submit a Report to the European Commission. The Report shall include a chapter concerning information and publicity measures and inform about results of

implementation in accordance with Section 1 of the Implementing Regulation. The annual report is published on the Programme website as a file to download.

Evaluations

Report on ex-ante, mid-term and ex-post evaluations, similarly like Reports, shall be published on the Programme website as a file to download.

In accordance with Art. 47 and 48 of the General Regulation, evaluations are possible especially in case where the monitoring of the Programme reveals a significant departure from the goals initially set or where proposals are made for the revision in the course from Art. 33 of the said Regulation. The results of such evaluations are also published in appropriate form on the Programme website.

6.1.7. Events

Events such as conferences, information meetings, workshops and trainings concerning content, procedures, competences and implementation structures within the framework of transparent and effective implementation of the joint programme are essential instruments of transfer of knowledge and of communication between responsible administration bodies, beneficiaries and multipliers on the joint support area. Moreover, such events constitute appropriate platform for presentation of achieved results and examples of the best practice.

In the Communication Plan there are some organisational forms of organised events:

Conferences and Annual Programme Events

After approval of the Programme an inaugural event, the so-called kick-off meeting was organized on the 26th March 2008 in Gdansk (Poland). The kick-off meeting was addressed to all target groups, especially potential beneficiaries as well as to the local and regional bodies, multipliers, public administration bodies, institutions engaged in the Programme implementation and the media. The aim of the event was to present the Programme, its goals and priority axes to the public and to potential beneficiaries. The kick-off meeting gave the opportunity to the potential beneficiaries to find out about the experiences and best practices from the implementation of the previous territorial co-operation programmes.

The event opened the first call for proposals within the Programme. In the event around 230 participants from the five South Baltic Member States, Kaliningrad Oblast and the European Commission took part.

During the meeting the press-conference with the participation of representatives of Programme Managing Authority and the European Commission was organized, local media (tv, press) were invited and took part in the event.

After the closure of the Programme, the closing event will be organised in order to sum up the Programme and present its overall achievements and results to all target groups and media.

As a rule once a year information events will be organized in order to present the achievements of the Programme. The Joint Technical Secretariat is responsible for technical organization of such events and the Managing Authority in co-operation with the National Authorities will be responsible for a factual input.

Thematic information meetings, exchange of contacts and workshops

Thematic information meetings, exchange of contacts and workshops are aimed at potential applicants and beneficiaries from certain area of projects, for example from sector of economy and science or from transport and communication. Such events serve to inform the mentioned target groups about possibility of support under the joint Programme or to broaden the knowledge concerning this subject. The essential aims are to attract good quality projects and to enable participants to establish new contacts. The Joint Technical Secretariat plays leading role in preparation and carrying out such events. The Contact Points and Regional Contact Points will be supported the JTS within this scope.

Additionally, it is planned to carry out on the SB Programme eligible area events adjusted to the scope of projects area as indicated in the Operational Programme.

Moreover, under the management of the Joint Technical Secretariat and with assistance of the Contact Points thematic workshops for potential beneficiaries will be carried out. The workshops will be directed at preparation of specific project concepts, bringing together appropriate co-operation partners, and discussing the doubtful issues.

Workshops, consultations, trainings

Workshops, consultations and trainings serve direct communication between partners participating in implementation of the joint project within the South Baltic Programme. The goal is to establish procedures and competences and agreeing on them between partners at national and cross-border levels. These instruments will be used during implementation of the joint Programme to permanent co-ordination between appropriate authorities. During implementation and effective realization of the joint Programme useful tool will be especially joint trainings with institutions carrying out counselling concerning projects and dealing with assessment of eligibility of projects and realization of the Programme.

6.1.8. Using promotional materials

Use of promotional materials will accompany implementation of the Communication Plan. The essential elements of such materials are first of all: logo, name and graphic project consistent with joint rules of the Programme visualization.

6.1.9. Trainings for beneficiaries

An important element of cross-border projects implementation is permanent trainings for beneficiaries. Therefore, the Joint Technical Secretariat will prepare series of trainings concerning, among others, lead partner principle, building up the partnership, and

eligibility of costs. The trainings will inform about responsibilities and competences as well as about procedures and deadlines connected with implementation of projects and about requirements concerning information and publicity measures. Participants of trainings will receive broad information materials about these subjects. Dates of the trainings will be made public in writing and placed on the website.

6.1.10. Other actions

Informing by beneficiaries

The Managing Authority shall ensure that during all actions and activities connected with activities co-financed from the Programme Art. 8 of the Implementing Regulation is followed.

