



Programme funded by the
EUROPEAN UNION



2014 - 2020
Towards the new
ENI CBC Med Programme
Vers le nouveau
Programme IEV CT Med
نحو برنامج ENI CBC Med جديد

ENI CBC MED PROGRAMME

2014-2020

ANNEX 3

INDICATIVE INFORMATION AND COMMUNICATION PLAN 2016

FINAL

Adopted by the European Commission on 17 December 2015

Decision No C(2015) 9133

Introduction

According to article 4 of Commission Implementing Regulation (EU) No 897/2014 of 18 August 2014, the Joint Operational Programme shall contain a description of *"the communication strategy for the whole programme period and an indicative information and communication plan for the first year"*.

This document describes the communication activities to be implemented in 2016, which corresponds to the first year of implementation of the ENI CBC Med Programme.

The information and communication plan has been designed on the basis of the lessons learned from the 2007-2013 period and of the related key challenges described in the Joint Operational Programme under paragraph 4.7.1.

The plan considers also the results of a consultation on communication issues conducted with the beneficiaries of the 95 projects funded under the ENPI CBC Med Programme. The main findings of the survey, incorporated in this plan, are linked to the following issues:

- optimization of the Programme website, in particular with reference to graphic interface and access to information;
- type of communication tools to promote the Programme and its calls;
- assistance in the preparation of project applications, including search for partner and for project idea;
- use of social media;
- development of links with EU delegations.

The basic principles of the information and communication plan will be to:

- **Raise awareness** – let others know about the Programme, its opportunities and developments;
- **Inform** – make sure the community of potential beneficiaries and stakeholders have an easy and quick access to a clear information;
- **Engage** – get input/feedback from the community;
- **Promote** – publicize the Programme, its purpose and specific identity.

As mentioned in the Joint Operational Programme, the communication strategy for the whole programming period is based on three general objectives which are connected with different phases of the Programme's implementation.

During the first year, the information and communication plan will address only the first two general objectives, since year 2016 will be marked by the launch of the first call for proposals. The widest possible dissemination of the call, as well as the capacity building of potential beneficiaries, will be the main focuses of the communication activities to be implemented. In addition, starting a new Programme means producing a renewed set of information material and updated website: this will be the second focus for the first year of communication activities.

Finally, the Managing Authority, in collaboration with the other bodies involved in the implementation of the communication strategy, will seek to raise the awareness of media/press, local and national institutions, EU delegations and other concerned stakeholders. The indicative budget of this Information and Communication Plan is € 305.000. It is based on costs incurred for similar activities under the 2007-2013 ENPI CBC Med Programme.

Strategy

Objective 1 - Raise awareness of potential beneficiaries and the public on both shores of the Mediterranean about the aims and opportunities of the Programme and involve all of them in its promotion	
Specific objectives	Actions
1.1 Launch the new Programme	1.1.1 Organisation of a launching conference
1.2 Promote the first call for proposals	1.2.1 Organisation of informative events 1.2.2 Production of dissemination material 1.2.3 Promotion of the call for proposals in media 1.2.4 Design of a dedicated section on the Programme website

Objective 2 - Ensure adequate visibility of the Programme and of the cooperation between the European Union and Partner Countries in the Mediterranean area	
Specific objectives	Actions
2.1 Ensure Programme visibility in the cooperation area	2.1.1 Development and management of the Programme website 2.1.2 Management and updating of social media 2.1.3 Production and dissemination of a communication kit 2.1.4 Drafting and diffusion of newsletters
2.2 Enhance relations with institutions and the media	2.2.1 Participation in external events 2.2.2 Creation/reinforcement of links with EU delegations 2.2.3 Organisation of a media campaign

Detailed communication actions and activities

Specific objective 1.1 Launch the new Programme

Action 1.1.1 Organisation of a launching conference

Description: in order to celebrate the start of the new Programme, the MA will organise a launching conference. The event will be the occasion to present in details the new setting of the Programme, the thematic objectives and the priorities and to discuss with stakeholders on their expectations for the 2014-2020 period. Ideally, and depending on the calendar, the MA will seek to organize the event in conjunction with the publication of the first call for proposals.

Activities

- Identification of location and date of the event in collaboration with national delegations.
- Drafting of the agenda.
- Organization of media coverage.
- Promotion of events through the Programme website, mailing lists, social media, EU delegations, NCPs, local media.

