**Annex A1. Communication plan**

*Instruction:*

1. *Before starting to fill out the project's communication plan, be sure to read:*
   1. *Programme Manual (Chapter 18. Communication)*
   2. *Communication Guide for project partners (Annex 4 to the Programme Manual)*
   3. *PL-UA 21-27 WOD2021 Applicant Manual – Application form (Annex 8 to the Programme Manual)*
2. *Examples of communication objectives, target groups, activities and communication tools can be found in the Communication Guide for Project Partners.*
3. *Please respect the limitations of characters (spaces included) as requested within the form;*
4. *Please fill in all the fields marked with \* They are obligatory, cannot be left empty.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. **Communication objective at the beginning of the project implementation\*** | | | | |
| 1. *Write what you want to inform about, and for what purpose?* 2. *What do you want to promote in the project - what activities, what product or service?*   *Max. 200 characters*  *Presentation of the project objectives and the expected benefits of the activities undertaken* | | | | |
| **No.[[1]](#footnote-1)** | **Target group**  *Determine who is to be the recipient of your communication activities?*  *max. 200 characters* | **Communication activity**  *Indicate planned communication activities that will help you achieve your communication objective and reach the indicated target group,*  *in this, first of all, take into account the obligatory activities that are written in the Programme Manual.*  *Communication activities must be in line with the overall objectives and theme of the project.*  *max. 300 characters* | **Communication tool and target value (pcs / person)**  *For each indicated communication activity, specify the tool that you will use to carry it out and enter the target value (in the measurement unit: pieces / people).*  *max. 300 characters* | **Partner responsible for the implementation of the communication activity**  *Indicate the partner who will be responsible for the implementation of each communication activity.*  *Assign all project partners to mandatory communication activities.*  *max. 200 characters* |
| 1. | *general public* | *publication of a short description of the project: objectives, results, information on receipt of financial support from Interreg* | *Project Partners' websites (2 pcs.)* | *XXXX*  *YYYY* |
| 2. | *general public* | *publishing posts on the partners' social media to present the project and the main benefits of the project for residents* | *social media posts (4 pcs.)* | *XXXX*  *YYYY* |
| 3. | *general public, residents* | *placing a durable information board at the site of infrastructure investments (for example at the beginning and at the end of a road section)* | *information board  (6 pcs.)* | *XXXX*  *YYYY* |
| 4. | *general public, residents* | *establishing contact with the editors of the local daily newspapers "xxx" and "yyy" to publish articles highlighting the positive impact of the project activities on the quality of*  *life for residents and the experience of tourists on both the Polish and Ukrainian sides* | *(sponsored) promotional articles with information on the project funding from Interreg (2 pcs)* | *XXXX* |
| 1. **Communication objective at the end of the project implementation\*** | | | | |
| 1. *Write what you want to inform about, and for what purpose?* 2. *What do you want to promote in the project - what activities, what product or service?*   *Max. 200 characters* | | | | |
| **No.[[2]](#footnote-2)** | **Target group**  *Determine who is to be the recipient of your communication activities?*  *max. 200 characters* | **Communication activity**  *Indicate planned communication activities that will help you achieve your communication objective and reach the indicated target group,*  *in this, first of all, take into account the obligatory activities that are written in the Programme Manual.*  *Communication activities must be in line with the overall objectives and theme of the project.*  *max. 300 characters* | **Communication tool and target value (pcs / person)**  *For each indicated communication activity, specify the tool that you will use to carry it out and enter the target value (in the measurement unit: pieces / people).*  *max. 300 characters* | **Partner responsible for the implementation of the communication activity**  *Indicate the partner who will be responsible for the implementation of each communication activity.*  *Assign all project partners to mandatory communication activities.*  *max. 200 characters* |
| 1. | *local and regional authorities, local media (editors of "xxx" and "yyy" daily newspapers)* | *project summary event / seminar on the impact of the project results on the local communities, living standards, and tourism appeal (mass event)* | *invitations to attend event / seminar with information about investment support from Interreg (200 pieces)* | *XXXX*  *YYYY* |
| 2. | *local community* | *social media posts inviting to the event / seminar and informing about the support of the project from Interreg (6 pcs.)*  *information on the partners' website with an invitation and agenda of the event / seminar and information about the support from Interreg) (2 pcs.)*  *roll-ups with information on the project and the Programme logo at the event / seminar venue and at the official ribbon-cutting ceremony (3 pcs.)* | *XXXX*  *YYYY* |
| 3. | *residents of the Polish-Ukrainian border area* | *Promotional articles (sponsored) with information about the Interreg funding of the project in local newspapers "111" and "222" (2 pieces)* | *XXXX*  *YYYY* |

1. **Optionally, you can provide additional communication objectives for important, completed stages of the project. For each such additional communication objective, fill in the separate table:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of the completed stage of the project:** | | | | |
| 1. *Write what you want to inform about, and for what purpose?* 2. *What do you want to promote in the project - what activities, what product or service?*   *Max. 200 characters* | | | | |
| **No.[[3]](#footnote-3)** | **Target group**  *Determine who is to be the recipient of your communication activities?*  *max. 200 characters* | **Communication activity**  *Indicate planned communication activities that will help you achieve your communication objective and reach the indicated target group,*  *in this, first of all, take into account the obligatory activities that are written in the Programme Manual.*  *Communication activities must be in line with the overall objectives and theme of the project.*  *max. 300 characters* | **Communication tool and target value (pcs / person)**  *For each indicated communication activity, specify the tool that you will use to carry it out and enter the target value (in the measurement unit: pieces / person).*  *max. 300 characters* | **Partner responsible for the implementation of the communication activity**  *Indicate the partner who will be responsible for the implementation of each communication activity.*  *Assign all project partners to mandatory communication activities.*  *max. 200 characters* |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |

1. Please add as many rows as needed [↑](#footnote-ref-1)
2. Please add as many rows as needed [↑](#footnote-ref-2)
3. Please add as many rows as needed [↑](#footnote-ref-3)