In addition to the factual requirements, imposed on the beneficiaries by the Managing Authority in the co-financing promises, it should be ensured that information and publicity measures addressed to the public include the following elements:

- In case of total costs of the operation exceed 500 000 EUR, the beneficiary shall put up a permanent explanatory plaque that is visible and of significant size no later than six months after completion of an operation. The plaque shall state the type and name of the operation in addition to the information referred to in Art. 9 of the above-mentioned article. These elements shall take up at least 25% of the plaque.
- In the event of operation that consists in infrastructure and construction works co-financed from the European Regional Development Fund, whose total costs exceed 500 000 EUR putting up of the plaque at the site of the site of the operation during work and/or realization of operation is obligatory. The elements, referred to in Art. 9 of the above mentioned Regulation shall take up at least 25% of the plaque.
- When the operation is completed the billboard shall be replaced by the permanent explanatory plaque.

During preparation of billboards and explanatory plaques the graphic standards set out in Annex I to the Implementing Regulation shall be used and additionally shall be supplemented with the explanation of the role of the European Community through providing information about the European Regional Development Fund along with appropriate statement, for example: "European Regional Development Fund: Europe invests here in your future".

Flying the flag of the European Union

In accordance with Art. 7 par. 2 sub par c) of the Regulation (EC) No 1828/2006 for one week starting 9 May in front of the premises of the Managing Authority should be put up the flag of the European Union.

6.1.11. Type of actions

Information and publicity activities may be run either permanently or periodically.

Activities run permanently include:

- running the Programme website, which will be updated and will include relevant documents and information as to the Programme, implemented projects,
- running the database of the co-financed projects,
- workshops, consultations, seminars for potential beneficiaries and beneficiaries,
- publishing Programme documents and distributing them on the Programme area (Operational Programme, Programme Manual, Application Form and possible guidelines, brochures, newsletter, etc).

Activities run periodically include:

- launch events on the wide scope,
- conferences,
- thematic information meetings and seminars, contact exchanges events,
- publishing in the media (press, television, radio) information about interesting projects,
- preparing reports on information and promotion activities,
- running evaluations.

Table 2: Information and publicity activities

Activity	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<i>Seminars for potential beneficiaries/beneficiaries</i>	x	x	x	x	x	x	x			
<i>Launch and closing events</i>		x							x	
<i>Annual Programme Events</i>		x	x	x	x	x	x			
<i>Programme website</i>		x	x	x	x	x	x	x	x	x
<i>Announcements in press</i>		x	x	x	x	x	x	x	x	
<i>Information materiales, brochures</i>		x	x	x	x	x	x	x	x	x
<i>Consultations</i>		x	x	x	x	x	x			
<i>Events summarizing the Programme implementation</i>		x	x	x	x	x	x	x	x	
<i>Reports</i>		x	x	x	x	x	x	x	x	x
<i>Evaluation</i>	x	x	x	x	x	x	x	x	x	x

7. Indicative budget

Realization of information and promotion measures concerning the Programme and therefore implementation of the Communication Plan is financed from the Technical Assistance budget.

The Joint Technical Secretariat coordinates spending of funds for information and publicity measures. The JTS along with the Contact Points draws up each year the Annual Communication Plan and calculation of expenditures for the given year. This Plan is approved by the Managing Authority. The JTS submits reports on implementation of the given Annual Communication Plan and execution of the budget every six months.

Table 3: Information and communication indicative budget

	Type of expenditures	ERDF	ERDF co-financing rate	National contribution	National co-financing rate	Total
1.	<i>External expertise</i>	45 000	75%	15 000	25%	60 000
2.	<i>Evaluation</i>	45 000	75%	15 000	25%	60 000
3.	<i>Meetings</i>	75 000	75%	25 000	25%	100 000
3.1	<i>Programme launch and closing events</i>	22 500	75%	7 500	25%	30 000
3.2	<i>Seminars and Programme events</i>	52 500	75%	17 500	25%	70 000
4.	<i>Regular info activities</i>	102 750	75%	34 250	25%	137 000
4.1.	<i>Website</i>	46 500	75%	15 500	25%	62 000
4.2.	<i>Leaflets, brochures</i>	5 625	75%	1 875	25%	7 500
4.3	<i>Newsletters</i>	5 625	75%	1 875	25%	7 500
4.4.	<i>Announcements</i>	45 000	75%	15 000	25%	60 000
	Total	267 750	75%	89 250	25%	357 000

8. Institutions responsible for monitoring of the implementation of the Communication Plan

8.1. Monitoring Committee

The Monitoring Committee is the main body that systematically monitors realization of the Communication Plan. In accordance with Art. 4 of the Implementing Regulation the Managing Authority shall inform the Monitoring Committee on the following:

- the Communication Plan and progress in its implementation;
- information and publicity measures carried out;
- the means of communication used.

The Managing Authority shall make examples of such measures available to the Monitoring Committee.

8.2. Managing Authority/Joint Technical Secretariat

Information about realization of the Communication Plan are contained in reports.