Bodies responsible for the implementation: MA

Bodies involved in the implementation: BOs, JMC, NCPs and JTS.

Target groups: potential beneficiaries, public authorities, decision makers, general public.

Indicators

- Number of participants in the conference.
- Nationality and profile of the participants.
- Degree of satisfaction of participants.
- Quantity and quality of press/media coverage.

Indicative budget: € 130.000 (cost calculated for one day conference for at least 600 participants)

Specific objective 1.2 Promote the first call for proposals

Action 1.2.1 Organisation of informative events

Description: the publication of the first call for proposals will be supported by a series of info days to take place in each country participating in the Programme. These events, to be organised by the Branch Offices in collaboration with the MA and NCPs, will constitute the core activities of the campaign related to the promotion of the first call for proposals. Events will be designed in a way to deliver clear information to participants, allowing at the same time opportunities for questions, thematic networking and search for partners. Online streaming, depending on cost and availability, could be envisaged.

Activities

- Identification of location and date of each event in collaboration with national delegations.
- Drafting of the agenda.
- Promotion of events through the Programme website, mailing lists, social media, EU delegations, NCPs, local media.
- After the events, creation of a FAQ section on the Programme's website.

Bodies responsible for the implementation: BOs

Bodies involved in the implementation: MA, JMC, NCPs and JTS.

Target groups: potential beneficiaries, public authorities, decision makers.

Indicators

- Number of participants in the events.
- Nationality and profile of the participants.
- Degree of satisfaction of participants.
- Press/media coverage of the events.

Indicative budget: € 105.000 (cost calculated for 14 events)

Action 1.2.2 Production and dissemination of material

Description: together with informative events, the production of material will support the dissemination and understanding of the call for proposals' objectives and rules . In addition to a synthesis flyer (priorities, budget, geographical eligibility, application procedure, etc.), other type of material will be considered for production in order to foster quality applications: among others, fact sheets, short guides and online tutorials on specific issues of the calls for proposals (geographical eligibility, partnership composition, type of eligible activities, etc.), examples of successful projects.

Activities

- Design and drafting of material.
- Translation of the material in Arabic, French and English.
- Upload on the Programme website.
- Dissemination of the material during events, through email and social media.
- Sending of copies to BOs, national delegations, NCPs, EU delegations and other interested organisations.

Bodies responsible for the implementation: MA and JTS.

Bodies involved in the implementation: BOs and NCPs.

Target groups: potential beneficiaries.

Indicators

- Number of copies disseminated or downloaded from the website.

Indicative budget: € 30.000 (depending on material to be designed, printed and delivered, including development of graphic line)

Action 1.2.3 Promotion of the call for proposals in media

Description: in order to make sure that the information related to the call for proposals is available to the widest possible audience, the MA together with the BOs will carry out a media campaign mainly through advertisements and short announcements in relevant newspapers and websites of the cooperation area. In addition, depending on costs to be incurred, short spots on TV channels and radio stations could also be envisaged. Special attention will be paid to national languages so to increase the impact of this action.

Activities

- Identification of relevant media in collaboration with national delegations and NCPs.
- Preparation of advertisements/short announcements and potential spots to be broadcasted through newspapers, websites and media of the cooperation area.

Bodies responsible for the implementation: MA and BOs.

Bodies involved in the implementation: NCPs, JMC, JTS.

Target groups: potential beneficiaries, public authorities, decision makers.

Indicators

- Number of announcements related to the call disseminated via press, TV and radio.
- Number of people potentially reached.

Indicative budget: € 25.000 (depending on newspapers and media chosen for the call's promotion)

Action 1.2.4 Design of a dedicated section on the Programme website

Description: access to the information related to the call is one of the main challenges to ensure its wide dissemination and understanding. The MA will enhance the Programme website to make it the central point of attraction for anyone interested in the call for proposals. In the website, visitors will find a dedicated section containing material, information and updates about the call for proposals. The section will be updated on a regular basis in order to highlight main milestones and developments.

Activities

- Design of a section of the website entirely dedicated to the call for proposals, clearly visible and accessible from the homepage. The application pack of the call will be stored in this section.
- Development, implementation and updating of the following tools:
 - Questions and answers: through the website, users will have the opportunity to ask questions on the call. Answers of general interest will be published on the website according to the topics they address (partnership composition, eligible costs, documents to be submitted, etc.)
 - Partners and project ideas search engine : the databases will allow interested organisations to post project ideas and find partners working in a same field of intervention.
 - Fact sheets, short guides and online tutorials on specific issues of the calls for proposals (geographical eligibility, partnership composition, type of eligible activities, etc.).
- Promotion of the section during events, through social media and material produced.

