



*ANNEX 4b*

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**Annual Communication Plan  
- Joint Operational Programme  
Black Sea Basin 2014-2020 -**

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Final draft 30 June 2015

# Acronyms

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Acronym	Description
AA	Audit Authority
BSB	Black Sea Basin
CBC	Cross Border Cooperation
CCP	Control Contact Point
DG NEAR	Directorate General for Neighbourhood and Enlargement Negotiations
EC	European Commission
ENI	European Neighbourhood Instrument (2014-2020)
EU	European Union
GoA	Group of Auditors
IR	Commission Implementing Regulation (EU) No 897/2014 (for ENI CBC)
JOP	Joint Operational Programme
JMC	Joint Monitoring Committee
JTS	Joint Technical Secretariat
KEEP	Online database of EU Territorial Cooperation/CBC projects
MA	Managing Authority
MIS	Management Information System
NA	National Authority
Q&A	Question and Answer
TA	Technical Assistance

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# Annual Communication Plan

## - Joint Operational Programme Black Sea Basin

### 2014-2020 -

#### 1. Introduction

The Black Sea Basin (BSB) ENI CBC programme 2014-2020 communication strategy is implemented via annual information and communication plans (hereafter Annual Communication Plan).

Information on progress in implementing the Annual Communication Plans, the information and publicity measures carried out and the means of communication used will be included in the programme annual report (IR 77.2e) to be submitted to the European Commission (EC) by 15 February along with a plan for the subsequent year (IR 79.4).

This document outlines the Annual Communication Plan for 2016 which follows the approach and measures outlined in the BSB Communication Strategy. The plan includes:

- Objectives for 2016
- Target audience
- Measures, indicative timing, implementing bodies and budget
- Human resources required
- Monitoring and Evaluation

#### 2. Context and Objectives

The Joint Operational Programme (JOP) submitted in June 2015 is expected to be adopted by the EC by December 2015. Although preparatory costs, including for the first call for proposals are eligible from the moment of submission of the JOP to the EC, it is anticipated that programme activities in the second half of 2015 will be focused on the set up of management structures and the process for the designation of the Managing Authority (MA). Designation of the MA is expected to be complete in first half of 2016 allowing the launch of the first call for proposals later in the second half of 2016. Therefore the 2016 Annual Communication Plan will focus on the following objectives:

- Raise awareness of the new BSB ENI CBC programme 2014-2020 so people know of the programme and the support being provided by the EU and participating countries.
- Provide information and support to assist in the finding and building of partnerships, to encourage wide participation in the first call for proposals, to facilitate compliant applications and to ensure those involved in programme implementation are able to properly fulfil their roles

#### 3. Target groups

The information and communication activities will be directed primarily to the identified target groups in the countries participating in the programme, in particular, the eligible regions, although it is expected that the broader activities, such as the website will reach beyond the programme area. External and Internal target groups for the 2016 Annual Communication Plan include:

#### a. External communication

- **General public** in participating countries
- **Potential applicants and partners and umbrella bodies/associations** in the programme areas with a focus on those regions where there was less participation during the BSB 2007-2013 programme,
- **Other bodies working in the BSB region** including other **EU CBC/interregional/transnational programmes** being implemented within parts of the BSB region and **other international donors** working in the BSB area

#### b. Internal Communication

- **Programme Structures:** Managing Authority (MA), Joint Technical Secretariat, (JTS), National Authorities (NA), Control Contact Points (CCP), Audit Authority (AA) and Group of Auditors (GoA)
- **EU bodies:** EC - Directorate General for Neighbourhood and Enlargement negotiations (DG Near) - Unit C2 (responsible for the ENI CBC programmes), EU Delegations in Partner Countries <sup>i</sup>

### 4. Communication activities

Proposed activities, target groups, the responsible body, implementing period and indicative budget are outlined in the table below.

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<sup>i</sup> It is assumed that the EC will keep other relevant EU bodies informed including the European External Action Service (EEAS), DG Regio and DG Environment (to be confirmed with the EC)

**Table 1: Outline of communication actions to be implemented in 2016**

No	Activity	Target group	Resp body	Implementing period	Budget
1	<b>Training for programme management structures</b> Training will be conducted for programme management bodies so they are able to fulfil their particular tasks. These events will be organised by the MA/JTS and will coincide with other programme events where possible.	MA, NA, JTS, CCP, AA, GoA	MA/JTS	Q1-Q2	n/a <sup>ii</sup>
2	<b>Update programme visual identity</b> The visual identity for the current programme, 2007-2013 will be updated for the new 2014-2020 programme as soon as possible after the programme is adopted. This will include the name of the programme and the tag line. The new visual identity will also highlight the participating countries and take into account the co-financing support.  The updated visual identity will be used for the communication tools being produced in 2016. The visibility manual for the BSB 2007-2013 programme will be reviewed and updated as needed for use at programme and project level.	All internal and external target groups	JTS/MA	Q1	n/a

