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| Communication Plan |
| [Project Name] |
| [Promoter Name]  [dd/mm/yyyy (DatE)] |

**cOMMUNICAtion plan GUIDELINES**

1. THE DOCUMENT MUST NOT EXCEED 25 PAGES
2. THE GUIDELINES IDENTIFIED IN THE EEA GRANTS COMMUNICATION AND GRAPHIC STANDARDS MANUAL should be takeN into account (<https://www.eeagrants.gov.pt/media/1525/eeagrants_manual-de-comunicacao-e-de-normas-graficas.pdf> )
3. THE ANNEX 3 "INFORMATION AND COMMUNICATION REQUIREMENTS" of THE 2014-2021 MFEEE REGULATION should be TO TAKEN INTO ACCOUNT

(<https://eeagrants.org/resources/regulation-implementation-eea-grants-2014-2021-annex-3-information-and-communication> )

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Pictures

NO ENTRY FOUND.

# EXECUTIVE SUMMARY

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| It consists of a description of the communication strategy to be adopted in project dissemination and promotion of its different activities, identifying the target audience, the means to be mobilized by each of the entities and the care to be taken in this communication, either externally with the different interface entities, or internally, in the communication between the project participants.  The communication plan in this document is intended to be a common matrix so that project promoters can effectively disseminate the different project activities. |

# OBJECTIVES

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| In order to adapt the communication plan to what is intended, briefly describe the main objectives of the project.  It should be noted that this plan should aim to foster a coordinated and properly targeted communication strategy during the project's implementation period, in order to ensure greater visibility of the project activities, as well as the results achieved. |

# COMMUNICATION and dissemination STRATEGY

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| On this point, the communication and dissemination strategy should be described, which aims to make known the activities, potentialities, results and opportunities arising from the execution of the project, as well as the opening of communication channels that fosters the future sustainability of the project. All project implementation process will be followed by dissemination and communication actions.  These actions will be as comprehensive as possible, so that the message reaches the largest number of stakeholders. For this purpose, will be used different communication channels according to the target audience profile to which they are intended.  Promoters are also required to comply with a set of requirements, rules and procedures related to communication and dissemination activities. Thus, in all activities foreseen in this communication plan, the provisions of 2.3 of Annex 3 "Information and Communication Requirements" of the MFEEE Regulation 2014-2021 (<https://eeagrants.org/resources/regulation-implementation-eea-grants-2014-2021-annex-3-information-and-communication> ) must be expressed, as well as the rules contained in the Communication and Standards Manual Graphics at the EEA Grants 2014-2021 must be adopted.”  (<https://www.eeagrants.gov.pt/media/1525/eeagrants_manual-de-comunicacao-e-de-normas-graficas.pdf>)  In summary, according to definition of the following contents and obligations:  - Target Audiences;  - Means of communication/ tools to be used with proposals: [examples: Web page (creation of project microsite); Social networks; Digital printing (brochures, flyers); Press articles (press-releases, press-trip event); Newsletter];  - Organisation of 3 events/activities, at least, for projects if the financing exceeds € 500,000.00; format: conference/ seminar/ press event, also considering the need for an activity for launching or closing and the remaining for progress review and results achievement demonstration;  - Organisation of 2 events/activities for projects if the financing is less than € 500,000.00; format: conference/ seminar/ press event, considering the need for an activity for launching and/or closing and the remaining for progress review and results achievement demonstration – considering these can be carried out on a smaller scale;  - Creation of its own website and/or page (within the promoter website with English and Portuguese versions) for the project, registration/upgrade and information updated/ results achieved, as well as the sharing of information from the EEA Grants Programme or, alternatively, through an active social media profile for the project where a website does not already exist;  - The information on the website should:  • Refer to the constitution of the team / departments involved in the project and the contact person;  • List the information and communication indicators and how they are evolving in terms of visibility and awareness of the project and the EEA Grants Programme, in terms of their objectives, impact and role of the Donor Countries.  Finally, in order to comply with the provisions of 2.3.3 of Annex 3 "Information and Communication Requirements" of the MFEEE Regulation 2014-2021, the following must also be ensured:   * The implementation of the communication plan is monitored with information and communication indicators; * The communication plan aims to reach the largest possible audience; * The events developed have the seal of the EEA Grants Programme (to make, explicit and visible, the message of the Donor Countries, the support, the importance of financing the project and the Blue Growth Program); * A plaque with funding related information is placed under the terms established in the EEA Grants Communication Manual and Graphic Standards 2014-2021 (see conditions for mandatory placement of the plaque in 2.3.3 of Annex 3 "Information and Communication Requirements" of the Regulation MFEEE 2014-2021; * A permanent and commemorative plaque is placed (up to 6 months after completion of the project) under the terms established in the EEA Grants 2014-2021 Communication and Graphic Standards Manual; * All project participants are informed that the project was based on funding and decisive contribution from the Donor Countries through the EEA Grants Programme. |

# DISCLOSURE RULES AND ADVERTISING

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| On this point, this statement should be made:  “As a project approved within the scope of the EEA Grants MFEEE 2014-2021, promoters are required to comply with a set of requirements, rules and procedures about dissemination and communication activities. Thus, in all activities provided for in this communication plan, the provisions of 2.3 of Annex 3 "Information and Communication Requirements" of the MFEEE Regulation 2014-2021 will be complied with, as well as in the EEA Grants 2014-2021 Communication and Standards Manual."  (<https://www.eeagrants.gov.pt/en/programmes/blue-growth/documents/>) |

# INTERNAL COMMUNICATION

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| Description of the internal communication of the project and how it will be carried out. Examples of tools: Intranet - will allow communication and availability of documents between partners and the promoter, with the most recent information on all project activities being placed there; face-to-face meetings; videoconferences. |

# INDICATORS/ EVALUATION

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| Description of the indicators associated with the dissemination and communication activity. The follow-up to be carried out in the different communication actions, as well as the level of completion of the predicted indicators will provide a constant assessment of the impact of the communication plan.  Examples:   * Number of dissemination actions in the press; * Number of published news; * Number of webpage visits; * Number of participants in events (either attended in person, or remotely). |

# BUDGET

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| Description of the budget foreseen in the project for the activities related to the communication plan. |

# PLANNING AND SCHEDULING

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| Describe the planning of the project's promotion and dissemination actions.  Examples:   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | NUMBER OF ACTIONS / SCHEDULing | | | | | 1st Semester | 2nd Semester | 3rd Semester | 4th Semester | | Conference organisation |  |  |  |  | | Workshop organisation |  |  |  |  | | Public demonstrations of prototypes, pilot project |  |  |  |  | | Press-Release |  |  |  |  | | Non-scientific publications |  |  |  |  | | Scientific publications |  |  |  |  | | Participation in fairs and exhibitions |  |  |  |  | | Flyers |  |  |  |  | | Website |  |  |  |  | | Participation in conferences |  |  |  |  | | Participation in workshops |  |  |  |  | | Other |  |  |  |  | |