Bodies responsible for the implementation: MA/JTS and service provider for website development and maintenance.

Bodies involved in the implementation: BOs and NCPs.

Target groups: project applicants.

Indicators

- Number of visits, unique visitors and pages viewed.
- Number of return visitors.
- Number of downloads of the application pack and other material related to the call.
- Geographical origin of visitors.

Indicative budget: € 15.000 (total cost of the website - € 120.000 - divided by 8 years of implementation)

Specific objective 2.1 Ensure Programme visibility in the cooperation area

Action 2.1.1 Development and management of the Programme website

Description: the website is the main information source and needs to be adapted in the framework of the new Programme. On the one hand, the website should be optimized graphically but not completely revamped. Therefore, it will be overhauled to have a new digital skin. In particular, the home page will be restructured to highlight with more space important news, stories and results. On the other hand, information on the website should be easier to find. Better accessibility will be ensured through the following improvements: news will be divided by categories (Programme, projects, events, calls for proposals, opportunities, jobs and tenders) and topics (following the priorities of the Programme); the navigation and architecture will be made more intuitive and simple, tailored to making the content itself the main actor of the new layout.

Activities

- Call for tenders to select a service provider, including terms of reference for the design, development, update and maintenance of the website.
- Selection of the service provider and development of the website in Arabic, French and English.
- Creation of mobile version of the website so to make it accessible from Smartphone and tablet.
- Definition and implementation of a web marketing strategy to increase the visibility of the website.
- Content management of the website with production of news, stories and event announcements, updates on the Programme, upload of documents.
- Promotion of the website on institutional websites of national delegations, NCPs, BOs as well as on social media.
- Monitoring of the performance of the website with reports produced through Google Analytics.

Bodies responsible for the implementation: MA

Bodies involved in the implementation: service provider and JTS.

Target groups: JMC, Branch Offices (BOs), National Contact Points (NCPs), potential beneficiaries, public authorities, European institutions, local and national stakeholders, large public.

Indicators

- Total number of visits, pages viewed and unique visitors.
- Geographical origin of visitors and average time spent on the website.
- Number and quality of external links to the Programme website.

Indicative budget: same as Action 1.2.4

Action 2.1.2 Management and updating of social media

Description: a growing community of users and stakeholders makes the social media channels one of the most pertinent voices of the Programme. Presence and visibility on Facebook, Twitter, LinkedIn, and Youtube will be further developed in order to engage new audience and interact with the social media community.

Activities

- Updating and management of already existing pages on Facebook, Twitter, LinkedIn, and Youtube.
- Promotion of social media channels.
- Regular posts to highlight events and news in Arabic, French and English.
- Identification of relevant thematic communities and influencers, and marketing to them in order to increase awareness of the Programme within the social media community.
- Monitoring of the performance of the social media channels with regular reports.
- Updating of social media strategy according to statistic and analytics.

Bodies responsible for the implementation: MA

Bodies involved in the implementation: JTS and BOs

Target groups: NCPs, relevant social media communities, potential beneficiaries, public authorities, European institutions, Programme stakeholders, large public.

Indicators

- Number of followers and percentage increase of followers by the end of 2016.
- Number of posts on social media.
- Reach of posts on social media (number of people reached).
- Number of Likes and retweets.
- Number of impressions and engagements.
- Number of hits to the Programme website generated by social media.

Indicative budget: internal work by communication staff

Action 2.1.3 Production and dissemination of a communication kit

Description: the objective of this action is to produce a general communication kit on the Programme to be widely disseminated during events and with the support of BOs and NCPs.

Indicatively this kit will contain the following products:

- Flyer presenting the Programme, its objectives, priorities, budget and eligible territories;
- Leaflet on Programme thematic objectives and priorities;
- Standard PowerPoint and fact sheet on the Programme.

Activities

- Elaboration of the layout and content.
- Translation of material in Arabic, French and English.
- Dissemination of the material during events, through email and social media.
- Upload on the Programme website.
- Sending of copies to BOs, national delegations, NCPs, EU delegations and other interested organisations.