<sup>ii</sup>Support is anticipated from the expected EU ENI CBC Technical Assistance (TA) support project. plus MA own resources (venue etc)

No	Activity	Target group	Resp body	Implementing period	Budget
3	<p><b>Update programme website</b></p> <p>The dedicated programme website, <a href="http://www.blacksea-cbc.net">www.blacksea-cbc.net</a> will be reviewed in 2016, prior to the call for proposals, will be expanded to include information for the 2014-2020 programme. Updates in 2016 are expected to include:</p> <ul style="list-style-type: none"> <li>Information on ENI CBC, the BSB 2014-2020 programme and relevant official documents,</li> <li>Detailed information on the first call for proposals and all required documents, including the Guidelines for Applicants, and the training/information support available to potential applicants and partners</li> <li>Support for finding partners and building partnerships</li> <li>Information on programme management bodies and contacts, as appropriate</li> <li>Information and support for programme management (NA, CCP, GoA)</li> <li>Updated Q&amp;A</li> <li>Links to the websites of the NA in each participating country, other relevant websites, the KEEP database of projects, etc.(as relevant)</li> </ul> <p>The programme website has been shown to be the main source of information for potential applicants and partners and will be promoted at all programme events, on programme publications and the programme promotional materials (depending on the space available on the item) held/produced in 2016.</p>	All internal and external target groups	JTS/MA	Continuously	1,500
4	<p><b>Update programme Facebook page</b></p> <p>The Facebook page of the BSB 2007-2013 programme will also be reviewed in 2016 prior to the launch of the first call for proposals and either updated or a new page created dedicated to the BSB 2014-2020 programme. The Facebook page will give information on the new programme and the first call for proposals.</p>	All internal and external target groups	JTS/MA	Continuously	n/a
5	<p><b>Develop and disseminate promotional materials</b></p> <p>Promotional materials relevant for the launch of the BSB 2014-2020 programme and the first call for proposals will be prepared and disseminated. They are expected to include folders (1000), pens (1000), notebooks (500), roll ups (2) and a banners.</p> <p>The promotional materials will be disseminated at the programme launching conference and at the information and training events. They will be also distributed to the NA for use at national level.</p>	All external target groups; Internal target groups - programme management structures, decision makers in participating countries	JTS/MA	Q1	5,000

No	Activity	Target group	Resp body	Implementing period	Budget
6	<p><b>Prepare a leaflet on the ENI CBC programme</b></p> <p>A leaflet will be produced to give information on the BSB 2014-2020 programme including the objectives and priorities, eligible regions, expected results and the funds available for each priority.</p> <p>The leaflet will have clear and concise text and attractive graphics. 4500 hard copies will be produced and disseminated at the programme launching conference and the information events with soft copies distributed via the programme website and through the relevant Email Info Networks. They will also be sent to the NA for distribution among local stakeholders. Dissemination would be done electronically and/or by post depending on the financial resources available.</p>	All internal and external target groups	JTS/MA/NA	Q2	2500
7	<p><b>Prepare a leaflet for the first call for proposals</b></p> <p>Another leaflet will be produced for the first call for proposals. It will give information on the objective of the call, eligible applicants, the types of actions that can be financed, the amount of financing and deadlines. It will also include information on the maximum and minimum budget for projects and also the expected duration. 2700 hard copies are expected to be produced. The dissemination of the leaflet on the call for proposal will be the same as that for the programme leaflet.</p>	Potential Applicants and partners/umbrella organisations, EU and other bodies working in the BSB area	JTS/MA	Q2	2500
8	<p><b>Update the programme database (for Email Info Networks)</b></p> <p>Before disseminating information on the BSB 2014-2020 programme, the current programme database will be 'cleaned' and updated.</p> <p>Updating will involve adding needed organisations which are not already included such as relevant programme management structures, other bodies operating in the BSB region and relevant national bodies.</p>	Potential lead Partners & partners, umbrella organisations, national decision makers, other bodies working in the BSB area, programme	JTS/MA/NA	Q1	n/a
9	<p><b>Hold programme launching conference</b></p> <p>The BSB 2014-2020 programme will be launched with a conference held as the first call for proposal is launched (expected in the second half of 2016). Expected participants will include key decision makers from participating counties, representatives from NA, CCP, other EU programmes, relevant international organisations, potential applicants and partners and lead partners and partners from the current programme. The conference will be a one-day event held potentially in a programme eligible area. The event will give information on the new programme and will include a session on finding and building partnerships.</p>	All external target groups, potential applicants & partners, programme management structures, EC, decision makers in participating countries	MA/JTS/NA	Q2/Q3	50,000