The Annual Reports and the Final Report on implementation of an operational programme, prepared by the Joint Technical Secretariat under the supervision of the Managing Authority shall include:

- examples of information and publicity measures for the programme carried out when implementing the communication plan;
- the arrangements for the information and publicity measures, including, where appropriate, websites addresses containing appropriate data.
- the content of any major amendments to the communication plan.

The annual implementation report for the year 2010 (prepared after end of the mid-term evaluation of the programme) and the final implementation report (prepared after end of the ex-post evaluation of the programme) shall contain a chapter assessing the results of the information and publicity measures in terms of visibility and awareness of operational programmes and of the role played by the Community.

To the monitoring of realization of the information and publicity plans at the level of particular projects, the following tools will be used:

Reports

The already mentioned beneficiaries' periodic reports of the projects implementation will define measures taken by beneficiaries in order to carry out information and publicity measures in a given period. In case of beneficiary produces any materials within the project, the JTS will collect them along with the Reports or during control on the spot and will examine correctness of their marking.

Monitoring visits on site

During monitoring visits on site, carried out by the Joint Technical Secretariat, institutions of first level control, a Certifying Authority and other bodies, means used by beneficiaries in order to realize information and publicity measures will also be checked. The control results within this scope will be included in appropriate reports from the monitoring visits.

Information about realization of the Communication Plan at the programme level will be included in Reports prepared, on the order of the Managing Authority, by the Joint Technical Secretariat. These reports will be approved by the Monitoring Committee and the European Commission (the Annual Reports and the Final Report).

Data assessing the programme implementation within this scope will also be included in mid - term evaluation and in ex-post evaluation.

It should be underlined that publication of visible results of the programme implementation will be the essential element of information and publicity measures. Such information will also be provided in English in order to disseminate positive information about spending EU funds among the biggest number of recipients and to strengthen the positive image of the European Union and integration processes. The publication will also facilitate communication with other programmes of the European Territorial Co-operation, with INTERACT, the European Commission and will favour exchange of information about the best practises in the broad group of recipients in the states of the European Union.

9. Evaluation and indicators

Implementation of the Communication Plan will be evaluated on the basis of the indicators defined below.

Table 4: Information and promotion measures indicators

Measure	Indicator	Unit	Starting value	Target value
<i>Events for potential applicants and beneficiaries</i>	Output			
	Number of trainings	training	0	30
	Number of invitations	person	0	3000
	Result			
	Number of participants	person	0	2250
	Impact			
Event localisation of projects on the whole support area	quantity/quality indicator (at least 2 events in each Member State during the programming period)			

	Type of beneficiaries	quantity/quality indicator measured after approval of projects by the Steering Committee (it is proposed that non - governmental organizations shall constitute minimum 10% of beneficiaries)		
<i>Launch and closing events</i>	Output			
	Number of meetings	meeting	0	2
	Number of invitations	person	0	460
	Result			
	Number of participants	person	0	400
	Impact/effect/influence			
	Number of projects submitted in the first call for proposals	project	0	15
<i>Annual Programme Events</i>	Output			
	Number of meetings	meeting	0	5
	Number of invitations	person	0	500
	Result			
	Number of participants	person	0	375
	Impact/effect/influence			
	Increase of awareness of all target groups of the Programme and the role of the UE	Quality indicator. The survey will be conducted among all target groups in order to estimate the base line for the indicator.		
<i>Website</i>	Output			
	Number of set up websites	website	0	1
	Result			
	Number of visits	visit	0	25 000
<i>Announcements / information Press / radio / TV</i>	Output			
	Number of information about call for proposals	announcement/information	0	10
	Output			
	Broaden knowledge on projects	quality indicator		
	Impact			
	Number of submitted	application	0	200

	applications			
	Strengthened positive image of the Programme	quality indicator (target: at least 50% of positive feedbacks in the survey which will be conducted)		
<i>Leaflets, bulletins, promotional materials</i>	Output			
	Number of produced copies	Copy	0	7 000
	Result			
	Number of distributed copies	Copy	0	6 000
	Impact			
	Increase of public awareness of the Programme and the role of the UE	Quality indicator . The survey will be conducted among all target groups in order to estimate the base line for the indicator.		
<i>Direct consultations with potential beneficiaries/ beneficiaries</i>	Output			
	Number of consultations	consultation	0	60
	Result			
	Number of informed participants of consultations	Person	0	400
	Impact			
	Better quality of submitted projects	Quality indicator (percentage of application forms rejected due to the formal assessment compared to the number submitted). Baseline – 50%		
<i>Reports</i>	Output			
	Number of reports on the programme (periodical, annual and final)	Copy	0	10
	Result			
	Broaden knowledge of institutions of the programme	quality indicator		
<i>Evaluation</i>	Output			
	Number of evaluations	Copy	0	3
	Result			
	Improvement of quality of solutions under the programme	quality indicator		