Bodies responsible for the implementation: MA.

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

Target groups: EU delegations, potential beneficiaries, public authorities, decision makers.

Indicators

- Number of copies disseminated or downloaded from the website.

Indicative budget: same as Action 1.2.2

Action 2.1.4 Drafting and diffusion of newsletters

Description: the newsletter aims to inform about the life of the Programme and projects with focus on stories, activities, events, opportunities, publications, interviews, etc. The newsletter will be in electronic format and sent on a monthly basis through an e-mail distribution software.

Activities

- Creation of the e-newsletter template.
- Collection of information to prepare the content of the newsletter.
- Drafting of the content.
- Translation in Arabic, French and English.
- Promotion on the Programme website and social media.
- Analysis of the newsletter statistics in order to optimize its layout and content.

Bodies responsible for the implementation: MA

Bodies involved in the implementation: JTS and BOs

Target groups: potential beneficiaries, public authorities, decision makers, EU delegations, large public.

Indicators

- Number of subscribers reached by the newsletter.
- Number of subscribers opening the newsletter.
- Increase rate in new subscribers.

Indicative budget: € 8.000 (for graphic design of the newsletter in 3 languages and purchase of a mass mailing software)

Specific objective 2.2 Enhance relations with institutions and the media

Action 2.2.1 Participation in external events

Description: throughout the year, the MA will actively look-out for policy, institutional, thematic events that are within the domain of interest of the Programme. Through this action, the MA will seek to enhance networking and relations with EU, national and local institutions in order to promote the added value of cross-border cooperation in the Mediterranean area and to highlight valuable approaches developed in the framework of the Programme. Participation in events during specific occasions such as the European Cooperation Day, Open Days in Brussels and any other identified opportunity (cooperation fairs, thematic events focusing on the issues addressed by the Programme) will be fostered.

Activities

- Identification of events/conferences which can potentially offer visibility and networking opportunities for the Programme.
- Preparation of the contribution of the Programme, including informative material.
- Valorisation of the participation of the Programme.

Bodies responsible for the implementation: MA

Bodies involved in the implementation: JTS, BOs and NCPs

Target groups: potential beneficiaries, public authorities, decision makers, large public.

Indicators

- Number of events attended.
- Number of participants in the events.
- Number of press/web articles on the events and tone/position.

Indicative budget: € 15.000

Action 2.2.2 Creation/reinforcement of links with EU delegations

Description: a set of communication activities will target EU delegations in participating countries, especially in Mediterranean Partner Countries, in order to keep them informed about the implementation of the Programme and to foster synergies with other initiatives/projects implemented by these delegations.

Activities

- Building of a mailing list of staff contacts of the EU delegations of the countries participating in the Programme and identification of relevant officers.
- Contact with selected officers to make them aware of the Programme.
- Sending of the communication kit and other relevant material.
- Diffusion of targeted news/press releases to each EU delegation, especially concerning activities and events implemented in the respective participating country.
- Invitation to Programme events.

Bodies responsible for the implementation: MA

Bodies involved in the implementation: BOs and NCPs

Target groups: staff of EU delegations.

Indicators

- Number of contacts included in the mailing list.
- Number of communication kits sent to EU delegations.
- Number of links to the Programme website available in the website of the EU delegations.
- Number of news/articles dealing with the Programme published on the websites of the EU delegations.
- Number of EU delegations staff participating in Programme events.

Indicative budget: internal work by communication staff

Action 2.2.3 Organisation of a media campaign

Description: this action aims to develop the visibility of the Programme with media of the cooperation area in order to make them efficient relays for diffusing activities and results. Media are essential since they contribute to reach audiences which may normally not be aware of the Programme. Engagement of media will highlight the strategic importance of cross-border cooperation in the Mediterranean with authorities and public opinion.

Activities

- Design and update of a database of relevant media/press contacts (specialized in EU and public affairs or thematic fields of interest for the Programme).
- Personalized contacts with identified journalists and awareness raising on the Programme.
- Drafting of a press kit including press releases and tools specifically dedicated to press and media.
- Monitoring of media presence through regular press review.

Bodies responsible for the implementation: MA

Bodies involved in the implementation: BOs and NCPs

Target groups: media and press of the cooperation area.

Indicators

- Number of journalists and media contacts included in the database.
- Number of press/web articles and tone/position.

Indicative budget: internal work by communication staff