No	Activity	Target group	Resp body	Implementing period	Budget
10	<b>Hold information events in each participating country</b> At least one information event for potential applicants and partners will be held in each participating country as soon as possible after the launch of the call for proposals. These will be one day events held in regions eligible for the programme. They will focus on providing information on the programme, how to participate in the call for proposals and what support is available during the application process. The events are designed to be interactive so to allow sufficient opportunity for discussion and for participants to ask questions. The events will be delivered by the JTS/MA assisted by the NA in each country who will be able to provide information on national rules. Due to the limited programme budget, an allocation has been made for events in Member States and it is anticipated that events in Partner Countries and Turkey will be conducted by the EU TA support project. If this is not possible, funds from other lines in the TA budget will be allocated to these first information events.	Potential applicants & partners/umbrella organisations	JTS/MA/NA	Q3/Q4	30,000
11	<b>Hold 1 Partner Forum</b> A partner forum will be held at the launching conference involving people from all participating countries. The partner forum will provide the opportunity to build partnerships and to jointly work on proposals. The format will include information on the call for proposals, the opportunity to exchange information on project idea and the chance to ask questions. The NA will be encouraged to facilitate participation of potential applicants and partners from their countries.	Potential applicants & partners/umbrella organisations	JTS/MA/NA	Q2/Q3	n/a
12	<b>Establish a Help Desk</b> A virtual 'help desk' at programme level, will operate during the first call for proposals (respecting the rules governing provision of information during calls). The Help Desk, established with the JTS and with a dedicated email address, will provide responses to questions of clarification during the calls for proposal. All questions and responses will be published on the programme website. The NA may also provide a similar service at local level (on national rules). The Help Desk will be promoted at programme events, on the programme website and in appropriate publications.	Applicants & partners	JTS/MA	Q3/Q4	n/a
13	<b>Update Q&amp;A section on programme website</b> The Q&A section for the current programme will be reviewed and a new Q&A for the new programme will be developed prior to the call for proposals. It will be updated to take into account questions asked during the call.	Applicants & partners	JTS/MA	Q3/Q4	n/a

No	Activity	Target group	Resp body	Implementing period	Budget
14	<b>Prepare a programme newsletter</b> At least one programme newsletter will be produced during 2016. The newsletter will include information the launch of the new programme and it the opportunities it offers and will also highlight the successes of the current programme. It is expected that contributions to the newsletter, will be made by the participating countries and it will be disseminated via the website and Email Information Networks.	All internal & external target groups	JTS/MA/NA	Q2	n/a

## 5. Human Resources

The programme Managing Authority (MA) is responsible for implementing the ACP assisted by the JTS, including for the monitoring and evaluation of the ACP. Each ACP needs to be examined and approved by the JMC (IR Art. 24.3).

The MA and the JTS will carry out, with the support of the National Authorities in the participating countries, the implementation of the information, communication and promotion activities addressed to the internal and external target groups for the 2016 ACP.

The MA anticipates that support for information events, partner forums and training will be given by the expected EU Technical Assistance (TA) project supporting the implementation of the 2014-2020 ENI CBC programmes.

## 6. Monitoring and Evaluation

Information on progress in implementing the 2016 Annual Communication Plan, the information and publicity measures carried out and the means of communication used will be included in the programme annual report (IR 77.2e) to be submitted to the EC by 15 February 2017 along with the 2017 Annual Communication Plan (IR 79.4).

Data for relevant indicators, as specified in the Communication Strategy, will be gathered, recorded in the Programme MIS and given in the evaluation of the 2016 Annual Communication Plan.

Output indicators will be used to track the performance of communication activities while result indicators will assess the satisfaction by participants in planned events.

Indicators for the 2016 Annual communication Plan are given in the tables below

**Table 2: Result indicators, target values & source of verification**

Ind No	Result indicator	Tar Val	Source of verificaiton
R1	Level of satisfaction of programme management bodies expressed via evaluations following training events (% satisfied or very satisfied)	80%	Event reports
R2	Level of satisfaction among potential applicants and partners expressed via evaluations following information/networking events (% satisfied or very satisfied)	80%	Event reports

**Table 2: Output indicators, target values & source of verification**

Measure	Ind No	Indicator	Target Value	Source of verification
<b>Promotional Materials</b>	O1	• Number of items distributed		Programme annual reports
Folders			1000	
Pens			1000	
Notebooks			500	
Roll ups			2	
<b>Promotional Events</b>	O3	• No of participants at programme promotional events	150	Lists of participants/ Programme annual reports
<b>Website</b>	O4	• Number of hits on updated website	20,000	Website

Measure	Ind No	Indicator	Target Value	Source of verification
<b>Publications</b>	O6	• Number of programme publications distributed	7200	Programme annual reports
<b>Information/net working events</b>	O7	• Number of programme events	10	Programme annual reports/ Lists of participants/
	O8	• Number of participants	225	
<b>Training events</b>	O9	• Number of training events (MA, JTS, NA/CCP, GoA)	1	Programme annual reports/ Lists of participants/
	O10	• Number of participants	50	